



The Corporation of the Municipality of Wawa Staff Report

Director of Community Services and Tourism

Prepared For: Committee of the Whole	Report No.: AP 2023-03
Agenda Date: April 4, 2023	File No.: C11

Summary of Recommendation

This report recommends the support of an application to the Inclusive Community Grants Program for 2023, supported by the Wawa Age-Friendly Committee and that Council directs staff to apply to the Inclusive Community Grants Program for the following:

1. Outdoor electronic board installed on the side of the Wawa Municipal Townhall Building facing the Canada Post Office (identified as a high traffic area for seniors) and,
2. Hiring a Municipal Age-Friendly Coordinator for a six-month contract from September 2023 to March 2024.

Purpose of Report

The Wawa Age-Friendly Committee supports an application to the Inclusive Community Grants Program to support the implement of action items outlined in the Wawa Age Friendly Plan (2021- 2025) that focuses on improving communications and social participation with Seniors.

Background

Wawa Age Friendly Plan Recommendations

The Wawa Age Friendly Plan (2021 - 2025) provides a list of goals with achievable actions. The two goals that fall within the scope of this application are:

1. Communication and Education
2. Social Participation and Recreation

The action items outlined in the Wawa Age Friendly Plan that this application aims to implement are:

1. Hire a Seniors Advocate to assist all seniors to fill out forms, understand programs, host workshops, organize events, implement Age-Friendly action plan and advocate.
2. Increase communication and education of all seniors about events and programs through an electronic communications board placed in high traffic areas within the community.

Funding Application

Staff have reviewed the Inclusive Community Grants Program and suggestions from the Age-Friendly Committee of Council and recommends the grant application include the following:

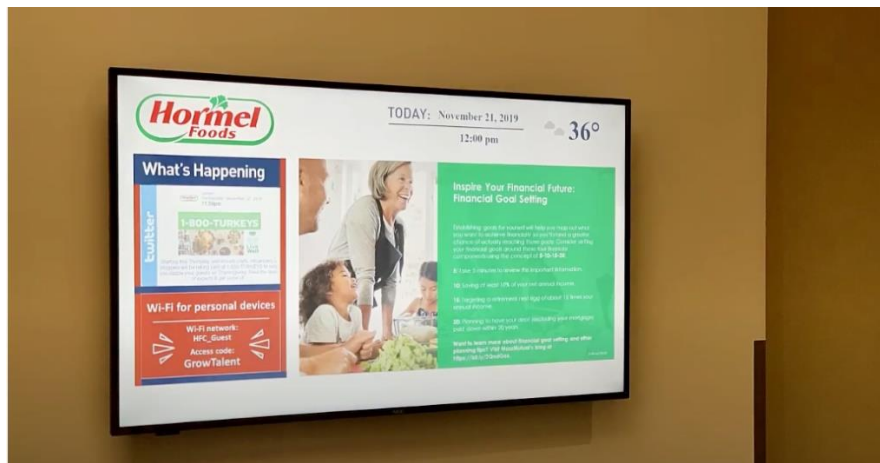
1. Install outdoor electronic bulletin board on the side of the Municipal Office facing Canada Post (identified as a high traffic area for seniors), and
2. Hire a Municipal Age-Friendly Coordinator for a six-month contract from September to March 2024 to:
 - a) Support the Wawa Seniors Exposition (est. September 2023).
 - b) Support Seniors in filling out applications for available programs (i.e., Housing Applications, Income Tax, Energy Needs Assessment).
 - d) Support the Wawa Senior's Goose Club and organize events.
 - e) Attend Wawa Age-Friendly Committee and Interagency meetings to act as a liaison for senior services in Wawa.
 - f) Increase awareness of seniors of local events by installing an outdoor electronic bulletin board.
 - h) Develop a communication plan promoting senior services and programs.
 - g) Update the Wawa Age-Friendly Action Plan.

Each of the above action items will be detailed separately in their own section following.

1. Outdoor Electronic Communications Board

An electronic communications board is similar to a TV screen designed for the outdoors in which Municipal staff would be responsible to program and update from a computer.

The outdoor electronic communications board will share information regarding local programming and events for seniors and provide an accessible form of communication for seniors who do not have access to technology and cannot participate in community information updates that are provided online through websites or social media. Utilizing this board aims to increase social participation and inclusiveness while decreasing social isolation by engaging the senior population mentioned above.



2. Wawa Municipal Age-Friendly Coordinator

The Age-Friendly Coordinator would work closely with community groups and senior service agencies such as the Wawa Seniors Goose Club to assist with local community events geared towards educating seniors such as financial seminars, end of life care planning workshops, power of attorney presentations, as well as community events that provide social interaction like the Wawa Fall Fair, Wawa Music Festival and crafting club events at the local library.

A sample work plan is as follows:

Wawa Age Friendly Plan – Action/Task	Timeframe	Wawa Age Friendly Goal
Support Seniors Expo (est. September 2023)	2023	Social Participation and Recreation Communication and Education
Organize Wawa Senior’s Goose Club with Workshops/organize events	2023-2024	Social Participation and Recreation Communication and Education
Support Seniors in filling out applications for available programs (i.e., Housing Applications, Income Tax, Energy Needs Assessment)	2023-2024	Health and Support Services
Attend Age Friendly and Interagency meetings to act as a liaison for senior services in Wawa	2023-2024	Communication and Education
Purchase an outdoor electronic bulletin board to share information on local events and seniors programming.	2023 -2024	Social Participation and Recreation Communication and Education
Create a communication’s plan.	2023	Health and Support Services Communication and Education

Financial Impact

The project would not proceed without an approved grant for 100% of the costs, not including staff time and office space and equipment. The estimated budget is \$60,000 of which the electronic billboard is estimated at \$20,000 and the Age Friendly Coordinator at \$40,000.

Alternatives

Option 1: Status Quo

This option would see the Municipality not submit a funding application to the Inclusive Community Grants Program. The project will not move forward without funding. **Not Recommended.**

Option 2: Apply with Different Project Goals

There may be other community projects that may be eligible for this funding. The goals outlined in the application meet the actions recommended in the Wawa Age Friendly Plan.

Not Recommended.

Option 3: Apply for Electronic Sign and Coordinator

This project is aligned with the Wawa Age Friendly Plan as well as the Inclusive Community Grants Program and is supported by the Wawa Age-Friendly Committee. It will have no direct cost to implement. This option is **Recommended.**

Recommendation

THAT Council directs staff to apply to the Inclusive Community Grants Program for the following:

1. Outdoor electronic board installed on the side of the Wawa Municipal Townhall Building facing the Canada Post Office (identified as a high traffic area for seniors) and,
2. Hiring a Municipal Age-Friendly Coordinator for a six-month contract from September 2023 to March 2024.

Respectfully submitted,



Alex Patterson
Director of Community Services



Maury O'Neill
CAO-Clerk