

2008 PRO Educational Forum and Trade Show

The Impact of the Aging Population on Parks and Recreation



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What do we want to Accomplish?

- Educate
- Share
- Learn
- Have fun



Overview

- Across virtually every municipality in Ontario, the aging of the population will have a significant impact on the provision of recreation and leisure services.
- As these services contribute immeasurable benefits to the quality of life for older adults, there is a strong impetus to plan for the unprecedented growth over the next 20 years.



Overview

What we will Learn Today:

- The enormity of the impact that the aging population will have on parks, recreation, and community services.
- Specific issues, trends, and best practices relating to older adult services.
- Opportunities for municipalities and other service providers to adapt to the aging of the population.



The Demographic Shift

- Between 2006 and 2021, the number of residents 55 and over is conservatively forecasted to increase by 55%, compared to only 7% for the rest of the population.



The Demographic Shift



Region/County	% of the Total Population 55+		
	2006	2021	2031
<i>Ontario</i>	24%	31%	34%
Hamilton	25%	32%	34%
Peterborough	31%	40%	43%
Waterloo	21%	29%	32%
Toronto	23%	28%	29%
York	20%	28%	32%
Halton	22%	29%	33%
Bruce	33%	44%	45%
Oxford	26%	35%	37%
Chatham-Kent	27%	36%	38%

The Demographic Shift

- The majority of Canadian immigrants are currently of working age, and will form a significant portion of the next generation of older adults.
- Older adults may have the financial resources to participate in activities that interest them, although some will be on fixed incomes.



Degree of Impact

- The aging of the population will not only affect recreation and parks.
- Need to think about all municipal departments and services, including:
 - Fire & Emergency services
 - Libraries
 - Public Transit
 - Planning
 - Finance
 - Human Resources
 - Legal Services
 - Engineering



Trends

The “new” older adult is coined in the phase “one size does not fit all”:

- Strong emphasis on healthy living, but many are isolated
- Learning new information or skills is considered a leisure pursuit
- Boomers with a university degree are 5 times more likely to be involved in cultural, educational or hobby activity than those with a high school degree



Trends - Transportation

- Increasing pressure for transportation to be accessible and user-friendly to ensure that older adults can participate in community programs and activities.
- Transit routing and scheduling be cognizant of older adult usage characteristics.
- Existing road network and signage not older adult friendly.



Trends - Barriers

Barriers to participation that prevent a large portion of older adults from engaging in the community, include:

- Poor accessibility / lack of transportation
- Safety concerns, fear of injury
- Lack of information on available programs and/or services
- Lack of physical or emotional support
- Lack of motivation, low self-worth
- Cost
- Language
- Transportation

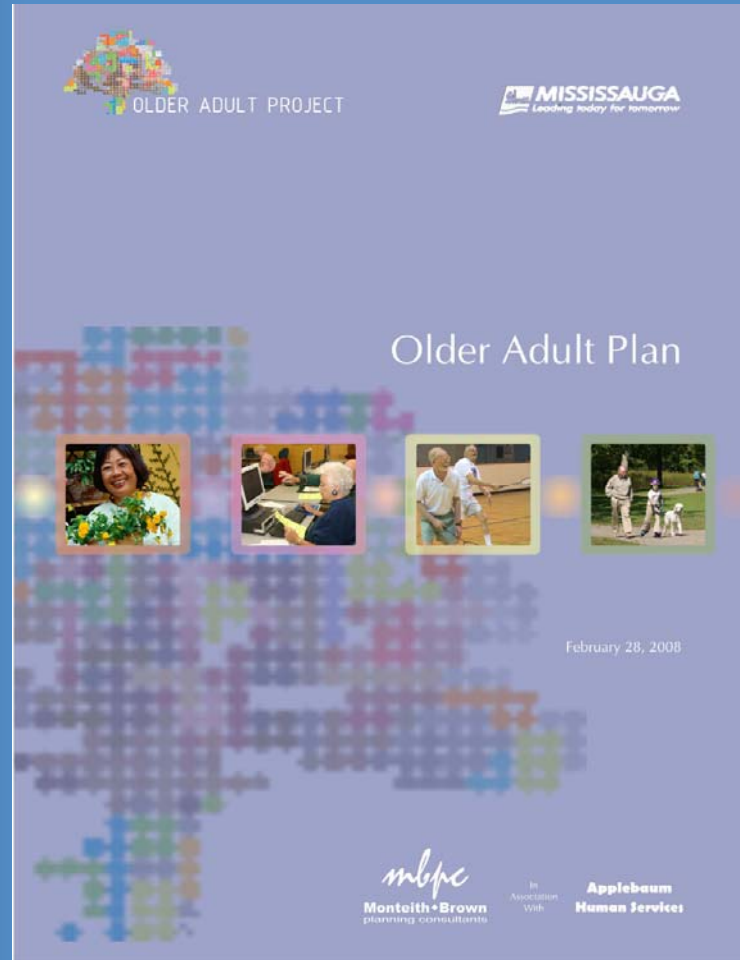


Case Studies

- MBPC has undertaken two landmark studies for the City of Mississauga and the City of Kitchener to assist the municipalities in meeting the needs of the growing older adult population over the next 20 years.



City of Mississauga



The Older Adult Plan for the City of Mississauga was approved by General Committee March 19th, 2008.

City of Mississauga

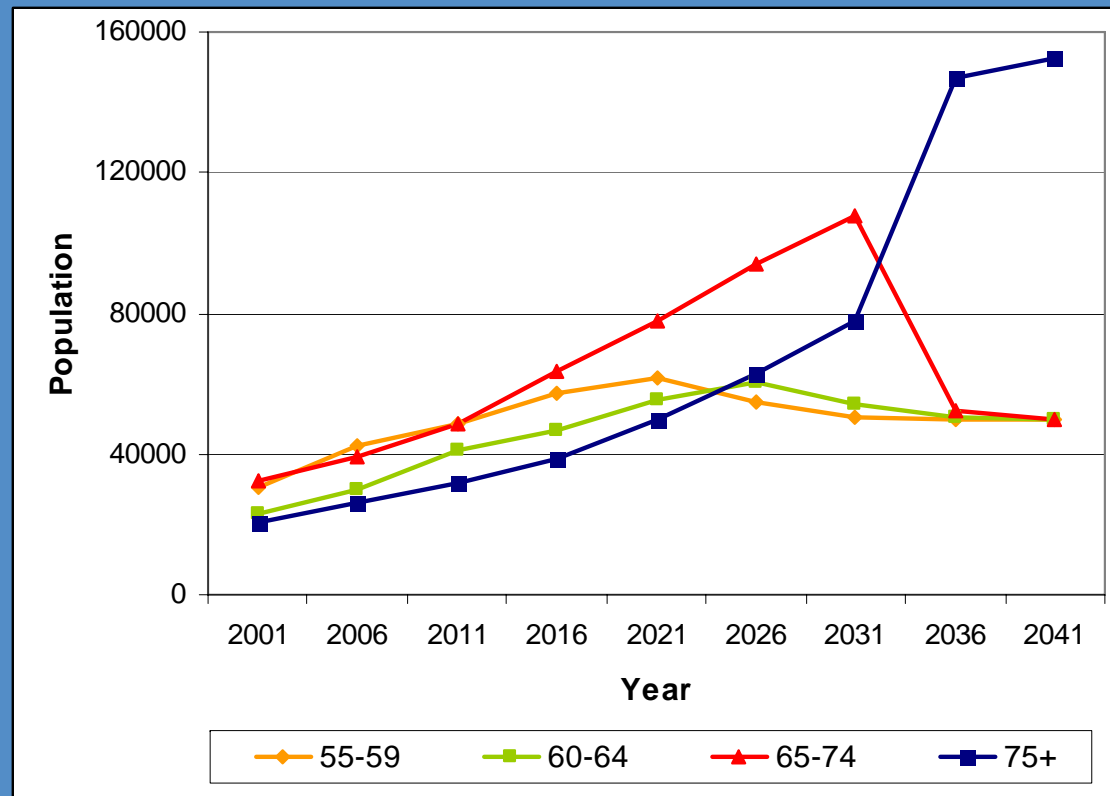
- The Older Adult Plan for the City of Mississauga seeks to develop an innovative, long-term planning framework for older adult service delivery which guides an action plan for the City.
- The scope of the Older Adult Project focuses on Mississauga's services, programs, facilities and delivery system related to the City's older adult population.





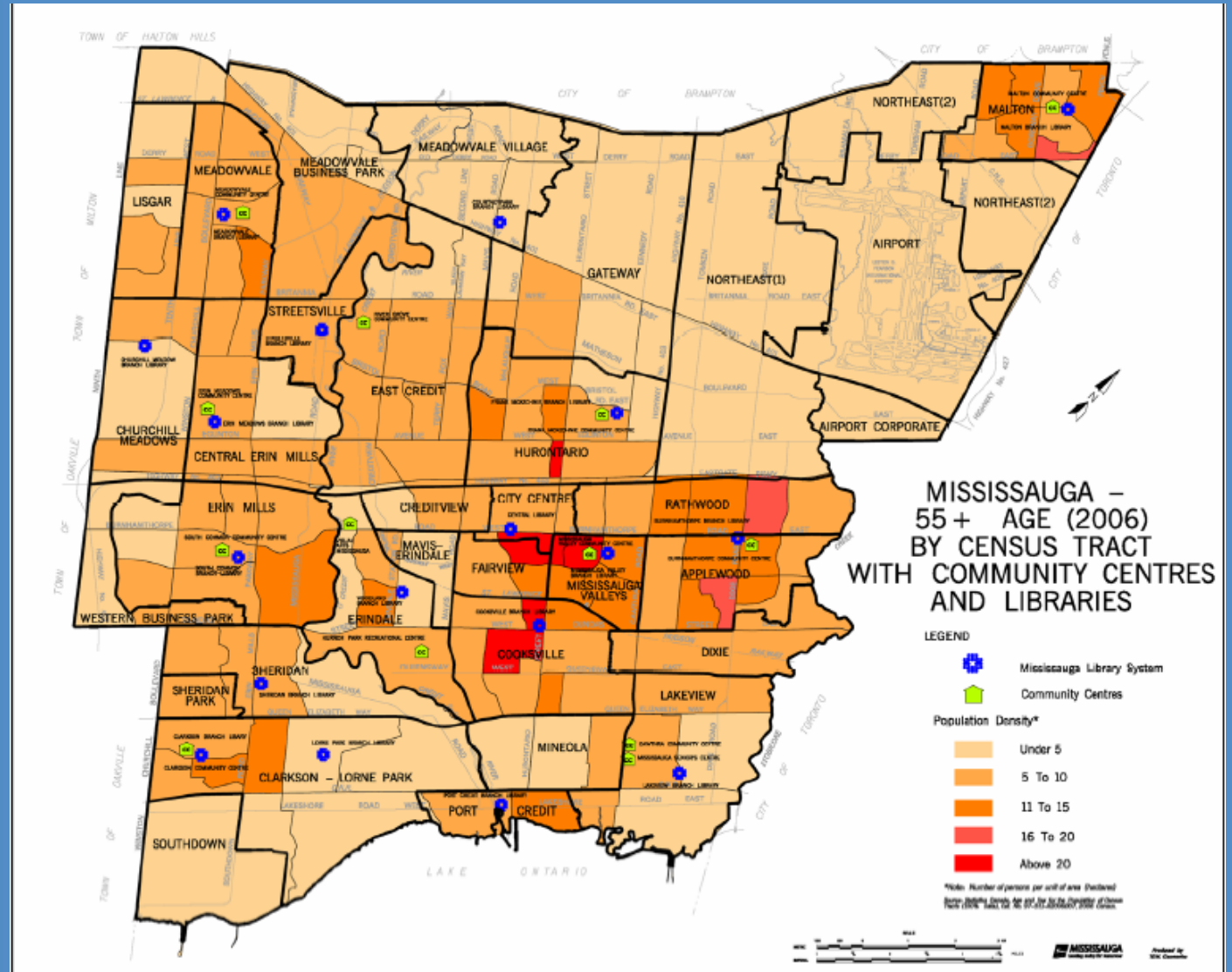
City of Mississauga

Demographics



Source: City of Mississauga
Demographic Projections

City of Mississauga



City of Mississauga

Consultation Tools:

- Household Survey
- Online Survey
- Search Conferences
- One-on-One Interviews + Outreach
- Stakeholder Survey
- Staff Workshop



City of Mississauga

What we Learned:

- Transportation is the #1 issue.
- Facilities and programs need to be accessible.



Fred Kent, Project for Public Space, May 2006

City of Mississauga

What we Learned (Cont'd):

- Older adults want a stronger sense of community – i.e. create hubs of activity, as well as more volunteers and inter-generational and inter-cultural interaction.
- Strong support for an Ability-to-Pay model.



City of Mississauga

What we Learned (Cont'd):

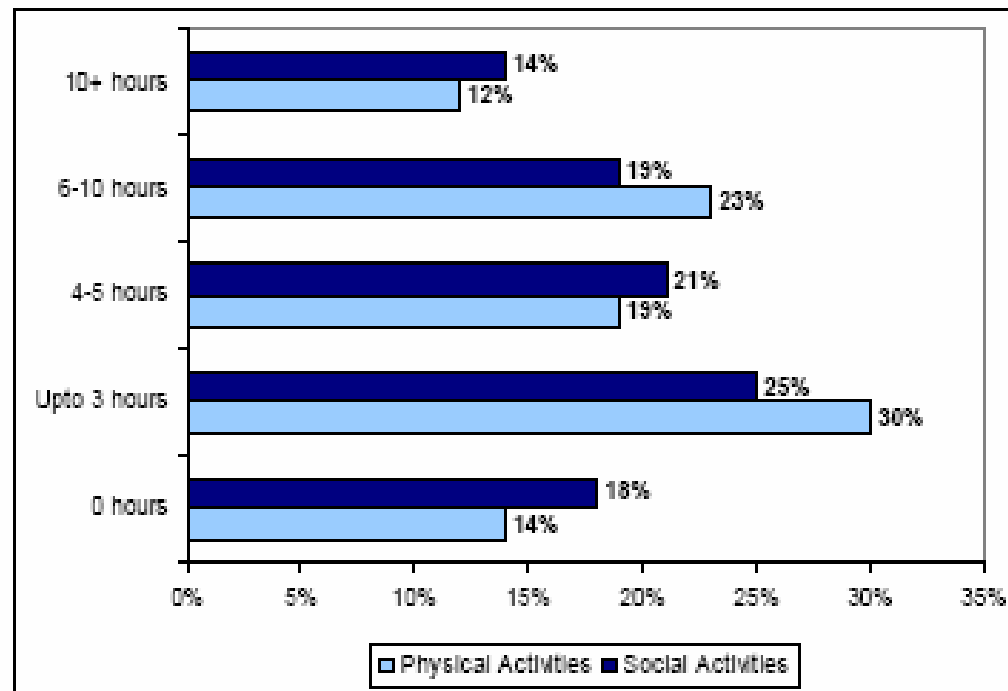
- Need to reach out to community leaders to ensure different ethnic groups receive information.
- Encourage more training of volunteers and staff to understand and accommodate Older Adult needs.
- Older Adults don't want to be categorized by age, but rather by ability and mindset.



City of Mississauga

What we learned (Household Survey):

Figure 8: Self-reported approximate number of hours spent each week participating in social/physical activities outside of the home



Note: Numbers may not sum to 100 due to rounding and/or the exclusion of 'don't know/no opinion' responses.



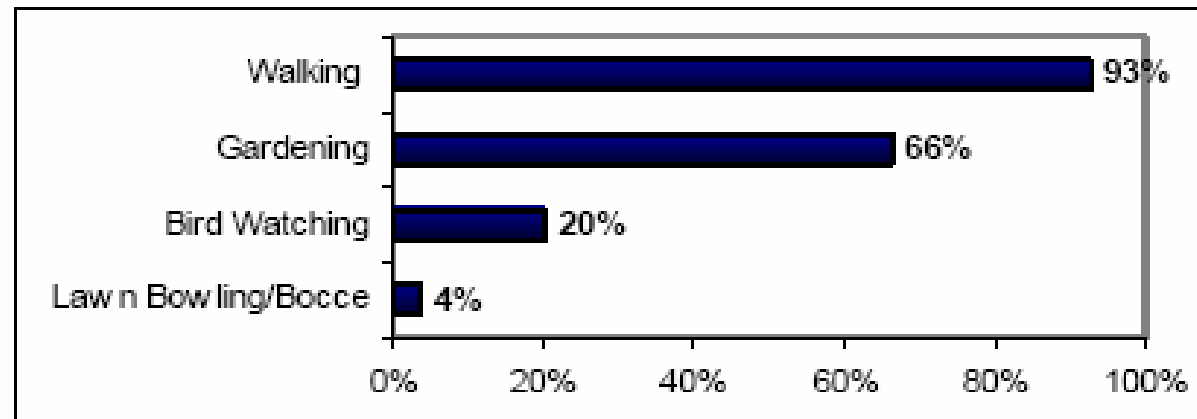
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What we learned (Household Survey):

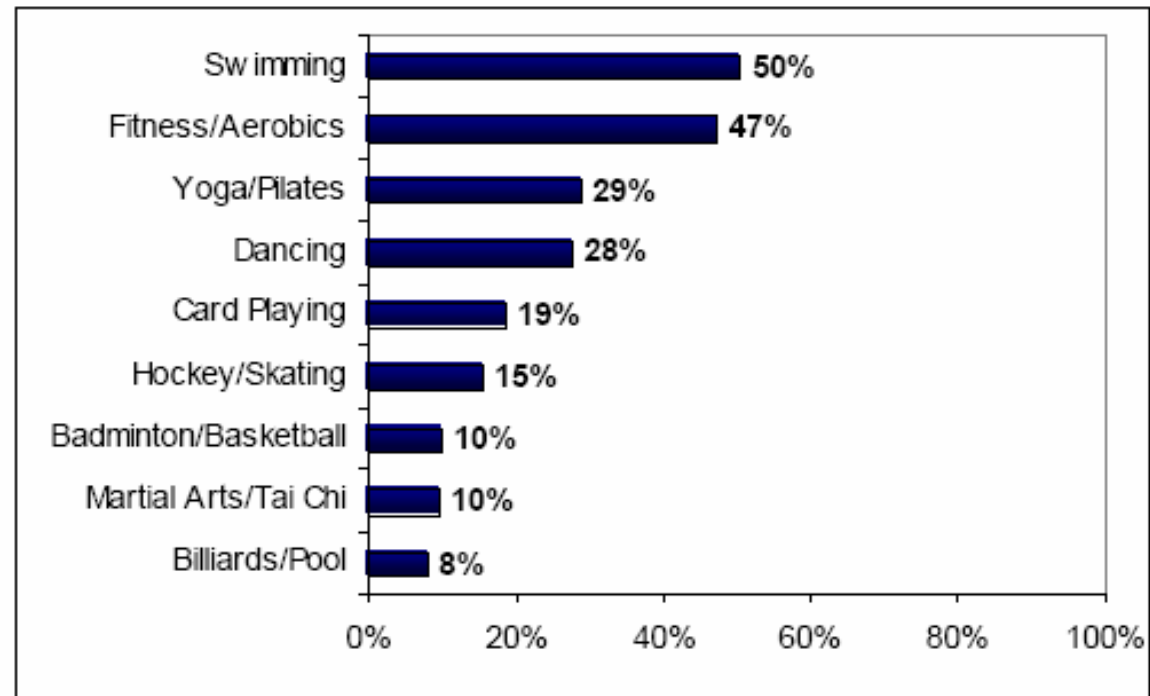
Figure 15: Passive Outdoor Activity Participation in the Last Year



City of Mississauga

What we learned (Household Survey):

Figure 16: Community Centre Activity Participation in the Last Year



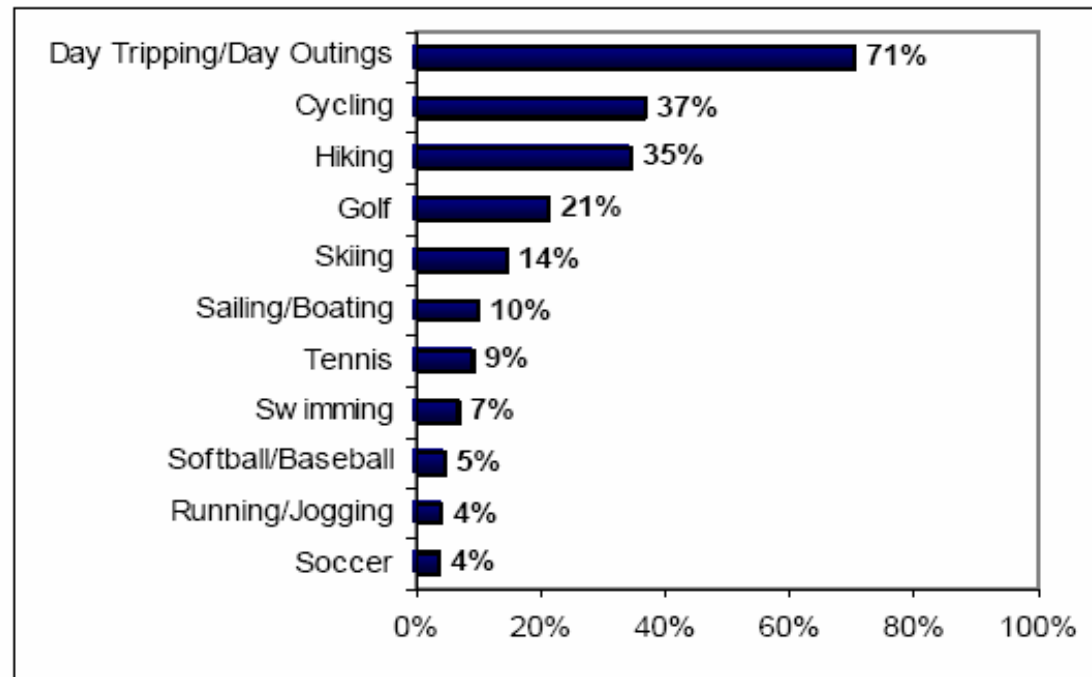
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What we learned (Household Survey):

Figure 17: Active Outdoor Activity Participation in the Last Year (all respondents)



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City of Mississauga



Vision Statement

A compelling, conceptual image of the desired future

Guiding Principles

Beliefs that articulate the core values, underlie the vision statement and serve as a basis for integrated decision making

Goals

Specific desired end results that support guiding principles



City of Mississauga

Vision Statement

As an age friendly city, older adults in Mississauga will lead purposeful and active lives, will live in their community with dignity, integrity, and independence, and will experience a diverse range of lifestyle opportunities to pursue their personal interests.

City of Mississauga

Guiding Principles

1. Support individual needs and interests of older adults.
2. Public spaces, places and programs are age-friendly.
3. Older Adult volunteers contribute immensely to the community.



City of Mississauga

Guiding Principles

4. Age will not be the sole determinant in establishing fees for older adult services.
5. Older adults are “in the know”.
6. Complete neighbourhoods benefit older adults.
7. Travelling within Mississauga is possible for all.



City of Mississauga

Guiding Principles

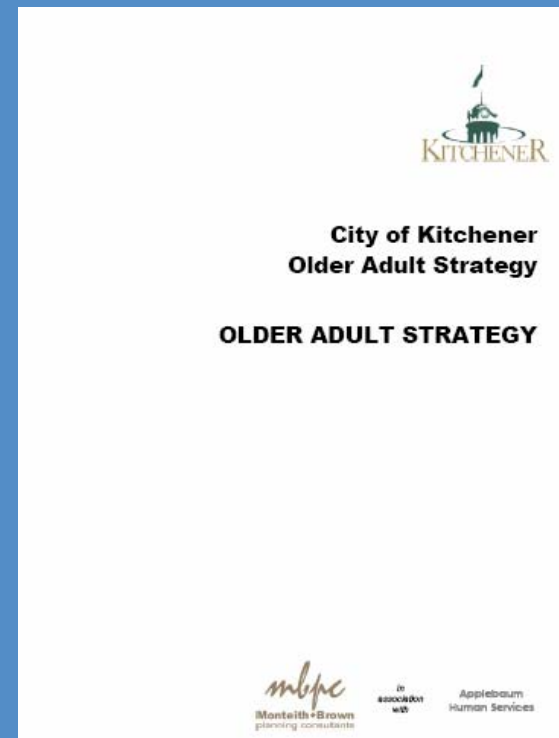
8. Celebrate life's older years.
9. Active Living and Lifelong Learning Enhance Older Adults' Quality of Life.
10. Partnerships Strengthen Community.





City of Kitchener

The Older Adult Strategy is under final review by the Steering Committee





City of Kitchener

Goal

To develop an older adult strategy that is relevant to current and projected needs and trends within the older adult age group (50+) in the City of Kitchener.

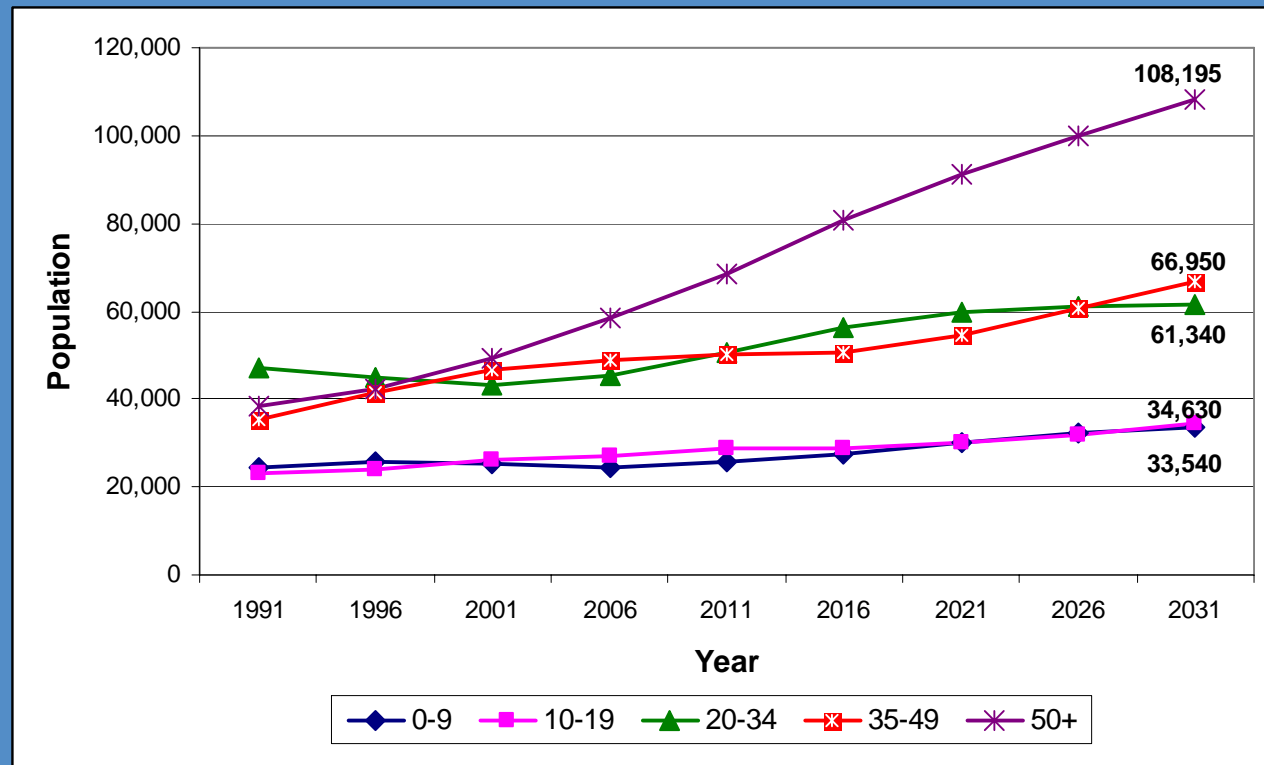
Scope

City of Kitchener's community services, programs, and facilities related to the City's older adult population.



City of Kitchener

Demographics



Source: City of Kitchener, Summary of Age Cohorts for the City of Kitchener

City of Kitchener

What we Learned:

- Awareness and communication are critical to encourage older adults to participate in social and physical activities.
- Increasing pressure for transportation, particularly transit, to be accessible and user-friendly.
- Membership levels demonstrate that the traditional service clubs, such as Lions Club and Knights Columbus are declining in popularity.



City of Kitchener

What we Learned:

- New types of clubs, such as Probus (‘retired professional business men and women’), which focus on the individuals interests (trips, hikes, wine clubs, etc.) have been growing in the last few years.
- Older adults in Canada have traditionally been the volunteers.
- Surveys have found that Baby Boomers are less likely to volunteer.



City of Kitchener

What we Learned:

- New older adults are putting additional demand on prime time hours (evenings and weekends).
- Older Adults will have a greater variety of interests, skills, and capabilities.
- Residents are not overly loyal to a specific facility/centre.



City of Kitchener

What we Learned:

- Must continue to improve communication and organization of information regarding older adult facilities, programs, services, and web format.
- Must expand the programs geared towards older adults.
- Must provide older adults programs at more community centres.
- Creating a hierarchy in membership is not needed and may even be a barrier to participation.



City of Kitchener

What we Learned:

- Continued coordination between neighbourhood associations, the City, and other service providers is of utmost importance.
- Supporting the health and well-being of Kitchener residents is a priority.
- There is a continued need to provide accessible facilities.





City of Kitchener

Vision Statement

Kitchener Older Adults are able to live active lives, engage their mind and spirit, and are an integral part of our community.



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City of Kitchener

- In the 2008 Budget, the City of Kitchener provided \$65,000 of funding to implement the Leisure Access Card and to develop a sustainable service delivery strategy.
- The monies will be allocated to hiring a Leisure Access Coordinator, increasing the subsidies provided to promote “Access, Equity and Inclusion”, and the development of a marketing plan.



WHAT DOES THIS MEAN?

What Does this Mean?

- As a first priority, review demographic projections to determine the degree of impact that aging of the population will have on your community.
- Review leading trends on the provision of leisure and recreation services for older adults.
- Following a review of the demographic projections and trends, consult (focus groups, interviews, surveys, etc.) with the community to understand their specific leisure needs.





What Does this Mean?

- As a organization, a decision should be made as to whether traditional seniors subsidies for recreation and leisure should continue to be in practice.
- With many communities predicting a doubling of the older adult population, the cost to subsidize this group will also double.
- Support in many municipalities for an 'Ability-to-Pay' model, where those in the community who are most in need of assistance receive subsidies.



What Does this Mean?

- The Low-Income Cut-Off (“LICO”) reports provide a tool to determine the number of residents that are in need of subsidies, as it considers basic living costs, number of working adults, and geographic cost of living variations.
- Should consider maintaining traditional seniors subsidies to those born prior to 1935.

What Does this Mean?



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Bruce	33%	44%	45%
Oxford	26%	35%	37%
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What Does this Mean?

Ability-to-Pay Hypothetical Example:

- Municipality 'X' has a population of 100,000.
- In 2006, 20,000 residents were 55 years of age or older.
- In 2031, 37,097 residents will be 55 years of age or older.
- This means there will be an additional 17,097 older adults in 2031.



What Does this Mean?

Ability-to-Pay Hypothetical Example:

- Lets estimate that approximately 13% of the Municipality's population is below LICO.
- Therefore, approximately 13,000 residents are considered low-income (includes all age groups).
- Theoretically, approximately 50,000 residents could qualify for a subsidy if the traditional senior subsidy and the assistance for low-income residents is available.
- Must remember that everyone is on a fixed income, not just older adults.

What Does this Mean?

Year	Total Population*	Total Number of Residents 55+*	Total Number of Persons below LICO*±	# of Residents born prior to 1935	Differential
2006	100,000	20,000	13,000	5,661	1,339
2011	103,000	23,000	13,390	4,250	5,360
2016	106,090	28,000	13,792	2,802	11,406
2021	109,273	32,000	14,205	508	17,287
2026	112,551	37,000	14,632	34	22,334
2031	115,927	37,097	15,071	0	22,026

Example Year: 2006

Number of Residents 55+ = 20,000

Number of Low Income Residents = 13,000

Number of Resident born prior to 1935 = 5,661

Differential = # of Residents 55 years or older – (# of residents born prior to 1935 + # of Low Income Residents)
 $= 20,000 - (13,000 + 5,661)$
 $= 1,339$



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What Does this Mean?

- If Municipality 'X' continues to provide age-based subsidies over an income-based subsidy (LICO), they would end up funding an additional 22,026 residents, that may not need financial assistance.
- If the average subsidy for older adults is \$50.00 per year, this is a cost of \$1,101,300 per year!

What Does this Mean?

Emerging Older Adult Leisure Programs

- Nature trails and scenic walks (requires benches, minimal slope, washrooms, signage, etc.).
- Cultural tours (theatre, restaurants, Museums/Art Galleries, Historic Sites, etc.)
- Art classes (acting, painting, sculpture)





What Does this Mean?

Emerging Older Adult Leisure Programs

- Educational classes (architectural history, European art, politics, healthy eating and wellness, cultural cooking, decorating, and fashion, etc.)
- Fitness classes (stretching, pilates, low impact sports, dance, Nia, etc.)

What Does this Mean?

- While the next generation of older adults are predicted to live longer lives than previous generations, their mobility will still decline as they age.
- Promoting accessible landscapes (including parks and recreation facilities) will be critical in ensuring that older adults continue to participate.



What Does this Mean?

Opportunities to promote accessibility:

- Ensure that a transit stop is located adjacent to the entrance of all public facilities.
- Promote community centres as 'hubs' of activity, where residents can pay their taxes, send a letter in the mail, and attend a fitness class.
- Develop older adult programming such that there is a variety of skill levels.
- Offer older adult recreation and leisure activities at all community centre, not just at dedicated older adult facilities.





What Does this Mean?

- There is sufficient justification for organizations/municipalities to dedicate at least one staff person to implementing older adult programs, activities, and facilities.
- Organizations should consider establishing an older adult committee to ensure that local trends and needs are identified and addressed.



Thank you!

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The Baby Boomers

Over the past 100 years we have added 30 years to our lives.



Source: *International Council on Active Aging*

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The Baby Boomers

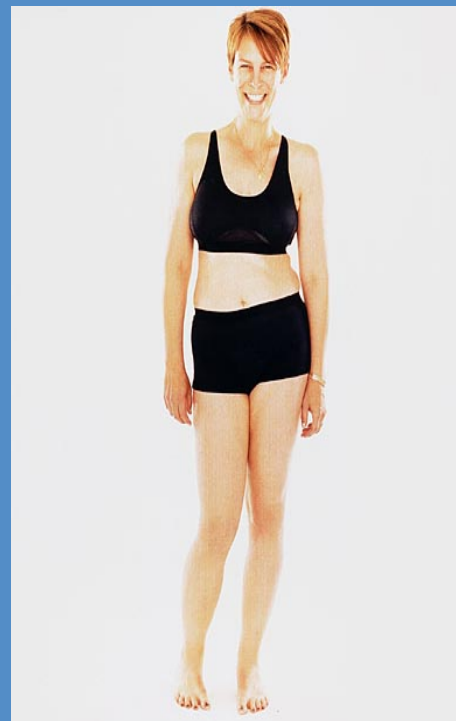
The challenge is, what the heck will we do with all the additional time?



Source: *International Council on Active Aging*

The Baby Boomers

It's a fact that normal physiological aging is a variable process.



Source: *International Council on Active Aging*

The Baby Boomers

Boomers For Example (1946 – 1964)



- Midlife is a time of reckoning
- Peter Pan complex
- Work was central part of living
- Feel stretched
- Not sure how to fit in much more

Source: *International Council on Active Aging*

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The Baby Boomers

Top Two Causes for Boomer's Doctor Visits?

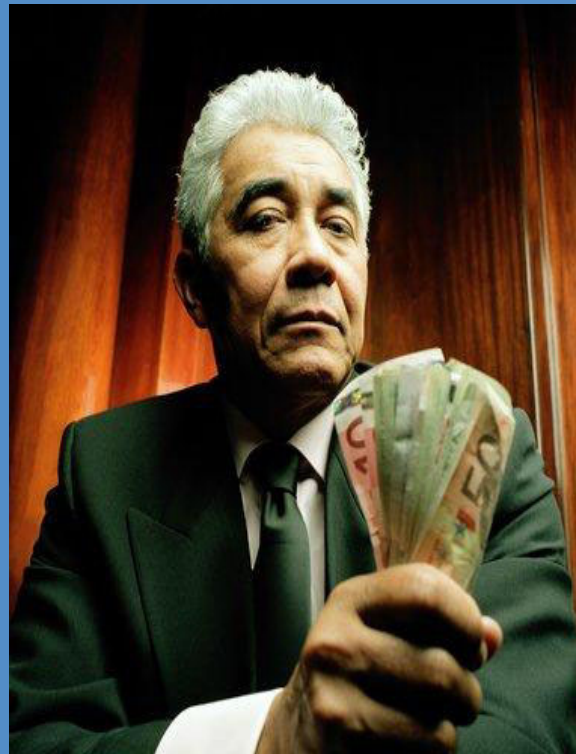
- Common cold
- Sports injuries



Source: *International Council on Active Aging*

The Baby Boomers

70% of people 45+ years plan to work during retirement



Source: International Council on Active Aging



The Baby Boomers

- What is important to people as they approach retirement?
- Ability to adapt a new sense of time
- Health and disease are a real concern
- Desire to maximize independence and functionality





The Baby Boomers

What do Boomers Want?

We want the whole experience!

We want it all!

And, we want it now!!!

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The Baby Boomers

Just Consider –

Today, the diet industry is a \$35B business.

By 2009, \$30B will be spent on anti-aging products.





The Baby Boomers

But, we know that the 2 best ways to look and feel younger are:

Regular physical activity

Healthy eating



The Baby Boomers

98% of people 50+ know about the benefits of active healthy living.

64% think that it is the best thing they can do.

So

To promote activities, you don't have to establish a need.

Offer a solution that overcomes their real or perceived barriers!



The Baby Boomers

More than one in three 55+ people will avoid products or programs that they think stereotype people.

So

Messaging is very, very important!

The Baby Boomers



- withered?
- wonderful?

campaignforrealbeauty.ca  | *Dove*

Dove Canada, www.dove.ca (2008)

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The Baby Boomers

Dove's Pro-Age Campaign

- Sales jumped 700% in 4 months
- More than 800 news stories about the campaign
- Won international awards



The Baby Boomers

pro-age | Dove products | mission | samples | pro-age ads | discussion | casting call | FAQ

calling all pro-age™ women!

Are you pro-age™ and proud of it? Dove® invites you to enter the "Be the Next pro-age Woman" Essay Contest. Tell us what beauty after 40 means to you – and help us show society that your later years can be your best ones. You could appear in a new campaign for Dove® pro-age™ products.

- register for casting call
- official rules
- meet the pro-age™ women
- tell-a-friend

try pro-age™ today
get a free sample

pro-age™ products
learn more about pro-age for skin, face & hair

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pro-age | Dove products | mission | samples | pro-age ads | discussion | casting call | FAQ

dove is pro-age™

Embrace the best years of your life with Dove® pro-age™, a new line of products for skin and hair created to let women in their best years realize the beautiful potential that lies within.

Because beauty has no age limit.

- replay the commercial
- hear the reaction to the commercial
- join the debate
- tell-a-friend

try pro-age™ today
get a free sample

pro-age™ products
learn more about pro-age for skin, face & hair

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your skin needs extra care now, every inch of it.

new dove pro-age deodorant. because underarms are skin, too, deodorant with the softness they need to soothe, moisturize and all-day protection. dove pro-age beauty™ is designed for you.

www.dove.ca/pro-age

Dove Canada, www.dove.ca (2008)

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What can we Learn?

- Get to know your client needs and promote solutions that answer those needs.
- “Capture the spirit” by featuring real people and real stories that your clients can relate to.
- Create a feeling of community – pride is priceless.
- Demonstrate that you are an advocate for their issues.
- Create a debate about your offerings.
- Use tools for story-telling – web sites

And, most importantly

Become PRO-AGE

Always promote affirmative, hope-driven attitudes towards aging!



L'Oreal Canada, www.en.loreal.ca
(2008)



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Programming for Aging Clients



Source: *International Council on Active Aging*

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Six Dimensional Approach: Programming For Aging Customers



Physical
Spiritual
Vocational
Social
Intellectual
Emotional

Physically Active

- Strength for improving every day functions
- Endurance
- Balance
- Flexibility and range of motion
- Appropriate breathing techniques

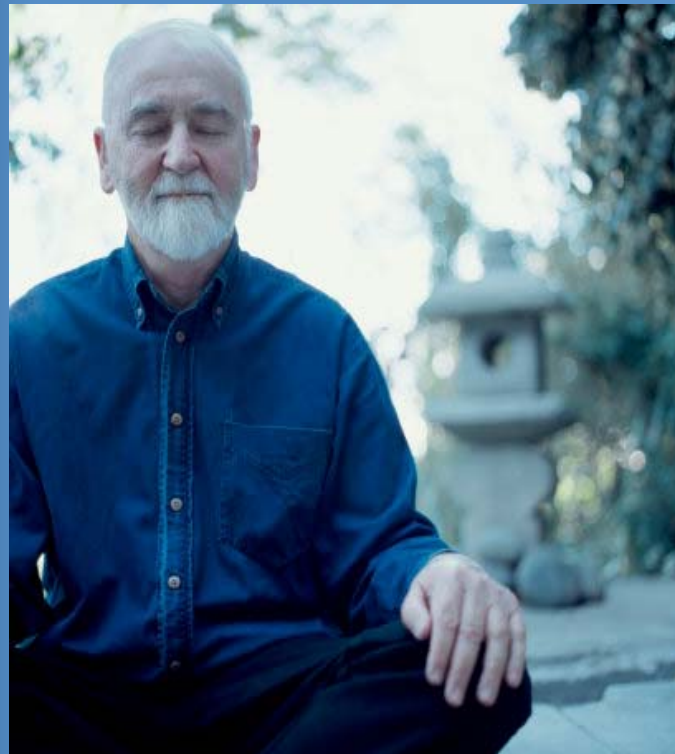


Touch all the bases



Source: International Council on Active Aging

Spiritually Active



Source: *International Council on Active Aging*

*Live in the moment,
this time is yours.*

- Yoga – number one group activity today.
- Meditation and relaxation
- Outdoor hikes (with a pair of binoculars)
- Gardening

*Then take time to smell the
roses!*

Vocationally Active

- Use your life skills, experiences, energy creativity and wisdom.
 - Mentoring
 - Volunteering
 - New vocational training
- Provide opportunities for people to remain vocationally active



Source: *International Council on Active Aging*



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Socially Active

- Art classes
- Book/current event discussions
- Concert outings
- Craft workshops
- Dinner theatre outings
- Guest speakers
- Any and all group activities that encourage interaction



Source: International Council on Active Aging

Intellectually Active

- Seminars
- Workshops
- Brain games
- Computers
- Debate clubs
- Book of the month
- Public speaking

*Anything to challenge
the mind*

*Think of it as brain
fitness*



Source: International Council on
Active Aging

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Emotionally Active

- Stress management courses
- Humor workshops
- Mind body exercise classes
- Issue specific support groups
- Behavioral modification workshops
- Theatre

Anything that will help your clients develop a more positive attitude towards aging!



Source: International Council on Active Aging

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THANK YOU



Source: International Council on Active Aging



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