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## CITY OF KELOWNA MEMORANDUM

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Date: February 28, 2006  
File No: 7710-05

To: City Manager

From: Development Manager  
Recreation, Parks & Cultural Services

Subject: **Seniors Services Strategy – 2005-2020**

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### **RECOMMENDATION:**

THAT City Council approve the Seniors Services Strategy – 2005-2020 report as attached to the report from the Development Manager, Recreation Parks and Cultural Services dated February 28, 2006;

AND THAT the recommendations from this Seniors Services Strategy – 2005-2020 report be incorporated into the Recreation Parks and Cultural Services Masterplan currently under development;

AND THAT City Council direct staff to investigate potential Public/Private/Partnership opportunities and all other funding sources in order to proceed with the re-location of the Water Street Senior Centre Society at the earliest opportunity.

### **Background:**

Recreation, Parks and Cultural Services Department has coordinated and facilitated recreation programs for seniors since 1973. These programs have primarily taken place at the Water Street Senior Centre, the Rutland Senior Centre, and the Okanagan Mission Activity Centre, through partnerships with the Senior Centre Society at each location. City staff members have also coordinated a wide variety of community-wide programs and special events. Seniors frequently utilize the City's numerous recreation facilities, parks and trails and also attend programs and events at City cultural facilities.

In 1990 the City commissioned a Recreation and Leisure Study for seniors which has guided the provision of services since then. However, new opportunities for seniors' recreation have been emerging in recent years with the development of the Mission Recreation Park site, the construction of the Capital News Centre, the planned new aquatic centre, the Active Communities/KickStart Kelowna initiative, and the emergence of sport tourism opportunities surrounding softball, soccer, and ice hockey tournaments.

By 2004 it was evident that the City was at a crossroads in its provision of services to the older residents of the community. The population of seniors is increasing rapidly, and the City is

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facing significant decisions related to the future delivery of programs and services, and the development of recreation facilities, parks, and trails.

### **Discussion:**

In 2005 the firm of Yates, Thorn, and Associates was retained to undertake the preparation of a Position Paper, defining a Seniors Services Strategy which would address these issues and provide a series of recommendations to guide future service delivery and facility development.

Five phases were involved in the completion of this project:

1. Pre-planning: This included a review of City of Kelowna documents, a literature search, demographic analysis, interviews with key stakeholders in the community, and two workshops with staff from other recreation and senior centres, one in Victoria, and one in Coquitlam, to determine best practices in other communities.
2. Local Workshop: A one day workshop was held with a group of thirty key individuals, including representatives of seniors' organizations, public agencies, not-for-profit groups and City staff.
3. Public Survey: The views of 400 seniors were researched through a statistically valid telephone survey. The survey results are significant +/- 5% 19 times out of 20.
4. Summary of Findings: The information obtained from the first three phases of the project was prepared and discussed with a team of City staff, who provided input for the draft report.
5. Preparation of Position Paper and Recommendations: The Position Paper outlines a Seniors Services Strategy, which discusses the learning from the research that was carried out, the information obtained from the local workshop, the results of the public survey, and presents a series of recommendations to guide future delivery of programs and services to the senior population of the community.

### **Recommendations:**

1. That the City adopt the following statements for seniors services:

#### **OUR VISION:**

*Kelowna is a City that includes healthy, active senior citizens and older adults living lives of dignity, enjoyment, and useful purpose, thereby continuing their involvement with and contribution to community pride and community spirit.*

#### **OUR MISSION:**

*To enhance the quality of life for older adults, through meeting their social, educational, recreational and cultural needs and interests by:*

- *enabling and facilitating actions and decisions,*
  - *fostering growth and development,*
  - *creating partnerships with community based organizations and service providers,*
- *incorporating healthy active living into daily lifestyles.*

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2. That in future, services for seniors be integrated into multi-age recreation facilities, which further continues the involvement of seniors with, and contribution to, the larger community.
  3. That in future seniors recreation planning, especially related to facility development, potential partnerships with Interior Health Authority, not-for-profit agencies, community groups, and commercial enterprises be fully explored.
  4. That the City endeavor to re-locate the Water Street Senior Centre Society by 2010 to a new multi-age recreation facility with dedicated time and space for seniors at the Parkinson Recreation Centre site, or an alternate suitable location.
  5. That the Okanagan Mission Activity Centre be re-assessed in ten years, and that a multi-age recreation centre, with dedicated time and space for seniors, be planned for the Mission Recreation Park site.
  6. That the long term plan for the Rutland Senior Centre be for expansion and then conversion to a multi-age recreation centre with dedicated time and space for seniors.
  7. That the City consider funds in the 10 year Capital Plan as a high priority to provide for a multi-age recreation centre expansion with dedicated time and space for seniors at the Parkinson Recreation Centre site or another suitable location.
  8. That the City include long term capital finance planning (beyond the current 10 year capital plan) for multi-age recreation facilities at the Rutland Recreation Park site and the Mission Recreation Park site.
  9. That increasing participation and fitness levels of the population aged 55+ become a high priority of the City of Kelowna, through:
    - Increasing opportunities and resources for seniors to participate in programs and activities of an active nature at all parks, sport fields and recreation facilities,
    - Utilizing partners to expand fitness opportunities for seniors, integrating programs into multi-age recreation facilities in addition to existing senior centres.
  10. That the City develop a strategy for increasing the number of community garden plots.
  11. That the City Parks Department continue to use CPTED (Crime Prevention Through Environmental Design) to improve public safety and security in parks, and where required, the City work with the RCMP to supplement the effectiveness of CPTED.
  12. That the City continue its development of accessible paved trails through:
    - Including funds in the 10 year Capital Plan to provide for future trail development,
    - Developing a trails and walking routes master plan,
    - Utilizing the development and approval process of new subdivisions to ensure walk ability,
    - Ensuring amenities are provided that meet seniors' needs (benches for resting, washrooms, lighting, clear sight lines).
  13. That the City, along with its cultural services partners, expand and create more opportunities for the senior population to actively participate in creative and cultural programming.

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14. That large scale special events for the senior population be planned, promoted, and implemented on an annual basis, such as a Kelowna Seniors Festival and Games, in collaboration with the Festivals Kelowna Society.
  15. That the City continue to work in conjunction with the BC Seniors Games Society in order to:
    - Facilitate annual zone play downs and tournaments
    - Plan for future hosting of the BC Seniors Games
  16. That the City begin to plan for a transition to a new service delivery model, along with a new staffing plan, whereby programs and services for seniors will take place and emanate from multi-age facilities.
  17. That the City develop a strategy to build closer working relationships with the Interior Health Authority.
  18. That the City investigate potential mechanisms that would accommodate and assist low income populations, including seniors, such that fees for services do not prohibit their participation in activities and programs.
  19. That the City develop a mechanism to bring together on a regular basis, representatives from seniors organizations and the many public and not-for-profit agencies that have seniors as part of their mandates.
  20. That the City work in conjunction with BC Transit to bring bus service into parking areas at public recreation facilities including:
    - Parkinson Recreation Centre
    - Rutland Recreation Park site
    - Mission Recreation Park site.

### **Summary:**

The outcomes from this project will be incorporated into the operational plans and the Masterplan for Recreation, Parks and Cultural Services that is currently being developed. The City of Kelowna's ten year Capital Plan will also be updated in 2006 to reflect future facility development.

With the knowledge and learning gained from this study, the City of Kelowna is now in a better position to respond to the increasing demands for programs and services to meet the needs of the community's senior population, the most rapidly increasing segment of our society.

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JWR Oddleifson  
Development Manager  
Recreation, Parks and Cultural Services

P/c Director of Recreation, Parks, and Cultural Services  
Director of Planning and Corporate Services  
Attachment