

# Seniors Advisory Council - Development and Implementation

## Recommendation

That Community and Public Services Committee recommend to City Council:

That option one, Utilize the Age Friendly Edmonton Leadership Table, as outlined in the June 20, 2018, Citizen Services report CR\_4941, be approved.

## Previous Council/Committee Action

At the June 8, 2017, Community and Public Services Committee meeting, the following motion was passed:

That Administration provide a report on the development and implementation of a seniors advisory council, similar in scope to NextGen – providing advice on citywide matters.

## Executive Summary

Administration has explored options for creating a seniors advisory committee and proposes two options for City Council's consideration: 1) utilize the Age Friendly Edmonton Leadership Table, or 2) create a new advisory committee.

Administration recommends that option one, Utilize the Age Friendly Edmonton Leadership Table, be approved as the preferred option to provide the City with advice on city-wide matters from the perspective of the seniors demographic. This proposed option is cost effective and avoids duplication. The Edmonton Seniors Coordinating Council, which co-leads Age Friendly Edmonton is supportive of option one.

## Report

### Current State

The City supports seniors and is advised by seniors and the seniors sector in a variety of ways. In addition to the Age Friendly Edmonton initiative, the City uses the following:

*City Administration*

The Citizen Services' Seniors Team is a specialized team of four full time staff with a corporate mandate to:

- support all City departments to apply an “age-friendly” perspective to their projects and initiatives;
- provide consultation related to the needs of seniors and/or services for seniors;
- collaborate with community stakeholders to help address seniors needs in Edmonton;
- support capacity building of the seniors sector; and,
- help to connect seniors with civic services/resources.

### *Advice from Agencies, Boards and Commissions*

Currently there are 22 City committees whose members are appointed by City Council. Eight of the committees are advisory in nature. Thirty-three percent of overall membership across all committees are aged 51 and over. This percentage aligns closely with Edmonton's 2016 census data which indicates 30 percent of Edmonton's population is 50 years of age or older.

### *Citizen Input*

Another key way Administration receives information and advice from seniors is through the Edmonton Insight Community. The Edmonton Insight Community is an online survey platform that invites Edmontonians of all ages to provide input on city-wide projects and issues. This platform currently has more than 8,200 members, 28 percent of whom are 55 years of age or older.

As well, the guiding principles for the new Public Engagement Policy directs public engagement to be inclusive and accessible. In practical terms, this means that seniors are a stakeholder group to be considered when developing and delivering public engagement plans.

### Age Friendly Edmonton and the Edmonton Seniors Coordinating Council

The Edmonton Seniors Coordinating Council is a non-profit umbrella organization that facilitates collaboration and coordination among senior-serving organizations in Edmonton. Its mandate is to enhance the capacity of organizations that provide social support and recreational services to seniors through facilitating collaboration and resource sharing.

In 2013, the City and the Edmonton Seniors Coordinating Council partnered in the planning and coordination of Age Friendly Edmonton. The two organizations work in partnership to advance the Age Friendly mandate along with a wide range of stakeholders from non-profit organizations, businesses, the health sector, community leagues, and the seniors community (Attachment 1).

Administration has consulted with the Edmonton Seniors Coordinating Council regarding the potential development of a seniors advisory committee. The Board

provided a letter stating their position to Administration (Attachment 2) and support for existing structures to be enhanced to increase engagement opportunities and expand the scope of discussions and advice.

### Option 1 - Utilize the Age Friendly Edmonton Leadership Table

Age Friendly Edmonton is a partnership of individuals and organizations co-led by the City of Edmonton and the Edmonton Seniors Coordinating Council. It is committed to building an age friendly city where age is not a barrier to access services, programs, businesses or facilities. Its mandate is to build a city that values, respects and actively supports the well-being of seniors. The current governance structure consists of a steering committee comprised of representatives from Administration, the Edmonton Seniors Coordinating Council and seniors-serving organizations, who together provide guidance on project development, evaluation, and partnerships.

In 2017, Age Friendly Edmonton completed its first five-year work plan and is moving into a new phase, branded as Age Friendly Edmonton 2.0. Planning is underway on a new work plan and revised governance structure. The new work plan consists of four strategic pillars: aging in place, intergenerational programming, increased awareness of diversity within the seniors population, and the impacts of ageism.

The revised governance structure includes a new leadership table as well as working groups for each of the four pillars. The leadership table will replace the current steering committee with a role to set strategic priorities for Age Friendly Edmonton and raise the profile of Age Friendly Edmonton. This group will be the 'face' of Age Friendly Edmonton in the community.

This new leadership table will be comprised of City Council members and Edmontonians who are recognized as community ambassadors and influencers in the seniors community. Administration expects the new committee to be in place to coincide with the launch of Age Friendly Edmonton 2.0 planned for June 22, 2018, in City Hall.

If City Council wishes to proceed with this option, Administration would work with the Edmonton Seniors Coordinating Council in the coming months to further develop the mandate of the Leadership Table to include an advisory role and reporting structure.

Administration has one full time staff member who is currently assigned to provide support to Age Friendly Edmonton. In order to fund increased engagement and outreach efforts, Administration would reallocate budget from other programs/projects within the overall Age Friendly Edmonton budget.

### Option 2 - Create a New Advisory Committee

### *a) Administrative Committee (similar to NextGen Model)*

Edmonton's NextGen was created in 2006 as an Administrative Committee of the City reporting to Citizen Services. This governance model was determined as a result of the work of the NextGen Task Force to address the issue of attracting and retaining younger people to Edmonton. The NextGen model provides a platform that aims to:

- create and sustain a network of engaged Edmontonians, aged 18-40;
- provide a platform for the sharing and advancement of new and emerging ideas;
- give voice to the interests and perspectives of a diverse demographic; and,
- serve as a conduit between the next generation and the City of Edmonton including Administration and City Council.

NextGen receives ongoing funding for one full time staff member and program development. The committee reports to City Council through an annual report highlighting accomplishments and biannual reports on the NextGen Council Initiative.

Creating an Administrative Committee for seniors would follow this process:

- create a community-based task group including individuals who are seniors, representatives from community organizations, and leaders in the community
- develop a communication plan
- create and approve a draft terms of reference
- prepare a service package for consideration during the budget deliberations and receive approval of the service package
- recruit committee members through an Administration-led recruitment campaign and interview process
- appoint committee members

### *b) Advisory Committee of Council (similar to WAVE's Model)*

The Women's Advocacy Voice of Edmonton (WAVE) was formed as an Advisory Committee to City Council in 2014. The WAVE model provides a platform that aims to:

- advocate for women's gender-based issue resolutions and opportunities related to City policies, priorities and decisions;
- promote leadership development to empower Edmonton women to fully participate in civic life, and
- research and provide information and resources about women's gender-based issues to Edmontonians.

WAVE receives ongoing funding for one full time staff member and program development. The committee reports to City Council through an annual report highlighting accomplishments for the year as well as presents a work plan for the upcoming year. WAVE is also included as part of the biannual reporting on the Women's Council Initiative.

As this option would be an Advisory Committee of Council it would require development and approval of a bylaw to establish the committee and follow the Advisory Committee of Council development process set out below:

- create a community task group including individuals who are seniors, representatives from community organizations, and leaders in the community
- develop a communication plan
- City Council approval of a draft terms of reference
- City Council approval of a bylaw to establish the seniors advisory committee;
- Administration prepares service package for consideration during the budget deliberations
- City Council approval of funding request
- recruit advisory committee members through the annual citizen recruitment campaign for agencies, boards, committees and commissions; and
- Council appoints advisory committee members

**Budget/Financial Implications**

*Option One*

A preliminary estimate of funding required for this option is \$20,000. Administration would reallocate budget from other programs/projects within the current Age Friendly Edmonton budget for enhanced program development, engagement forums and activities, and volunteer hosting.

*Option Two*

Funding requirements for creating a new committee and ongoing support of an administrative or advisory committee is estimated at \$180,000 in ongoing funding. This funding would be required for one full time staff member to support the committee, public engagement, and related programming costs. No source of funds has been identified and this option would require Administration to prepare a service package for consideration during the fall budget deliberations.

**Public Engagement**

Public engagement was not conducted in relation to this report. Administration did consult with the Edmonton Seniors Coordinating Council Board and with internal stakeholders.

**Corporate Outcomes and Performance Management**

<b>Corporate Outcome:</b> Edmontonians are connected to the city in which they live, work and play.			
<b>Outcomes</b>	<b>Measures</b>	<b>Results</b>	<b>Targets</b>

Edmontonians are connected to the city in which they live, work and play	Percent of citizens who feel connected to their community according to the Citizen Perception Survey.	2017: 47 percent	45 percent (2017 target)
Seniors are represented in Edmonton's Civic Agencies, Boards and Commissions.	Percent of overall membership in Edmonton's Civic Agencies, Boards and Commissions aged 51 and over.	2017: 33 percent	Proportion of civic Agencies, Boards and Commissions members aged 51 and over to be comparable to the proportion of the overall population that is 51 and over

**Risk Assessment**

Risk Element	Risk Description	Likelihood	Impact	Risk Score	Current Mitigations	Potential Future Mitigations
Public perception	Duplication of committees potentially impacting the ability of existing bodies to recruit volunteers and competing for resources.	3 - Possible	1- Minor	3 - Low	Incorporate into the Age Friendly Edmonton 2.0's Leadership Table an Advisory mandate to advise Administration on city-wide matters that impact seniors.	N/A
Public perception	The City is perceived as not engaging seniors or responding adequately to their needs and issues.	2 - Unlikely	1 - Minor	2 - Low	Current representation in line with population demographics on the City's Agencies, Boards, and Commissions; current Public Engagement processes led by the Communications and Engagement Department; Current Seniors Council Initiative, Age Friendly Edmonton, and Seniors Team's work in the seniors sector.	Incorporate into the Age Friendly Edmonton 2.0's Leadership Table an Advisory mandate to advise Administration on city-wide matters that impact seniors.

**Attachments**

1. Age Friendly Edmonton Partners and Stakeholders
2. Letter from Edmonton Seniors Coordinating Council

**Others Reviewing this Report**

- S. Padbury/R. Kits, Acting Deputy City Managers, Financial and Corporate Services
- M. Sturgeon, Acting Deputy City Manager, Communications and Engagement