

Age-Friendly Community Municipal Policy

Action Plan 2018-2020



En partenariat avec :



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Michel Gibson
Mayor



John Morson
Municipal Councillor



Samuel Rother
Municipal Councillor

Message from the Mayor and Councillors responsible for the Town's Age-Friendly project

Seniors are at the very heart of our community. They have devoted their lives to the development of the municipality and contribute to Kirkland's dynamism.

The MADA Policy and Action Plan are an important initiative for us to ensure that Kirkland remains a city that is welcoming to seniors while continuing to meet their various needs.

The creation of the 2018-2020 MADA action plan and policy is made possible thanks to the financial support of the Quebec Ministry of Family. It is a funding support that binds the Kirkland Town Council's will to promote measures aimed at ensuring the active and enjoyable ageing of the population.

The city undertakes to work closely with the members of the follow-up committee to implement the actions defined in the policy and to keep listening to what Kirkland residents have to say.



Steering Committee

Paul Dufort, Municipal Councillor
Mélanie Côté, Section Head
Geneviève Lebrun, Section Head
Lise Labrosse, Director
Marie-Josée Audy, Inspection Clerk
Érik Deslandes, PW Coordinator
Dolly Tawil, Section Head
Annie Tétreault, Section Head



Town Profile



Founded in 1961, the Town of Kirkland has reached its saturation point in terms of land development, and its population is aging.

Demographic findings show that more than one-quarter of Kirkland citizens are sixty years of age or older.

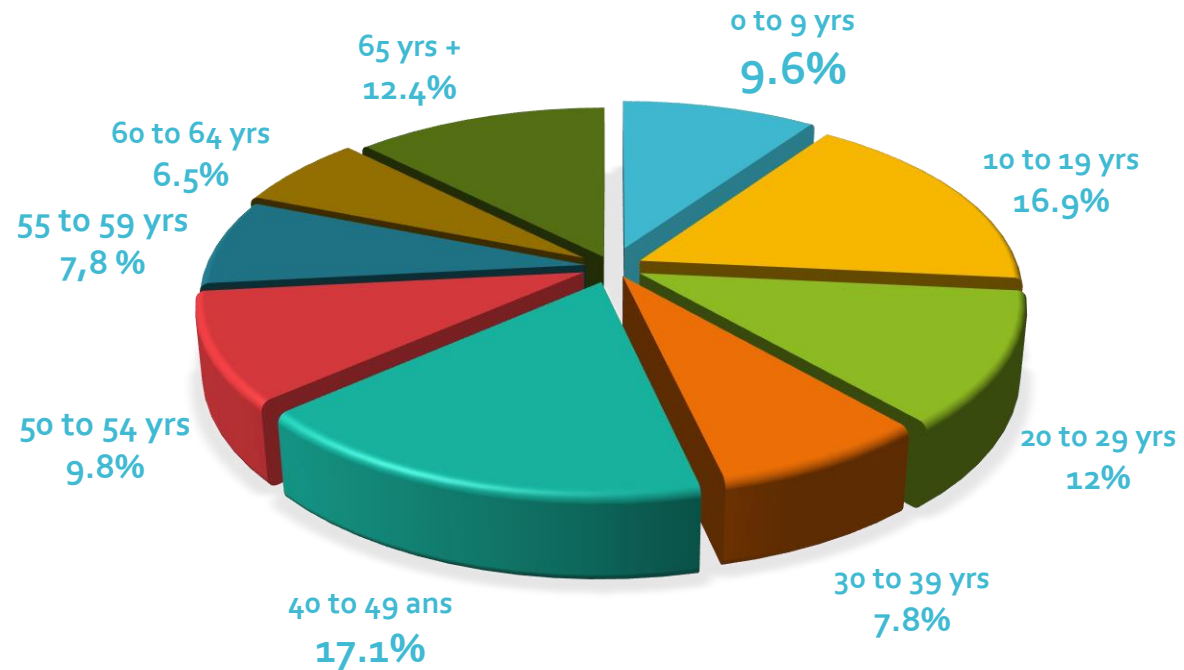
A KIRKLAND SENIOR CITIZEN IS ...

- ... a Kirkland resident
- ... 60 years of age or older
- ... retired or semi-retired

CHANGING DEMOGRAPHICS...

- ... aging population
- ... increased life expectancy
- ... declining birth rate
- ... changing cultural profile

KIRKLAND'S DEMOGRAPHY



Kirkland's Population	2011 Current	2016 Projected	2021 Projected
55 years and over	26.7 %	36.6 %	46.4 %
60 years and over	19 %	26.7 %	36.6 %
65 years and over	12.4 %	19 %	26.7 %

With this knowledge, the Town undertook in December 2015 to draft its first *Age-Friendly Community Municipal Policy* so as to better meet the needs of this important segment of its population and provide them with a safe, dynamic and inclusive living environment.

AFM

The Quebec Ministry of Health and Social Services defines the Age-Friendly Municipality (AFM) as a city focused on

- Fighting against ageism
- Adapting its policies, services and structures
- Applying a global and integrated approach
- Encouraging the involvement of seniors
- Promoting community concertation and mobilization

The Town of Kirkland cares about the well-being of its senior citizens and recognizes that it must provide them with services that meet diverse and continuously changing needs requiring constant adaptation to the evolutionary changes associated with aging.

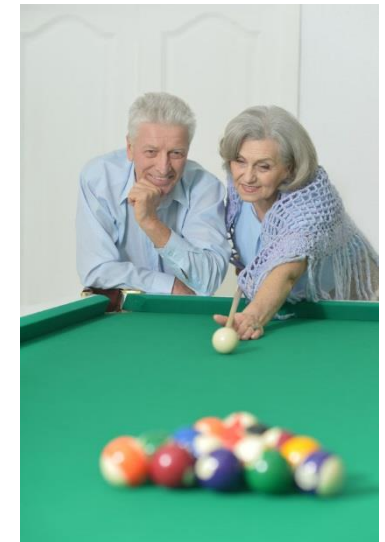


This policy's comprehensive and integrated approach is aligned with these values and aims to provide this large diverse segment of the Kirkland population accounted for by seniors, with a wide variety of experiences fully adapted to their needs, in their own community.

Principles of Active Aging

Safety
Health
Participation

In keeping with the active aging principles of safety, health and participation, the Town oriented its choice of actions towards housing, transportation, outdoor spaces and buildings, community support and health services, participation and social involvement, as well as communications and information.



Methodology and Procedure

- Understand the needs
- Validate perception
- Measure satisfaction
- Improve services
- Develop new ones
- Identify preferences
- Develop a strategic plan

After completing an inventory of its services to senior citizens, the Town of Kirkland mandated a qualitative study using focus groups to the polling firm of Léger Marketing, as an effective tool that would allow the Town to:

- Better understand the needs and expectations of citizens 60 years of age or older, retired or semi-retired;
- Validate their perception of municipal services in general;
- Improve the service offering to seniors in order to better serve this clientele;
- Improve existing services and develop new ones;
- Identify seniors' preferences in terms of leisure and social activities;
- Make recommendations towards developing a seniors strategic plan



Composition of discussion groups

Darisse, C. (2015). *Kirkland seniors' needs and expectations regarding municipal services, Report on the results of a qualitative study*



Gr.	Date and time	Profile
1	October 15, 2015, 11 am	Anglophones
2	October 15, 2015, 1 pm	Anglophones
3	October 15, 2015, 3 pm	Francophones
4	October 15, 2015, 5 pm	Francophones



A total of four focus groups composed of Kirklanders aged 60 years old and over were formed to discuss their satisfaction and expectations regarding services to seniors provided by the Town and suggest possible improvements thereto.

Particular attention was paid to the main directions of actions previously mentioned.

Socio-demographic Profile	GROUP 1 (n=12)	GROUP 2 (n=11)	GROUP 3 (n=12)	GROUP 4 (n=11)	TOTAL (n=46)
Age					
60-69 year olds	6	2	5	3	16
70-79 year olds	4	7	5	5	21
80 year olds and over	2	2	2	3	9
Gender					
Male	4	6	6	5	21
Female	8	5	6	6	25
Main language spoken					
English	12	11	0	0	23
French	0	0	12	11	23

Action Plan
2018-2020
AFM



Town of Kirkland
Age-Friendly Municipality



Action Plan 2018-2020

September 2018

The Kirkland Town Council recognizes the important role of seniors in the community and wishes to make good use of the information contained in the MADA action plan to establish future priorities in terms of financing and improvement of services.

This document is the culmination of the Town's Age-Friendly Municipality project initiated in 2015 in the framework of the Age-Friendly Municipality approach of the Ministry of Family and Seniors.

The steering committee participated in the identification of the objectives and actions to implement while the follow-up committee will be responsible for monitoring and supporting the implementation of said actions.

Steering Committee

Mr. Paul Dufort – Municipal Councillor
Mrs. Mélanie Côté – Section Head - Recreational Programs
Mrs. Dolly Tawil – Section Head – Youth and Technical services
Mrs. Marie-Josée Audy – Inspection Clerk – Urban Planning
Mr. Erik Deslandes – Coordinator – Public Works
Mrs. Lise Labrosse - Director - Communications and public relations

Follow-up Committee

Mr. Sam Rother, Municipal Councillor
Mr. John Morson, Municipal Councillor
Mrs. Geneviève Lebrun, Section Head – Recreational Programs
Mrs. Annie Tétreault, Section Head – Public and Reference services
Mrs. Marie-Josée Audy – Inspection Clerk- Urban Planning
Mr. Erick Deslandes – Coordinator – Public Works
Mrs. Lise Labrosse – Director - Communications and public relations

Scope of action

Housing

Orientation 1: Helping seniors remain in their living environment

Objective	Action	Leader	Timeline		
			2018	2019	2020
Promote a diverse range of housing adapted to the needs of seniors	Create a profile of the existing housing offer in Kirkland	Urban Planning	X	X	
Provide more housing for seniors who wish to keep on living in Kirkland	Promote housing developments adapted to the needs of seniors	Urban Planning		X	X
Promote the existing offer of services for seniors in terms of housing adapted to their needs	Ensure that existing programs are widely publicized with seniors	Communications		X	X
Help seniors to continue living in their home environment	Disseminate information on home help services (household maintenance, odd jobs, meals-on-wheels, snow removal, etc.)	Recreation Communications	X	X	X



Scope of action

Transportation

Orientation 2: Promote a safe access to resources and services available to seniors close to their home

Objective	Action	Leader	Timeline		
			2018	2019	2020
Ensure transportation services adapted to the needs of seniors	Assess the needs of seniors in terms of mobility	Recreation	X		
Ensure the safety of seniors in their travels	Ensure that traffic signs are sufficiently visible	Public Works	X	X	X
	Increase measures to facilitate and secure pedestrian and cyclist crossings (<i>road markings, signage, traffic cones, etc.</i>)	Public Works Engineering	X	X	X
Foster active mobility	Review scheduling of snow removal and de-icing operations to prioritize areas with highest concentration or seniors	Public Works	X		
	Evaluate the possibility to extend the crossing time at the busiest intersections	Engineering		X	
	Add signalized pedestrian crossings at strategic locations	Engineering		X	X
	Promote road safety (<i>Pedestrian crosswalks, Pedestrian have priority annual campaign on pedestrian safety</i>)	Public Security Communications		X	X
	Improve safety along the bicycle path on the Hydro-Quebec servitude	Recreation Public Works	X	X	X
Facilitate seniors access to public transit	Improve maintenance of public transit related facilities (<i>bus shelters, benches, lighting, pedestrian lanes</i>)	Public Works	X	X	X
	Evaluate the possibility of implementing car pools/volunteer accompaniment services for seniors	Recreation		X	



Scope of action

Outdoor Spaces and Buildings

Orientation 3: Facilitate seniors access to and use of outdoor spaces and public buildings

Objective	Action	Leader	Timeline		
			2018	2019	2020
Promote attendance of public spaces by seniors	Take into account the needs of seniors in planning the development of parks and green spaces (<i>adapted equipment, safety, shaded areas</i>)	Recreation	X	X	X
Promote the safe and independent movement of seniors throughout the city	Provide added safety in the urban environment surrounding senior residences (<i>sidewalks, crosswalks, addition of benches, paving, lighting, etc.</i>)	Public Works Engineering		X	X
	Further develop the program to improve accessibility of municipal buildings	Public Works	X	X	
	Improve lighting in areas where it is deemed to be insufficient	Engineering	X	X	X



Scope of action

Community Support and Health Services

Orientation 4: Foster the betterment of the quality of life of seniors

Objective	Action	Leader	Timeline		
			2018	2019	2020
Promote seniors access to information related to public health and community support programs	Cooperate in the active promotion of regional services offered to seniors in relation to public health and community support	Recreation Communications		X	X
Help prevent the isolation of seniors	Collaborate in supporting initiatives aimed at preventing the isolation of seniors	Recreation Library		X	X
Encourage the establishment of environments conducive to healthy lifestyle habits	Collaborate on initiatives aimed at health promotion and prevention for seniors	Recreation	X	X	X
	Collaborate on initiatives fostering the adoption and maintenance of physically active lifestyles	Recreation	X	X	X



Scope of action

Participation and Social Involvement

Orientation 5: Promote access to recreational, community and social life for seniors

Objective	Action	Leader	Timeline		
			2018	2019	2020
Foster the participation of seniors in activities manned by associations and in organizing town activities	Encourage intergenerational activities	Recreation Library	X	X	X
	Ensure the maintenance of the sense of belonging to the community	Recreation Library	X	X	X
Develop and promote the social integration and participation of seniors	Encourage the citizen involvement of seniors in consultations that may affect their quality of life	Recreation Communications	X	X	X
Recognize the contribution of seniors to the community	Encourage the recognition of volunteering with partners	Recreation	X	X	X
	Encourage seniors to contribute their knowledge by volunteering with community organizations	Recreation		X	X
Promote healthy active living	Ensure a diversity of physical activities for seniors	Recreation	X	X	X



Scope of action

Communication and Information

Orientation 6: Ensure the effective dissemination of information on resources available to seniors

Objective	Action	Leader	Timeline		
			2018	2019	2020
Facilitate access to information for seniors	Gather together information for seniors to allow for easier to access	Recreation			
	Establish a strategy to disseminate information for seniors	Recreation Communications	X	X	
	Develop a page dedicated to seniors on the Town's website regrouping information pertaining to services for seniors	Recreation Communications IT		X	
	Promote the use of various platforms to disseminate information for senior citizens	Communications	X	X	X
Promote municipal resources, services, programs and facilities available to seniors	Make an inventory of existing directories, resources, services and programs available to seniors	Recreation Communications	X	X	
	Enable information to be shared and exchanged between the various organizations working with seniors	Recreation		X	X



Follow-up Committee

Chairman

Mr. Sam Rother, Municipal Councillor

Vice-Chairman

Mr. John Morson, Municipal Councillor

Administrative coordinator responsible for the follow-up of the Town's AFM Action Plan

Mrs. Julie Poirier-Monette, Section Head – Cultural and recreational programming for seniors

Mrs. Lise Labrosse, Director of Communications
Mrs. Marie-Josée Audy, Inspection Clerk
Mr. Erik Deslandes, Public Works Coordinator
Mrs. Annie Tétreault, Section Head – Public and Reference Services

The follow-up committee is entrusted with ensuring the implementation and evaluation of the actions defined in this policy. The committee is also responsible for identifying possible improvements to the document and highlighting its achievements.

The members of the committee will ensure the implementation of the 2018-2020 action plan to ensure the Town of Kirkland truly becomes a genuine Age-Friendly Municipality!





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