



TOWN OF MILTON

Older Adult Strategy

A Review of Municipal Leisure Activities & Facilities

August 3, 2012



Monteith • Brown
planning consultants

Milton Seniors Activity Centre



Older Adult Strategy

A Review of Municipal Leisure Activities & Facilities

August 3, 2012

Prepared for:

Community Services Department
Town of Milton

Prepared by:


Monteith♦Brown
planning consultants

Acknowledgements

We would like to thank all of those who contributed to the development of the Older Adult Strategy. This document is a product of the vision and dedication of the Project Steering Committee, as well as Town of Milton Council and staff and the many Milton residents who provided input into the project.

Milton Town Council

Mayor and Regional Councillor Gordon Krantz
Local and Regional Councillor Colin Best
Local and Regional Councillor Tony Lambert
Local Councillor Sharon Barkley
Local Councillor Mike Cluett
Local Councillor Rick Di Lorenzo
Local Councillor Zeeshan Hamid
Local Councillor Arnold Huffman
Local Councillor Cindy Lunau
Local Councillor Rick Malboeuf
Local Councillor Greg Nelson

Project Steering Committee

Joy Anderson – Senior Manager, Recreation Services, Town of Milton (Project Manager)
Tish Butson – Milton Seniors' Activity Centre Advisory Board
Christina Gallimore – Region of Halton
Diane Miller – Milton Seniors' Activity Centre Advisory Board
Steve Palmer – Acting Manager, Community Development & Programs, Town of Milton
Jennifer Reynolds – Director, Community Services, Town of Milton
Doug Sampano – Manager, Facility Services, Town of Milton
Trig Smith – Milton Seniors' Activity Centre Advisory Board
Tammy Townsend – Coordinator, Recreation Services, Town of Milton
Shinobu Yahima – Halton Multicultural Council

Project Consultants

Monteith Brown Planning Consultants

Contents

<u>Section</u>	<u>Page</u>
Section One: Introduction.....	1
Section Two: Current Situation	3
2.1 Community Programming and Service Delivery	3
2.2 Age Profile	4
2.3 Ethnic Composition, Education, and Income	6
Section Three: Trends in Recreation for Older Adults	7
3.1 Older Adults are the Fastest Growing Demographic	7
3.2 Wide Range of Financial Means	7
3.3 Evolving Interests Amongst Older Adults	8
3.4 Accessible Programs, Transportation, and Facilities.....	8
3.5 Increasing Diversity	9
3.6 Volunteerism.....	9
3.7 Increased Interest in Drop-in and Self-scheduled Opportunities	10
Section Four: Summary of Consultation	11
4.1 Public Input Sessions.....	11
4.2 Community Survey.....	14
4.3 Interviews with Key Stakeholder Groups.....	21
4.4 Public Information Session.....	21
Section Five: Guiding Principles, Analysis, and Recommended Actions.....	22
5.1 Guiding Principles	22
5.2 Service Delivery Model	22
5.3 Recreation Programming	23
5.4 Facilities and Access.....	30
5.5 Fees	38
5.6 Staffing and Volunteers	44
5.7 Partnerships and Communication	46
Section Six: Implementation Plan	51
Appendix A: Registered and Drop-in Recreation Opportunities for Older Adults	
Appendix B: List of Community Organizations	
Appendix C: Community Survey Results	

Section One: Introduction

The Older Adult Strategy serves as a long-term planning framework to assist the Town of Milton in responding to the current and future recreation needs of the adult population who are on the verge of retirement or are already enjoying it. The Town's older adult services, programs, and delivery system have been assessed, as well as facility needs and options.

While Milton has one of the youngest demographic profiles in the Greater Toronto Area, the rapid growth being experienced by the Town is resulting in significant increases in all age categories, including older adults. Two questions were central to the investigation: "Is the Town of Milton meeting the needs of this age group or is there more that can be done?"; and "Should the Town continue to invest in a facility that they do not own?"

In undertaking this Older Adult Strategy at this time, the Town of Milton is at the front of the curve in addressing the pending needs of its older adult population. Many communities in Ontario have already begun to experience considerable pressures associated with their burgeoning older adult populations, while Milton is able to proactively plan for the future through this and other studies.

Specifically, the Study addresses the following objectives that have emerged through consultation with the Town and community:

- Analyzing future growth, needs, and trends in order to appreciate the markets served (demographics, distinctiveness and demographic characteristics of communities, usage patterns, etc.) and their relationship to the community's existing and emerging lifestyle, learning and leisure interests for older adults;
- Assessing emerging activity, facility, and service delivery trends and current demands for new and better services for older adults;
- Examining the existing provision of programming and services for older adults while identifying gaps in service and potential implications on service delivery;
- Assessing the responsiveness of existing facilities to determine long-term provision strategies, including a review of the existing Milton Seniors' Activity Centre;
- Confirming the roles of the Town and its current and potential partners in the delivery of older adult-oriented programming; and
- Working closely with the public, user groups and volunteers, the Region of Halton, the Milton Seniors' Activity Centre, Town staff, the Project Steering Committee, and Council to develop a community-responsive strategy that is supported by stakeholders.

In addressing these objectives, the Older Adult Strategy provides the Town of Milton with a document that will guide and assist the Town in meeting the needs of its older adults now and in the future. While the study was commissioned by the Community Services Department of the Town of Milton, programs, services, and facilities provided by this Department are just one component in Milton's efforts to become an 'age-friendly' community and should be considered in conjunction with other municipal and regional studies (e.g., Transportation Master Plan, Library Master Plan, Community Services Plan, etc.). As we heard during the consultation process of the Older Adult Strategy, the 'age friendly' concept must

be embraced through a broad community perspective, and must involve all Town departments and community stakeholders, including those involved with leisure / recreation, transportation, engineering, planning, library, health and social services, etc. Where appropriate, the Older Adult Strategy does address potential and existing partnerships within these sectors, at various levels of government and within the community-at-large.

The Milton Seniors' Activity Centre is a well run and well utilized older adult centre and was identified as a major community asset through the consultation phase for the Town of Milton's Community Services Master Plan (2008) and again during the course of consultation for this study. While the Centre serves its market well, over the past several years, the nature of older adult centres in Ontario has started to change. Trends in the older adult segment show that there has been a shift to offering more active living based programs from traditional programs, such as arts and crafts. Options for meeting the changing needs of the Milton community also need to be considered through this strategy. Furthermore, Town Council has previously identified the need to proactively consider options for the future of the Milton Seniors' Activity Centre due to the long-term uncertainty associated with this leased facility.



Section Two: Current Situation

2.1 Community Programming and Service Delivery

The Town of Milton currently employs a model of direct service provision of older adult recreation programs, the majority of which take place at the Milton Seniors' Activity Centre (MSAC) facility. In addition, local organizations make use of Town facilities, private facilities, and schools in order to provide programs and services for older adults. The MSAC has adopted the following mission statement:

The Milton Seniors' Activity Centre is a Town of Milton facility, whose purpose is to offer older adults the opportunity to attain the highest possible standard of life. In pursuit of this goal, the Centre provides quality programs which promote physical, mental, social and emotional well-being.

This Strategy embraces the tenets of the Centre's mission statement in its analysis and the crafting of recommended actions for the Town of Milton regarding recreation opportunities for older adults.

The Milton Seniors' Activity Centre currently has approximately 860 members (as of June 2012), and provides a wide variety of registered and drop-in program opportunities, including those in the areas of active living, general interest, and workshops (see Appendix A for a complete list of registered and drop-in opportunities, as well as clubs). An 'older adult' for the purpose of the Centre is defined as a person age 55 or older.

The costs associated with participation at the Milton Seniors' Activity Centre vary from program to program, as well as based upon the type of program (registered or drop-in), length of program, and membership status of the participant. Membership to the Milton Seniors' Activity Centre currently costs \$22 per year (subject to periodic adjustments), and provides members with discounts on facility rentals, reduced rates on programs and trips offered at the Milton Seniors' Activity Centre, a free subscription to the Centre's quarterly newsletter, and voting privileges at the Centre's Annual General Meeting. Members receive a 10% discount on facility rentals at the Milton Seniors' Activity Centre and a 20% discount on programs provided at the Centre (discounts vary for trips). In addition to these registered opportunities, the Town also offers a wide variety of drop-in opportunities (e.g., cards, arts and crafts, languages, music, weight loss, etc.) at a current cost of \$2 for members and \$4.25 for non-members.

In addition to the benefits of having a MSAC membership, seniors (age 55+) currently receive discounted rates for activities at other Town facilities, including recreation swims, Leisure Centre passes, fitness memberships, and skating. The Town is currently conducting an extensive review of user rates and fees for participating in its recreation programs and renting Town facilities. Older adults are encouraged to enjoy programs (registered, drop-in, passes) and ticketed events at the Milton Leisure Centre, Milton Sports Centre, and the Milton Centre for the Arts, which are potentially multi-generational. These events and programs are available to older adults, and may include theatre performances, art gallery, walking track, etc. Targeted programs such as swimming and skating are also provided at these Town facilities. Additional recreational opportunities are also available to older adults and the general population at municipal parks and several rural facilities, such as the Nassagaweya Tennis Centre & Community Hall.

As mentioned, there are currently approximately 860 members at the Milton Seniors' Activity Centre, which represents a 21% increase in membership since 2004. It is expected that this number will continue to grow along with the Town's population in the future. With its current membership, the Milton Seniors' Activity Centre is attracting approximately 6% of the Town's 2011 population age 55 and older. The capture rate is consistent with most of Milton's adjacent municipalities.



2.2 Age Profile

The Town of Milton is located on the western edge of the Greater Toronto Area (GTA), within the Region of Halton. Milton is one of Canada's fastest growing municipalities, with a 2011 Census population of 84,632 (although the Town estimates the population will reach 100,000 by the end of 2012), representing a 56.5% growth over its 2006 population.

The Ontario Ministry of Finance has developed age cohort forecasts for the Region of Halton (2010-2036)¹. While not specific to Milton, these projections illustrate both the overall growth anticipated for the Region, as well as the changing characteristics of the population. Between 2010 and 2036, the Region's entire population is forecasted to grow by 87%, while the age 55+ population is expected to grow by 142%. In 2010, it was estimated that the 55+ population comprised 24% of the Region's total population – by 2036, this is expected to grow to 31%.

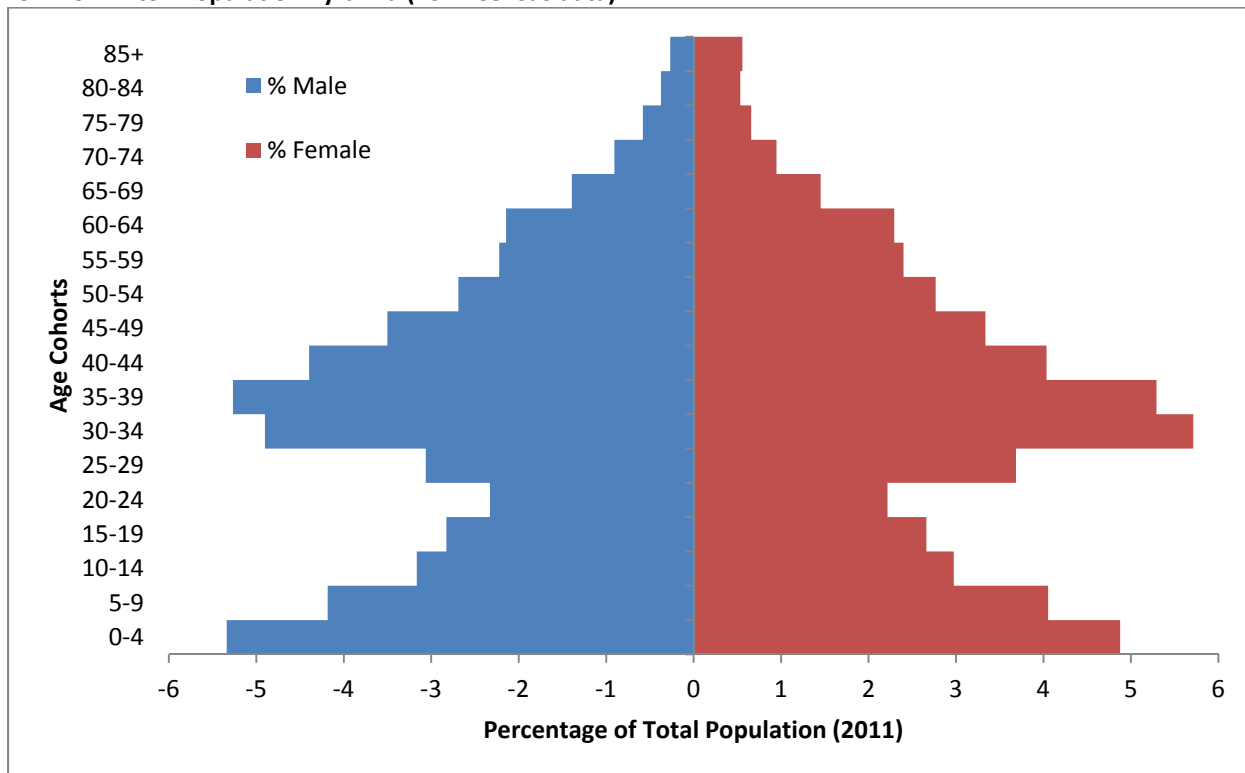
Compared to the Region of Halton, the population of Milton is much younger. The 2011 Census reports that 17% of the Town of Milton's population is over the age of 55, which is slightly lower than past percentages. However, Milton's older adult population is growing in absolute terms – the Census recorded an increase of 4,245 persons age 55+ between 2006 and 2011, for a 5-year growth rate of 43%. Future growth in the older adult population can be expected to be closely linked with the Town's overall growth rate, with the potential for higher than average growth rates over the long-term.

The Town of Milton is in the midst of expansion in its southern area, largely through new construction within the Sherwood and Boyne secondary plan areas. Construction on the Sherwood survey is expected to be completed by 2016 and will accommodate approximately 40,000 residents. The Boyne survey is expected to consist of low and medium density residential units, as well as commercial nodes, with a potential population of approximately 50,000.

The Town of Milton's population is unique in its demographic makeup when compared to many other communities in Ontario (particularly those in the GTA and Golden Horseshoe) as it has a much younger overall age profile. The figures on the following page illustrate the population pyramids for both the Town of Milton and the Province of Ontario; Milton's profile is a much more traditional pyramid, with a bulge in the 30-40 age cohort (Baby Boom echo) and a correlated bulge in young children (children of the echo generation), suggesting that the Town is a popular option for young families. The bulge in the provincial figure is less pronounced and exists in the 40-60 age group, which is the group that will make up the older adult population within the next 20 years.

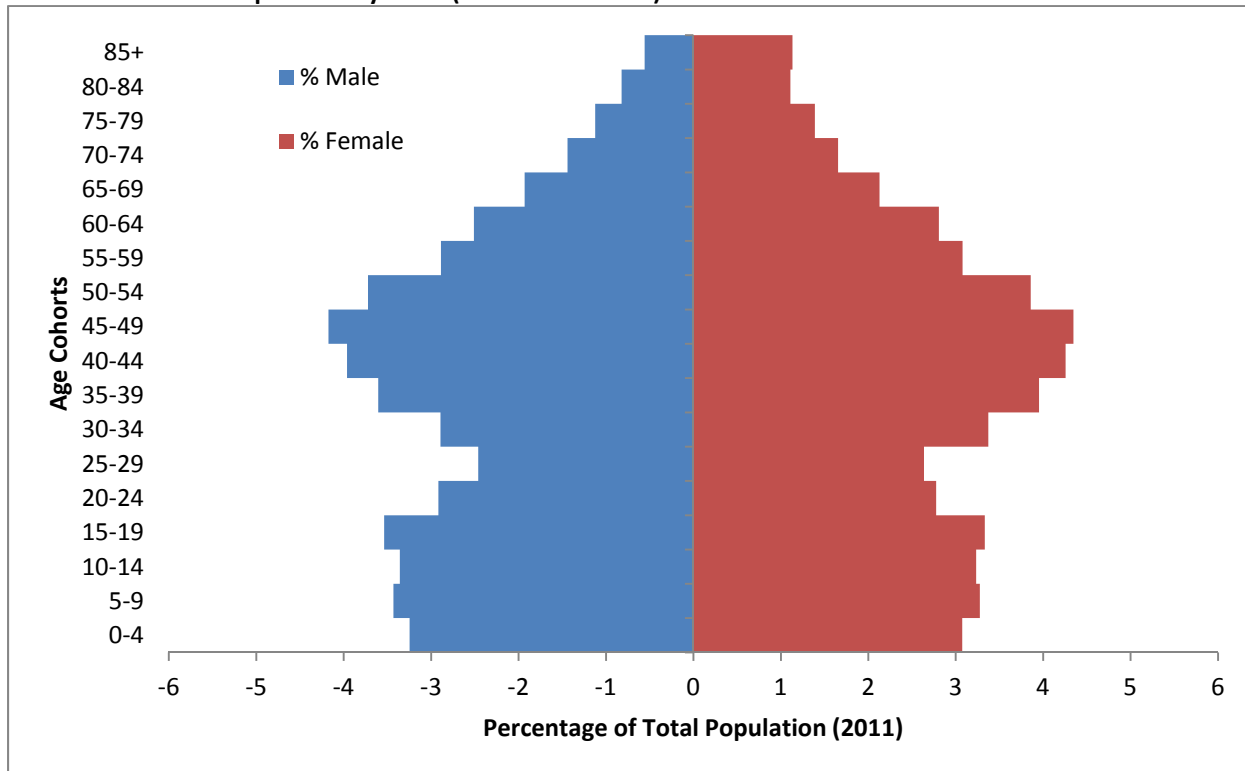
¹ Ontario Ministry of Finance. (2011). Ontario Population Projections Update. Available at: <http://www.fin.gov.on.ca/en/economy/demographics/projections/#s3b>.

Town of Milton Population Pyramid (2011 Census data)



Source: Statistics Canada, 2011 Census data.

Province of Ontario Population Pyramid (2011 Census data)



Source: Statistics Canada, 2011 Census data.

2.3 Ethnic Composition, Education, and Income

Milton's proximity to Toronto and the rest of the GTA will likely impact the Town's ethnic composition over time as the area's population as a whole becomes more diverse. The 2006 Census reported that 24% of Milton's population were immigrants, compared to 28% Ontario-wide. The table below provides comparison with other communities located within the GTA (2011 Census information was not available at the time this report was prepared).

Percentage of Population of Selected GTA Communities that Identify as Immigrants (1991-2006 Census)

Municipality / Province	Immigrant Population (%)				Overall Growth in Immigrant Population (1991-2006)
	1991	1996	2001	2006	
Richmond Hill	34%	53%	48%	52%	18%
Markham	40%	48%	53%	57%	17%
Brampton	34%	36%	40%	48%	14%
Mississauga	38%	43%	47%	52%	14%
Toronto	39%	42%	49%	50%	11%
Ajax	25%	25%	25%	31%	6%
Milton	18%	17%	16%	24%	6%
Pickering	25%	26%	29%	30%	5%
Ontario	24%	25%	27%	28%	4%
Vaughan	41%	42%	42%	45%	4%
Oakville	28%	28%	28%	31%	3%
Burlington	21%	20%	21%	22%	1%
Halton Hills	17%	16%	15%	15%	-2%

Source: Statistics Canada, 2006 Census data.

The table above shows that all but one community (Halton Hills) experienced growth in its immigrant population between 1991 and 2006. In particular, the Town of Milton experienced a great influx of immigrants between 2001 and 2006, which coincides with the Town's overall boom in population. Generally, the communities that abut the City of Toronto have experienced the greatest influx of immigrants, but this pattern is likely to continue to radiate outwards to communities like Milton.

In general, the Town of Milton's population is more highly educated than the province as a whole. As of 2006, 39% of Milton's population had earned a postsecondary diploma or certificate as compared to the provincial average of 35%. In addition, 40% of Ontario's population age 15 and over had completed only high school or less education as compared to 33% of Milton's population age 15 and over. The Town's median income before taxes for all Census families was \$89,718 in 2005, which was 30% higher than the provincial average/median income of \$66,525.

Past research has found that persons with higher levels of education and/or income exhibit higher participation in recreation and leisure activities. Given that Milton's residents are both more highly educated and earn more on average than the provincial mean, the Town should prepare for higher than average participation rates.

Section Three: Trends in Recreation for Older Adults

Effective planning for current and future older adults in Milton requires the identification of existing and emerging trends that could potentially affect program and facility needs. Understanding trends related to demographics, participation, and facility provision can assist with anticipating shifts in the demand for recreation opportunities amongst older adults. This section summarizes these trends and identifies the local implications for consideration.

3.1 Older Adults are the Fastest Growing Demographic

Across Canada, the population of older adults age 55 and over is growing at a much faster rate than the rest of the population; in 1991, the 55+ age cohort represented only 9% of the country's population, but this figure had grown to 28% by 2011 and is poised for further growth. The Town of Milton's 55+ population has not grown quite as rapidly as a proportion of the entire population, increasing by only 2% between 1991 and 2011. However, due to the significant and rapid growth occurring in Milton, this growth still represents a gross increase of nearly 9,275 persons age 55 and over. The Baby Boom population was born between the years 1946 and 1964, with the leading edge just now reaching age 66 and the youngest of this cohort at age 48 (as of 2012); as such, the proportion of residents age 65 and over is expected to increase. Town-specific age projections are not available, but the Region of Halton's 65+ population is expected to increase by 166% between 2010 and 2036.² Although the Town of Milton's overall age profile is much younger than the rest of the province as a whole, there is still likely to be an influx of older adults for whom targeted programs and services will be expected.

3.2 Wide Range of Financial Means

An increasing number of older adults have achieved higher levels of education, which is an indicator of greater financial means; in general, higher participation results from households with higher incomes, financial wellbeing, or financial security. However, given the wide age spectrum that encompasses the term older adult – ranging from age 55 to 105 and beyond – there are many older adults living on pensions and other forms of fixed income, which can impact their ability to participate in recreation and leisure opportunities. 2005 Census data suggests that the Town of Milton's median household income before taxes (\$86,604) is approximately 30% higher than the provincial average (\$60,455), suggesting that participation levels will be higher than average. The community survey undertaken for this Older Adult Strategy asked respondents to identify the range within which their household income before taxes falls – 64% of respondents reported household incomes of \$59,999 and lower, and only 16% reported household incomes between \$60,000 and \$79,999. Affordability should continue to be an important consideration when reviewing the Town's delivery model for older adult services.

² Ontario Ministry of Finance. (2011). Ontario Population Projections Update. Available at: <http://www.fin.gov.on.ca/en/economy/demographics/projections/#s3b>.

3.3 Evolving Interests Amongst Older Adults

Older adults are increasingly remaining active longer in life than past generations (both work and play), as well as continuing to work later in life, which has caused a shift in the type and intensity of recreation activities pursued by the different age cohorts within this population. The Baby Boomers, as a group, are more active and fit than those that came before them. This will continue to be of interest as they age, and is expected to result in an increase in drop-in activities and fitness. Programs and workshops that allow for participation in learning and intellectual activities are also of increasing interest to the new generation of older adults. However, there will also still be older adults that are interested in traditional pursuits (e.g., cards, teas, bingo, etc.), which will require the continued provision of a broad range of opportunities.

There is an increasing interest amongst older adults to participate in educational and intellectual activities. For example, the Milton Seniors' Activity Centre offers a wide variety of workshops and clinics for older adults, including: Drive Wise; foot care, hearing, and eye health clinics; and how to recognize and address health issues such as heart attacks, strokes, and medication interactions. These events are very well attended and receive positive reviews from participants.



3.4 Accessible Programs, Transportation, and Facilities

The *Accessibility for Ontarians with Disabilities Act* (AODA) mandates that each municipality in Ontario must update its Accessibility Plan every year. The purpose of the Act is to “improve opportunities for persons with disabilities and to provide for their involvement in the identification, removal and prevention of barriers to their full participation in the life of the province”³ (c.32, s.1). Barriers are defined to include anything that prevents a person with a disability from fully participating in all aspects of society because of his or her disability, including physical, architectural, informational, communicational, attitudinal, technological, or policy/practice barriers.

As the population of Milton grows, so too will its proportion of older adults and those with disabilities, necessitating the Town’s attention to the needs of these residents. The Town of Milton currently offers fully accessible recreational facilities, as well as providing support workers, and inclusive recreation opportunities for adults with disabilities. The Town has an Accessibility Advisory Committee that is responsible for “advising Town Council on issues related to creating and maintaining a fully accessible and inclusive community for persons with disabilities.” As older adults age, many will acquire disabilities (e.g., mobility, dementia, illnesses, etc.) that will need to be accommodated, with Town staff and volunteers receiving proper training.

³ Ontarians with Disabilities Act, 2005.

Although three-quarters of Canadian seniors age 65+ maintain a driver's license⁴, many also rely on family members, taxis, paratransit, and conventional transit options. In 2009, 85% of Canadians between the ages of 65 and 74 years had a valid driver's license; this figure drops to 76% for those between 75 and 79 years, 61% for those between 80 and 84 years, 45% for those between 85 and 89 years, and 25% for those 90 years and older. Although this research shows that many older adults may continue to drive themselves, there will be a group that will rely on public transportation to attend recreational activities and programs, and this number will continue to grow as the Town's population increases. The Town of Milton offers a variety of transit services, including:

- Conventional bus service from 5:45am until 8:30 pm Monday through Friday;
- Paratransit service through A1 Rose Taxi from 5:45am until 8:30pm Monday to Friday, and 9am until 5pm Saturday;
- Community bus service on Wednesday and Thursday from 8:20am until 2:45pm; and
- Drop-off service for persons arriving on the last GO Bus of the day.

Each method of consultation undertaken for the Older Adult Strategy has revealed that transportation is one of the primary barriers to participation in recreation for older adults in Milton.

3.5 Increasing Diversity

The Town of Milton, along with the entire GTA, is experiencing increased diversity in the ethnic backgrounds of its residents and this trend is likely to continue. While Milton is accommodating far fewer new Canadians than Toronto and communities abutting Toronto, between the 2001 and 2006 Censuses, the percentage of Milton residents born outside of Canada increased by 14%; over the same period, the national birth rate of foreign-born residents was only 2%⁵. Socio-demographic factors such as ethnicity can affect leisure preferences and delivery models. Consideration will need to be given to additional outreach efforts (such as working with multi-cultural organizations), representing various ethnicities amongst staff and volunteers, and facilitating services in multiple languages in an effort to ensure that municipal recreation services are meeting the needs of the entire older adult community to the greatest degree possible.

3.6 Volunteerism

Volunteers are essential to the operation of a large number of leisure programs, including special events, programs for older adults, and lunch programs, and many municipalities rely heavily on their assistance. The 2007 *National Survey of Giving, Volunteering and Participating* has indicated that volunteering rates are experiencing a slight increase, but our experience in several other communities suggests that many leisure organizations still struggle in finding volunteers. One key finding was that 11% of the volunteer hours in Canada are in the sports and recreation sector. This suggests that there is a wealth of opportunity for volunteerism within this sector. However, while approximately 46% of Canadians (15 years or older) volunteered in 2007, it must be noted that the absolute average volunteer hours per year remained relatively static at 166 hours. Additionally, there was a statistically significant

⁴ Turcotte, Martin. (2012). Profile of Seniors' Transportation Habits – Component of Statistics Canada Catalogue no. 11-008-X. Available at: <http://www.statcan.gc.ca/pub/11-008-x/2012001/article/11619-eng.pdf>.

⁵ Statistics Canada. 2006 Census data.

increase in the volunteer rate of Canadians age 65 and older. The Town of Milton relies heavily on volunteers in the provision of its older adult programs and services, particularly with respect to its front desk at the Milton Seniors' Activity Centre, lunch programs, and recreation program convenors. The community survey undertaken for this Older Adult Strategy found that 39% of respondents do not currently volunteer in the community, although 40% of respondents stated that they plan to increase the amount they volunteer in the next five years.

3.7 Increased Interest in Drop-in and Self-scheduled Opportunities

Lack of time is often identified as the number one barrier to participation for every age group, including older adults. For many older adults, volunteering, travelling, caring for family members (grandchildren, spouse, and/or parents), and working later in life can be contributing factors. The Town of Milton currently offers a wide variety of drop-in opportunities for older adults, including: bid euchre, billiards / snooker, bingo, board games, clogging, contract bridge, cribbage, computer use, duplicate bridge, French, line dancing, movies, pickleball, table tennis, euchre, tai chi, euchre, guitar, tap dancing, and volleyball.



Section Four: Summary of Consultation

The Older Adult Strategy has thus far utilized a number of consultation methods in order to gain a clear picture of the existing and desired future states of older adult programming and services in the Town of Milton. To date, the consulting team has undertaken the following:

- Two (2) public input sessions with older adults;
- Print and online community survey (239 completed);
- Interviews with key stakeholder groups and agencies;
- A Public Information Session to present the draft Older Adult Strategy; and
- Ongoing discussions with Town staff and the Steering Committee.

In addition, the Consulting Team will present the report to Council in August 2012.

4.1 Public Input Sessions

Two public input sessions were held on April 25, 2012, one afternoon session at the Milton Seniors' Activity Centre (MSAC) and one evening session at the Milton Sports Centre (MSC). The MSAC session was attended by 46 members of the community and the MSC session attracted 7 attendees. Members of the Town of Milton's Recreation and Transit divisions attended the sessions, as did several Regional and Town Councillors. Each session began with a brief presentation outlining the purpose of the Older Adult Strategy, a summary of the demographics of the Town, a discussion of trends in the provision of recreation programs and services to older adults, and a series of questions addressing current and future needs of older adults in Milton. Groups were asked to brainstorm responses to each question, prioritize the responses through a process called 'dot-mocracy', and report back to the larger group. The following summary is broken down by question, with the highest priority responses listed first (number of dots/votes in brackets); responses from both sessions have been grouped together by question.

Question One: What do we value most about older adult recreation programs, services, and facilities in Milton?

Participants in the public input sessions provided a long list of feelings, amenities, people, programs, facilities (indoor and outdoor), and social services that are of value. The responses receiving the most dots/votes included:

- The existing Milton Seniors' Activity Centre, which offers a variety of options for older adults in one centrally located facility (49);
- Social interaction, purpose, and friendship (33);
- Lunch counter at Milton Seniors' Activity Centre is excellent and provides great service (8);
- Physical amenities of the Milton Seniors' Activity Centre (8);
- Opportunities to learn (6);
- Administrative staff and approachable politicians (6);
- Safe community (6); and
- Meaningful volunteer opportunities give older adults a sense of feeling needed (6).

What the Community Values Most About Older Adult Recreation Opportunities in Milton

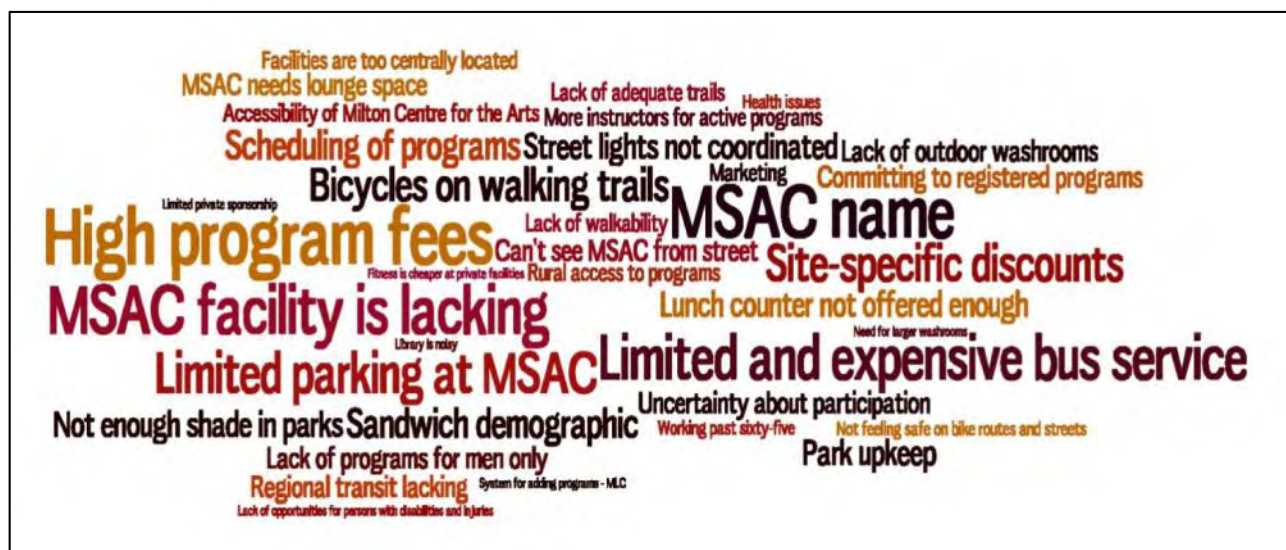


Question Two: What are the barriers to participation faced by older adults in Milton?

The main areas of concern raised by the participants in the public input sessions were financial constraints, changing perception of what it means to be a ‘senior’ or an ‘older adult’, transportation, and facilities. Specifically, the top barriers included:

- High recreation program fees (26);
- Limited and expensive bus service (22);
- The name of the existing facility (Milton Seniors' Activity Centre) does not attract the younger generation of older adults (19);
- Limited parking at the Milton Seniors' Activity Centre (10);
- Program discounts are not available for older adults at all Town of Milton facilities (9); and
- The Milton Seniors' Activity Centre is lacking some amenities (e.g., floors are not suited to active programs, basement is not inviting, etc.) (8).

Barriers to Participation in Older Adult Recreation Activities in Milton



Participants were asked to provide suggestions for overcoming these barriers, with the following results (responses were not prioritized):

- Partner with the private sector to provide programming or offer discounts for those who register in multiple programs;
- Remove the word ‘senior’ from the existing facility name and possibly add ‘social centre’;
- Expand bus service and provide free transit after age 85;
- Offer discounts for older adults regardless of which facility they choose to attend; and
- Update the existing facility, possibly through the addition of sprung wood floors and painting the basement in vibrant colours.

Question Three: What programming gaps exist for older adults in Milton?

Overall, the participants in both public input sessions expressed an appreciation for the opportunities provided by the Town of Milton, but suggested a variety of subject areas within which the Town could expand, as well as areas that may require some additional programming to round them out. Suggestions for addressing perceived gaps in programming included:

- Music program (15);
- Dancing in the evenings (e.g., ballroom lessons) with music and wine (13);
- Some felt that there were few gaps because a broad range of programs are currently available (12);
- More social events at the Milton Seniors’ Activity Centre (12);
- Educational programs, brain exercises, and intellectual stimulation (e.g., Scrabble, lectures, digital photography, etc.) (10);
- More food services (e.g., snack bar, lunch counter, etc.) (9);
- More physical activities and classes for senior age (9); and
- Increased advertising of programs, including more signage for the Milton Seniors’ Activity Centre (8).

Question Four: How can we go about attracting the 55-65 age group and older adults from diverse ethnic backgrounds to targeted recreation opportunities in Milton?

The first of the Baby Boomers are now over the age of 65, meaning that there will be a surge of older adults over the next number of years. As such, the Town will be asked to serve a growing number of residents over the age of 55, many of whom may still be working or serving as caregivers for their parents. In addition, the Town’s increasing ethnic diversity will bring a need for providing activities and services that appeal to a changing demographic. Participants in the public input sessions were asked to provide suggestions regarding the best ways in which to attract these groups:

- Change the name of the Milton Seniors’ Activity Centre to be reflective of the programs, activities, and members (22);
- Host an open house for potential members age 55 and up (14);
- Continue to avoid use of the term ‘elderly’ (12);
- Offer evening and weekend programs to allow those that work during the week to attend (11);
- Add programs that are specifically targeted to the 50-60 age group (e.g., movie night, singles/couples events, restaurant tour, etc.) (10);

- Market programs and activities to ‘people’ in general, not just ‘seniors’ (8);
- Enlist ethnic community leaders to help develop and implement programs (8);
- Utilize word of mouth as a marketing technique to reach both younger seniors and those of different ethnic backgrounds (8); and
- Conduct more advertising and communication on a larger scale (8).

4.2 Community Survey

The Consulting Team and Town created a community survey, which was available both in hard copy at all Town facilities and online through the Town’s website. The goal of the survey was to collect input from the whole community regarding the current and future recreational needs of residents who are (or soon will be) older adults. The survey was available for approximately one month (April 2012), and explored topics such as:

- Activities and locations of participation;
- Barriers to participation in recreation activities and programs;
- Activity levels;
- Satisfaction with the existing Milton Seniors’ Activity Centre and Town programs;
- User fees;
- Volunteerism;
- Communication and promotion; and
- Demographic information.

A total of 239 surveys were completed, although respondents were not required to complete all questions; where appropriate, the number of respondents per question is identified. Note that the survey is not intended to be statistically significant, nor representative of the population, as it was self-administered and voluntary. Respondents were required to provide their age in order for the cross-tabulation of responses by age category (note that percentages below reflect only those that provided their age; n=209):

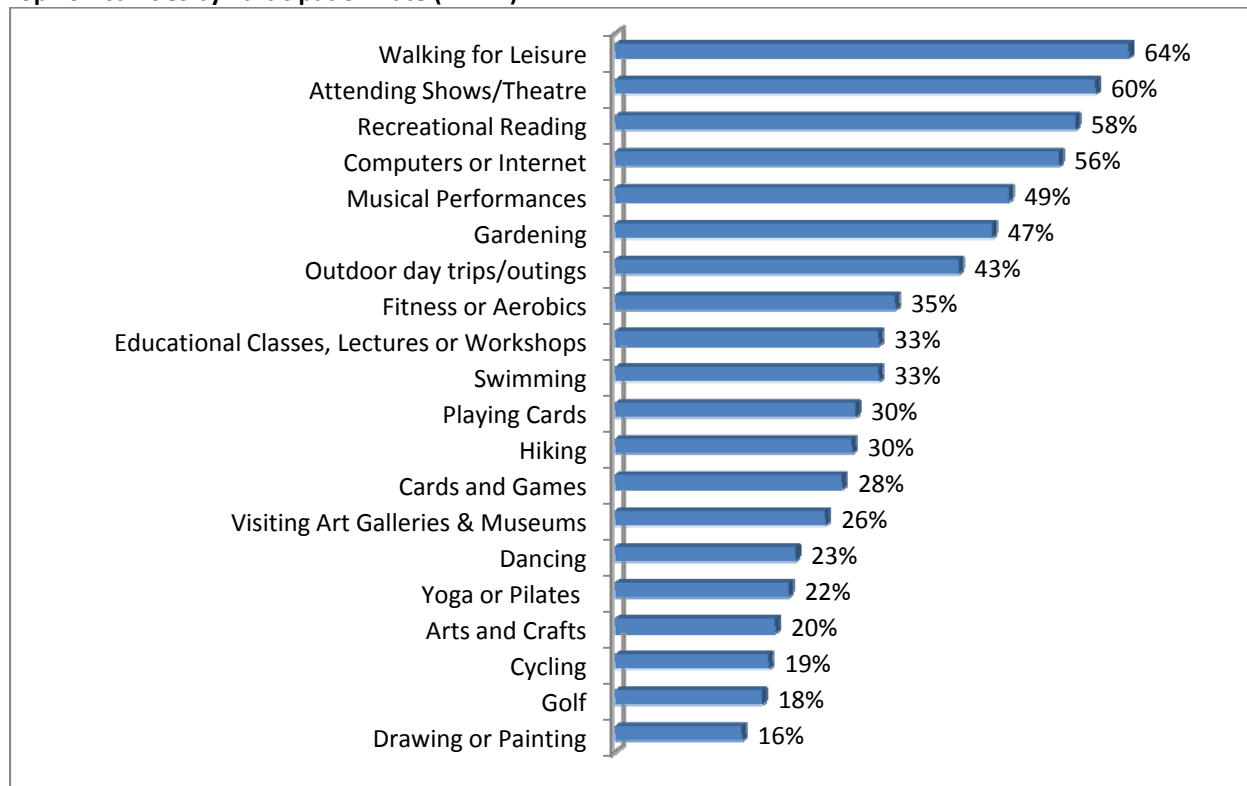
- 53% of respondents were Boomers between the ages of 48 and 66;
- 44% of respondents were seniors age 67 and older;
- 2% of respondents were adults age 47 and under.

Findings are presented below by question, including discussion of findings from cross-tabulations by age of respondent where applicable.

Participation

Respondents were asked which leisure activities they had participated in within the past twelve months, as well as where they usually participate in these activities. ‘Walking for leisure’ was the top response (64%), followed by attending shows/theatre (60%), recreational reading (58%), computers or internet (56%), musical performances (49%), gardening (47%), and outdoor day trips/outings (43%). In general, when communities are surveyed regarding participation, the majority of the top activities are self-scheduled or drop-in by nature; as such, it is interesting to note that four of the top ten activities in this study are most often scheduled or ticketed events and activities.

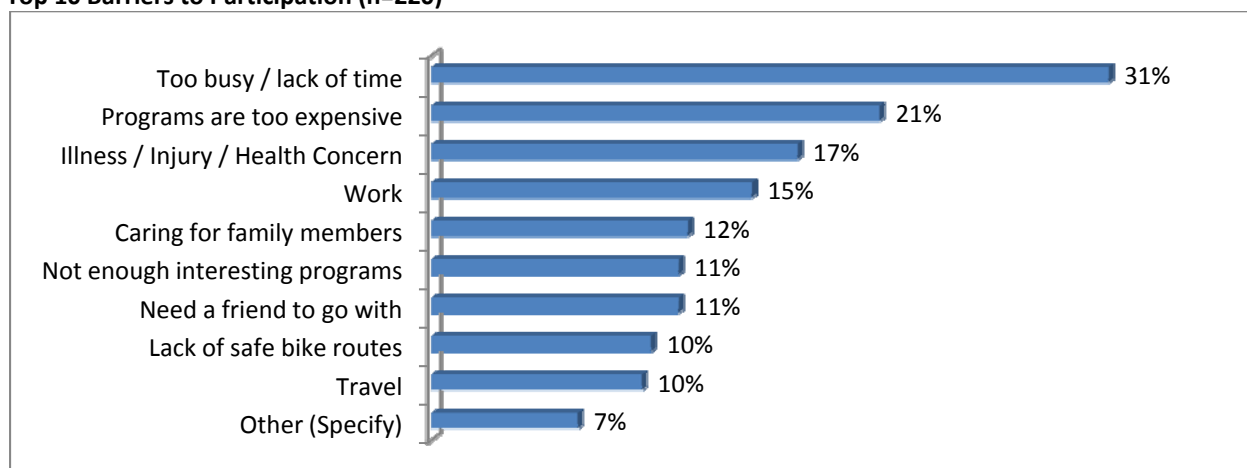
Top 20 Activities by Participation Rate (n=224)



When asked about location of participation, 52% reported participating at the Milton Seniors' Activity Centre, and 46% participated at home (respondents could select more than one location). Town facilities were the next four most common locations, including the Milton Leisure Centre (30%), Town trails or parks (29%), Milton Centre for the Arts (23%), and Milton Sports Centre (20%), respectively.

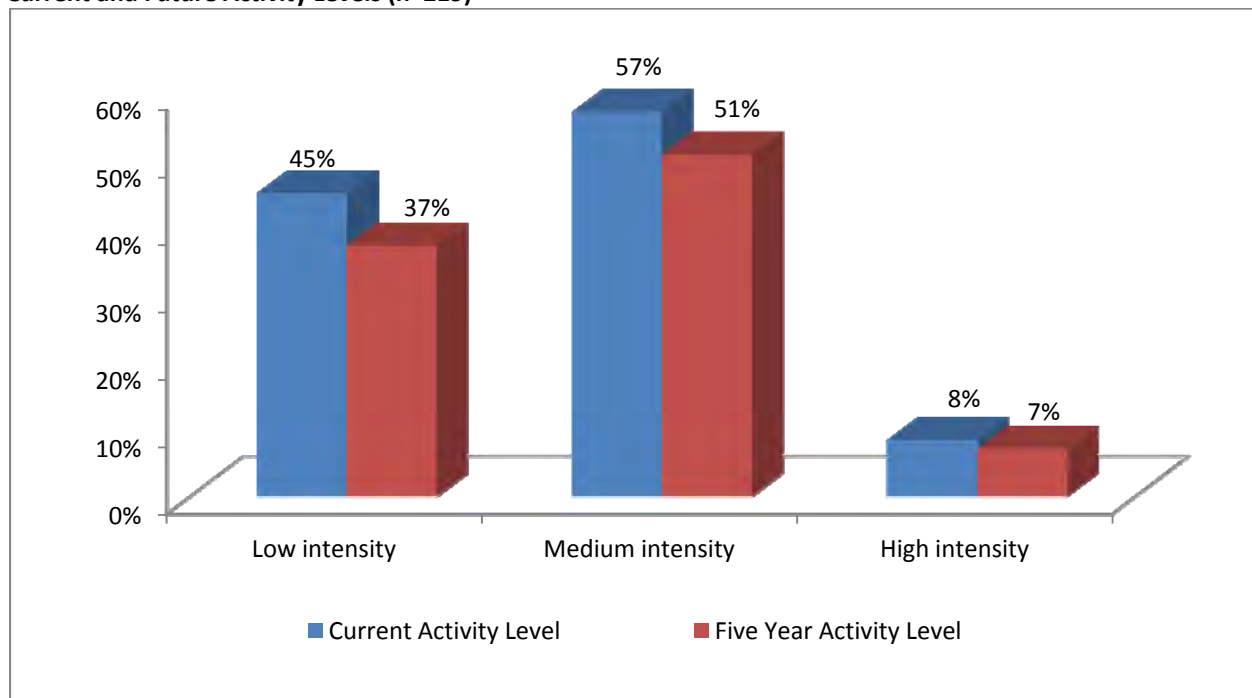
With respect to barriers to participation, respondents identified a lack of time (31%), programs being too expensive (21%), illness/injury/health concern (17%), and work (15%) as the top four answers. 92% indicated at least one barrier to participation.

Top 10 Barriers to Participation (n=220)



Respondents were asked to describe their current and anticipated future (5 years) activity levels as low, medium, or high; 40% identified low intensity (e.g., walking), 51% identified medium intensity (e.g., dancing, speed walking), and 7% identified high intensity (e.g., jogging, cycling) currently. 34% identified low intensity in 5 years, 46% identified medium intensity, and 6% identified high intensity in 5 years. The percentage of respondents decreased slightly in each category of activity level between current and anticipated future activity levels. An additional 12% of respondents selected 'don't know' regarding their future participation over their current level. These findings suggest that in general, older adults in Milton anticipate maintaining active lifestyles later in life, which may influence the types of programming the Town may be asked to provide.

Current and Future Activity Levels (n=219)



**Note: 'Don't know' responses are not included.*

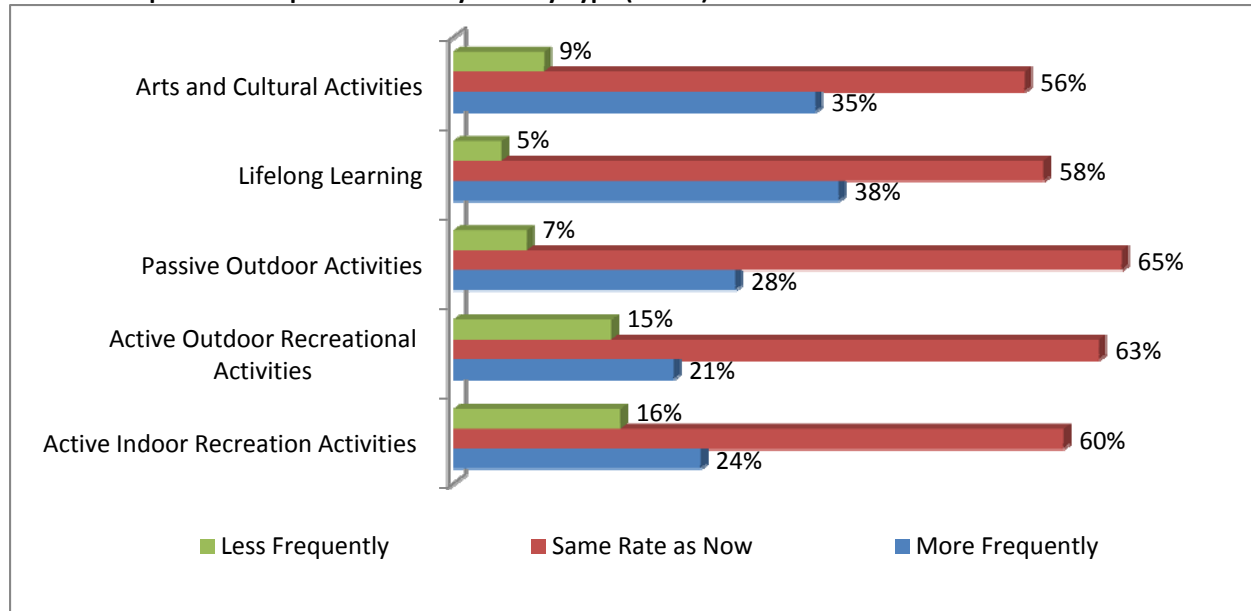
To further explore anticipated future demand, participants were asked to estimate what their level of participation will be in active indoor recreation activities, active outdoor recreation activities, passive outdoor recreation activities, lifelong learning, and arts and cultural activities. Options were 'more frequently', 'same rate as now', 'less frequently', and 'don't know'.

- The most common responses for activities that will likely be done more frequently were:
 - Lifelong learning (e.g., recreational reading, educational workshops, classes, etc.), which was mentioned by 38% of respondents; and
 - Arts and cultural activities (e.g., drawing, woodworking, quilting, music, etc.), which were mentioned by 35% of respondents.
- Activities that were mentioned as likely to be undertaken less frequently in five years' time were:
 - Active indoor recreation activities (e.g., aquafit, fitness, etc.), which were mentioned by 16% of respondents; and

- Active outdoor recreation activities (e.g., hiking, golf, tennis, cycling, etc.), which were mentioned by 15% of respondents.

Although older adults are remaining active later in life, these findings are not unexpected, given the physical limitations that are often associated with aging.

Future Anticipated Participation Levels by Activity Type (n=207)



*Note: 'Don't know' responses are not included.

Facility Use and Satisfaction

Respondents were asked whether they currently participate in activities at the Milton Seniors' Activity Centre, how satisfied they are with the opportunities provided there, and whether they see themselves using the facility in five years' time. 59% of respondents reported using the Centre currently, with 83% of those that use it being 'very satisfied' or 'somewhat satisfied' with the recreational opportunities offered there.

73% of respondents plan to use the Milton Seniors' Activity Centre or a similar facility in five years' time; when the responses to this question were correlated by those who currently use the Milton Seniors' Activity Centre and those that do not, those that currently use it were more likely to see themselves using it in five years' time (88% vs. 51%), but those that do not currently use it were more likely to be unsure about future use (30% vs. 9%). This discrepancy may be due to a lack of awareness about what the Centre has to offer by those who do not currently use it.

When these results were correlated by age (66 and under versus 67 and over), the following correlations were found: respondents age 67 and over were more likely to currently participate in activities at the Milton Seniors' Activity Centre (76% vs. 42%), and be very satisfied (58% vs. 24%) with the recreational opportunities offered at the Centre than those respondents age 66 and under.

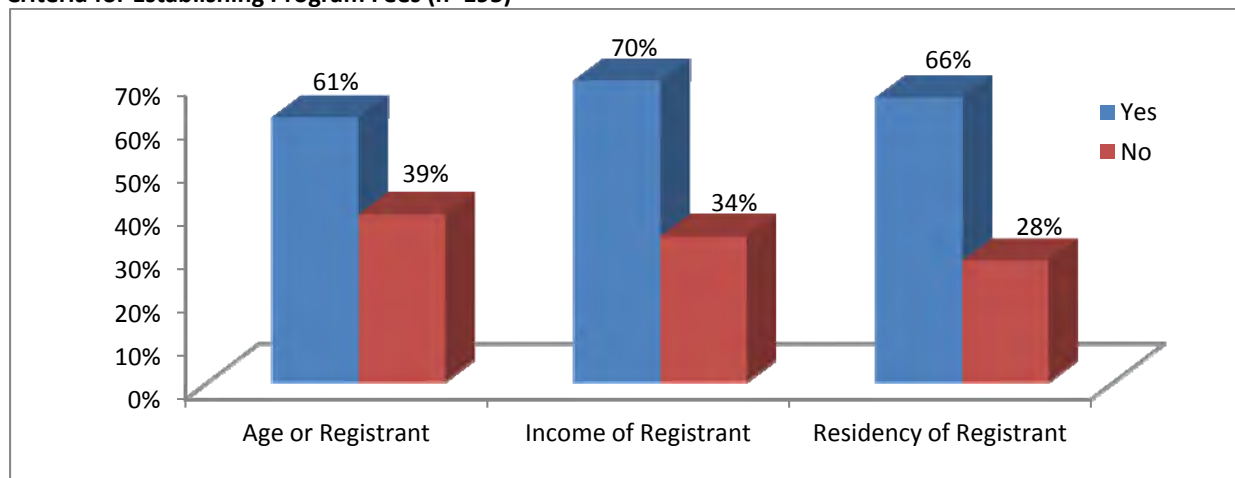
Fees

Respondents were asked to identify how reasonable the fees charged by the Town of Milton are for registered programs for older adults, with the following results:

- 26% felt the fees were ‘very reasonable’;
- 32% felt the fees were ‘somewhat reasonable’;
- 5% felt the fees were ‘neither reasonable nor unreasonable’;
- 17% felt the fees were ‘somewhat unreasonable’;
- 1% felt the fees were ‘very unreasonable’; and
- 18% responded ‘don’t know / don’t use’.

Respondents were also asked whether age, income and/or residency of an individual that is registering for a program should impact the user fees paid; 61% of respondents felt that residency should have an impact on user fees, 58% felt that income should have an impact on user fees, and 53% felt that age should have an impact on user fees. Respondents that do not currently use the Milton Seniors’ Activity Centre were more likely to feel that the residency of a registrant should impact user fees (72% vs. 51%). This is a difficult concept to test through a self-administered survey, particularly as respondents were able to select more than one option.

Criteria for Establishing Program Fees (n=195)



**Note: ‘Don’t know’ responses are not included.*

With respect to willingness to pay higher user fees, respondents were asked whether they would do so for existing older adult programs and services, and whether they would be willing to do so for more specialized, higher skill level, or personalized programs or services for older adults, with the following results:

- Only 4% of respondents replied ‘yes’ when asked about willingness to pay higher user fees for existing older adults programs and services (with an additional 35% replying ‘maybe’); and
- 17% would be willing to pay higher user fees for enhanced programs (with an additional 41% replying ‘maybe’).

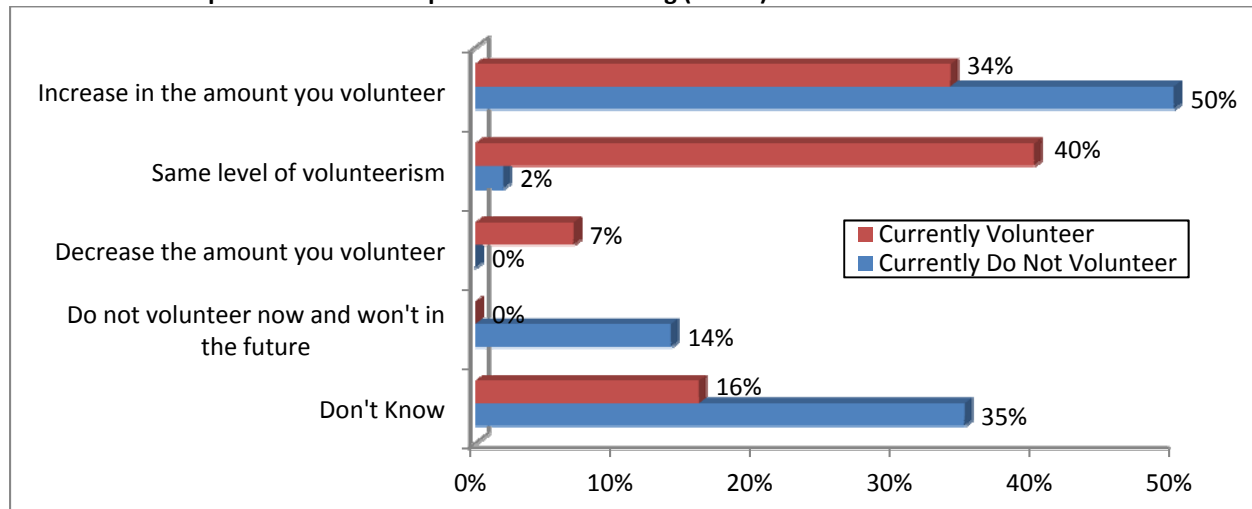
As such, it seems that there is greater support for higher fees if the value of the program is enhanced.

Volunteering

Respondents were asked, on average, how many hours per month they serve as a volunteer in the community. 39% of respondents do not currently volunteer. For those that do, with the average being 15 hours per month. Respondents that currently use the Milton Seniors' Activity Centre were more likely to currently volunteer. As a follow up question, respondents were asked to identify how they felt their volunteering habits might change in the next five years; the options were: increase in the amount you volunteer; same level of volunteerism; decrease in the amount you volunteer; do not volunteer now and won't in the future; and don't know. Responses are shown in the following graph. Respondents that do not currently volunteer were more likely to anticipate an increase in the amount they volunteer

Those that do not currently use the Centre were more likely to indicate a willingness to increase the amount they volunteer in the next five years (59% vs. 29%).

Current and Anticipated Future Participation in Volunteering (n=199)



Promotion and Communication

Respondents were asked about the best ways for the Town to communicate and promote its older adult recreation programs and services, with the following results (respondents could select more than one medium; n=204):

- Community Services Guide (49%);
- Newspaper (39%);
- Email (39%);
- Newsletters / mail (31%);
- Town's website (20%);
- Word of mouth (11%);
- Posters / bulletin boards (10%);
- Sign boards (7%);
- Public meetings / focus groups (4%);
- Other (e.g., phone, television) (3%); and
- Social media (3%).

These findings illustrate that older adults in Milton are seeking information from a variety of sources, including traditional print, electronic outlets, and personal communication. As such, the Town may need to continue to pursue a variety of methods of communication and promotion to ensure its older adults are able to access information about recreation programs and services.

Demographics

Age (n=209)

- 53% of respondents are age 67 and older
- 47% are age 66 and under
- 67% of respondents that currently use the Milton Seniors' Activity Centre are age 67 and older

Location (n=210)

- 80% of respondents live within urban Milton
- 20% of respondents live outside of urban Milton, including rural areas
- 26% of respondents that do not currently use the Milton Seniors' Activity Centre live in rural Milton

Marital status (n=203)

- 62% of respondents are married
- 17% are widowed
- 10% are separated or divorced
- 4% are living common-law
- 3% are single
- 3% did not want to answer

Language (n=203)

- English is the primary language spoken in the home of 98% of respondents

Income (n=129)

- 10% of respondents have an annual income before taxes of under \$20,000
- 23% of respondents have an annual income before taxes of between \$20,000 and \$39,999
- 31% of respondents have an annual income before taxes of between \$40,000 and \$59,999
- 16% of respondents have an annual income before taxes of between \$60,000 and \$79,999
- 5% of respondents have an annual income before taxes of between \$80,000 and \$99,999
- 14% of respondents have an annual income before taxes of \$100,000 or more
- Respondents that do not use the Milton Seniors' Activity Centre were more likely to have an annual income before taxes of \$100,000 or more

Gender (n=199)

- 80% were female
- 20% were male
- The Milton Seniors' Activity Centre's 2010 membership was comprised of 74% females and 26% males, suggesting a reasonable representation within the survey.

4.3 Interviews with Key Stakeholder Groups

In-person and/or telephone interviews were conducted with the following groups:

- Seniors and Law Enforcement Together (SALT);
- Town staff;
- Milton Transit;
- United Way Milton;
- Milton Seniors' Activity Centre Advisory Board;
- Ontario Senior Games Association;
- Halton Multi-Cultural Council;
- Meals on Wheels;
- Region of Halton; and
- Community Care and Access Centre (CCAC).

The information collected from these interviews has been included in the analysis phase and referred to as appropriate throughout the study.

4.4 Public Information Session

The Consulting Team presented the recommendations from the draft Older Adult Strategy at a Public Information Session at the Milton Seniors' Activity Centre on June 20th, 2012. The session was attended by approximately 20 people, including members of the Steering Committee and Town Council. Comments put forth at the session have been considered in the analysis section of the Older Adult Strategy.



Section Five: Guiding Principles, Analysis, and Recommended Actions

This section provides an analysis of the major topics that have emerged through research and consultation with the community and Town staff. Each of the following topic areas below was discussed with staff, stakeholders, and the general public through interviews, public input sessions, and/or the community survey. Where appropriate, discussions in this section will also refer to local, provincial, and national trends and examples. Topic areas include:

- recreation programming
- facilities and access
- fees
- staffing and volunteers
- partnerships and communication

5.1 Guiding Principles

The Older Adult Strategy is directed by the following six guiding principles, which have emerged from consultation with stakeholders and Town staff, as well as the experience of the Consulting Team. These principles reflect the overarching ideals of providing recreation services to older adults, and should be viewed as core directional statements that provide support to decision-making.



5.2 Service Delivery Model

Public input has yielded many compliments regarding the Town's current recreational services to the older adult community. The Town and everyone involved in the delivery of older adult services have much to be proud of. From all accounts, the current service delivery model appears to be serving the established older adult community quite well and no significant changes to its structure are recommended.

The guiding principles established for this study underscore the need to continue to engage older adults in meaningful activities that promote active and healthy living. While not all older adults are inclined to using seniors' centres, it is the mandate of the Town, Region of Halton, and countless service providers to ensure that the wellbeing of seniors is appropriately addressed. Although the focus of the Town's recreation services to the older adult community is the Milton Seniors' Activity Centre, expanded older adult programs – particularly those focused on physical activity and wellness – will be required across various municipal venues.

As discussed in the following sections, it is being recommended that the Milton Seniors' Activity Centre continue to be the primary hub for local older adult services, particularly those that emphasize social connections and healthy living and that cater to an older demographic. The concept of a senior centre is much more than just a physical facility – it is defined by how it promotes social interaction, personal growth, and health and wellness. Adequate drop-in space and lunch programs help to promote a sense of belonging and can also serve as a gateway to other community supports, such as health and information services. Furthermore, we anticipate that the Milton Seniors' Activity Centre Advisory Board and its many volunteers will continue to play an integral role in the day-to-day operation of the Centre, as well as its long-term vision. Only through the efforts of local volunteers can the Town offer so many valued programs and services.

With a growing community, however, comes increased demand for services for all age groups. Despite Milton's relatively youthful profile, its older adult population is also growing along with expectations for quality and accessible services. By maintaining the Milton Seniors' Activity Centre as the local hub for older adult activities and through strategic improvements and expansion to this facility, the Town will continue to have a venue that can adequately accommodate Town-wide programs for those that are currently age 65+ (traditional seniors). Furthermore, the recreational needs of the burgeoning Boomer population can be addressed through expanded, integrated, specialized, and value-added program offerings at satellite locations (such as future community centres); these will also be complemented by private sector services. In addition, new programming and partnerships will be required in order to reach the Town's growing ethnic population – this is as true for most municipal services, not just those for older adults.



5.3 Recreation Programming

The Town of Milton currently offers a wide range of recreation opportunities for older adults that cater to a broad range of interests, including (but not limited to) martial arts, dancing, language, visual arts, lifelong learning, etc. Many of these programs and activities are offered out of the Milton Seniors' Activity Centre, although the Town's other recreation facilities also host programs and activities (primarily fitness classes). The Milton Seniors' Activity Centre's membership is currently approximately 860 and growing, representing approximately 6% of the Town's residents age 55 and older, suggesting that the majority of Milton's older adults are not using the Centre. Many older adults choose to recreate and exercise in similar ways to when they were younger (albeit at a more gently pace in many cases), be it at home, at the gym, at the golf course, etc. Research suggests that the Baby Boomer

market is generally younger than the current average member of the Milton Seniors' Activity Centre, and is seeking differentiated and value-added opportunities in active living, wellness, and social interaction.

There is considerable segmentation of the older adult market that it is not only based on age, but also physical, mental and social abilities, income, and culture. The following table provides a general categorization of older adults, based on factors other than age. These categories are useful in discussing the recreation program needs associated with the Town's older adult population.

General Categorization of Older Adult Market Segments

Category	Description
Pre-Retirement Older Adult	Given the removal of mandatory retirement and the need for additional income, certain older adults may still be in the workforce and have more time commitments than the typical older adult. Work constraints and family commitments may limit the ability of Pre-Retirement Older Adults to fulfill their social and physical interests to the degree desired.
Active Older Adult	While retired, Active Older Adults most likely pursue activities similar to those of their younger years, although their physical ability may have declined slightly. The majority have the wherewithal to pursue their interests. Their social networks are wide reaching (age, geographic area, etc.) with friends and family and they lead independent lives. This group places a high degree of importance on traveling, the arts, active living, social opportunities, and entertainment.
Passive Older Adult	A retired older adult that seeks passive and less rigorous leisure. Passive Older Adults place a strong focus on socialization and supporting their local community. Their social networks are primarily with likeminded people of similar age.
Elders	Older adults that have limited mobility and/or poor health, but who still need social interaction. The support of family and/or friends and community is critical for the social well being of Elders.

Source: City of Mississauga Older Adult Plan (2008)

Opportunities for Socialization and Learning

The public input sessions undertaken for this Older Adult Strategy revealed that, although there are perceived gaps in programming, many older adults appreciate what the Town currently offers. With respect to specific gaps, participants were seeking more social events (e.g., dancing, pub nights, etc.) at the Milton Seniors' Activity Centre, as well as activities that are intellectually stimulating, and physical activities that are targeted to an older age group. As a specific example, attendees at the public input sessions suggested 'coffeehouse' or 'pub' events with an informal atmosphere that can provide opportunities for social interaction amongst older adults. This type of event would allow for social interaction with minimal financial implications and involvement required by staff. **It is recommended that the Town offer monthly 'coffeehouse' evenings (or similar events) at the Milton Seniors' Activity Centre as a socialization opportunity for older adults; these events could have a musical component and/or food or beverages;** the Town should work with the members of the Milton Seniors' Activity

Centre Advisory Board to determine the most appropriate setup for these events, as well as service providers and volunteers to coordinate transportation and related supports.

Also, older adults in general are more educated than previous generations, which has been shown to correlate with increased interest in educational and/or cultural programs, suggesting that the Town may wish to explore these areas of opportunity for future programming options. These opportunities are likely to be supported as consultation revealed a desire for more music, dancing, photography, lectures, and board games.

Attendees at the public input sessions also strongly supported the lunch program that is currently offered at the Milton Seniors' Activity Centre, as it is seen as an opportunity to enjoy good food with friends at a reasonable price. Many participants suggested that they are very appreciative of the volunteers involved with the lunch program, as well as the meals themselves, and would like to see the lunch program be offered more often. This program is a positive experience that could be promoted as a way through which new members can experience the Milton Seniors' Activity Centre in an informal manner. **It is recommended that the Town of Milton explore options for service expansion of the existing lunch counter program at the Milton Seniors' Activity Centre to offer additional meal programs.** The expansion of this program would likely require additional volunteer commitment. As an example, the City of Guelph offers a successful lunch program at the Evergreen Seniors Centre, including both breakfast and lunch service on weekdays. The program is staffed by one cook (who is responsible for menu planning and cooking), a large contingent of volunteers (3-4 per day), and administrative support from City staff including costing, ordering, and buying food. In addition to on-site meals, the Evergreen program also offers meals-to-go and delivery to nearby apartment buildings. While we do not see Milton needing these extended services at this time, the Evergreen model provides an example of future staffing requirements for potential enhanced service provision options.

Expansion of the Milton Seniors' Activity Centre lunch program would also result in the need for an improved kitchen and an expanded cafeteria. The current cafeteria is not large enough to contain demand for the lunch program, causing attendees to regularly be seated in program rooms and the trips office. There is also a small pass-through in the auditorium, that includes a refrigerator and microwave, as well as limited counter space, which is ideal for serving minor refreshments, but not conducive to full meals. Any future expansion of the Milton Seniors' Activity Centre should consider options for creating and/or reconfiguring space that will support the lunch program; this may not be feasible considering the physical structure.



To ensure that drop-in and registered programs are meeting the needs of its older adults, **it is recommended that the Town of Milton and the Seniors' Activity Centre Advisory Board regularly identify and assess program gaps and preferences through a variety of methods.** Utilizing results from evaluation surveys of programs and facilities after each program session and hosting an annual focus group with older adults will provide formal processes through which input can be gathered from users. The Town should also continue to maintain registration and drop-in statistics to monitor figures relative

to program and facility capacities. The Town currently provides informal opportunities for members and non-members to try a drop-in program for free if they express an interest. **It is recommended that the Town formalize and advertise the policy that allows older adults to try a drop-in program at the Milton Seniors' Activity Centre for free the first time.** This may serve to entice new members to join the Centre and promote participation. In addition, informal means of communication (i.e., chatting in the hallway or at a program) may also be useful in gathering feedback regarding the Town's recreation program opportunities for older adults. In order to ensure that diverse populations are being reached by the Town's programs, consultation with local multi-cultural organizations is also recommended (see below).

Meeting the Needs of Under-represented Groups

Milton's population is becoming increasingly more diverse, as evidenced by the 8% growth of its immigrant population between 2001 and 2006 (note that 2011 data was not available at the time of this report). These residents may seek a variety of opportunities that are not traditionally offered. In addition, the Town of Milton covers a broad geographic area, resulting in both urban and rural older adult residents that may be seeking access to recreation opportunities.

As of 2006, 24% of the Town of Milton's population identified as immigrants, an increase of 6% since the 1991 Census. This percentage is likely to continue to rise as the population grows. It is interesting to note that the *Building Bridges to Tomorrow* report from the Older Adult Centres' Association of Ontario found that older adults of varied ethnic backgrounds are not as engaged in older adult centres as those of Canadian, English, Scottish, and Irish descent (15% vs. 85%). Although representation from these groups may not be as high, it will be important for the Town to ensure that its programming and events are responsive to a variety of interests to promote inclusion and involvement. To this end, **it is recommended that the Town of Milton work with organizations that represent various ethnic groups to promote recreation opportunities to older adults of different ethnic backgrounds.** Where possible, members of these groups should be invited to instruct and/or participate in program and drop-in opportunities. In addition, in order to introduce new residents and older adults from various ethnic backgrounds to the Centre and its services, **it is recommended that the Town host a bi-annual open house event at the Milton Seniors' Activity Centre for newcomer organizations.** Amongst many new Canadians, there is a strong desire for casual get-togethers with other members of their community, such as picnicking, and social gatherings. These events are often organized at municipal parks, as are the Carousel of Nations Multicultural Festival, Canada Day Veterans' Breakfast, Milton Concert Band Soundsational Summer, etc. There may also be opportunities for providing other recreational programs and activities in parks, including fitness programs, social activities, etc. **It is recommended that the Town explore opportunities for using municipal parks to provide outdoor recreation programs for older adults (e.g., tai chi, social gatherings, etc.), taking into consideration the presence of amenities such as washrooms, seating, and shade, as well as slope steepness and accessibility.**

Consultation also revealed a desire for gender-specific programming, particularly in the area of fitness, in order to create comfortable spaces within which to be active. Many communities offer programs specifically targeted to women, including those for specific faiths and ethnic backgrounds when requested, but few offer programming opportunities that are only open to men. The Town may wish to consider offering/enhancing some activities that are more traditionally attended by male participants (e.g., woodworking, darts, etc.) to attract more male members. As such, **it is recommended that the Town consider the provision of recreation program opportunities that are open only to a single**

gender (e.g., fitness class) to allow for participation in a comfortable environment. The current gender ratio for MSAC members is approximately three females for every one male member, while the ratio of males to females in this age category across the entire Milton population is nearly 1:1.

Collaboration with outside stakeholders and partners is encouraged as a way to improve service levels and overall effectiveness, gain access to new approaches and resources, and take advantage of other synergies in areas where the Town may be challenged. One of these challenges is programming to rural residents, particularly older adults. The community survey undertaken for this Older Adult Strategy asked for respondents to provide their postal codes; 210 people responded, with 20% of those living outside of urban Milton. In 2010, the Milton Seniors' Activity Centre Advisory Board reported that 45% of members resided outside of the area bounded by Bronte Road, Thompson Road, Steeles Avenue, and Derry Road, which is a decrease from 2004 data that reported 36% of members living outside the same area, suggesting that the members are moving away from the urban core. Although these are not statistically significant methods of consultation, they do reveal that there are interested older adults living outside the urban core of Milton.

To better serve older adults living in the Town's rural areas, the Town and/or its partners should be encouraged to use Milton's rural community centres for programs and workshops focused on health and wellness (e.g., low impact aerobics, health clinics, etc.) and topics of special local interest. Public input and research suggest that two areas of emerging interest in the older adult sector are health services (e.g., holistic wellness) and specialized programming (e.g., courses, activities, and workshops that respond to changing interests). The Town of Milton provides a number of opportunities in these areas through general and MSAC programming; however, there are a host of social service organizations and quasi-governmental agencies that offer both similar and different services within these interest categories. Partnerships are more fully discussed in Section 5.7.

The offering of programs outside of the urban core of Milton could positively impact the efforts by rural older adults to 'age in place', a movement that suggested older adults should be able to age in a place within which they feel most comfortable, whether they choose to stay in their own homes in urban or rural areas or to move into supportive housing⁶. The report suggests that there is a need for an **integrated care system** that combines a variety of supports, including various health and social services. This Older Adult Strategy suggests that recreation is also a key component of this integrated care, largely in a preventative role in that it provides opportunities for physical, social, and intellectual stimulation and support.



⁶ Special Senate Committee on Aging. (April 2009). Canada's Aging Population: Seizing the Opportunity. Available online at: www.parl.gc.ca/Content/SEN/Committee/402/agei/rep/AgingFinalReport-e.pdf.

Programming Needs of the new ‘Older Adult’

The term ‘older adult’ is constantly evolving as this cohort redefines what it means to be of retirement age, particularly through increased participation in physical activity and cultural activities later in life. The ‘Baby Boomer’ age cohort (currently between the ages of 48 and 66) has always had a large impact upon society, in part due to its sheer number (roughly 10 million Canadians in 2011, which represents approximately 30% of the country’s population)⁷, as well as the generally higher levels of education and income than previous generations.

The Town currently offers a number of active living programs at the Milton Seniors’ Activity Centre (e.g., yoga, dancing, tai chi, etc.), many of which are held in the library, auditorium, or the games room in the basement, neither of which have flooring that is conducive to these types of activities. Fitness classes such as these should ideally be provided in rooms that have sprung wood flooring, which allows for greater shock absorption and less impact on one’s joints. This is particularly important amongst older adults, many of whom may have physical ailments such as arthritis, diabetes, and other chronic diseases. The Older Adult Centres Association of Ontario recently reported that diabetes will become more prevalent as the Baby Boomers age, suggesting that preventative actions (including involvement in physical activity) will become increasingly important. Fitness classes are currently available on sprung wood floors at the Milton Leisure Centre, but this is not an adequate option for all Milton Seniors’ Activity Centre members. Demand appears to be sufficient for an active living studio at the Milton Seniors’ Activity Centre; therefore, **it is recommended that the Town of Milton consider pursuing the addition of an activity room with a sprung wood floor as part of an expansion to the Milton Seniors’ Activity Centre, as well as active living studio(s) in future community centres.**

In addition, Canadian families are changing, with many older adults now serving as caregivers to not only their spouses, but also their parents and grandchildren. As such, many older adults are in need of more than just traditional daytime programming involving sedentary activities like cards and teas. There will still be a market for these activities, but older adults (particularly Baby Boomers) are increasingly seeking opportunities in the evenings and on the weekends, as well as a broad range of activities that are active and/or provide intellectual stimulation and information. As such, **it is recommended that the Town of Milton expand evening and weekend options to meet the needs of older adults that work and/or volunteer during the week.** Consultation showed support for physical fitness programs, as well as social activities such as pub nights and coffeehouses.

Since 67% of the respondents to the community survey that currently use the Milton Seniors’ Activity Centre are over the age of 67, but many younger older adults are still working and/or volunteering, it might be worthwhile for the Town to consider providing some evening and weekend program and/or drop-in options at the Centre as its primary site for older adult programming. Providing these options at the Milton Seniors’ Activity Centre could serve as an introduction to the Centre for new members that are still working and may consider themselves too young for the Centre. In addition, the Town of Milton should **introduce grandparent and tot programming during daytime hours to promote intergenerational participation at appropriate locations, such as community centres.** Schools within Milton are already pursuing this intergenerational interaction by having students create books about the lives of older adults, including interviewing the subject on their life history. This cooperative programming can provide older adults with exposure to active living programs and provide youth with an opportunity to interact with their elders in a positive environment. Seniors and Law Enforcement

⁷ Statistics Canada. (2012). Includes population aged 45-64.

Together (SALT), has been offering workshops on topics that impact the safety of older adults (e.g., travel, insurance, fraud scams, wills, powers-of-attorney, etc.) at the Milton Seniors' Activity Centre; these information sessions have been well attended by older adults in the community. **It is recommended that the Town continue to work in partnership with community groups to provide workshops of interest to older adults.**

Recommended Actions

1. Regularly identify and assess **program gaps and preferences** through a variety of methods, including:
 - a. evaluation surveys of programs and facilities after each program session;
 - b. annual focus group with older adults;
 - c. informal means of communication;
 - d. consultation with local multi-cultural organizations; and
 - e. monitoring registration and drop-in statistics relative to capacities.
2. Expand **evening and weekend programming options** to meet the needs of older adults that work and/or volunteer during the week, with consideration being given to the impact on staffing and transportation requirements.
3. Introduce **grandparent and tot programming** during daytime hours to promote inter-generational participation at appropriate locations, such as community centres.
4. Continue to work in partnership with community groups, Halton Healthcare, Region of Halton, etc. to provide **workshops** of interest to older adults (e.g., health, wellness, safety, etc.).
5. Explore opportunities for using **municipal parks and trails** to provide **outdoor recreation programs** for older adults (e.g., tai chi, social gatherings, etc.) and **age-friendly amenities** (e.g., seating along trails, washrooms, shade, and other matters of accessibility such as slope steepness).
6. Consider the provision of recreation program opportunities that are open only to a **single gender** (e.g., fitness class) to allow for participation in a comfortable environment.
7. Explore options for service expansion of the existing **lunch counter program** at the Milton Seniors' Activity Centre to offer additional meal programs.
8. Offer **monthly 'coffeehouse' evenings** (or similar events) at the Milton Seniors' Activity Centre as a socialization opportunity for older adults. These events could have a musical component and/or food and beverages.
9. To better serve older adults living in the Town's **rural area**, the Town and/or its partners should be encouraged to use Milton's rural community centres for programs and workshops focused on health and wellness (e.g., low impact aerobics, health clinics, etc.) and topics of special local interest.

10. **Formalize and advertise the policy** that allows older adults to **try a drop-in program** at the Milton Seniors' Activity Centre **for free the first time**.
11. Organize a **bi-annual open house event** at the Milton Seniors' Activity Centre for newcomer organizations in order to introduce new residents and older adults from various ethnic backgrounds to the facility and its services.
12. Consider pursuing the **addition of an activity room with a sprung wood floor** as part of an expansion to the Milton Seniors' Activity Centre, as well as active living studio(s) in future community centres.

5.4 Facilities and Access

Milton Seniors' Activity Centre – Naming

Consultation undertaken for this Older Adult Strategy revealed concern over the name of the Milton Seniors' Activity Centre. Mainly, there is a feeling that the word 'seniors' in the name of the facility serves as a barrier to some non-members. This sentiment is not unique to Milton. Research in other communities surrounding the terminology to be applied to persons over the age of 55 usually identifies a dislike for the term 'senior'. This is particularly true of newer 'seniors' who do not like thinking of themselves as such. However, there has not been a solid consensus on just what terminology to use. Some see themselves as seniors, some as older adults, some as zoomers, and some just think of themselves as adults with experience.

Anecdotal evidence was given regarding hesitancy of non-members to visit the facility because of a perception that it is 'full of old people' and not appropriate for them – this is a consistent message being heard in other communities that are also grappling with the same issue. This theme emerged during the public input sessions as well, with older adults generally feeling much younger than their age, and therefore, not wanting to be referred to as old or aged or unable to do certain activities. **It is recommended that the Town of Milton rename the Milton Seniors' Activity Centre in order to broaden its appeal and to better reflect the diversity of its membership and activities.** The timing of this change should give consideration to budget and the need to coordinate various communications and signage.

Recognizing that the Milton Seniors' Activity Centre Advisory Board has conducted preliminary research on this topic and that the Town has a policy on renaming municipal facilities (*No. 069 Naming/Renaming – Town Owned Facilities*), it is suggested that the process of renaming the Centre involve the following steps:

- creation of a short list of potential names by the Milton Seniors' Activity Centre Advisory Board (with assistance from Town staff);
- conduct a vote on the short list of names amongst Advisory Board members, with the winning name being put forth for feedback from the general public through the placement of a notice in the local newspaper for one month – this notice should inform of the impending change and allow for comments to be received regarding the preferred name;

- delivery of door-to-door notices to all residents and businesses within a 305 metre radius to inform them of the impending name change;
- creation of a summary of all public comment for inclusion in the staff report to Council (to be created by Community Services Department staff and considered by the Naming Conventions Committee) in submission for approval of the proposed name; and
- any other practice required by the Town and/or its Naming Policy.

Once a name has been selected and approved, the name should be branded through the creation of a new logo, following which the Town of Milton could host a launch event in order to get the word out to the community-at-large. Consideration should also be given to developing a communication strategy to ensure consistent branding, including signage, use of the new logo and name in published materials (print and digital), etc.

Milton Seniors' Activity Centre – Site & Building

The Milton Seniors' Activity Centre is located within the Region of Halton's Allendale (North Halton) campus near downtown Milton (500 Childs Drive). Allendale was originally constructed as a long-term care facility in 1958 and was subsequently converted to a leisure facility (MSAC) in later years. The campus also contains police and EMS detachments, Halton Women's Place (shelter and crisis services), community gardens, seniors housing (Martin House) and long-term care facilities.

The MSAC is leased by the Town from the Region; the short-term lease was recently renewed and expires in 2013, giving the Town and Region flexibility in their facility provision strategies. Discussions with the Region for the purposes of this study suggest that there are no immediate plans for development or redevelopment of the building or site. The Region is, however, currently undertaking an examination of traffic flows within the Allendale campus.

The 'A block' at the northwest corner of the campus is vacant and holds value to the Region as a long-term development property; however, the Region is not actively planning for the development of this block. A 'highest and best use' opportunity is possible for this corner, which could potentially include a multi-storey commercial building with a focus on social and health services.

The Region has stated an openness to discuss short and long-term options for the continuation of municipal seniors' services on the site. In fact, there may be many synergies between the Town's community services and the Region's social services that could be realized through such a partnership. Any expansion of the MSAC would need to address internal traffic and pedestrian circulation and must not limit the development potential of the 'A block'.

The Milton Seniors' Activity Centre contains a main floor and basement, which is accessed by an elevator and two stair wells. The facility is listed at 24,000 square feet, however, the actual amount of functional floor space is significantly less (perhaps closer to 15,000 square feet), due to an inefficient layout, wide hallway in basement, mechanical rooms, and non-assignable space. Although the facility is structurally sound, it is beginning to show signs of minor deterioration and its mechanical systems are nearing the end of their life cycle.

Through its agreement with the Region of Halton, the Town of Milton is responsible for all capital improvements to the facility, including maintenance of all mechanical systems as well as the bricks and mortar of the building itself. In the recent past, improvements have included foundation repairs, replacement of the roof, and some mechanical rehabilitation in the basement. Although the Town maintains the facility and has undertaken analyses of various areas of the building, there has not been an assessment of the entire facility and its systems. Therefore, if the Town decides to remain on the site for the longer-term, it is recommended that the Town of Milton complete a lifecycle audit on the Milton Seniors' Activity Centre in order to quantify the anticipated cost requirements to maintain the facility for the next five to ten to twenty years. The results of the audit will enable Town staff to determine the cost / benefit of staying and expanding on the site.

Consultation undertaken for this Older Adult Strategy suggests that the layout of the Milton Seniors' Activity Centre is a greater issue than its condition. For example, the following concerns were raised through consultation:

- Institutional feel to the facility;
- Lobby / entryway is narrow and cramped;
- Difficulty in providing food service for events;
- Computer rooms are in the basement and do not feel connected to the rest of the facility;
- Water issues in the basement (recently resolved through repairs);
- Insufficient space, including for more active endeavours; and
- Minimal transit available directly to the facility.

If the decision is made to continue to offer seniors' services at the existing MSAC building, improvements will be required to both address maintenance concerns and to modernize certain aspects of the facility.

Recommended Facility Provision Model

As mentioned earlier, a traditional stand-alone senior centre like the MSAC is much more than just a facility – its staff, volunteers, programs, and services have helped to create a supportive community through which social interaction, personal growth, and health and wellness are all promoted. This club-like social network is very difficult to replicate in a multi-use facility that contains other spaces available to the general public and people of all ages and where there is a sense of belonging dispersed in all directions.

At the same time, stand-alone older adult centres often have a challenge attracting boomers to their facility due to the lack of components such as fitness centres, pools, and gymnasiums. In more urbanized communities where there are other options, whether they are in the municipal sector (e.g., Milton Leisure Centre, Milton Sports Centre, etc.) or private sector (e.g., fitness clubs, arts clubs, etc.), the challenge of drawing new seniors into a more socially oriented building is more difficult.

Nevertheless, it is important not to lose sight of the fact that the current Boomer population (ages 48 to 66) will gradually replace the current generation of seniors over the next ten to thirty years or so. While the boomers may currently live more active lifestyles (which will be expected to continue, albeit at a more moderate pace), they will eventually move into a stage of their life that is more fitting with the services and supports offered at a facility like the Milton Seniors' Activity Centre. As a result, we

anticipate that there will continue to be strong membership demand at the MSAC for the foreseeable future.

Within this context, the short and longer term facility needs of Milton's older adult facilities can be assessed. The Town's 2008 Community Services Master Plan includes the following recommendations that relate directly to older adult facility provision:

- The Town should transition away from stand-alone community activity and meeting spaces and concentrate on the design and development of multi-use recreation facilities, which include dedicated seniors and youth spaces.
- Additional seniors' space will be required in the future and should be offered as part of a new or expanded multi-use recreation facility. Continued focus should be placed on the provision of 'Active Living' and 'Wellness' programming to serve the interests of the new generation of seniors.
- The Town should continue to work with the Region of Halton and Milton Seniors' Activity Centre Advisory Board to ensure public access to the Milton Seniors' Activity Centre (note: at present, there is no indication that current agreements will cease).

The research and analysis undertaken for this Older Adult Strategy reinforce these recommendations, particularly the need for maintaining access to the MSAC or similar facility and the desire to provide seniors services (focused on active living and wellness) at future community centres.

While there is no one perfect model to follow, the blending of stand-alone seniors' centres with separate venues that are co-located with multi-use recreation facilities is something that is executed quite successfully in the Town of Oakville, to use one example. Oakville has two stand-alone seniors' facilities, as well as dedicated hubs for seniors within two of their community centres (Iroquois Ridge and Queen Elizabeth Park). All of these operate under one membership system and each facility serves a relatively distinct geographic community and/or target market. For example, users of the Iroquois Ridge facility tend to be slightly younger than those at the stand-alone seniors' centres. This can be attributed to the overall age of the neighbourhood as well as the more active profile of the community centre, which provides access to a pool, gymnasium, and fitness centre.



Based on the foregoing and to better prepare for future population growth/aging, **it is recommended that opportunities to expand the Milton Seniors' Activity Centre on its current site be explored.** The Region of Halton will need to be heavily involved in the planning process for this recommended action as it is the owner of the land and facility; at the time of this report, formal discussions have not taken place. It is anticipated that the Town would be responsible for funding the majority of this capital project; therefore, **expansion should only occur if a long-term lease agreement (minimum 20 years) can be struck with the Region for continued public access to this site.**

In terms of the potential expansion to the MSAC, the preferred sizing would be to add approximately **5,000 to 10,000 square feet** (for a total of 20,000 to 25,000 square feet of ‘usable’ space), which should be sufficient to develop an **improved lobby, active living studio, additional activity rooms allowing the computer lab to be on the main level, and a cafeteria expansion, as well as possibly an age relevant fitness facility**. Specifically, the community has indicated a desire for a larger kitchen/cafeteria, expanded lobby area to reduce bottleneck in the entryway, moving the computer lab to the main floor, and adding a sprung wood floor. By adding these types of spaces, this would bring the MSAC closer in-line with the sizing of the Evergreen Seniors Centre in Guelph and Sackville Seniors Centre in Hamilton, both of which are approximately 25,000 square feet in size and are often touted as being two of the leading seniors’ centres in Ontario (both of these facilities accommodate memberships at least twice the size of the current MSAC). **A ‘refresh’ (i.e., selective renovation) of the existing MSAC could be completed around the same time as the expansion**, including updates to the HVAC system and other minor improvements as required.

Any expansion to the existing centre would need to address parking requirements, pedestrian and vehicular traffic flow, internal and external transit linkages and supporting infrastructure, as well as how this fits into the plans of the Region for the entire Allendale campus. Should the overall footprint be a concern, a two-storey expansion could be considered, however this may not be ideal from staffing and visibility perspectives. How such a project fits into the Town’s capital forecast will also be a key consideration, as well as potential funding sources and/or partnerships. **As a result, the commitment to – and timing for – this recommendation will require further assessment at the appropriate time.**

Prior to arriving at this recommendation to expand the MSAC, several other options were considered. If a long-term lease at the Allendale campus cannot be secured to allow for the MSAC’s expansion, these alternatives will have to be explored in greater detail. Other options include the following:

- Maintaining the status quo – This is not a preferred alternative option as it would not address the MSAC’s shortcomings and would not allow for growth.
- Replacing the MSAC on the same site through new construction – This is also not a preferred option as it does not build on the existing asset and it is not likely feasible due to the lack of vacant land on the Allendale campus. According to representatives from the Region of Halton, the ‘A block’ at the northwest corner is not currently available for development and, when it is, is likely to be used for something that provides the Region and community with a greater direct benefit. Suggestions such as incorporating a dedicated space for older adults into a future development project on the ‘A Block’ site is a possibility, but there are no existing proposals and timing remains unknown. Development charges could only be used for the additional square footage, not the replacement space.
- Replacing the MSAC at another site through new construction – Like the previous example, this would be a more costly option as development charges could also not be used to fund the replacement portion of the facility (development charges can only be used for the growth-related portion of the building and, even then, only up to 90% of that new space). All options on existing land parcels owned by the Town should be explored in order to determine the most appropriate location to consider for new construction.

If none of these options prove practical or feasible for meeting the community’s needs for a large stand-alone older adult centre, the Town should proceed with a review of alternative locations. In the case of Town owned properties, it will be essential to have a set of criteria upon which to base a comparative

analysis of a select number of potential sites. The non-exhaustive list below provides potential criteria for consideration, each of which would need to be weighted according to its importance and scored appropriately. Each site should be considered independently of the others and scored based only upon that facility's ability to satisfy each individual criterion.

Site Selection Criteria for Potential Municipal Locations of a Stand-Alone Older Adult Facility

Site area	<ul style="list-style-type: none"> • Able to accommodate a one- or two-storey building with a first floor area of at least 15,000 s.f. • Compatible with the surrounding area and/or buildings in terms of building design, scale, landscaping, setbacks, etc.
Site availability	<ul style="list-style-type: none"> • Available for development between 2014 and 2018
Infrastructure	<ul style="list-style-type: none"> • Suitable infrastructure exists (e.g., sewers, water, etc.) on or adjacent to the site
Access	<ul style="list-style-type: none"> • Vehicular access from an arterial or collector road • Ability to be served by public transit • Sidewalk, pathway, or trail access • Barrier-free access (e.g., first floor of building on ground level) • Sufficient space for parking
Known constraints	<ul style="list-style-type: none"> • Unencumbered by environmental hazards, contamination, and other significant constraints • Does not require the demolition of a heritage building or elimination of necessary parkland, parking, or other vital land use • Site development costs are within a reasonable range
Planning approvals and nearby land uses	<ul style="list-style-type: none"> • Ability to comply with Official Plan policies and Zoning By-Law regulations • Accessible location that has the potential to serve as a hub of activity for older adults
Multi-use and partnership potential	<ul style="list-style-type: none"> • Ability to incorporate non-municipal partners into the facility, possibly in a multi-storey development
Other desired attributes	<ul style="list-style-type: none"> • Ability to accommodate appropriate outdoor open space • Opportunity for environmentally sensitive design • Long-term expansion potential on a small scale

Satellite Facilities and Dedicated Older Adult Space

The sheer amount of population growth in the Town necessitates greater variety in older adult programs and services. In addition to expanding the MSAC, **it is also recommended that a smaller satellite facility be established within the future Sherwood Community Centre.** Due to planned growth in the south end of Milton, the Town will be undertaking a feasibility study to determine the preferred components for this future community recreation facility, which is to be located near the intersection of Main Street and Tremaine Road. As part of this process, it is expected that consideration will be given to a wide variety of amenities, including the potential for older adult space.

The proposed Sherwood Community Centre could serve as a satellite site for the MSAC, with older adult programming in multi-use rooms and other spaces that are also used by other age groups. This option could also include dedicated space for older adults, such as a lounge, activity space, kitchenette, etc.

exclusively for the older adult membership (assuming a shared membership system with the MSAC). The size of the space should be confirmed through the business plan process, and provide access to other rooms within the Centre to provide a variety of opportunities for older adults (e.g., active living classes, educational workshops and courses, meetings, and other programs suited to facility amenities) as well as cross-programming with other activities. In addition, **it is recommended that the Town consider providing dedicated space for older adults in all future recreation centres in order to meet growing demand.**

Communities are increasingly moving towards providing dedicated space for older adults within community centres and this is a model that is used in many communities, including Oakville and Markham. It is anticipated that this facility would be programmed differently from the MSAC, with a greater focus on active living and wellness programs and drop-in opportunities. This approach affords opportunities for cross-programming, multi-generational participation, and access to a ‘one-stop shopping’ destination. For example, in a multi-purpose facility, an older adult could attend a painting class in the older adult space, take an Aquafit class, and attend Tai Chi. Depending on the usage and experience with this facility, this model could also be considered for other future community recreation facilities in Milton.

It is multi-use and multi-generational facilities like the proposed Sherwood Community Centre that are likely to appeal most to the boomer generation, many of whom are interested in program options that can be tailored to their specific skill levels or desired outcomes. Furthermore, many boomers are willing to pay more for these specialized programs. While boomers also want the camaraderie and inclusion that comes with group activities and events, many are seeking this out in ways that are different from a traditional senior centre format.

Prior to the opening of the new Sherwood Community Centre, the Town should consider options for operating a dedicated space for older adults within to allow for input into its design and future operation. This process may include the establishment of a subcommittee of the existing Milton Seniors’ Activity Centre Advisory Board at this location with the mandate to discuss existing and possible future programs. Subcommittees should be established at other future community centres offering older adult space and/or programming, if and when there is sufficient interest and commitment amongst members. A secondary option could be to ensure that representatives of the satellite locations are elected to the Advisory Board. Subsection 5.6 addresses the need for operating plans from a staffing perspective to ensure that facilities are planned to make the most effective and efficient use of staff and program options.

Transportation

Although the majority of Canada’s older adults have valid driver’s licenses, there are many that rely on paratransit, conventional transit, walking, family/friends, and/or taxis to get around. Each method of consultation undertaken for this Older Adult Strategy revealed that transportation was a barrier to participation in recreation for older adults in Milton; limited and expensive bus service was the second most common barrier mentioned at the public information sessions. During these sessions, participants were also asked to provide suggestions for mitigating barriers – expanded bus service and the provision of free transit for those over the age of 85 were offered as possible solutions to transportation barriers. It should be noted that the Town is currently undertaking a Transit Master Plan, which includes consultation with older adults.

As Milton grows, so too will its transit system. Community recreation facilities must continue to be built along existing or future transit routes, with connections to off-road cycling and pedestrian routes also being important considerations. As part of the Transit Master Plan and related initiatives, Milton Transit should continue to examine options for improving transportation options for older adults accessing municipal recreational opportunities.

The consultation program also noted the need to maintain **volunteer transportation options** for those older adults that choose to age in place in rural Milton (as well as those in urban Milton) to ensure that they are able to access recreation and social service opportunities (e.g., Meals on Wheels, volunteer drivers, courses for safe driving and how to take public transit, etc.).

Recommended Actions

13. **Rename the Milton Seniors' Activity Centre** in order to broaden its appeal and to better reflect the diversity of its membership and activities. The renaming process should be completed in cooperation with the Milton Seniors' Activity Centre Advisory Board, and must comply with the Town's *Policy No. 69 – Naming/Renaming – Town Owned Facilities*, including the provision of public notice of the impending name change and approval by Town Council. Following approval of a new name, the facility's branding should be refreshed. Promotion may begin with a launch event hosted at the facility to get the word out to members, staff, and the community-at-large.
14. The Town should further explore options with the Region of Halton for **expanding the Milton Seniors' Activity Centre on its current site**.
15. If a long-term agreement can be established between the Town and Region, **expand the Milton Seniors' Activity Centre on its current site** within the next 5 to 7 years. This expansion would add approximately 5,000 to 10,000 square feet (for a total of 20,000 to 25,000 square feet of 'usable' space) in order to improve the lobby/entryway, add an active living studio (with sprung wood floor) and additional activity rooms, and to accommodate a cafeteria expansion. A 'refresh' of the existing MSAC may also be completed around the same time as the expansion, including updates to the HVAC system and other minor improvements as required.
16. If a longer-term lease is achieved, complete a **lifecycle audit** on the Milton Seniors' Activity Centre in order to quantify the anticipated cost requirements to maintain the facility in the short and longer term.
17. **A smaller satellite facility should be established within the future Sherwood Community Centre**. This option could include dedicated space for older adults (such as a lounge, activity space, small kitchen, etc.) and access to shared spaces within the centre. The size of the dedicated space should be confirmed through the business plan process. It is anticipated that this facility would be programmed differently from the MSAC, with a greater focus on the interests of the boomer population, including active living and wellness programs and drop-in opportunities.
18. Consider providing **dedicated space** for older adults in **all future recreation centres** in order to meet growing demand.

19. Continue to **work with Milton Transit** on initiatives that support both older adult recreation services and transit services, including opportunities for improving **transportation options, community engagement, and communications** for older adults. Courses on safe driving, use of public transit, and transitions to other modes of transportation for those living in both urban and rural Milton should also be considered.

5.5 Fees

Overall, the Town's older adult program and drop-in fees are comparable to fees in other communities, while Milton's MSAC current membership fee is generally less expensive than most. Many communities, including Milton, are dealing with a trend of increasing program fees throughout most business units, including older adult services. This is a result of the rising cost of program delivery and increasing revenue targets. Some communities are also beginning to implement systems that are based on an 'ability to pay' (i.e., income levels) instead of age-based subsidies.

Most municipal community services in Milton are subsidized to some degree, as determined by a cost recovery framework that identifies targets by program and/or market. Currently, most of Milton's older adult programs are subsidized (i.e., they do not generate profits or even break even) and many are further discounted for residents over the age of 55 and/or members of the MSAC.

MSAC Membership

In terms of access to the Milton Seniors' Activity Centre, the Town of Milton offers a MSAC membership for older adults age 55 and older. The membership currently costs \$22 per year and provides members with an intangible sense of belonging to a community of their peers, as well as tangible discounts on facility rentals, reduced rates on programs and trips offered at the Milton Seniors' Activity Centre, a free subscription to the Centre's quarterly newsletter, and voting privileges at the Centre's Annual General Meeting. Specifically, members receive a 10% discount on facility rentals and a 20% discount on programs provided at the Centre (discounts vary for trips). In addition to these registered opportunities, the Town also offers a wide variety of drop-in opportunities (e.g., cards, arts and crafts, languages, music, etc.) at a current cost of \$2 for members and \$4.25 for non-members. As of the writing of this Older Adult Strategy, the Milton Seniors' Activity Centre has a membership of approximately 860 persons. The Town of Milton has the most affordable membership amongst local communities, including Mississauga, Burlington, Oakville, and Halton Hills. To encourage continued growth in MSAC membership, **it is recommended that the Town of Milton maintain the current Milton Seniors' Activity Centre membership fee which will be \$25 as of September 1, 2012, reviewing periodically to ensure the fee reflects the cost of living and/or service.**

Membership within the MSAC and participation in its programs should continue to be open to those age 55+. However, providing the opportunity for younger (e.g., under age 55) spouses of members (and/or persons with disabilities that function at an older adult level) to **purchase an associate membership** that would allow them to participate with their partners may help entice the Baby Boomer population to become involved in the Milton Seniors' Activity Centre.

As most people age, physical, emotional, and intellectual stimulation take on a greater importance, but becomes more difficult to achieve. While declining health and mobility may be two key reasons for this, financial concerns also play a part, particularly for those that are currently age 85 or older, which represents 10% of the Milton Seniors' Activity Centre's membership. To promote participation amongst this somewhat marginalized group, **the Town should consider waiving Milton Seniors' Activity Centre membership fees for those members that represent the oldest 10% of Centre members.** The age boundaries of this cohort should be reviewed periodically to determine which members are eligible for waiving the membership fees. Drop-in fees would still apply to the 85+ age cohort.

Age-based Discounts

In 2011, user fees provided 48% of the revenue required to operate municipal recreation programs, facilities and amenities; the balance was contributed primarily through property taxes. This illustrates the rate at which municipal recreation services are currently subsidized.

If the Town continues to offer additional discounts to those between the ages of 55 and 64 – and if this age group grows faster than the population as a whole as it is in many communities – a greater contribution will be required from taxation to offset operating costs.



There is a generally accepted norm within most sectors of the economy that, where discounts are offered, they begin at age 65, which coincides with the traditional retirement age. For example, Milton Transit currently offers discounted rates to older adults age 65 and over. Many older adults in this 55 to 64 age bracket are still employed, suggesting a lesser need for a discount. Furthermore, several studies also indicate that this age group has higher disposable incomes than previous generations. Although it is recognized that there will continue to be a segment of the population at all ages that will not be able to afford program or membership fees, the Town offers a financial assistance program to address affordability.

In addition to the benefits of having a MSAC membership, seniors (age 55+) currently receive discounted rates for activities at other Town facilities, including recreation swims, Leisure Centre passes, fitness memberships, and skating. The Town is currently conducting an extensive review of user rates and fees for participating in its recreation programs and renting Town facilities. To mitigate the financial impact of the aging population (particularly the baby boomer generation) on municipal recreation subsidies, **it is recommended that the Town, through the User Fee Review Study, consider the opportunities and implications of changing the age for 'senior / older adult' discounts to 65 (at present, this discount begins at age 55) for programs that occur at municipal facilities other than the Milton Seniors' Activity Centre.** This change would affect programs such as recreational swims and skates, as well as fitness passes. This change would not impact the cost of memberships, registered programs, or drop-in programs at the Milton Seniors' Activity Centre.

To promote fairness, **it is also recommended that the Town continue to apply the same discount for identical older adult recreation programs at all Town facilities, regardless of location.** This action would allow the Town to offer older adults the opportunity to attend similar programs at facilities that are conveniently located for them. For this most part, this practice is already in place (e.g., yoga at the MSAC and Milton Sports Centre).

Registered Program Fees

In terms of registered recreation programs for older adults, most (but not all) of these are offered at the MSAC. As mentioned earlier, these activities are subsidized through municipal taxation and then a further 20% discount is applied as a result of the participants' age.

To better illustrate the current approach, the following demonstrates the subsidy provided to older adult registered programs using the example of Yoga (10 week session, 1 class per week).

- Currently, Yoga is priced at \$59.30 for MSAC members and \$74.13 for non-members. To fully recover the costs to offer this program, the rate would be \$122.54 per person.
- Town of Milton Council has approved tax support (percentages vary) to provide recreation programs which is applied as follows:
 - A room rental discount of 38% is applied (removes capital contribution and a portion of the direct cost), which results in a 15% discount to the program fee (which becomes a tax subsidy); this decreases the fee for the program to \$103.92.
 - A seniors program discount is applied which also becomes a tax subsidy. This discount requires a recovery of only 75% of the department administration costs (portion of supervisory and facility staff supports, and marketing / communications support); this accounts for a 22% discount from the program's full cost and decreases the fee to \$94.88.
 - The final fee considers the current fees participants are charged and, for this program, this translates to an additional 39.5% tax subsidy, decreasing the fee to \$74.13.
- This means that a program participant is currently paying 60.5% of the actual cost of the program. Members of the MSAC who join the program receive a further 12% discount and their fee to participate accounts for only 48.5% of the program cost.

Public input for this study identified some concerns over the cost of programs, such as the Going Strong After 50 fitness program, arts programs, and language programs, to name a few. In fact, attendees at the public input sessions reported that high recreation program fees were the greatest barrier to participation, and 21% of respondents to the community survey identified this as the second most common barrier. However, the community survey also included a question that specifically asked how reasonable the fees charged by the Town are for registered programs for older adults – 58% felt that the fees were 'very reasonable' or 'somewhat reasonable', while only 18% felt that they were not (the balance were neutral or did not offer an opinion). Also through the survey, 17% reported a willingness to pay higher user fees for enhanced programs. As such, there seems to be diverse needs relating to the affordability of recreation opportunities, suggesting that there may be a need to encourage use of the Town's financial assistance application to promote participation by all.

Nevertheless, the fiscal realities of municipal service delivery are driving more municipalities to implement pricing frameworks that place a greater emphasis on cost recovery. It is recommended that the Town **seek opportunities to improve cost recovery levels for registered older adult programs – program subsidy and member discount to be reviewed through the Town’s User Fee Review Study, with a view toward improving cost recover levels over time.** This analysis should keep in mind that flexibility must be ensured in order to promote participation, particularly in activities that meet the core mandate of the Town. Improved cost recovery levels may be considered for a wide range of activities or programs, including (but not limited to) those that are similarly available through other providers, at a direct cost level (e.g., instructor, space, materials, etc.). This approach would also require two-way input and communication between the Town and the community to ensure that potential changes are well-publicized and understood.

With respect to flexibility of programming, the idea of purchasing a punch card was suggested through consultation; the card would allow the user to attend 10 classes of a particular registered program (e.g., yoga, tai chi, etc.) without having to commit to 10 weeks in a row. The Town currently offers similar options as elements of its fitness memberships – passes may be purchased in books of 10 or 30 and allow the user to attend classes at their convenience. The Town may wish to consider this type of system for older adult programs in the future, including examination of the process through its ongoing User Fee Review Study.

Drop-in Fees

The Town currently offers a wide variety of drop-in opportunities for older adults at the MSAC at a cost of \$2 for members and \$4.25 for non-members. These fees and the difference between member and non-member rates are comparable to seniors’ centres in many other communities.

To better illustrate the current approach, the following demonstrates the subsidy provided to older adult drop-in programs using the example of Bridge (2.5 hours per session):

- Currently, this program is priced at \$2.00 for MSAC members and \$4.25 for non-members. To fully recover the costs to offer this program, the rate would be \$21.61 per person.
- Town of Milton Council has approved tax support (percentages vary) to provide recreation programs which is applied as follows:
 - A room rental discount of 38% is applied (removes capital contribution and a portion of the direct cost), which results in a 15% discount to the program fee (which becomes a tax subsidy); this decreases the fee for the program to \$16.95.
 - A seniors program discount is applied which also becomes a tax subsidy. This discount requires a recovery of only 75% of the department administration costs (portion of supervisory and facility staff supports, and marketing / communications support); this accounts for a 32% discount from the program's full cost and decreases the fee to \$14.69.
 - The final fee considers the current fees participants are charged and, for this program, this translates to an additional 48.5% tax subsidy, decreasing the fee to \$4.25.

- This means that a program participant is currently paying 20.5% of the actual cost of the program. Members of the MSAC who join the program receive a further 11% discount and their fee to participate accounts for only 9.25% of the program cost.

The public consultation program yielded some suggestions to lower the non-member rate largely as an incentive to attract new members; however, the MSAC generally allows a free trial for those that may be unsure about joining. As suggested earlier, the Town's "free trial" practice should be more formally publicized as a way to encourage participation.

It is important to note that the difference between the member and non-member drop-in fees is one of the key benefits of membership. Reducing the non-member drop-in fee could potentially result in reduced membership. Based on current rates, a membership would begin to pay-off after nine drop-in classes (or sooner if the member receives additional discounts for registered programs or facility rentals). As such, **it is recommended that the current drop-in fee structure for MSAC members be maintained (subject to periodic review and adjustment) and that the drop-in fees for non-members be reviewed as part of the Town's User Fee Review Study.**

Summary

The following table outlines the current fee structure employed by the Town of Milton with respect to its older adult recreation activities, both at the Milton Seniors' Activity Centre and at other municipal locations (off-site). The table also describes the proposed fee structure based upon the recommended actions contained within this Older Adult Strategy.

It is important to note that the large majority of the Town's older adult programs are heavily subsidized by municipal taxes; very few programs recover 100% of their costs. As such, the fees identified below already include a municipal subsidy, which is separate from the age-based discount.

Current and Proposed Fee Structures Based on Older Adult Strategy Recommended Actions

Fee Type	Current Fee Structure	Proposed Fee Structure
MSAC Membership Fee	<ul style="list-style-type: none"> • \$22 for all members (subject to periodic adjustments) 	<ul style="list-style-type: none"> • \$22 for all members 55-84 (subject to periodic adjustments). with an increase to \$25 scheduled for September 1, 2012 • Fee waived for oldest 10% of members (currently 85+) • Add an Associate Membership category for members' spouses that are under the age of 55
MSAC Registered Programs	<ul style="list-style-type: none"> • Most fees are subsidized for both members and non-members • Members receive an additional 20% discount 	<ul style="list-style-type: none"> • Program subsidy and member discount to be reviewed through User Fee Review Study, with a view toward improving cost recovery levels over time

Fee Type	Current Fee Structure	Proposed Fee Structure
MSAC Drop-in Programs	<ul style="list-style-type: none"> Members pay \$2 per visit Non-members pay \$4.25 per visit Fees are subject to periodic adjustments 	<ul style="list-style-type: none"> No change to member fee structure (subject to periodic adjustments) Non-member fee structure to be reviewed through User Fee Review Study
Off-site Registered Older Adult Programs	<ul style="list-style-type: none"> Some programs are subsidized, but offerings are generally different from adult programs (e.g., lower intensity) MSAC membership is a factor 	<ul style="list-style-type: none"> No change, but program subsidy to be reviewed through User Fee Review Study MSAC membership is no longer a factor
Off-site Older Adult Drop-in Programs	<ul style="list-style-type: none"> 55+ receive 30% discount (e.g., swimming, fitness, etc.) MSAC membership is not a factor 	<ul style="list-style-type: none"> Subsidy remains in place for those 65+ 55-64 no longer receive discount Program subsidy and member discount to be reviewed through User Fee Review Study, with a view toward improving cost recovery levels over time
Fitness Passes	<ul style="list-style-type: none"> 55+ receive 30% discount (e.g., Leisure Centre, Sports Centre Fitness Term passes) No discount on the 10 or 30 visit fitness play passes MSAC membership is not a factor 	<ul style="list-style-type: none"> Subsidy remains in place for those 65+ Discounts for 10 and 30 visit passes to be reviewed through User Fee Review Study MSAC membership is not a factor

Recommended Actions

20. **Maintain the current Milton Seniors' Activity Centre membership fee** (which will be \$25 as of September 1, 2012), reviewing periodically to ensure the fee reflects the cost of living and/or service. Membership at the Milton Seniors' Activity Centre should continue to be open to those age 55+.
21. Add an **Associate Member category** to allow younger (i.e., under age 55) spouses of members and/or persons with disabilities that function at an older adult level access to the Milton Seniors' Activity Centre. All Associate Members must be sponsored by a MSAC member in good standing.
22. Through the User Fee Review Study, the Town should consider the opportunities and implications of **changing the age for 'senior / older adult' discounts to 65 for programs that occur at municipal facilities other than the Milton Seniors' Activity Centre**. This would affect recreational swims and skates, as well as fitness passes. This change would not impact the cost of memberships, registered programs, or drop-in programs at the Milton Seniors' Activity Centre. The Town's financial assistance program should remain in place to assist those that are unable to afford the full cost of programs.
23. Through the User Fee Review Study, examine the impact of **improving cost recovery levels for registered older adult recreation programs** at the direct cost level (e.g., instructor, space, materials, etc.).

24. Consider **waiving Milton Seniors' Activity Centre membership fees for those members that represent the oldest 10% of Centre members.** This group is currently age 85 and over; drop-in fees would still apply to this age cohort.
25. Maintain the current **drop-in fees** for MSAC members (subject to periodic review and adjustment) and review the drop-in fees for non-members as part of the Town's User Fee Review Study.
26. **Continue to promote the standardization of discounts for identical older adult recreation programs at all Town facilities, regardless of location.** This action would allow the Town to offer older adults the opportunity to attend similar programs at facilities that are conveniently located for them.

5.6 Staffing and Volunteers

With respect to older adult recreation services, the Town of Milton currently has one full-time Coordinator, one part-time Program Assistant, and one full-time Facility Administrator that are responsible for the administration of the Milton Seniors' Activity Centre and its programs. In addition, the Town has a Recreation Coordinator that is responsible for fitness and active living, as well as an Aquatic Coordinator, Accessibility Coordinator, and management staff that have broader responsibilities within the Department and/or the Town as a whole. The Town also utilizes a large complement of volunteers and part-time front desk employees to manage the operation of the Milton Seniors' Activity Centre. As indicated earlier, no significant changes in the MSAC's operating model are being recommended. It is anticipated that the Town will continue to be responsible for facility and program operations, with support from volunteers.

Consultation revealed that there is a need for additional administrative staff support at the MSAC. With increasing demands caused by a growing membership and diverse programming, the need for additional staff is also expected to grow. It is anticipated that this need will be particularly acute in relation to the following:

- Extended Programming – Additional programs and program hours may require staff presence for more hours per day/week.
- Expansion of Food Services – Increased staff time may be required for management of this undertaking.
- Coordination and Management of Volunteers – There are over 200 volunteers at the Centre and no dedicated staff person to address recruitment, screening, training, etc. Online volunteer registration (department-wide) was recently initiated.
- Marketing – This service is currently shared with the entire Community Services Department, but input suggests that it is under-resourced.



- Community Outreach and Sponsorships – This should be viewed as an opportunity to attract new members and improve revenues; however, there are insufficient resources in this area at the present time.

Based on the foregoing, **it is recommended that the Town undertake a more formal assessment of staff resource requirements related to older adult recreation services based on the recommended study outcomes.** Furthermore, as future community centres come online, staffing requirements can be expected to increase further (predominantly part-time program staff). **When planning for new community centres, an operating plan should be developed to consider the staffing requirements.** Under the model being proposed for the Sherwood Community Centre, it is likely that these requirements will relate largely to new and specialized programming driven by the Baby Boomer population and the increasing focus on lifelong learning and holistic wellness.

The Milton Seniors' Activity Centre utilizes over 200 older adult volunteers as front counter greeters, lunch program cooks and servers, program convenors, instructors, and event helpers. The Centre is also governed by a volunteer Advisory Board that represents the members of the Centre and provides information to Town staff regarding programs, events, etc. The community survey undertaken for this Older Adult Strategy asked about volunteering in general, including the number of hours per month (on average) respondents serve as a volunteer within the community – the average was 15 hours per month for those that volunteer. It is interesting to note that those respondents that currently use the Milton Seniors' Activity Centre were more likely to volunteer at the present time. Conversely, those that do not currently use the Centre were more likely to suggest that they will increase the amount they volunteer in the next five years. This may be because those that do not currently use the Centre are working and plan to become members at a later date when they have increased discretionary time. Across Canada and in Milton as well, there are concerns being raised about the ability to fill volunteer roles over the long-term due to the aging society. Therefore, this anticipated influx of new volunteers and/or increased involvement by existing volunteers in Milton is quite positive.

As previously discussed, the Town of Milton's population is becoming increasingly more diverse as the GTA extends west. Although the OACAO found that visible minorities only make up 4% of membership of older adult centres across the province, the Town should still be seeking to provide a welcoming environment for all older adults. One way through which potential new members of varying ethnic backgrounds can be made to feel welcome at the Milton Seniors' Activity Centre is through staff and volunteers, particularly those that speak languages other than English and/or those that are representative of visible minority groups. Although there may be some trepidation to play an active and "public" role amongst those volunteers for which English is a second language, as the Town becomes more ethnically diverse, this feeling should wane. **It is recommended that the Town of Milton work to identify and/or provide training to multi-lingual volunteers for the purpose of assisting other older adults for which English is a second language with learning about and accessing recreational opportunities in Milton.** This may be done through a 'buddy system' that pairs older adults that currently participate in Town activities with a new user. This 'buddy system' could allow potential new members to explore the Milton Seniors' Activity Centre with a knowledgeable peer that may speak the same native tongue.

Recommended Actions

27. Undertake a more formal assessment of **staff resource requirements** related to older adult recreation services based on the recommended study outcomes.
28. Develop **operating plans for future community centres** during the facility planning stages. Among other aspects, these plans should consider the staffing requirements and overall program delivery model for any satellite older adult services hub.
29. Identify and/or provide training to **multi-lingual volunteers** for the purpose of assisting other older adults for which English is a second language with learning about and accessing recreational opportunities in Milton. This may be done through a ‘buddy system’ that pairs older adults that currently participate in Town activities with a new user.

5.7 Partnerships and Communication

Communication and Promotion

The Town of Milton is the primary provider of recreation opportunities for older adults, but there is a wide variety of social services (e.g., housing, health, caregiver assistance, etc.) that are offered by private businesses, higher levels of government, and community partners. Limited recreational opportunities are also available through other sectors, such as volunteer organizations, private fitness/wellness clubs, and assisted living developments, to name a few.

It is in everyone’s best interest that Milton residents are aware of not only municipal services, but also those offered by other agencies and companies. The Town’s Community Services Guide currently includes a comprehensive listing of community and private sector contacts that ranges from social service agencies to places of worship, and music and arts organizations to transportation services.

Through the community survey undertaken for this study, respondents were asked about the best ways for the Town to communicate and promote its recreation programs and services. The most common responses were the Community Services Guide (49% of 204 respondents) and the newspaper (39%), email (39%), newsletters/mail (31%), and the Town’s website (20%); multiple responses were allowed. Three of the top five responses are traditional paper-based methods of promotion, and two represent internet-based methods. These findings suggest that there is a need to utilize multiple forms of promotion in order to reach the greatest number of older adults.

It is recommended that the Town continue to provide information on older adult recreation programming through **traditional print** (e.g., Community Services Guide, Milton Seniors’ Activity Centre newsletter, posters, etc.) and continue to provide up-to-date information on the Town of Milton **website**. Consideration should also be given to refocusing and renaming the Milton Seniors’ Activity Centre **webpage** to reflect older adult recreation opportunities across the entire Town. In addition, due to the high interest in receiving information via email, the Town should create a regular **email blast** that provides updates regarding registration deadlines and other information on older adult recreation

opportunities. This could prove especially useful for cancellations or last minute offers on trips and programs.

In order to inform and attract the community-at-large (including non-members and families that include older adults), **it is recommended that the Town review and update its outdoor sign allocation process to increase the opportunity to promote older adults programs and events hosted by the municipality.**

Partnerships

Partners and stakeholders are an important part of the service planning and delivery process. Many of the Town's goals for older adult service delivery are shared with other organizations and are seen as a mutually beneficial to partners and stakeholders. In some cases, the Town has long-standing formal or informal relationships with other public and community sector service providers and these will be critical to the successful implementation of this Strategy.

The Town of Milton currently has a number of formal and informal partnerships/relationships with community organizations, levels of government, and volunteer groups to provide older adult facilities, programs, and/or events, including (but not limited to): the Milton Public Library; Milton Transit, Region of Halton; Seniors and Law Enforcement Together; Mississauga Halton LHIN; and Halton Multicultural Council. In addition to these partnerships, representatives from private industry, social service agencies, government agencies, and national health organizations offer workshops and clinics on topics of interest to older adults, such as safe medication use, eye health, and safe driving. Relationships with organizations and individuals in a variety of fields such as these afford the Town the opportunity to provide its older adults with access to experts in an environment in which they are comfortable.

This Strategy is supportive of partnerships so long as they provide benefits to older adults that outweigh the risks of municipal involvement and there is a recognition that working together towards a common goal is more productive than working independently. Depending on the nature and magnitude of the partnership, some may be formal or informal and may or may not include a memorandum of understanding or written agreement.

As discussed previously, the Town's partnership with the Region of Halton is directly manifested in the lease agreement for the MSAC. The Region is also responsible for social housing, public health, and services for seniors, as well as emergency services (among others). Through these areas of focus, the Region is involved with a wide spectrum of organizations with which the Town may not have relationships. **It is recommended that the Town work with the Region of Halton to maintain an inventory of private and community organizations that offer recreation opportunities for older adults; this list should be available on the Town's website and in the Community Services Guide.**



Specifically, the Region's relationships organizations within the health sector may be a beneficial area within which the Town can **pursue opportunities to reach out to isolated older adults and promote illness prevention.** As an example, the Town is already working in concert with a number of these organizations through the provision of educational

workshops and clinics regarding health concerns (e.g., fall prevention, foot care, hearing, legal issues, etc.). Specific partnerships would vary based on the partner, the event/activity/program, available resources, etc.

An additional opportunity for working in partnership with the Region of Halton may exist with the recently opened Martin House Seniors Residence, which provides rent-geared-to-income housing (through the Halton Community Housing Corporation) for persons age 65 and older. The facility has 80 units and is home to many older adults that could benefit from the registered and drop-in activities and programs offered at the Milton Seniors' Activity Centre. **It is recommended that the Town of Milton continue to work with the Region of Halton to explore potential areas of partnership (e.g., synergies with seniors' housing, information dissemination, outreach, etc.).** The form of each partnership will vary based upon the intended outcome, the inputs provided by each partner, and the available resources, but could include the use of space, staff time, financial contribution, and/or the sharing of information.

The Milton Public Library also provides a number of services of interest to older adults, including homebound service, rural library service, and access to a number of large print titles. The Library's homebound service is available to all Milton residents that have been homebound or institutionalized for three months or longer and have a volunteer or visitor that regularly goes to their home. This volunteer/visitor is able to pick up books on the homebound individual's behalf. Rural library service is available to Milton residents that are able to access the Library's online catalogue. The individual places a hold on the preferred item, which is then mailed out with an additional label for returning the book by mail. The Library also maintains a large catalogue of large print books, which are available for borrowing by anyone with a valid library card. The Milton Public Library offers some programming specifically for older adults, including a drop-in time on Thursday afternoons and a special event celebrating Senior's Month. These programs and events are unique to those offered by the Town of Milton, although opportunities for cross-programming (e.g., lifelong learning and computers) may be considered. **It is recommended that the Town of Milton coordinate efforts regarding lifelong learning opportunities with the Milton Public Library (e.g., information sharing, promotions, program access, etc.).**

Another partnership example is the Milton Seniors' Activity Centre Advisory Board, which undertakes fundraising initiatives periodically. Interviews undertaken for this Older Adult Strategy revealed that some members of the Milton Seniors' Activity Centre may be interested in donating funds towards the purchase of specific items of interest to them. This fundraising can serve to enhance the existing components and offerings at the Centre and should be supported. Therefore, **it is recommended that the Town of Milton continue to work with the Milton Seniors' Activity Centre Advisory Board to support their fundraising initiatives.**

As discussed earlier, two areas of emerging interest in the older adult sector are health services and specialized programming, both of which lend themselves well to partnership considerations with social service organizations and agencies that offer focused services in these areas. It is important to note that there are several forms of relationships along the partnership continuum, from communication, to cooperation, to collaboration, and then to a formal agreement (such as a purchase of service agreement).

For not-for-profit, volunteer-based organizations and local service clubs, the Town currently offers an Affiliation Program that provides these groups with various supports, such as (but not limited to): reduced rates for use of Town facilities; advertising space in the Town's Community Services Guide;

advanced bookings; priority access to school board facilities; and advisory assistance from a Town staff liaison. While this program is an effective mechanism through which certain groups can work with the Town to provide community benefits, social service organizations and private business (among others) are not eligible for affiliation.

Whether the Town is the one proposing a partnership or vice versa, **a standardized policy should be developed to guide municipal involvement with non-affiliated partners in the recreation and health sectors** that deliver services that are either: (1) beyond the typical scope of municipal recreation service provision in Milton; or (2) are delivered more effectively and cost efficiently by an outside party. It is the Town's responsibility to fully evaluate each potential partnership prior to formalizing it (with the onus being placed on the third party partner to demonstrate needs, benefits, etc.); therefore, such a policy should include an evaluation mechanism that considers benefits, drawbacks, success factors, outcomes, accountabilities, and overall compatibility. Furthermore, partnerships should be weighed against the pros and cons of direct municipal provision – it may be that the Town is in the best position to deliver a program or service.

The outcome of any municipal partnership should be to enable the improved delivery of services to local residents. Within the context of older adult services, this may manifest itself in the greater availability and accessibility to programs related to health and wellness and specialized interests. While a partnership may include some, all, or more of the benefits delivered through the Town's Affiliation Program (e.g., reduced facility rental rates), it should be accompanied by annual reviews, performance indicators, and other accountability measures. As a starting point, the Town may wish to enter into one or more pilot programs that offer short-term solutions, prior to committing to longer-term approaches that may be less flexible and responsive to the needs of all parties.

Recommended Actions

30. **Replace the term 'senior' with 'older adult'** in all publications regarding programming directed towards residents age 55+ and/or 65+ (depending on the target market) and ensure that program descriptions clearly identify the target market.
31. Continue to provide information on older adult recreation programming through **traditional print** (e.g., Community Services Guide, MSAC newsletter, posters, etc.).
32. Continue to provide up-to-date information on the Town of Milton **website**. Consider refocusing and renaming the Milton Seniors' Activity Centre webpage therein to reflect older adult recreation opportunities across the entire Town.
33. Continue to undertake regular **email blasts** that provide updates regarding registration deadlines and other information on older adult recreation opportunities.
34. Review and update the **outdoor sign allocation process** to increase the opportunity to promote older adults programs and events hosted by the municipality.
35. In partnership with the Region of Halton, maintain an **inventory** of private and community organizations that offer recreation opportunities for older adults. This list should be available on the Town's website and in the Community Services Guide.

36. Continue to work with the **Region of Halton** to explore potential areas of partnership (e.g., synergies with seniors' housing, information dissemination, outreach, etc.).
37. Seek opportunities to work with the **health sector** regarding outreach to isolated older adults and illness prevention.
38. Work with existing organizations that represent various **ethnic groups** to promote recreation opportunities to these older adults. Where possible, utilize members of these groups to instruct and/or promote program and drop-in opportunities.
39. Coordinate efforts regarding lifelong learning opportunities with the **Milton Public Library** (e.g., information sharing, promotions, program access, etc.).
40. Continue to work with the Milton Seniors' Activity Centre Advisory Board to **support their fundraising initiatives**.
41. Develop a municipal policy that guides the evaluation, development, and management of **partnerships with non-affiliated groups and agencies in the recreation and health sectors**, including the possibility of a new facility rental rate structure for non-affiliated partners.

Section Six: Implementation Plan

This implementation plan is a multi-year phased plan to guide the actions, responsibilities, and decisions of the Town with regard to older adult recreation services. Timing, responsibilities, and other relevant considerations are presented in this section.

The tables on the following pages provide a listing of the recommended actions put forth through this study. In most cases, priority is generally synonymous with timing – the higher the priority, the sooner the recommendation should be implemented. However, there are also cases where high priority actions may take longer to be realized. All recommendations are important and, if properly implemented, will benefit older adult services within Milton. Each recommendation has been assigned a priority level (low, medium, or high). In addition, the timing of recommendations is organized into the following categories:

- Short-term (1-3 years) – 2012 to 2014
- Long-term (4+ years) – 2015 and beyond
- Continuous (spanning the short-term and long-term)

Recommended Actions – Recreation Programming

Action Plans	Priority	Proposed Timing
1. Regularly identify and assess program gaps and preferences through a variety of methods, including: <ul style="list-style-type: none"> a. evaluation surveys of programs and facilities after each program session; b. annual focus group with older adults; c. informal means of communication; d. consultation with local multi-cultural organizations; and e. monitoring registration and drop-in statistics relative to capacities. 	High	Continuous
2. Expand evening and weekend programming options to meet the needs of older adults that work and/or volunteer during the week, with consideration being given to the impact on staffing and transportation requirements.	Medium	Short
3. Introduce grandparent and tot programming during daytime hours to promote inter-generational participation at appropriate locations, such as community centres.	Medium	Short

Action Plans	Priority	Proposed Timing
4. Continue to work in partnership with community groups, Halton Healthcare, Region of Halton, etc. to provide workshops of interest to older adults (e.g., health, wellness, safety, etc.).	High	Continuous
5. Explore opportunities for using municipal parks and trails to provide outdoor recreation programs for older adults (e.g., tai chi, social gatherings, etc.) and age-friendly amenities (e.g., seating along trails, washrooms, shade, and other matters of accessibility such as slope steepness).	Medium	Short
6. Consider the provision of recreation program opportunities that are open only to a single gender (e.g., fitness class) to allow for participation in a comfortable environment.	Low	Long
7. Explore options for service expansion of the existing lunch counter program at the Milton Seniors' Activity Centre to offer additional meal programs.	High	Short
8. Offer monthly 'coffeehouse' evenings (or similar events) at the Milton Seniors' Activity Centre as a socialization opportunity for older adults. These events could have a musical component and/or food and beverages.	Medium	Short
9. To better serve older adults living in the Town's rural area , the Town and/or its partners should be encouraged to use Milton's rural community centres for programs and workshops focused on health and wellness (e.g., low impact aerobics, health clinics, etc.) and topics of special local interest.	Low	Long
10. Formalize and advertise the policy that allows older adults to try a drop-in program at the Milton Seniors' Activity Centre for free the first time .	Low	Short
11. Organize a bi-annual open house event at the Milton Seniors' Activity Centre for newcomer organizations in order to introduce new residents and older adults from various ethnic backgrounds to the facility and its services.	High	Short
12. Consider pursuing the addition of an activity room with a sprung wood floor as part of an expansion to the Milton Seniors' Activity Centre, as well as active living studio(s) in future community centres.	High	Long

Recommended Actions – Facilities and Access

Action Plans	Priority	Proposed Timing
13. Rename the Milton Seniors' Activity Centre in order to broaden its appeal and to better reflect the diversity of its membership and activities. The renaming process should be completed in cooperation with the Milton Seniors' Activity Centre Advisory Board, and must comply with the Town's <i>Policy No. 69 – Naming/Renaming – Town Owned Facilities</i> , including the provision of public notice of the impending name change and approval by Town Council. Following approval of a new name, the facility's branding should be refreshed. Promotion may begin with a launch event hosted at the facility to get the word out to members, staff, and the community-at-large.	High	Short
14. The Town should further explore options with the Region of Halton for expanding the Milton Seniors' Activity Centre on its current site.	High	Short
15. If a long-term agreement can be established between the Town and Region, expand the Milton Seniors' Activity Centre on its current site within the next 5 to 7 years. This expansion would add approximately 5,000 to 10,000 square feet (for a total of 20,000 to 25,000 square feet of 'usable' space) in order to improve the lobby/entryway, add an active living studio (with sprung wood floor) and additional activity rooms, and to accommodate a cafeteria expansion. A 'refresh' of the existing MSAC may also be completed around the same time as the expansion, including updates to the HVAC system and other minor improvements as required.	High	Long
16. If a longer-term lease is achieved, complete a lifecycle audit on the Milton Seniors' Activity Centre in order to quantify the anticipated cost requirements to maintain the facility in the short and longer term.	High	Short

Action Plans	Priority	Proposed Timing
17. A smaller satellite facility should be established within the future Sherwood Community Centre. This option could include dedicated space for older adults (such as a lounge, activity space, small kitchen, etc.) and access to shared spaces within the centre. The size of the dedicated space should be confirmed through the business plan process. It is anticipated that this facility would be programmed differently from the MSAC, with a greater focus on the interests of the boomer population, including active living and wellness programs and drop-in opportunities.	High	Short
18. Consider providing dedicated space for older adults in all future recreation centres in order to meet growing demand.	High	Continuous
19. Continue to work with Milton Transit on initiatives that support both older adult recreation services and transit services, including opportunities for improving transportation options, community engagement, and communications for older adults. Courses on safe driving, use of public transit, and transitions to other modes of transportation for those living in both urban and rural Milton should also be considered.	High	Continuous

Recommended Actions – Fees

Action Plans	Priority	Proposed Timing
20. Maintain the current Milton Seniors' Activity Centre membership fee (which will be \$25 as of September 1, 2012), reviewing periodically to ensure the fee reflects the cost of living and/or service. Membership at the Milton Seniors' Activity Centre should continue to be open to those age 55+.	High	Continuous
21. Add an Associate Member category to allow younger (i.e., under age 55) spouses of members and/or persons with disabilities that function at an older adult level access to the Milton Seniors' Activity Centre. All Associate Members must be sponsored by a MSAC member in good standing.	High	Short

Action Plans	Priority	Proposed Timing
22. Through the User Fee Review Study, the Town should consider the opportunities and implications of changing the age for ‘senior / older adult’ discounts to 65 for programs that occur at municipal facilities other than the Milton Seniors’ Activity Centre . This would affect recreational swims and skates, as well as fitness passes. This change would not impact the cost of memberships, registered programs, or drop-in programs at the Milton Seniors’ Activity Centre. The Town’s financial assistance program should remain in place to assist those that are unable to afford the full cost of programs.	High	Short
23. Through the User Fee Review Study, examine the impact of improving cost recovery levels for registered older adult recreation programs at the direct cost level (e.g., instructor, space, materials, etc.).	High	Short
24. Consider waiving Milton Seniors’ Activity Centre membership fees for those members that represent the older 10% of Centre members . This group is currently age 85 and over; drop-in fees would still apply to this age cohort.	Medium	Short
25. Maintain the current drop-in fees for MSAC members (subject to periodic review and adjustment) and review the drop-in fees for non-members as part of the Town’s User Fee Review Study.	Medium	Continuous
26. Continue to promote the standardization of discounts for identical older adult recreation programs at all Town facilities, regardless of location . This action would allow the Town to offer older adults the opportunity to attend similar programs at facilities that are conveniently located for them.	High	Short

Recommended Actions – Staffing and Volunteers

Action Plans	Priority	Proposed Timing
27. Undertake a more formal assessment of staff resource requirements related to older adult recreation services based on the recommended study outcomes.	Medium	Short
28. Develop operating plans for future community centres during the facility planning stages. Among other aspects, these plans should consider the staffing requirements and overall program delivery model for any satellite older adult services hub.	Medium	Continuous
29. Identify and/or provide training to multi-lingual volunteers for the purpose of assisting other older adults for which English is a second language with learning about and accessing recreational opportunities in Milton. This may be done through a ‘buddy system’ that pairs older adults that currently participate in Town activities with a new user.	Medium	Short

Recommended Actions – Partnerships and Communication

Action Plans	Priority	Proposed Timing
30. Replace the term ‘senior’ with ‘older adult’ in all publications regarding programming directed towards residents age 55+ and/or 65+ (depending on the target market) and ensure that program descriptions clearly identify the target market.	High	Short
31. Continue to provide information on older adult recreation programming through traditional print (e.g., Community Services Guide, MSAC newsletter, posters, etc.).	High	Continuous
32. Continue to provide up-to-date information on the Town of Milton website . Consider refocusing and renaming the Milton Seniors’ Activity Centre webpage therein to reflect older adult recreation opportunities across the entire Town.	Medium	Continuous
33. Continue to undertake regular email blasts that provide updates regarding registration deadlines and other information on older adult recreation opportunities.	Medium	Continuous

Action Plans	Priority	Proposed Timing
34. Review and update the outdoor sign allocation process to increase the opportunity to promote older adults programs and events hosted by the municipality.	Low	Short
35. In partnership with the Region of Halton, maintain an inventory of private and community organizations that offer recreation opportunities for older adults. This list should be available on the Town's website and in the Community Services Guide.	Medium	Short
36. Continue to work with the Region of Halton to explore potential areas of partnership (e.g., synergies with seniors' housing, information dissemination, outreach, etc.).	Medium	Continuous
37. Seek opportunities to work with the health sector regarding outreach to isolated older adults and illness prevention.	High	Short
38. Work with existing organizations that represent various ethnic groups to promote recreation opportunities to these older adults. Where possible, utilize members of these groups to instruct and/or promote program and drop-in opportunities.	Medium	Short
39. Coordinate efforts regarding lifelong learning opportunities with the Milton Public Library (e.g., information sharing, promotions, program access, etc.).	Medium	Short
40. Continue to work with the Milton Seniors' Activity Centre Advisory Board to support their fundraising initiatives .	Medium	Continuous
41. Develop a municipal policy that guides the evaluation, development, and management of partnerships with non-affiliated groups and agencies in the recreation and health sectors , including the possibility of a new facility rental rate structure for non-affiliated partners.	Low	Long

Appendix A: Municipal Recreation Opportunities for Older Adults

Town of Milton, Community Services 2012 Registered and Drop-in Programs

Registered opportunities include:

Active Living

- Clogging
- Going strong after 50
- Hawaiian Dancing
- Nordic Pole Walking
- Osteofit and balance training
- Qi-Gong
- Therapeutic Qi-Gong
- Tai Chi (3 levels)
- Therapeutic Pool Program
- Walk Fit
- Weight training for older adults
- Yoga
- Yoga Low
- Twilight Yoga
- Zumba Gold

General Interest

- Conversational Spanish
- Painting and Drawing

Workshops

- Driving
- Foot Care Clinic
- Flu Shot Clinic
- Health concerns
- Health screening
- Intellectual stimulation
- Legal issues
- Technology

Drop-in opportunities include:

- Card games (e.g., bid euchre, contract bridge, duplicate bridge, cribbage, euchre);
- Board and table games (e.g., Scrabble, bingo, billiards, snooker);
- Dance (e.g., clogging, line dancing, tap dancing);
- Sports and martial arts (e.g., table tennis, tai chi, pickleball, volleyball, 55+ Swim (seniors swim), seniors skate);
- Conversational French; and
- Cyber Café and drop-in courses offered by the MSAC Computer Club

There are also a number of **clubs** that operate out of the Milton Seniors' Activity Centre, that cater to a wide variety of interests, including:

- Arts and crafts (e.g., Art Club, Creative Fingers Craft Club, Folk Art, Carving Club – Soft Wood, Poetry Club, Memoirs Club);
- Music (e.g., Guitar Club, Kitchen Band, Song Spinners Chorus);
- Health and Nutrition (e.g., Downsizers Club, Lunch Bunch, Walking Club);
- Language and Diversity (e.g., International Women's Group, Social Circle for Chinese-speaking seniors, Conversational French); and
- Computers (e.g., Computer Club).

Appendix B: Community Organizations That Provide Opportunities and/or Support for Older Adults

The Town of Milton is not the only provider of older adult programs and services. A listing of community organizations is provided in the Town's Community Services Guide. Many of the following organizations may provide support, programming, or volunteer opportunities relative to the leisure interests of older adults (please note that this is not an exhaustive list):

<p>Cultural organizations</p> <ul style="list-style-type: none"> • Halton Multicultural Council • Heritage Milton • International Women's Group • Milton and District Horticultural Society • Milton Historical Society • Milton Stamp Club • Milton Public Library • Places of worship 	<p>Sport, games, and physical activity</p> <ul style="list-style-type: none"> • Circle of Friends Tai Chi • Halton Outdoor Club • Living Well Pilates • Milton Curling Club • Milton Lawn Bowling Club • Milton Mall Walkers • Milton Masters Aquatic Club • Milton Oldstars Hockey Club • Milton Recreational Dart League • Milton Tennis Club • Nassagaweya Tennis Club • Ontario Senior Games Association • Oxygen Yoga & Pilates • Tai Chi Healthy Bodies Healthy Minds
<p>Social organizations</p> <ul style="list-style-type: none"> • Bereaved Families of Ontario • Community Living North Halton • INFO Milton • Meals on Wheels • Milton Community Resource Centre • PROBUS Club • Seniors and Law Enforcement Together (SALT) • St. Vincent De Paul Society • Toastmasters Club • United Way of Milton • Volunteer Halton • Welcome Wagon 	<p>Health organizations</p> <ul style="list-style-type: none"> • Acclaim Health • Allendale • Alzheimer Services • Arthritis Society • Audiology & Hearing Aid Services • Canadian Cancer Society • Canadian Diabetes Association • Canadian Hearing Society • Canadian National Institute for the Blind • Community Care Access Centres (CCAC) • Ministry of Long-Term Care • Multiple Sclerosis Society • North Halton Red Cross • Ontario Cultural Society for the Deaf

Appendix C: Community Survey Results

1. Within the past 12 months, which of the following leisure activities have you participated in?

	#	%	1. Other (Specify)
Walking for Leisure	154	64%	Knitting, cross stitch, sewing
Attending Shows/Theatre	144	60%	Choir
Recreational Reading	138	58%	Table tennis
Computers or Internet	133	56%	Bowling
Musical Performances	118	49%	Horse back riding
Gardening	113	47%	Writing
Outdoor day trips/outings	103	43%	Curling
Fitness or Aerobics	84	35%	Horseshoes
Swimming	79	33%	Qigong
Educational Classes, Lectures or Workshops	79	33%	Volunteering
Playing Cards	72	30%	Kayaking, canoeing, mountain biking
Hiking	71	30%	Dining social group
Cards and Games	68	28%	Exercise classes
Visiting Art Galleries & Museums	63	26%	Driving
Dancing	54	23%	Running and weight lifting at Fitness Club
Yoga or Pilates	52	22%	Board games
Arts and Crafts	48	20%	Trap Shooting
Cycling	46	19%	Travel, aquafit, spanish classes
Golf	44	18%	Walking group
Drawing or Painting	38	16%	Meditation
Other (Specify)	36	15%	
Bird Watching	33	14%	
Martial Arts or Tai Chi	22	9%	
Exercise Classes	22	9%	
Sailing or Boating	17	7%	
Woodworking	16	7%	
Quilting or Needlepoint	14	6%	
Skiing (downhill/x-country)	13	5%	
Billards or Pool	13	5%	
Lawn Bowling or Bocce	13	5%	
Tennis	11	5%	
Hockey or Skating	11	5%	
Baseball or Softball	6	3%	
Volleyball	5	2%	
Soccer	4	2%	
Pickleball	4	2%	
Badminton/Basketball	4	2%	
Pottery	3	1%	

2. Where do you usually participate in most of these leisure activities?

	#	%	2. Other (Specify)
Milton Senior's Activity Centre	125	52%	Halton Region (Conservation Area, outdoors)
Home	110	46%	GTA (Toronto, Mississauga, Brampton)
Milton Leisure Centre	72	30%	Out of country
Town Trails or Parks	69	29%	Guelph and Wellington County
Milton Centre for the Arts	54	23%	
Milton Sports Centre	47	20%	
Other (Specify)	26	11%	
Private Clubs/Businesses	28	12%	
Place of Worship	15	6%	
Recreation Centres in other communities	8	3%	
Nassagaweya Tennis Club & Community	6	3%	
Schools	5	2%	
John Tonelli Sports Centre	1	0%	
Milton Memorial Arena	1	0%	

3. Which of the following (if any) prevent you from participating in leisure activities as often as you would like?

	#	%
Too busy / lack of time	74	31%
Programs are too expensive	49	21%
Illness / Injury / Health Concern	40	17%
Work	35	15%
Caring for family members	28	12%
Need a friend to go with	27	11%
Not enough interesting programs	27	11%
Lack of safe bike routes	24	10%
Travel	23	10%
Other (Specify)	16	7%
Lack of indoor activities offered	14	6%
Lack of trails	14	6%
Don't know what is available	14	6%
Don't drive / own a car	11	5%
Lack of convenient public transit	11	5%
Don't feel comfortable	8	3%
Too crowded	8	3%
Lack of parks near my home	6	3%
Safety concerns	6	3%
Programs are too physically challenging	4	2%
Cost of transportation is unaffordable	3	1%
Fear of participation	2	1%
Unsafe parking	1	0%

3. Other (Specify)

Programs I like aren't offered at the right time
Too far away
Unsafe sidewalks
New to area
Lack of flexibility in programming
Enrollment Limitations
Lack of washrooms at outdoor facilities

4. Would you describe your current activity level to be..

	#	%
Low intensity (e.g. walking)	86	40%
Medium intensity (e.g. dancing, speed walking)	109	51%
High intensity (e.g. jogging, cycling)	16	7%
Don't Know	4	2%
Total	215	100%
No response	24	

5. In five years' time, do you anticipate your activity level to be...

	#	%
Low intensity (e.g. walking)	74	34%
Medium intensity (e.g. dancing, speed walking)	101	46%
High intensity (e.g. jogging, cycling)	14	6%
Don't Know	30	14%
Total	219	100%
No response	20	

6. In five years' time, do you see yourself participating in the following activities more frequently, at the same rate, or less frequently?

	More Frequently		Same Rate as Now		Less Frequently		Don't Know		Total		No Response
	#	%	#	%	#	%	#	%	#	%	
Active Indoor Recreation Activities (e.g. field sports, aquafit, fitness)	34	20%	84	49%	23	13%	32	18%	173	100%	66
Active Outdoor Recreational Activities (e.g. hiking, golf, tennis, cycling)	32	19%	94	55%	23	14%	21	12%	170	100%	69
Passive Outdoor Activities (e.g. bird watching, gardening, walking)	46	26%	109	61%	12	7%	12	7%	179	100%	60
Lifelong Learning (e.g. recreational reading, educational workshops / classes)	64	34%	98	52%	8	4%	17	9%	187	100%	52
Arts and Cultural Activities (e.g. drawing, woodworking, quilting, music)	52	30%	82	47%	13	7%	29	16%	176	100%	63

7a) Do you currently participate in activities at the Milton Seniors' Activity Centre (located at 500 Childs Drive)?

	#	%
Yes	130	61%
No	84	39%
Total	214	100%
Don't Know / No Response	25	

7b) If you participate in activities at the MSAC, how satisfied are you with the recreational opportunities at the Milton Senior's Activity Centre?

	#	% of subset	% of sample
Very satisfied	62	48%	26%
Somewhat Satisfied	45	35%	19%
Neither satisfied nor unsatisfied	13	10%	5%
Somewhat unsatisfied	4	3%	2%
Very unsatisfied	0	0%	0%
Don't know / Don't use	3	2%	1%
Total	127		

8. Do you see yourself using the Milton Seniors' Activity Centre, or similar facility, in five years time?

	#	%
Yes	158	73%
No	18	8%
Don't Know	39	18%
Total	215	100%
No Response	24	

9. In your opinion, how reasonable are the user fees charged by the Town of Milton for registered programs for older adults?

	#	%
Very reasonable	53	26%
Somewhat reasonable	64	32%
Neither reasonable nor unreasonable	11	5%
Somewhat unreasonable	35	17%
Very unreasonable	3	1%
Don't know/ Don't use	37	18%
Total	203	100%
No Response	36	

10. Do you think that the level at which user fees (for registered programs for older adults) are set should be impacted by any of the following?

	Yes		No		Don't Know		Total		No Response
	#	%	#	%	#	%	#	%	#
Age of registrant	93	53%	59	34%	23	13%	175	100%	64
Income of registrant	106	58%	54	29%	24	13%	184	100%	55
Residency of registrant	100	61%	39	24%	26	16%	165	100%	74

11a. Would you be willing to pay higher user fees for existing older adult programs and services?

	#	%
Yes	9	4%
Maybe	74	35%
No	100	47%
Don't Know	28	13%
Total	211	100%
No Response	28	

11b. Would you be willing to pay higher user fees in exchange for more specialized, higher skill level, or personalized programs or services for older adults?

	#	%
Yes	35	17%
Maybe	84	41%
No	60	29%
Don't Know	26	13%
Total	205	100%
No Response	34	

13. On average, how many hours per month, if any, do you currently serve as a volunteer in the community?

	#	%
0	68	39%
1 - 9	34	19%
10 - 19	34	19%
20 - 29	19	11%
30 - 39	8	5%
40 - 49	3	2%
50 +	10	6%
Total	176	100%
No Response	63	

14. Within the next five years, how do you anticipate your volunteer habits to change?

	#	%
Increase in the amount you volunteer	80	40%
Same level of volunteerism	49	25%
Decrease in the amount you volunteer	7	4%
Do not volunteer now and won't in the	12	6%
Don't know	51	26%
Total	199	100%
No Response	40	

15. What are the best ways for the Town to inform you about their services?

	#	%
Community Service Guide	116	49%
Newspaper	93	39%
E-Mail	93	39%
Newsletters / Mail	73	31%
Town's web site	48	20%
Word of Mouth	26	11%
Posters / Bulletin Boards	24	10%
Sign Boards	16	7%
Public Meetings / Focus Groups	10	4%
Other	8	3%
Social Media	7	3%
Don't Know	1	0%

15. Where to locate posters

Posters at MLC, MSC, and MSAC
Posters in grocery stores
Posters in doctor's offices and malls

15. Other

Phoning
Local television programming
Talk of the Town is great, town website not useful

16. In what year were you born?

	#	%
1945 or earlier (67 yrs or older)	111	53%
1946 or earlier (66 yrs or younger)	98	47%
Total	209	
No Response	30	
Average Year	1944	
Average Age	68	

17. What are the first three digits of your postal code?

	#	%
L9T	167	80%
LOP	27	13%
Other	14	7%
Don't want to answer	2	1%
Total	210	100%
No Response	29	

17. Other

L0R
L6W
L7J
L9T
N0B

18. What is your gender?

	#	%
Male	40	20%
Female	159	80%
Total	199	100%
No Response	40	

19. Which of the following best describes your current marital status

	#	%
Single	7	3%
Living	9	4%
Married	125	62%
Separated or divorced	20	10%
Widowed	35	17%
Don't want to answer	7	3%
Total	203	100%
No Response	36	

20. What is the primary language spoken in your home?

	#	%
English	199	98%
French	0	0%
Other	3	1%
Don't want to answer	1	0%
Total	203	100%
No Response	36	

21. Which of the following categories includes your total household annual income before taxes?

	#	%
Under \$20,000	13	10%
Between \$20,000 and \$39,999	30	23%
Between \$40,000 and \$59,999	40	31%
Between \$60,000 and \$79,999	21	16%
Between \$80,000 and \$99,999	7	5%
\$100,000 or more	18	14%
Total	129	100%
Don't want to answer / no response	110	