

New Maryland Age-Friendly Community Action Plan



March 21, 2018

NEW MARYLAND AGE-FRIENDLY COMMUNITY ACTION PLAN

In recognition of the changing demographics of its community, Council for the Village of New Maryland, like other communities in New Brunswick and across Canada, has identified the need to initiate actions to support its aging population consistent with the World Health Organization (WHO) definition of an age-friendly community as a place that has an inclusive and accessible environment that retains its population by promoting healthy active aging. To meet this goal, Village Council established the “Age-Friendly Community Ad hoc Committee” in December 2016 with the following mandate:

- To engage with the residents of the Village to identify means by which Village seniors can be assisted in living safe, healthy lives and participating fully in society;
- To conduct an age-friendly assessment of the community which include a statistical profile of the Village, a SWOT (Strengths, Weakness, Opportunities and Threats) analysis of Village support mechanisms for seniors living in the community, identification of issues and opportunities by which the Village may improve the quality of life for seniors living in the community and a summary of the assessment; and
- To provide recommendations to Council on how the Village may improve upon services and offerings to community seniors to make their lives more safe, healthy and involved/participatory while focusing on the feasibility of applying such measures through implementation of an action plan.

The AFC Committee completed its work/mandate in February 2018 and made recommendations to Council based upon feedback and information generated from the community. The recommendations were contained in a report that was approved by Council on February 21, 2018. As part of that report, recommendations were made to establish a Seniors Advisory Committee which would be entrusted with creating an action plan for assessing and, where advisable, implementing recommendations contained in the report (the New Maryland Age-Friendly Community Action Plan).

The overriding goal of this action plan will be to implement actions that will improve upon the services and offerings to community seniors that will make their lives more safe, independent, healthy and involved/participatory while focusing on the feasibility of applying such measures through implementation.

The following Age-Friendly Community Action Plan is organized using the World Health Organization (WHO) eight domains of age-friendly communities including: Housing; Transportation; Outdoor Spaces and Buildings; Social Participation; Respect and Social Inclusion; Civic Participation and Employment; Communication and Information; and Community Support and Health Services.

Each domain is presented with the following:

- Objectives
- Recommended actions based on community input.
- Party(ies) responsible for action.
- Estimated cost.
- Potential funders.
- Resources.
- Timelines for the actions.
- A series of performance indicators to measure success and progress of the goals.

Definitions:

COF: City of Fredericton

Council: Council for the Village of New Maryland

GNB: Government of New Brunswick

PNM Zoomers: Parish of New Maryland Zoomers, volunteer organization for people 50 years of age and beyond

SAC: Seniors Advisory Committee

Senior: For the purpose of this action plan, a senior is considered 50 years of age and beyond

VONM: Village of New Maryland

WHO: World Health Organization

Timelines:

- Ongoing: actions are already underway, and work will be continuing
- Short term: actions will be addressed within 1 to 2 years
- Medium Term: actions will be addressed with 3 to 5 years
- Long Term: actions will be addressed in 5 years or more

WHO Domain: HOUSING

Objective #1: To have a range of suitable and affordable housing options for seniors in New Maryland.

Recommended Actions	Responsible Party(ies)	Estimated cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1. Continue dialogue with developers and contractors to identify impediments and improve relationships that may have caused a lack of interest in developing suitable housing options.	<ul style="list-style-type: none"> • Development Officer • Council 	TBD	Operational budget cost	<ul style="list-style-type: none"> • 2012 Forbes Property Study • VONM Age-Friendly Community assessment documents • Notes from meetings conducted with developers • Correspondence with developers 	Ongoing	<ul style="list-style-type: none"> • Number of group consultation sessions • Number of individual meetings • Number of follow-up letters and reports
2.Undertake research to determine what type of housing best suits New Maryland’s situation and provide developers with that information to encourage their development of age-friendly housing options.	<ul style="list-style-type: none"> • Development Officer • Council • SAC 	Internal	Operational budget cost	<ul style="list-style-type: none"> • 2012 Forbes Property Study • VONM Analysis of findings on the Age-Friendly Community assessment documents • Studies completed by VONM • Reports of meetings conducted with developers 	Ongoing	Number of appropriate and affordable options (for sale and rent) available including apartments, independent living spaces, condos and family homes
3.Utilize VONM owned property to entice developers to build age-friendly housing options.	<ul style="list-style-type: none"> • Development Officer • Council • CAO 	Internal	Operational budget cost	VONM	Short to Medium term	<ul style="list-style-type: none"> • Development of an RFP for Forbes property • RFP process conducted • Successful RFP bid selected
4.Review current zoning by-laws and VONM policies in order to integrate different types of housing in the VONM and support universal design for housing.	<ul style="list-style-type: none"> • Development Officer • Council • Planning Advisory Committee (PAC) 	Internal Consultant TBD	Operational budget cost	VONM	Ongoing	Zoning by-laws and VONM policies review completed

WHO Domain: HOUSING

Objective #2. To provide an environment where seniors have access to supports to help them maintain their homes and age in place.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1.Promote the need for more home repair, lawn mowing and snow removal services with service providers. (Community home maintenance services).	<ul style="list-style-type: none"> • Council and Staff • Community Partners • SAC 	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing with updates	<ul style="list-style-type: none"> • Letters circulated by VONM to service providers identifying demand for services in the community. • Meetings with service providers. • Website directory of available service providers.
2.Promote awareness of provincial financial supports for home adaptations and seniors assistance programs.	<ul style="list-style-type: none"> • Council and Staff • Community Partners • SAC • GNB 	Internal	<ul style="list-style-type: none"> • GNB • NBP • VONM Community Partners 		Ongoing with updates	<ul style="list-style-type: none"> • Information on financial programs for home modification is readily available and easily accessible for seniors.
3.Develop a print and online directory of non-medical home support services, indicating shopping, meal preparation, cleaning, yard work, and snow removal provided in New Maryland by verified contractors.	<ul style="list-style-type: none"> • Council and Staff • Community Partners • SAC 	\$5,000 for printing of document and posting online	<ul style="list-style-type: none"> • VONM • Community Partners • Fed/Provincial funding 		Ongoing with updates	<ul style="list-style-type: none"> • Website listing and/or directory of available service providers. • Number of service inquires resulting from the directory. • Spring/Summer and Fall/Winter Guides.

WHO Domain: TRANSPORTATION

Objective #1: To encourage accessible and affordable transportation options for seniors.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1. Discuss bussing options with the COF on extending COF bus lines to VONM.	Council and Staff	Internal	VONM		Medium term	<ul style="list-style-type: none"> • Number of meetings with COF officials.
2. Promote available taxi service and work with taxi companies on an awareness campaign, including current accessibility options that are available through at least one local taxi company.	Council and Staff	Internal	VONM	AFC Committee business inventory spreadsheet	Short term	<ul style="list-style-type: none"> • Taxi listing with fees added to VONM website or business directory. • Taxis are available, accessible and affordable to seniors.
3. Approach the taxi companies and seek to increase the number of companies that offer senior's discounts.	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal	VONM		Short term	<ul style="list-style-type: none"> • Taxi listing with fees added to VONM website or business directory. • Number of new taxi companies offering seniors discount.
4. Support the development of car-pooling/ride share/Dial-A-Ride programs to assist seniors who are not able to travel with their own vehicle and/or cannot afford the cost.	<ul style="list-style-type: none"> • Council and Staff • Community Partners • SAC 	TBD	Business driven/ Community volunteers for ride share		Short term	The use of alternative transportation is available in New Maryland.

Objective #2: To encourage safe movement and mobility in New Maryland.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1. Expand existing sidewalk network and walking trails within the VONM.	Council and Staff	\$50,000 - \$60,000/km crusher dust “double wide” trail. (approx.)	<ul style="list-style-type: none"> • VONM • Fed / Provincial funding • Sponsorships • New Maryland Community Support Group (for trails) 	<ul style="list-style-type: none"> • VONM Recreation Master Plan • VONM Trails and Bikeways Master Plan 	Medium term	Number of new sidewalk & trail kilometres.
2. Look to develop a walking/biking route between VONM and Fredericton to connect those trails between communities.	<ul style="list-style-type: none"> • Council and Staff • COF • UNB • NB Trails 	TBD	<ul style="list-style-type: none"> • Fed/Provincial funding • UNB • Sponsorships • COF 	<ul style="list-style-type: none"> • VONM Recreation Master Plan • VONM Trails and Bikeways Master Plan • VONM Strategic Plan 	Medium term	A walking/biking route has been developed.
3. Create bike lanes on community streets.	Council and Staff	Internal	VONM	<ul style="list-style-type: none"> • VONM Recreation Master Plan • VONM Trails and Bikeways Master Plan • VONM Strategic Plan 	Medium term	Bike lanes markings on community streets have been created.
4. Keep sidewalks in good repair and condition (including snow and ice removal) to avoid safety issues.	Council and Staff	Internal	VONM	VONM Strategic Plan	Ongoing	Sidewalks are well maintained and cleared of snow.
5. Provide more senior accessible park benches and public washrooms for active transportation.	Council and Staff	\$10,000	VONM Partnerships	VONM Strategic Plan	Ongoing	Number of senior accessible park benches & washrooms available.
6. Approach RCMP to ensure stricter enforcement of traffic by-laws to address safety issues.	Council and Staff	Internal	VONM RCMP	VONM Strategic Plan	Ongoing	<ul style="list-style-type: none"> • Speed limits are followed according to standards. • Reduce speed limit violations indicated from speed radar reports.

WHO Domain: OUTDOOR SPACES AND BUILDINGS

Objective #1: To promote safe and accessible indoor and outdoor public spaces for seniors in New Maryland.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1.Improve lighting on streets, sidewalks and highway.	<ul style="list-style-type: none"> • Council and Staff • NB Power 	Internal	<ul style="list-style-type: none"> • VONM, • NB Power • Local businesses 	VONM Strategic Plan	Short term	Improved lighting on streets, sidewalks, and highway.
2.Improve lighting around the VONM office.	<ul style="list-style-type: none"> • Council and Staff 	Internal TBD	VONM	VONM Strategic Plan	Short term	Installation of lighting around VONM office.
3.Expand the existing sidewalk network throughout the community.	<ul style="list-style-type: none"> • Council and Staff 	\$290/m & engineering costs (2017)	VONM	VONM Strategic Plan	Long term	Expansion of the sidewalk network.
4.Pave the Victoria Hall parking area.	<ul style="list-style-type: none"> • Council and Staff 	\$25,000	VONM	VONM Strategic Plan	Short term	Paving of Victoria Hall parking area.
5.Expand network of benches at parks.	<ul style="list-style-type: none"> • Council and Staff 	\$10,000	<ul style="list-style-type: none"> • VONM • Community partners 	<ul style="list-style-type: none"> • VONM Strategic Plan • VONM Recreation Master Plan 	Short term	Installation of new benches.
6.Introduce senior friendly park equipment.	<ul style="list-style-type: none"> • Council and Staff 	\$50,000	<ul style="list-style-type: none"> • VONM • Community partners 	VONM Strategic Plan	Short term	Installation of senior friendly equipment.
7.Ensure that audible crosswalks signals and extended time to cross are available at sufficient number of crosswalks.	<ul style="list-style-type: none"> • Council and Staff 	TBD	<ul style="list-style-type: none"> • VONM • Dept. of Transportation & Infrastructure 	VONM Strategic Plan	Ongoing	Reduction in number of concerns reported.
8.Introduce reflective signage and stakes for public office entrances/neighbourhoods and encourage businesses to do the same.	<ul style="list-style-type: none"> • Council and Staff 	TBD	<ul style="list-style-type: none"> • VONM • Businesses 	VONM Strategic Plan	Ongoing	Reflective signage has been placed at the entrance of the VONM office and businesses in the VONM.

WHO Domain: SOCIAL PARTICIPATION

Objective #1: To encourage opportunities that are available for seniors to be socially active.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1.Ensure VONM sponsored events consider a seniors' component/focus (ex New Maryland Days).	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal \$1,000	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Participation rate by age group.
2.Consider accessibility limitations (including scheduling) of seniors in the design/participation of community programs and events (communication/ promotion and transportation).	<ul style="list-style-type: none"> • Council and staff • Community Partners • SAC 	Internal TBD	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	More seniors participating in community programs/ events.
3.Explore the possibility of expanding the use of the Church gym during the day	<ul style="list-style-type: none"> • SAC • Church leaders 	Internal	Churches		Short term	Number of new programs.
4.Encourage local businesses to offer a meeting place for seniors and younger persons in a senior-friendly atmosphere.	<ul style="list-style-type: none"> • SAC • Local businesses 	Internal TBD	Local businesses		Medium term	Senior meeting places in local businesses.
5.Encourage the development of more programs targeted to seniors.	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal TBD	<ul style="list-style-type: none"> • VONM • Community partners • Fed/Provincial funding 	VONM website	Ongoing	<ul style="list-style-type: none"> • Number of new programs offered • Number of seniors using new programs.

WHO Domain: RESPECT AND SOCIAL INCLUSION

Objective #1: To promote respect and social inclusion for seniors by embracing diversity, inclusivity and compassion, in order to create a more interconnected community.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1. Review all VONM materials to ensure inclusive language and images.	VONM Staff	Internal	VONM		Ongoing	A range of VONM material are inclusive for language and images.
2. Review what age-friendly training is incorporated into the orientation process for VONM employees. Offer the training materials to local businesses to expand understanding of age-friendly rationale, principles, and practices.	VONM Staff and CAO	Internal	VONM		Ongoing	<ul style="list-style-type: none"> • Age-friendly training is incorporated in the orientation process for VONM employees. • Number of businesses requesting training material.
3. Establish generational advisory committees to Council (youth, seniors) to inform decision-making.	Council and Staff	Internal \$2,000	VONM		Ongoing	Establishment of generational advisory committees.
4. Ensure public consultations are held during day time hours at locations frequented/accessible by seniors. Offer free/coordinated transportation.	Council and Staff	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Higher participation rate of seniors on VONM committees.
5. Implement a Senior Recognition Program through a spotlight series within the existing VONM Newsletter. Highlight key achievements and volunteer contributions of VONM residents and volunteer contributions of VONM residents within and outside the community.	Council and Staff	Internal	VONM		Ongoing	Number of seniors recognized.
6. Promote the development of intergenerational programming with community partners such	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Number of community partners developing

as the New Maryland Elementary School, local daycares, church youth networks, Lions and the PNM Zoomers.						intergenerational programming.
7. Promote VONM events and activities at Centre Communautaire Sainte-Anne.	Council and Staff	Internal \$2,000	VONM		Ongoing	Number of Francophone residents that attend VONM events.
8. Increase attendance of VONM officials at age-friendly events and activities in the Francophone community.	Council	Internal	Council		Ongoing	Number of events attended by VONM officials.

WHO Domain: CIVIC PARTICIPATION AND EMPLOYMENT

Objective #1: To create opportunities for seniors to take part in volunteer, political and employment positions.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1.Facilitate a job fair, training and employment postings in the greater community in order to support the employment of senior residents.	<ul style="list-style-type: none"> • SAC • PNM Zoomers 	Internal TBD	<ul style="list-style-type: none"> • PNM Zoomers • Community partnerships 		Ongoing	Number of job fairs, training and employment postings in the VONM.
2.Encourage volunteer organizations to promote their organizations to seniors within the VONM (Meals on Wheels is an excellent example).	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Number of VONM seniors on volunteer organizations.
3.Explore ways to structure volunteer opportunities within the VONM and more effectively promote those activities on VONM social media and other communication vehicles.	<ul style="list-style-type: none"> • VONM Staff • SAC 	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Number of VONM seniors on volunteer organizations.
4.Establish a VONM seniors' advisory committee as a permanent committee of Council that meets regularly to discuss community matters that may impact their lives so that Council may be more aware of such matters when making decisions.	Council	Internal \$2,000	<ul style="list-style-type: none"> • VONM • Sponsorships 		Ongoing	SAC has been successfully established.
5.Establish generational advisory committees to Council (youth, seniors) to better inform decision-making.	Council	Internal	VONM		Ongoing	Generational advisory committees have been established.
6.Work more closely with Provincial Senior Goodwill Ambassadors to help promote programs/support available to seniors in the VONM.	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal		<ul style="list-style-type: none"> • VONM • GNB 	Ongoing	<ul style="list-style-type: none"> • Number of meetings held with Senior Goodwill Ambassadors. • Number of presentations held by Senior Goodwill Ambassadors.

7. Educate local businesses on seniors needs and assets in the workplace.	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal	<ul style="list-style-type: none"> • VONM • Local partners 	AFC Committee business inventory spreadsheet	Ongoing	Distribution of AFC report to local businesses indicating areas of interest.
8. Develop resources to inform seniors of work, volunteer or civic participation opportunities.	<ul style="list-style-type: none"> • Council and Staff • SAC 	Internal TBD	<ul style="list-style-type: none"> • VONM • Local partners • Local businesses 		Ongoing	Adequate representation of seniors of work, volunteer or civic participation opportunities.

WHO Domain: COMMUNICATION AND INFORMATION

Objective #1: To promote communication and information that is easier for seniors to access and understand.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Source	Resources Available	Timelines	Performance Indicators
1. Increase the level of communication by using multiple modes such as: Internet (email, websites, social media); Mail; Flyers Newsletter; Community calendar/bulletin board; New Maryland Emergency Alerts (test messaging of significant emergency events).	<ul style="list-style-type: none"> • Council and Staff • Community partners 	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Increased participation rate of seniors.
2. Facilitate technology and internet-use classes for seniors to help them get the information they need.	PNM Zoomers	Internal	GNB funding		Ongoing	<ul style="list-style-type: none"> • Number of classes conducted. • Senior participation rate.
3. Improve the level of bilingual communication to residents.	Council and Staff	Internal \$10,000	VONM		Ongoing	Participation rate of VONM Francophone residents at community events.
4. Ensure VONM written communication is available in large font/format.	VONM Staff	Internal	<ul style="list-style-type: none"> • VONM • Community partners 		Ongoing	Senior participation rate.

WHO Domain: COMMUNITY SUPPORT AND HEALTH SERVICES

Objective #1: To advocate appropriate community support and health services available for seniors.

Recommended Actions	Responsible Party(ies)	Estimated Cost	Potential Funding Sources	Resources Available	Timelines	Performance Indicators
1.Explore expansion of the after-hour Clinic to include a day-time Wellness Clinic which could provide regular blood pressure monitoring, weight monitoring and offer in-services on topics like fall-risk prevention, diabetes, dementia and caregiver supports.	Council	Internal	<ul style="list-style-type: none"> Local businesses GNB 		Short term	Expanded After Hours Clinic services.
2.Promote community-based or provincial programs that support residents including the New Brunswick Extra Mural Program, the Red Cross, and Meals on Wheels. These programs should continue to be promoted widely.	<ul style="list-style-type: none"> Council and Staff SAC 	Internal	Community partners		Ongoing	Increased participation in programs by residents.
3.Attract a dentist to establish a practice in the VONM.	Council and Staff	Internal	<ul style="list-style-type: none"> VONM Community business 		Medium term	Establishment of a dental office in VONM.
4.Create a directory of household support and care navigation services (including maintenance, housekeeping, snow removal, pet care, cooking, private home care) provided through volunteers or businesses.	<ul style="list-style-type: none"> Council SAC 	Internal	<ul style="list-style-type: none"> VONM Community partners Federal/provincial funding 		Ongoing	Establishment of centralized information resources of community support services in the VONM.
5.Establish a New Maryland business committee.	<ul style="list-style-type: none"> Council Ignite Fredericton Opportunities NB 	Internal	Business driven		Ongoing	Business committee established.

Adopted by Council: 21 March 2018