

Stakeholder Engagement

Progress Report - Seniors' Centres

Recommendation

That the March 3, 2021, Citizen Services report CR_6876, be received for information.

Previous Council/Committee Action

At the January 30, 2019, Community and Public Services Committee meeting, the following motion was passed:

That, upon completion of the stakeholder engagement, as outlined in Attachment 1 of the January 30, 2019, Citizen Services report CR_5748, Administration return to Committee with a progress report.

Executive Summary

Between October 2019 and May 2020, a variety of stakeholder engagement activities were used to identify and clarify the role of the community-based seniors' serving sector and the role of the City in providing programs, services and funding to support seniors in aging well.

In response to the COVID-19 pandemic, Edmonton's seniors' sector mobilized its efforts, used stakeholder priorities identified in the engagement and created the Coordinated Pandemic Response Model. This model allowed Administration and community partners to test a coordinated and collaborative community response in a real-time scenario.

Given the success of this operating model, the Edmonton Seniors Coordinating Council, with support from Administration, is beginning the development and implementation of a community-led and coordinated senior sector model.

Report

The Approach to Supporting Seniors' Centres 2019 replaced The Seniors' Centres Plan 2011–2021 and provided a transition period required to develop and implement the next steps for how the City will support seniors' services for 2021 onward. Learnings during this time have helped Administration develop the coordinated

approach for the COVID-19 pandemic and the formation of the new community-led approach to supporting seniors' services in Edmonton.

Building on the 2019 Approach to Supporting Seniors Centres report, Administration initiated a two-phase project to develop a framework to support seniors:

- Phase 1: Understanding the Current Context and the Role of the City of Edmonton
Identified the current state of programs, services and activities aimed at supporting healthy aging in Edmonton and clarified the municipality's role in supporting healthy aging.
- Phase 2: Understanding the Role of the Community Based Seniors Serving Sector
Conducted engagement to further explore the current and future state of healthy aging in the community. This phase used an evidence-based and rigorous process to look into and plan for various future states. This approach used the information gathered and mapping of the current state to develop a draft city-wide coordinated seniors sector model.

Stakeholder Engagement

Between October 2019 and May 2020, Administration conducted several engagement activities including group sessions, interviews and surveys. These activities focused on identifying and clarifying the role of the community-based seniors' serving sector and the role of the City in providing programs, services and funding to support seniors.

Engagement sessions were targeted at representatives from external organizations and City staff. Interviews were conducted with key stakeholders such as businesses, academics, industry leaders, multicultural groups and health representatives. The primary focus was reaching under-represented groups, community experts, and participants who couldn't attend engagement sessions. Surveys were available for participants unable to attend sessions or who had further comments after the sessions.

Through this engagement process, stakeholders recommended three priorities that the City should focus on when developing an approach to support seniors' services:

1. Ensure community spaces, services and supports are inclusive and representative of community needs.
2. The City of Edmonton's approach for seniors' services has a clear strategic direction and focus.
3. That community-based service partners have the capacity to deliver innovative and effective programs and services to Edmonton seniors.

These priorities reflect some best practices when planning for seniors' services. Although the stakeholder engagement was conducted largely pre-pandemic and focused on a City-led model, the priorities are still current and relevant in moving forward with a community-led approach.

Community-Led Model

The local response to the COVID-19 pandemic provided the opportunity to develop a city-wide, community-led and coordinated senior sector model and what evolved was the opportunity to move towards a community-led approach to doing this work.

In response to the pandemic, Edmonton's community-based seniors' sector mobilized its efforts and created the Coordinated Pandemic Response Model (Attachment 1). This response demonstrated the not-for-profit sector's ability to respond quickly to changing and emerging circumstances. The Coordinated Pandemic Response Model allowed Administration and community partners to experience and test a coordinated community response in real-time to address a social/health issue that was disproportionately impacting seniors.

The initial results from the Coordinated Pandemic Response Model further informed the direction of a draft city-wide coordinated seniors sector model and clarified the role of the City. The three priorities identified in the stakeholder engagement process are relevant and applicable under the community-led model.

The Edmonton Seniors Coordinating Council will lead the further development and implementation of the new model. The council will engage its networks to coordinate and lead a city-wide sector model that strives to find effective and sustainable solutions to the needs, issues and barriers to aging well. Having played a key role in the pandemic approach, the council sees the value in establishing this approach within the sector as an operating model going forward.

Next Steps

The following key activities include both City- and community-led efforts that will focus on an approach that is senior-centred and aligned with the determinants of healthy aging.

1. Supporting the development and implementation of a city-wide coordinated senior sector model (community-led)
 - Model to be led by the Edmonton Seniors Coordinating Council.
 - The City of Edmonton will be one of many stakeholders to ensure that the needs of seniors are met.
2. Coordinated continuum of outreach services (City-led)
 - Administration will work with key partners to improve the accessibility of services to isolated seniors.
3. Review City funding streams that support seniors services (City-led)
 - Seek input from stakeholders to ensure funding supports strong alignment with City priorities and the Determinants of Healthy Aging framework.

The ongoing demographic, economic, political and social changes, highlight the need for a robust and multi-faceted approach to supporting healthy aging. Building on knowledge and expertise, learnings from stakeholder engagements, implementation of the Coordinated Pandemic Response Model and insight gained through the strategic foresight process, advancing with a community-led model will ensure a collective movement towards a common vision and goals for all seniors to age well in the community.

Corporate Outcomes and Performance Management

Corporate Outcome(s): Edmontonians are connected to the city in which they live, work and play			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Systemic change to address healthy aging	Number of seniors-serving organizations utilizing the determinants of healthy aging	N/A	TBD

Attachments

1. Coordinated Pandemic Response Model

Others Reviewing this Report

- C. Owen, Deputy City Manager, Communications and Engagement
- M. Persson, Deputy City Manager and Chief Financial Officer, Financial and Corporate Services
- B. Andriachuk, City Solicitor, Office of the City Manager