

# City of Markham Older Adult Strategy Update

**General Committee  
April 18, 2016**



- In December 2014 – Council endorsed a resolution to engage in an Older Adult Strategy that incorporated the strategies established by the World Health’s Organization Age-Friendly Community Planning process.
- The City of Markham is currently engaged in a joint partnership with the Government of Ontario to develop its Older Adult Strategy
  - The City of Markham received a funding grant from the Ontario Senior Secretariat in 2015.
  - Council approved additional capital funding for 2016.
  - Funding will be used to engage in a study that will assist the City of Markham in transforming into an Age Friendly Community.

## Age Friendly Community

In accordance with the world health organizations eight (8) Age Friendly Community Dimensions, include the following parameters

- Outdoor space and public building
- \*Transportation- not included in the Older Adult Strategy
- \*Housing- not included in the Older Adult Strategy
- Social Participation
- Respect and Social Inclusion
- Civic Participation and Employment
- Communication and Information
- Community Support and Health Services



In addition two other measures are to be considered as part of it's Older Adult Strategy

- The definition of age ranges for adults 55+ corporately;
- An affordable and sustainable price framework for older adult municipal programs and services.

The City of Markham recently (December 2015) released a request for proposal for the completion of an Older Adult Strategy.

The successful consultant firm that will complete the City of Markham's Older Adult Strategy is urbanMetrics inc.

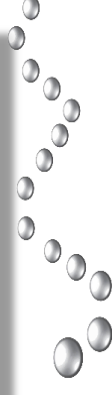
Project Lead Peter Thoma



urbanMetrics is one of Canada's oldest and most well-respected urban economics and municipal strategy firms. We provide custom analytics and practical solutions that are designed to help our Clients prepare for change and manage risk.

We are a **results-oriented** advisory firm focused on:

- Market Research & Analysis
- Strategy & Public Policy
- Stakeholder Engagement
- Concept Scoping & Refinement
- Economic & Fiscal Impact Analysis
- Expert Testimony & Litigation Support.



**urbanMetrics inc.**  
*market, economic and strategic advisors*

Good Planning Requires Exceptional Numbers.  
That's where we come in.

# Strategy: The Building Blocks for Change

Where do we aspire to be 5-10 years from now?

What do we, as an organization, actually do? What do we stand for? What drives us to succeed?

What do we want to achieve?

What are the Priorities we need to address?

What tactics are we going to use to achieve our goals?

What special commitments are going to be deployed?

How do we know we are on the right track?

**Vision**

**Mission/  
Values**

**Strategic  
Goals**

**Strategic  
Objectives**

**Strategic Initiatives**

**Performance Monitor  
(Metrics)**

# Quantified Engagement Live Audience Polling





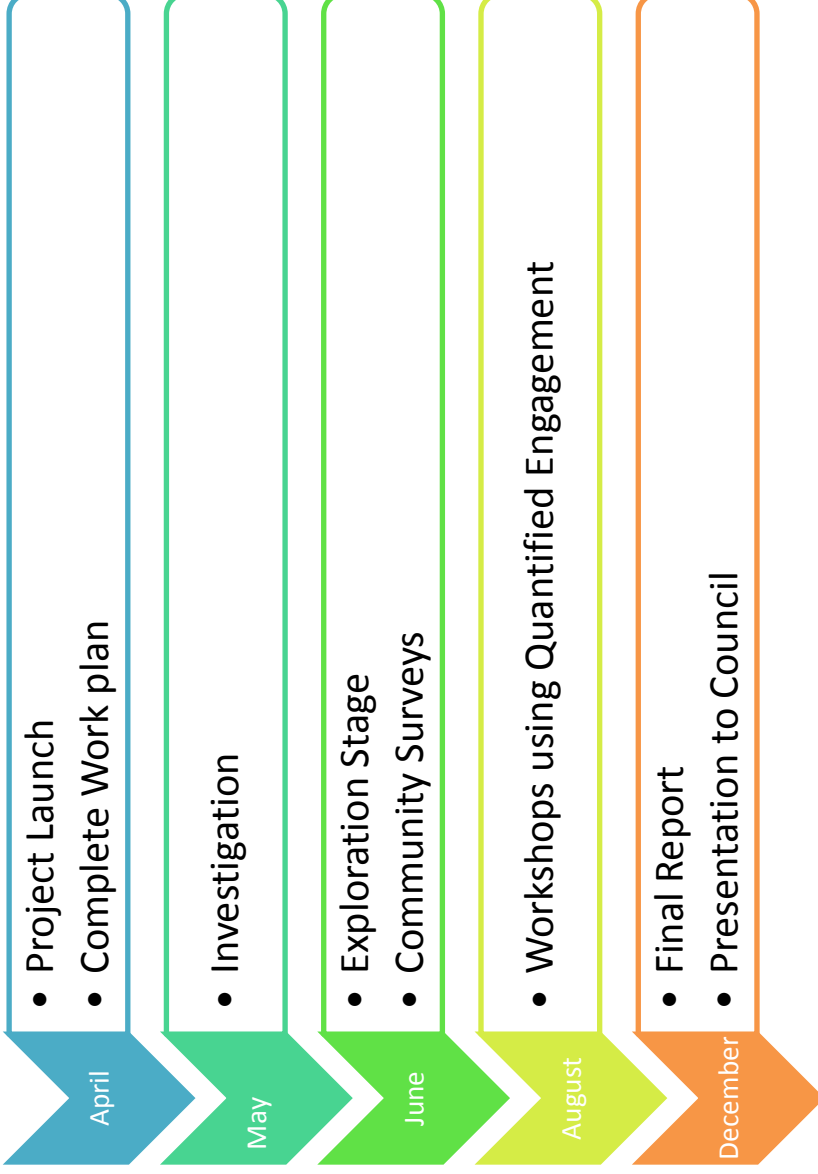
## The Project Deliverables

- Project meetings with City project staff and Council Meetings x 8
- Online (more compatible) survey x 3
  - Public (residents and 50+)
  - Stakeholders (service providers)
  - Staff
- Quantified Engagement Workshops, including full statistical Reporting
  - Public
  - Stakeholders/Service Providers
  - Staff/ Senior Management Team
- Market, Economic and Financial Analytics for the Strategy
- Older Adult Final Report





## Project Timeline



## Next Steps

- Consultant to meet with internal work team
- Consultant to meet with Councillors