

## **Bid Opportunity**

Consultants with experience in community needs assessment, facilitation, community engagement, research, policy development, strategic planning and municipal planning and services are invited to submit proposals to undertake the development of an Age-Friendly Community Action Plan for the City of Burlington.

## **Background**

The City of Burlington is experiencing significant growth in our older adult and senior population groups. We have an older age profile than all other municipalities in Halton Region and the Province. As of 2011, 16.9% of Burlington's population was 65 years of age or older, compared to 14.6% of Ontario's population. We are proud to know that our City is considered a desirable place to grow-up, have a family and retire. Burlington is reaching its build-out capacity which means that our total population will grow at a slow rate in the years to come, however, our age composition will change drastically to a more mature population. Currently 1 in 6 residents is a senior, and in the next 25 years it could be almost 1 in 4.

In 2013, the province launched Ontario's Action Plan for Older Adults and published various planning tools to assist cities in becoming more Age-Friendly. In 2015 the City received a grant from the Ontario provincial government to undertake an Age Friendly Community Action Plan. This initiative is an opportunity to learn more about what older adults think about living in Burlington and what they will need in order to stay active and participate in all aspects of community life. The initiative will bring together numerous city departments, advisory committees, public agencies and service providers to assess needs and develop strategies which support life-long active aging.

Proponents should be aware that Halton Region recently completed its Older Adult Plan which addresses areas within its jurisdiction including health and social services. These findings in addition to the province's policies for older adults and the World Health Organization's model for Age-Friendly Cities form a foundation upon which further assessment may commence. Burlington's Age-Friendly Action Plan will focus more on "Active Living" dimensions including social and civic participation and inclusive practices in the areas of: leisure, learning, mobility, safety, accessibility and community/neighbourhood life. The Burlington Age-Friendly Plan should align with and support the Halton Region Older Adult Plan and other City of Burlington policies and strategies listed under Relevant Documents on page 29.

---

## **Project Objectives**

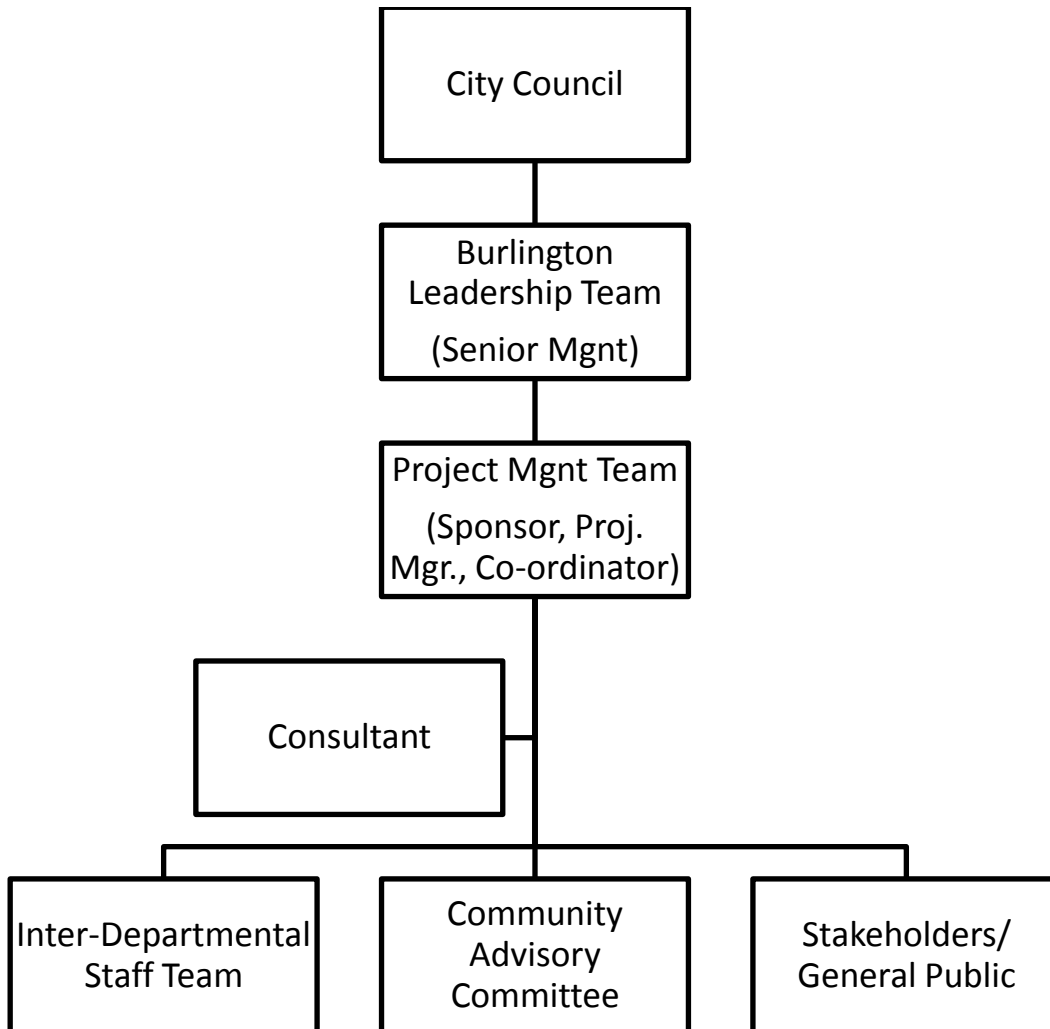
1. Forecast demographic trends in Burlington noting demographic and urban shifts at 10, 20 and 30 year markers and provide perspective on the relationship between Burlington's human and physical urban environment at each juncture.
2. Compile a comprehensive inventory of existing services available to older adults in Burlington through public, private and voluntary sector service providers who offer passive and active recreation and social opportunities as well as various other support services essential to participation such as transportation options and accessibility support.
3. Provide a wide range of opportunities for older adults to share their views on active aging, community life and service needs.
4. Determine current strengths and gaps in service delivery to older adults.
5. Identify future service and infrastructure needs that support healthy and active lifestyles for older adults.
6. Identify opportunities for community development, partnerships and innovative service delivery models to enhance the breadth, quality and accessibility of services for older adults throughout the city.
7. Deliver an Age-Friendly Community Action Plan which summarizes guiding principles, presents findings of community needs assessment, outlines and prioritizes actionable steps, identifies resources available and needed, and proposes implementation and adoption procedures.

## **Project Horizon and Target Audience**

The study will have a 30 year horizon in terms of the vision/principles, and a tactical plan focused on the next 10 years. The population we are focussing on is active adults 55 years of age and older. A segmentation of this large population group will be required that takes into account the needs and abilities of individuals at different stages of life.

**Project Structure:**

The following reporting structure will be in place for the project:



**Key Focus Areas**

The Age-Friendly Action Plan will evaluate and provide recommendations on the following community dimensions which are based on the World Health Organization’s model for an Age Friendly City. It is important to note that while the Regional Plan focuses more on Assisted / Supported Seniors, the City’s Plan will have a focus on Active Seniors. Consideration should be given to potential synergies with the Region’s Older Adult Plan.

- **Outdoor Spaces and Buildings** (aspects related to safety, amenities, accessibility, convenience, comfort, enjoyment, and functionality of public spaces including parks, trails, streets, and city buildings)
- **Transportation** (pedestrian, cycling, car, transit, traffic systems, etc.)
- **Communications and Information** (greater accommodation and ease of access)
- **Civic Participation** (volunteerism, civic engagement)
- **Social Participation** (recreation, sport and cultural programs, festivals and events)
- **Respect and Social Inclusion** (inclusive service standards, adaptive support systems, community development initiatives which enhance aging in place)

The above dimensions are the most closely related to active aging and participation in community life which are the focus of this initiative.

### Key Stakeholders

The following community stakeholders and service agencies are expected to participate fully in this initiative:

- Burlington Seniors Advisory Committee
- Burlington Age Friendly Council
- Burlington Accessibility Advisory Committee
- Burlington Senior Centre Inc.
- CARP
- Community Development Halton
- Burlington Public Library
- YMCA
- Halton Region

### Scope of Work

The following provides a general scope of work for the project. Proponents can use this as a reference to develop their own detailed work plan for the project.

Project Stage	Activities
Situational Analysis	<ul style="list-style-type: none"> <li>▪ Review existing city policies and plans impacting older adults.</li> <li>▪ Review Burlington’s urban structure at a high level.</li> <li>▪ Compile and review city services affecting older adults including utilization data where available.</li> <li>▪ Assess utilization patterns of existing inventory of recreation</li> </ul>

	<p>facilities and capacity to accommodate additional programming.</p> <ul style="list-style-type: none"> <li>▪ Compile inventory of services provided by other private, public, non-profit and voluntary sector organizations and agencies. Refer to Halton Senior’s Directory and other sources as required.</li> <li>▪ Review and analyse the demographic profile of older adults/seniors by geographic district. Provide long term population forecasts. Demographic data will be provided to the successful proponent.</li> <li>▪ Review trends for older adults impacting service delivery.</li> <li>▪ Undertake benchmarking for senior services in other communities e.g. number of senior’s centres, spending per capita for senior’s services.</li> <li>▪ Summarize findings in a background research report.</li> <li>▪ Discuss findings and strategic implications with Steering Committee.</li> </ul>
<p>Community Engagement</p>	<ul style="list-style-type: none"> <li>▪ Develop detailed community consultation program including target audiences, information needed and methodologies to be used. Special consideration should be given to find ways to connect with hard-to-reach seniors.</li> <li>▪ Confirm consultation program with Steering Committee.</li> <li>▪ Assist city with the development and implementation of a communications plan to support consultation events and activities.</li> <li>▪ Develop, test and execute surveys. The City’s electronic survey application can be used once the survey questions are developed. Summary of data to be provided in chart and written formats.</li> <li>▪ Conduct focus groups for key stakeholders, service providers and city staff groups.</li> <li>▪ Conduct broader community consultations open to the general public such as community forums, etc.</li> <li>▪ Undertake one-on-one consultations with community leaders and elected officials.</li> <li>▪ Develop report with findings.</li> </ul>

<p>Action Plan</p>	<ul style="list-style-type: none"> <li>▪ Conduct a workshop with the Project Team to review results of community consultation and define local principles and identify key strategic priorities.</li> <li>▪ Prepare draft Age Friendly Action Plan.</li> <li>▪ Review draft action plan with Steering Committee.</li> <li>▪ Present Draft Action Plan at stakeholder workshop and receive input.</li> <li>▪ Project Team to consider input and recommend changes to the Action Plan.</li> <li>▪ Draft Final Action Plan.</li> <li>▪ Present Final Action Plan to Council for approval.</li> <li>▪ Assist the city with key messaging and communications on Final Action Plan as required including media release, web page and user friendly flyer/brochure. The City will take the lead on communications.</li> </ul>
--------------------	--

**Project Deliverables:**

The following are the hard deliverables that the City expects from this initiative:

1. Situational Analysis Background Report
2. Community Engagement Report summarizing input from forums, surveys, etc., and identifying similarities and differences in feedback from segmented age sectors.
3. Age-Friendly Burlington Action Plan to include the following at a minimum:
  - a) Key findings and strategic themes from the research and needs assessments
  - b) Vision Statement for older adults living in Burlington (long term-30 years)
  - c) Guiding Principles for the Plan
  - d) Strategic recommendations related to the following age-friendly community dimensions: outdoor spaces and buildings, transportation, communications and information, civic participation, social participation and respect and social inclusion. The recommendations should address municipal service development/enhancement, infrastructure development, new policies and standards, partnerships and community development initiatives and other. These will form the 10 year tactical plan.
  - e) Implementation Plan and Evaluation Process
  - f) Key Performance Indicators to measure success of the Plan

The final product will be delivered as print ready and, additionally, as an accessible PDF suitable for posting on the City of Burlington’s website. The content will be made available in Microsoft Word or other raw data files. The document will be fully compliant with the Accessibility for Ontarians with Disabilities Act, 2005 (AODA), Integrated Accessibility Standards Regulation (IASR) and conform with the Web Content Accessibility Guidelines (WCAG) 2.0 at Level AA.

### **Community Engagement**

The City expects a dynamic and far reaching community consultation program in order to get the broadest perspective on priorities affecting each age segment within the older adult demographic. We expect a multi-faceted consultation program that may involve focus groups, potentially a larger community forum, one-on-one consultations, surveys and other innovative and inclusive methods which engage citizens and service providers. The consultant will work with the City to ensure that the public consultation meets the guidelines of the City’s Community Engagement Charter. In addition the project structure will include a community advisory/steering committee with representation from various stakeholder groups and citizens. This group would be consulted at key points in the study.

Proponents who recommend a statistically valid survey should provide details on what this would involve and price this work separately as “optional”. As indicated, the City can support the consultant with an electronic survey through the City’s web site. Consultants are asked to comment on the best survey approach.

### **Consultant Qualification**

The consultant should have experience in the following areas:

- Community engagement and facilitation
- Quantitative research
- Demographic analysis
- Trends and best practice research
- Effective presentation skills
- Urban planning
- Broad municipal service sector planning (recreation, transportation, parks)
- Social planning specifically with the senior’s demographic
- Policy development
- Strategic planning

- 
- Clear and persuasive report writing skills
  - Overall project management (schedule, budget and quality control)

### **City Responsibilities**

The City expects to provide the following support to the project. Proponents should identify any additional supports required by the City.

- Schedule project team meetings
- Provide available data and resources
- Provide analysis on data and advise on local perspectives and issues
- Assist in the planning and organization of the consultation program
- Provide analysis and comments on the consultant's work
- Organize consultation sessions
- Provide facilitation support as required
- Organize project communications including: project web page, meeting invitations, Council updates, notices in local newspaper. The city will create a communications plan with the assistance of the consultant..
- Organize tours for the consultant team
- Provide major stakeholder profiles
- Ensure alignment with corporate policies and strategic directions
- Monitor and manage project budget
- Co-ordinate approvals and reports to Council

### **Timeline:**

The timeline to complete this initiative is Fall 2016.

### **Budget:**

The budget for consultant fees is \$50,000. The City may consider a modest increase to the budget for any additional work that the consultant feels would add significant value and enhance the quality of the results and outcomes of the project such as a statistical survey of the seniors population. Items such as this should be priced separately as optional.

As indicated, the project is being funded by a provincial grant. The consultant's work and all invoices must be completed and submitted prior to December 31, 2016. Any invoices submitted after this date may not be covered by the grant and therefore may not be paid to the consultant.



### **Relevant Documents:**

- Ontario's Action Plan for Seniors
- Ontario Seniors' Secretariat Age Friendly Planning Guide
- A Guide to Programs and Services for Seniors in Ontario
- Finding the Right Fit – Age Friendly Community Planning
- Parks, Recreation and Cultural Assets Master Plan
- Future Focus – City's Strategic Plan
- Live and Play Guide
- Older adult program participation data
- Older adult service rates and fees
- List of stakeholders and contact information
- Halton Seniors Directory 2014-2017. Information on Senior service providers
- Citizen survey on Quality of Services – potentially senior sub-sample results
- Other older adult specific surveys conducted by the city
- Maps of parks, trails, facilities, long-term care facilities, supported living residences, retirement communities, etc.
- Policies pertaining to older adults including: Ontario's Action Plan for Seniors, Diversity in Action, Elder Abuse, Public Health, Poverty Prevention initiatives
- Region of Halton Older Adult Plan
- Social Profile of Halton 2014
- Select Indicators of Health and Wellbeing in Older Adults, Halton 2007-2011
- City of Burlington Community Engagement Charter
- City of Burlington Accessibility Design Standards
- Accessibility for Ontarians with Disabilities Act and its Regulations
- World Health Organization, Global Database of Age-Friendly Practices
- World Health Organization, Global Age Friendly Cities