



COMMUNITY CONSULTATION REPORT

Within the framework of developing the

2018-2020 Municipal Action Plan for Seniors

Carried out by Co-op Interface
On behalf of the Ville de Montréal

Montréal 

June 2018

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BACKGROUND

In 2017 and 2018, the Ville de Montréal developed its *2018-2020 Municipal Action Plan for Seniors*. To ensure that the plan met the needs of Montréal seniors, the City decided to consult the community.

Various methods were proposed to encourage members of the public to express their opinions, in particular a survey and consultation meetings. This report presents the information collected and provides a general analysis of the aspects taken into account for the *2018-2020 Municipal Action Plan for Seniors*, which was adopted by the municipal council on June 18, 2018.

During the consultation process, the methods used to interact with the public as well as all promotional, consultation and discussion tools (Web site, questionnaire, meeting facilitation guide, visual presentation, evaluation form, etc.) were available in both French and English.

To ensure the success of the consultation process, the City collaborated with two committees as well as with organizations working with seniors. It benefited from

invaluable advice provided by various sources, including the Table de concertation des aînés de l'île de Montréal (TCAIM), the FADOQ – Région Île de Montréal, the Association québécoise de défense des droits des personnes retraitées et préretraitées (AQDR), the Cummings Centre and Concordia University's Centre for Research on Aging.

The City would like to thank all of its partners and allies, the boroughs and all participants for contributing, in their own way, to the consultation process.

The initial part of this report presents the methodology associated with each method implemented to collect the opinions of the public. The second part outlines the facts and main findings of the consultation process. Finally, the document outlines steps that can be taken in the future.

METHODOLOGY

Teamwork

The project to develop the *2018–2020 Municipal Action Plan for Seniors* was coordinated by a *monitoring committee* made up of two representatives from the Service de la diversité sociale et des sports as well as representatives from consulting company Co-op Interface. The monitoring committee prepared all the steps involved in the public consultation process.

The monitoring committee received guidance and support from the *advisory committee (AC)* and the *municipal representatives committee (MRC)*. The advisory committee was made up of an elected official and borough representatives for the Ville de Montréal, as well as representatives from the Bureau du développement durable and the Service de la diversité sociale et des sports, as well as non-profit organizations and public institutions. The MRC brought together representatives from 15 of the City's business units, mandated by their central department, paramunicipal company or organization.

Various methods for reaching out to the public

The City held discussions with Montréal seniors and organizations dedicated to supporting them in order to gather their comments on what should be included in the future municipal action plan for seniors and on how the priorities should be determined.

An online survey was made available and consultation meetings were held in various City boroughs. A briefing document was also published. The public therefore had a variety of ways in which they could offer an opinion on what should be included in the action plan.

These tools were made available on specially created pages on the following Web sites: **makingmtl.ca/seniors** and **realisonsmtl.ca/aînés**. A telephone number was also provided so that people without easy access to the Internet could also participate in the survey. Voicemail messages were returned as quickly as possible and support was provided in both English and French. Paper surveys were also handed out during the consultation meetings.

The following advertising strategies were used:

- Press releases were published on CISION (CNW) based on the media list provided by the City's media relations division, as well as on the Ville de Montréal Web site (**ville.montreal.qc.ca**).
- An advertising visual was created for **ville.montreal.qc.ca** and the borough sites.
- Information was placed on the main social media platforms for which the City has an account (facebook.com/mtlville and twitter.com/MTL_Ville).
- Publications were sponsored on the City's Facebook page in order to maximize visibility.
- City publications were distributed in certain boroughs.
- Ads were placed on metro screens (Métrovision).
- News was published online on **ville.montreal.qc.ca/diversite** [In French only]
- Posters were produced for the key points of service in the boroughs.
- Information panels were created for the consultation meetings.

Briefing document: a discussion tool

Citizens and organizations were invited to organize discussions in their community by bringing together families, neighbours and friends to talk about the basic principles of a future Montréal action plan for seniors. To do so, they were invited to use the briefing document as a discussion tool.

In this way, the City hoped to generate local interest in the process while enabling people to better prepare for answering survey questions and participate in the consultation meetings. Therefore, the briefing document,¹ which included detailed steps and discussion questions, simplified the process of organizing a discussion. The proposed duration for the discussions was approximately one hour.

More specifically, participants discussed **four statements regarding seniors' needs and the basic principles** of a future action plan. The discussions were intended to be less formal and minutes were not taken. Although it is difficult to assess the number of discussions that were organized, certain organizations working with seniors officially submitted either a paper or a report of their group discussion to the Ville de Montréal, and this was taken into account with regard to the data analysis.

All the participants appreciated the briefing document. We would like to note that the documents prepared to help lead a group and structure the discussion were of high quality and very user-friendly.

- The Observatory on Aging and Society submitted a paper prepared based on the questions in the briefing document. This non-profit organization has more than 6,000 members. Eight people from the board of directors and the advisory committee helped prepare the paper.
- The transportation committee of the Association québécoise de défense des droits des personnes retraitées et préretraitées (AQDR) submitted a paper on the draft action plan. It was supported by the following five Montréal areas: Ahuntsic–Saint-Laurent, Montréal-Nord, Rosemont, Saint-Michel and Pointe-de-l'Île-de-Montréal.
- The Regional Council of Italian-Canadian Seniors submitted the minutes of its discussion, which was led using the briefing document. The organization brings together 72 seniors clubs and has over 12,000 members in Montréal and in the metropolitan region.
- The Table de concertation des aînés de LaSalle took the initiative to hold a local public consultation on the consultation process for the draft 2018-2020 Action Plan for Seniors. During the meeting, participants were encouraged to suggest priorities regarding the action plan's four areas of action. About 27 people and 12 organizations attended the discussion.

1 See Annex I – Briefing document: a discussion tool

Survey

This survey was a quick way for participants to express their opinion in under 10 minutes² **about the objectives and strategies** making up the basic principles of the future action plan. Participants had two months to complete the survey, i.e., from January 19 to March 16, 2018.

There were many ways to complete the survey. Participants could do so online in English, on the Making MTL online platform (makingmtl.ca), or in French (realisonsmtl.ca). They could also complete the survey by telephone, again in both languages. Finally, paper copies in French and English were handed out during the consultation meetings.

- **1,452 people completed** the survey, 73% in French (1055) and 25% in English (397)
- **74% of respondents were women** (n = 1 417)
- **88% were 55 years old or more** (n = 1 434) :
 - 30% were between 55 and 64 years old
 - 41% were between 65 and 74 years old
 - 17% were over 75 years old
- **63% were retired**, and 31% work in Montréal (n = 1428)
- **56% volunteer** in their community (n = 1415)
- The largest concentrations of survey respondents live in:
 - Côte-des-Neiges-Notre-Dame-de-Grâce (18%)
 - Rosemont-La Petite-Patrie (12%)
 - Plateau-Mont-Royal (10%)
 - Other respondents (60%): 16 other Montréal boroughs
- **10%** indicated that they belong to a particular ethnocultural group

Consultation meetings

Consultation meetings open to the entire population were held to **talk about seniors' specific needs and the actions** to include in the future action plan.

Meetings per geographic area

The five meetings,³ which lasted four hours including lunch, were led in collaboration with the Centre St-Pierre. Each meeting included a presentation of the steps involved in developing an action plan and a workshop activity on the four themes associated with the areas of action outlined in the action plan. The discussions ended with a plenary session and participants were invited to fill out a meeting evaluation form.

The meetings were led in French, with the exception of the meeting held in Pierrefonds-Roxboro, which was led in both French and English. In addition, a sign language interpreter was present at the five meetings, and the workshops could be held in either language. A facilitator/secretary in each group was available to ensure the discussion ran smoothly. A secretary was also designated to take notes throughout the five meetings.

- **Wednesday, February 21, 2018, from 10 a.m. to 1:30 p.m.:**
OUTREMONT
Intergenerational Community Centre, 999 McEachran Avenue
- **Friday, February 23, 2018, from 10 a.m. to 1:30 p.m.:**
SAINT-LAURENT
Centre des loisirs de Saint-Laurent, 1375 Grenet Street
- **Tuesday, February 27, 2018, from 10 a.m. to 1:30 p.m.:**
VILLE-MARIE
Centre Jean-Claude-Malépart, 2633 Ontario Street East
- **Wednesday, February 28, 2018, from 10 a.m. to 1:30 p.m.:**
SAINT-LÉONARD
Saint-Léonard library, 8420 Lacordaire Blvd
- **Wednesday, March 7, 2018, from 10 a.m. to 1:30 p.m.:**
PIERREFONDS-ROXBORO (French, English)
Pierrefonds Cultural Centre, 13850 Gouin Blvd. West

- **349 people** attended the five consultation meetings organized by the City:
 - **87** in **Outremont**
 - **51** in **Saint-Laurent**
 - **59** in **Ville-Marie**
 - **73** in **Saint-Léonard**
 - **79** in **Pierrefonds-Roxboro**
- **186 people** filled out the evaluation form, i.e., **53%** of the people in attendance:
 - 95% said they enjoyed the meeting "very much" (61%) or "well enough" (34%).
 - 95% said they liked the format of the plenary sessions either "very much" (57%) or "well enough" (38%).
 - 90% said they liked the workshop formula either "very much" (47%) or "well enough" (43%).

² See Annex II – Survey

³ See Annex III – Agenda for consultation meetings

PERSONAL ACCOUNTS AND COMMENTS

Very informative. We will talk to our mayor about it. Thank you!

Very interesting activity. Good facilitators.

Many citizen forums have been held in the past to discuss seniors' needs. NOW WE WANT ACTION.

A local process should be implemented. For instance, consultations in each borough.

It was nice to be able to participate in the workshop in English.

Good presentation. I hope there will be a follow-up in the future.

Holding borough consultations is an excellent approach.

Clearly, all seniors share the same concerns!

The plenary sessions should be held regularly with special consideration given to ethnic groups.

Very interesting. It's a shame we didn't have more time.

It would have been useful to receive a paper document outlining the actions.

The discussions were very active and encouraging. I hope the suggestions will be taken into account in the final action plan.

The meeting at the Cummings Centre

A sixth meeting, held in English at the Cummings Centre, was led by the monitoring committee and the Centre's staff. The discussions took place in a roundtable format: 26 tables with 8 to 10 participants at each. At each table, a secretary/facilitator took notes and made sure that everyone was able to have a say in line with the meeting's objectives.

- **Monday, February 26, from 2 to 4 p.m.:**
CÔTE-DES-NEIGES-
NOTRE-DAME-DE-GRÂCE
Cummings Centre, 5700 Westbury Avenue

250 people attended the meeting at the Cummings Centre

Le Sud-Ouest borough meetings

Upon its own initiative, the Le Sud-Ouest borough led its own consultation process, including six meetings facilitated by the Centre St-Pierre.

- **Wednesday, February 21, 1:30 p.m.:**
Regroupement des organismes pour aînés et aînées du sud-ouest de Montréal (ROPASOM)
- **Tuesday, March 13, 9 a.m.:**
Centre Saint-Charles
- **Tuesday, March 13, 1:30 p.m.:**
ACHIM, Ville-Émard-Côte-Saint-Paul
- **Tuesday, March 20, 9 a.m.:**
Centre de loisirs Monseigneur Pigeon, Ville-Émard-Côte-Saint-Paul
- **Tuesday, March 20, 1:30 p.m.:** CRCS, Saint-Henri
- **Monday, March 26, 9 a.m.:** CEDA, Petite-Bourgogne

69 people attended the 6 meetings held in the Le Sud-Ouest borough.

IN TOTAL	1,452 people completed the survey
2,346 people participated in the consultation process	668 people participated in the consultation meetings
	186 meeting evaluation forms were filled out, with comments
	40 people were involved in preparing a paper or a report

MAIN FINDINGS

We have identified the main findings frequently referred to throughout the process. They are the result of the compilation and analysis of all the information collected via the different methods used during the consultation process.

We have presented the results as outlined in the *2018-2020 Municipal Action Plan for Seniors*. The key points are as follows:

1. The vision, values and principles
2. Portrait of Montréal seniors
3. The orientations, objectives, strategies and four areas of action:
 - Area of action 1 – A city and neighbourhoods on a human scale
 - Area of action 2 – In favour of greater social cohesion
 - Area of action 3 – Seniors engaged in their communities
 - Area of action 4 – Seniors at the heart of our partnerships

Policy statements

In its plan, the City outlines six principles that will guide its actions:

1. Taking seniors' insights into account in order to heighten awareness of the realities they face
2. Inclusion for all
3. Flexibility of approaches and means
4. Accessibility
5. The participation of seniors in reflection processes that concern them
6. Increased support to vulnerable persons and communities.

We asked the following question in the briefing document: Which principle must the Ville de Montréal absolutely respect to ensure that Montreal seniors live happily in the city? Although all of the principles are interconnected and respondents feel that they must all be taken into account, according to the answers submitted via the briefing document and through other consultation methods, three principles seem to be top priorities.

- The participation of seniors in reflection processes that concern them
- Accessibility
- Increased support to vulnerable persons and communities

This points, in particular, to the importance of paying attention to seniors' needs and meeting them as effectively as possible, specifically through the creation and enhancement of necessary infrastructure to promote accessibility in public spaces and mobility throughout the city, in particular for people with reduced mobility and disabled persons.⁴ [Translation]

The Regional Council of Italian-Canadian Seniors also notes in the minutes of its meeting held on January 31, 2018, that it is necessary to promote accessibility to services, in particular by simplifying forms and the language used in documents (information, contracts, requests for services, etc.) and by creating and improving support and tools designed for persons living with a visual or hearing disability.⁵ [Translation]

These two very concrete solutions are examples that demonstrate the connections that need to be made between the action plan's principles and the actions that must be taken in order to meet seniors' needs. They reflect the very principle behind the consultation process.

4 Source: Regional Council of Italian-Canadian Seniors, *Discussion on the 2018-2020 Municipal Action Plan for Seniors – Minutes of January 31, 2018*.

5 *Ibid.*

The needs of Montréal seniors

The primary objective of the 2018-2020 action plan is to meet the needs of seniors. In the first stage of its development, a literature review and interviews with experts⁶ were used to identify the general needs of seniors. During the consultation process, the City encouraged citizens to voice their opinions on the topic. For each area of action, we outline the key needs that were confirmed and/or adapted during the consultation process.

AREA OF ACTION 1 - A CITY AND NEIGHBOURHOODS ON A HUMAN SCALE

Seniors need to:

- Feel safe at all times in relation to mobility in public spaces and at home
- Be able to travel easily on public transit, on foot, on an electric mobility scooter, on bicycle or by car

AREA OF ACTION 2 - IN FAVOUR OF GREATER SOCIAL COHESION

Seniors need to:

- Have financial security: meeting essential needs for lodging, diet, leisure activities and recreation, etc.
- Feel that their personal needs are taken into consideration
- Have access to information about their rights, laws, and local community services
- Feel accepted by their communities and know that their values are taken into account (ethnocultural, gender diversity, etc.)
- Create bonds and socialize
- Trust and feel safe with the people around them
- Be introduced to new technologies in order to be protected from cyber fraud

AREA OF ACTION 3 - SENIORS ENGAGED IN THEIR COMMUNITIES

Seniors need to:

- Stay active and autonomous: maintain a good level of physical and psychological fitness
- Continue to learn and share knowledge: intergenerational and intercultural ties
- Create bonds and socialize
- Feel useful to the community
- Help improve society
- Make their voices heard and feel listened to
- Feel respected for their opinions and actions

The needs of partners

The fourth area of action addresses working with municipal partnerships as well as partnerships with external organizations.

AREA OF ACTION 4 - SENIORS AT THE HEART OF OUR PARTNERSHIPS

Partners need to:

- Do more to share expertise and information concerning seniors
- Better understand seniors' needs
- Discuss results and impacts of actions carried out in a concerted manner
- Strengthen partnerships

⁶ The experts came from different organizations: the Conseil des Montréalaises, the National Institute of Scientific Research – Urbanisation Culture Société (Urbanization Culture Society) Research Centre, Alliance des communautés culturelles pour l'égalité dans la santé et les services sociaux, Centre de recherche sur le vieillissement du CIUSSS de l'Estrie (Research Centre on Aging) and the Conseil interculturel de Montréal.

PERSONAL ACCOUNTS AND COMMENTS

Financial security is the foundation. Without it, there is no dignity and needs cannot be met.

Seniors, and all citizens, have basic needs: food, accommodation, feeling safe, access to adequate health services.

Feeling accepted by the community is the foundation of an improved quality of life for seniors. From there, we can create a compassionate society that is able to understand the reality faced by seniors, respect their opinions and actions and meet their key needs.

Seniors face significant challenges:

- 1) Isolation*
- 2) Insecurity*
- 3) Inactivity*

There is a big difference between people who are between 60 and 75 years old and those over 75. Their needs are completely different.

Primary objectives

In the survey, the following objectives were presented and respondents were asked to indicate their priorities:

- Making Montréal more accessible for seniors
- Improving the safety of seniors in public areas
- Raising the public's awareness of seniors' circumstances
- Fighting elder abuse
- Making sure that the services offered meet the diverse needs of seniors
- Promoting the active citizenship and social engagement of seniors
- Optimizing municipal partnerships and partnerships with external organizations

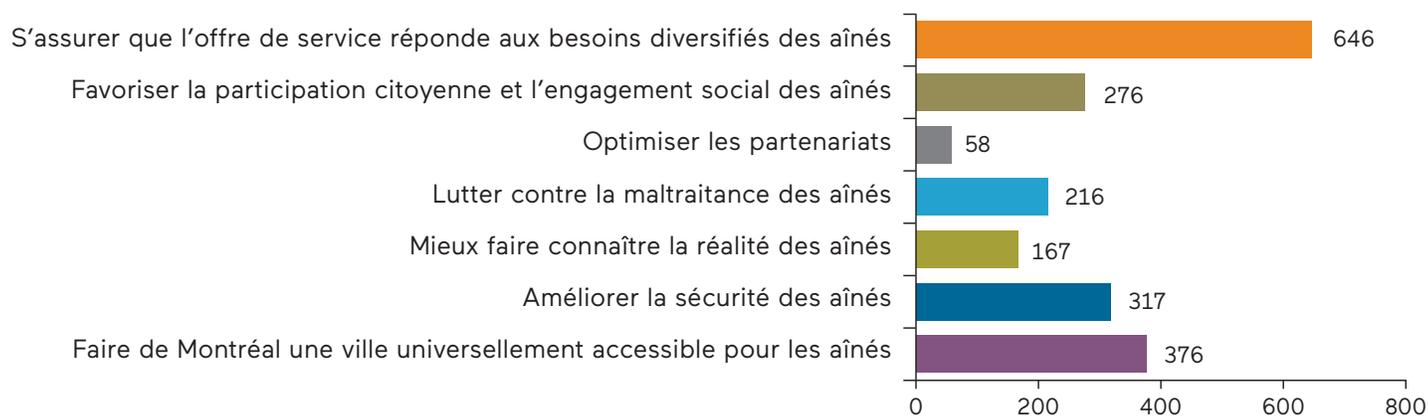
The same objectives were considered priorities according to both the English and French survey results. The answers provided in the other consultation methods revealed the same finding.

The two objectives considered to be priorities are...

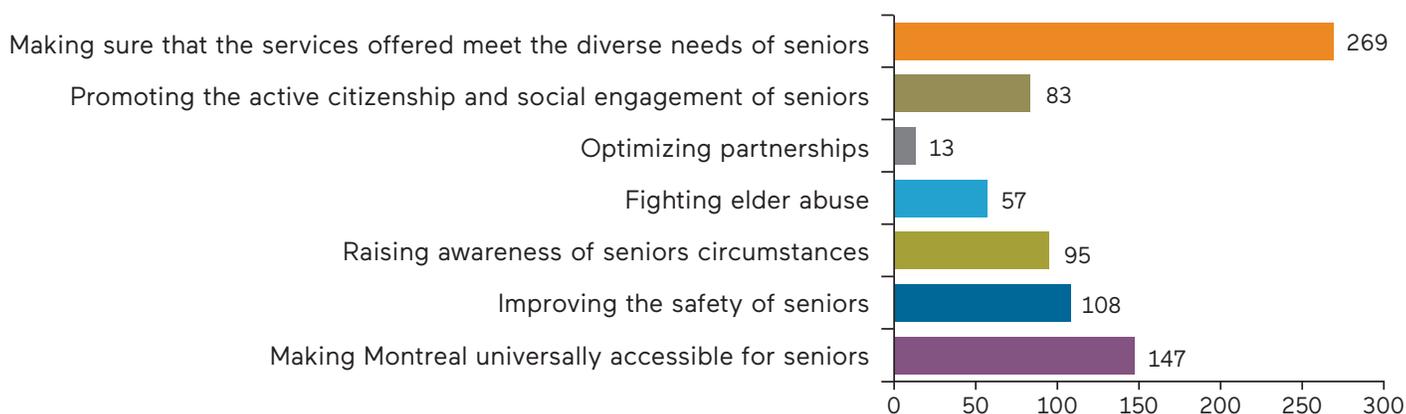
- 1. Making sure that the services offered meet the diverse needs of seniors**
- 2. Making Montréal more accessible for seniors**

The following graph provides a visual representation of the survey results:

Je priorise 2 objectifs parmi les suivants :



My priorities are: pick two



NOTE: The objective *Making sure that the services offered meet the diverse needs of seniors* is associated with Area of action 2 regarding social cohesion. However, based on our analysis, we realize that it is more a transversal objective for the action plan as a whole. We propose modifying it so it better reflects the theme associated with Area of action 2. We suggest the following modification: Helping seniors remain active in their community.

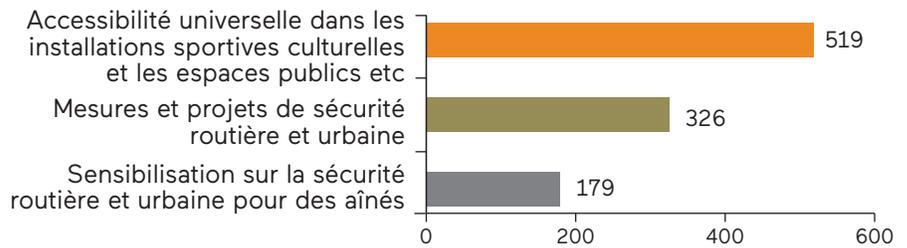
Therefore, the objective chosen as the second priority, Making Montréal more accessible for seniors, which is associated with Area of action 1 (A city and neighbourhoods on a human scale), should be considered a top priority.

AREA OF ACTION 1 – A CITY AND NEIGHBOURHOODS ON A HUMAN SCALE

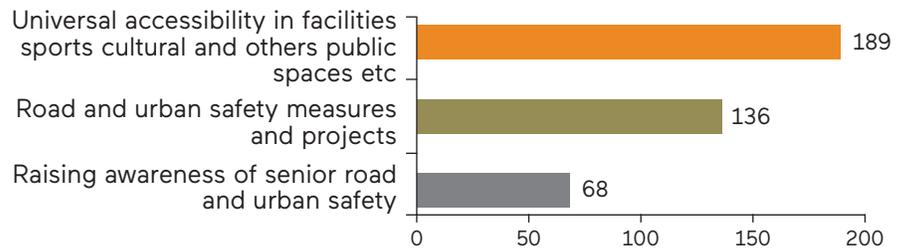
This first Area of action is directly associated with planning strategies for public spaces and senior safety and primarily addresses the notion of universal accessibility.

The survey results (in both French and English) confirm that for this area of action, universal accessibility is considered important given that the priority action is: **Adapting facilities, public and community spaces, services, programs and regulations in order to provide universal accessibility to seniors.**

Je priorise une stratégie d'action pour l'axe 1.



My priorities for axis 1 are



FOR AREA OF ACTION 1 – A city and neighbourhoods on a human scale, it is clear that...

To meet the primary objective of **Making Montréal universally accessible for seniors**, the priority strategy is to:

- **Modify sporting, leisure and cultural facilities as well as public and community spaces to ensure universal accessibility for seniors.**

To carry out this strategy, the most frequently mentioned action is to: adapt public transit services.

The most important aspects to take into account in order to meet seniors' needs when it comes to adapting public transit services are as follows:

- ✓ Making public transit for seniors **free** (65 and over)
- ✓ **Providing facilities that are adapted, safe and pleasant to use:** escalators, elevators, low floors, yellow strips on the stairs in metro stations, rest areas with benches located near bus shelters, the removal of any obstacles that could make it difficult to enter or exit a bus or metro or hinder access to a bus shelter, plants or trees around bus shelters, public washrooms in metro stations
- ✓ **Improving transportation services:** frequency outside rush hour, service near health centres and on the outskirts of the city
- ✓ **Adapted transportation** to meet permanent, temporary and emergency needs
- ✓ **Alternative transportation and accompaniment services:** medical transportation, Navettes Or (a shuttle bus service for seniors), taxibus, shared taxis
- ✓ **Access to information:** printed schedules, metro maps in the metro itself, in French and English

A FEW COMMENTS

Public transportation is essential for seniors who do not have a car. It enables them to access basic services and increase their autonomy. It also helps them feel less alone.

The CHUM is not easily accessible by public transit. The bus service on René-Lévesque is every 25 minutes. The 747 bus doesn't accept passengers who have the monthly OPUS card, which is absolutely ridiculous.

I'm 75 years old. My worst problem is that I'm on my own and when I need to go to the hospital, I need to find someone to accompany me. It's really hard.

FOR AREA OF ACTION 1 – A city and neighbourhoods on a human scale, it is also clear that...

To meet the objective of improving seniors' safety in public spaces and at home, the following two strategies are important:

- **Raise awareness** among the public and partners regarding road and urban safety for seniors. To carry out this strategy, the most frequently mentioned action is to: **develop safety awareness campaigns** regarding...
 - Adopting safer behaviours
 - Creating a better balance between cars/bikes/ pedestrians/mobility scooters
 - Civic-mindedness between pedestrians, cyclists, drivers, etc.
- Implement **measures and projects to make it safer for seniors to get around**. To carry out this strategy, two actions are identified:
 - Implement an effective pedestrian signage system to help seniors get their bearings and get around on foot (*Montréal à pied* project).
 - Install street signs that are easier to see.

The most important aspects to take into account in order to meet seniors' needs when it comes to implementing measures and projects designed to make it easier for them to get around safely are as follows:

- ✓ **Traffic light standards for pedestrians:** crossing time, traffic lights with arrows reserved for traffic going straight or with times reserved for pedestrians, button and audible signal
- ✓ **Safe, easily accessible pedestrian paths that are adapted to seniors:** shaded rest areas, comfortable urban furniture (benches with a backrest), wide sidewalks that are cleared of snow, pedestrian passages, lighting, walking paths around health centres, historical plaques
- ✓ **Larger, more visible signs (street names, construction notices):** large letters, well lit and well situated

With regard to this area of action, other concerns were raised during the consultation process:

- ✓ Improve neighbourhood services: banks, optometrists, dentists, pharmacies, municipal services
- ✓ Adapt parks to the needs of seniors: public toilets, drinking fountains, exercise modules
- ✓ Provide increased police presence by the city's police department (the Service de police de la Ville de Montréal) in order to reassure seniors. For instance, the "Coffee with a cop" program helps make seniors feel safer.

A FEW COMMENTS

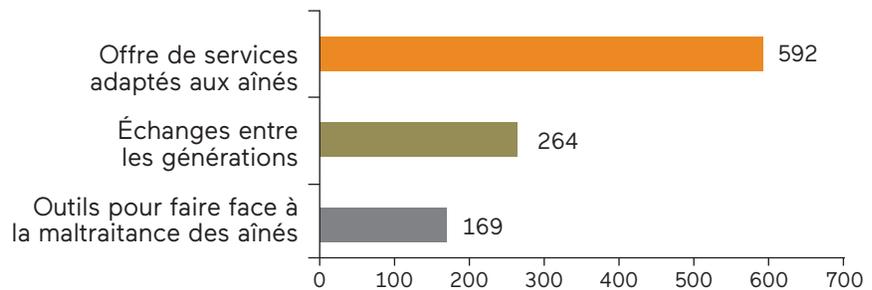
If sidewalks are unsafe, seniors become housebound.

Our new slogan: "From the stroller to the walker!"

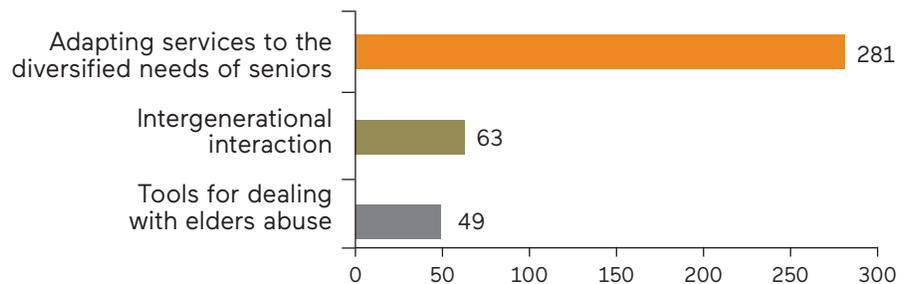
AREA OF ACTION 2 – IN FAVOUR OF GREATER SOCIAL COHESION

For this area of action, the survey results (in both French and English) indicate that the priority strategy is to adapt services to the needs of seniors. However, based on the discussions held during the consultation process, the priority strategy is to **provide seniors and stakeholders with the tools they need to confront elder abuse.**

Je priorise une stratégie d'action pour l'axe 2.



My priorities for axis 2 are



FOR AREA OF ACTION 2 – In favour of greater social cohesion, it is clear that...

To meet the primary objective of **helping to fight elder abuse** the priority strategy is to:

- **Provide seniors and stakeholders with the tools they need to confront elder abuse.**

To carry out this strategy, the most frequently mentioned action is to: support actions designed to improve the quality of life for seniors in vulnerable situations.

The most important aspects to take into account in order to meet seniors' needs with regard to elder abuse are as follows:

- ✓ **The Modèle d'intervention policière auprès des aînés maltraités (IPAM) put in place by the Service de police de la Ville de Montréal (SPVM);**
- ✓ **Training** first responders to address the specific needs of seniors: eyesight and/or hearing loss, cultural values, linguistic barriers, physical abuse, homelessness
- ✓ **Closer monitoring** by performing regular inspections in seniors' residences
- ✓ **Inter-network communications and shared emergency response plans:** health, social services, residential services
- ✓ **Emergency shelter and respite care home** adapted to seniors experiencing elder abuse, bullying or other problems
- ✓ **More easily accessible information on elder abuse** so people know where to turn if they witness elder abuse. Learn about the reporting procedures and governing regulations.

NOTE: The subject of elder abuse closely affects the health and social services network, which is mainly a provincial responsibility. The City must therefore share the concerns of Montréal seniors with all government authorities that deal with health matters.

FOR AREA OF ACTION 2 – In favour of greater social cohesion, it is also clear that...

The objective is to **raise awareness of seniors' circumstances** based on the chosen strategy, which involves:

- **Creating opportunities for the different generations to connect and share experiences**

To carry out this strategy, the most frequently mentioned action is to: support actions designed to improve the quality of life for seniors in vulnerable situations.

- **Train and assist organizations** in implementing intergenerational activities.
- **Share and value seniors' memories and history** (personal accounts, texts, pictures, historical articles) on Web sites and in a public journal

The most important aspects to take into account in order to meet seniors' needs when it comes to social cohesion are as follows:

- ✓ **Generate interest among the public and the media** regarding seniors
- ✓ **Create intergenerational environments and activities** in community centres, where young people can teach seniors what they know (e.g., how to use a smart phone) and vice versa (e.g., seniors can teach youngsters what they have learned from experience)
- ✓ Organize meetings between **school groups** and **seniors** living in residences
- ✓ **Encourage intercultural exchanges:** meals, leisure activities, the history of the different communities
- ✓ Promote **communication between neighbours:** public campaign to encourage neighbours to help one another
- ✓ **Help men get involved**
- ✓ **Value and recognize the presence** of seniors during different activities
- ✓ **Provide social housing and residences** that are affordable, intergenerational, and spacious, where gardening is possible and there is a social mix

With regard to the second area of action, other concerns were raised during the consultation process:

- ✓ Providing a program of services that focus on life, pleasure, abilities, a desire to take part in fun and intergenerational activities, shared experiences, etc. Counter-examples: activities organized based on inability (Alzheimer's disease, Parkinson's disease, etc.)
- ✓ Supporting quality of life through the arts by offering special rates for seniors
- ✓ Sharing accessible information designed to help seniors be autonomous, which is essential when it comes to using the services available: communication (in several languages), with all types of media (print, television, radio, Internet, etc.), on key issues related to health, wellness and safety as well as new programs
- ✓ Increased visibility regarding activities organized by seniors' groups and promoting education to all (schoolchildren, workers, seniors)
- ✓ In each borough, providing community centres for seniors that are open every day of the week and are large enough to house several organizations that offer activities and services to seniors

A FEW COMMENTS

A possible priority is to have an inclusive and rewarding approach whereby seniors are not left to live in solitude and boredom, where their voices go unheard and they are simply waiting to die. Instead, society should benefit from their life experiences.

Taking seniors into account and putting them in touch with young people and families brings a human touch to a neighbourhood and improves relations.

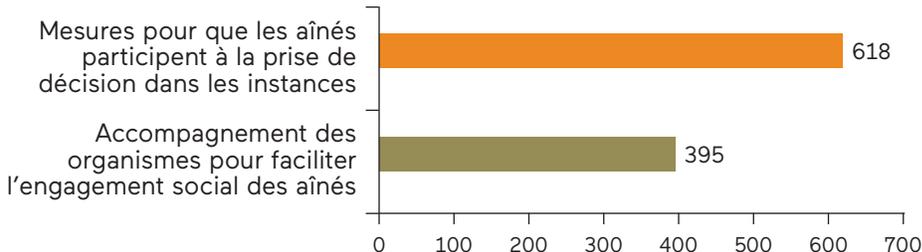
Avoid "senior ghettos."

People who know their neighbours feel safer.

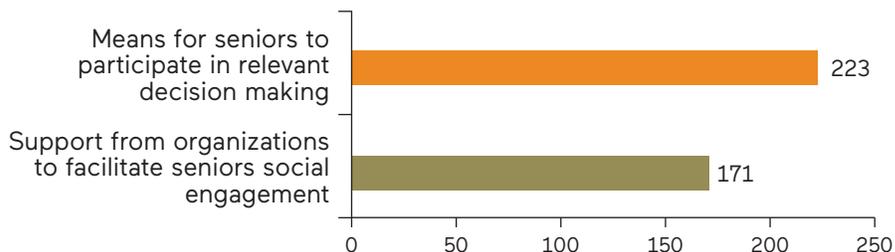
AREA OF ACTION 3 - SENIORS ENGAGED IN THEIR COMMUNITIES

For this area of action, which highlights the importance of helping seniors stay active in their communities, the survey results (in both French and English) indicate the priority strategy as: **Support means for seniors to participate in relevant decision making.**

Je priorise une stratégie d'action pour l'axe 3.



My priorities for axis 3 are



FOR AREA OF ACTION 3 – Seniors engaged in their communities, it is clear that...

To meet the primary objective of **promoting the active citizenship and social engagement of seniors**, the priority strategy is to:

- **Support measures** that allow seniors to participate more in relevant decision making.

To carry out this strategy, the most frequently mentioned action is: ensure that seniors participate in relevant decision making, in particular by creating seniors' councils.

Other aspects to take into account in order to meet seniors' needs regarding their participation in relevant decision making are as follows:

- ✓ **Ensure seniors are represented** on all City committees
- ✓ Promote **volunteering in all sectors** of the community. This will enable seniors to **have a say in how matters that concern them are managed**
- ✓ **Create an ombudsman position** to help settle issues affecting seniors
- ✓ Provide **communication and consultation** tools such as advisory meetings and surveys where seniors can share skills and experiences. Consult seniors earlier in the project planning stage and **invite them to participate in the entire process**
- ✓ Ensure **LGBT seniors** are represented and make efforts to better understand their reality
- ✓ Promote the **implementation of local consultation activities**

A FEW COMMENTS

Creating a seniors' council would give the City access to seniors' insights.

According to an African proverb, "When an old person dies, a library vanishes."

Seniors have gone through key life stages: why not benefit from their knowledge?

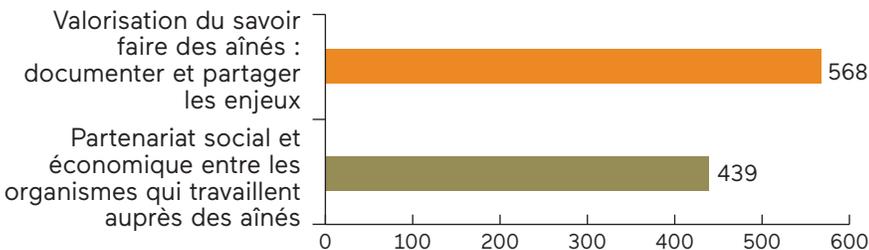
The best way to help seniors is to give them a voice.

Active citizenship requires a positive attitude about seniors and aging.

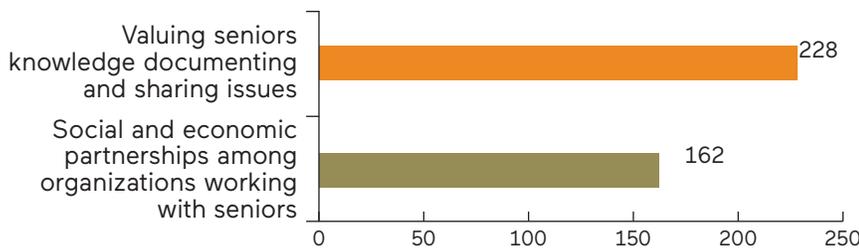
AREA OF ACTION 4 - SENIORS AT THE HEART OF OUR PARTNERSHIPS

For Area of action 4, the survey results indicate the priority strategy as valuing the knowledge of seniors by documenting issues (housing, public transit, safety) and sharing the information with partners. However, based on the discussions held during the consultation process, the priority strategy (for both Francophones and Anglophones) is to **strengthen social and economic partnerships among organizations working with seniors.**

Je priorise une stratégie d'action pour l'axe 4.



My priorities for axis 4 are



FOR AREA OF ACTION 4 Seniors engaged in their communities, it is clear that...

To meet the primary objective of **optimizing municipal partnerships and partnerships with external organizations**, the priority strategy is to:

- **Strengthen social and economic partnerships among organizations working with seniors.**

To carry out this strategy, the most frequently mentioned action is: consolidating partnerships in order to ensure the long-term viability of intervention projects in seniors' environments.

A FEW COMMENTS

Consistency is key. If organizations work together and with the same objectives, everyone will benefit and customers will be better served! Everyone's energy will be put to good use.

Taking a holistic approach in dealings with the City.

The aspects to take into consideration with regard to partnerships and the long-term viability of projects in seniors' environments are as follows:

- ✓ Recognize **non-profit organizations** that offer programs for seniors and include them in partnerships and in the implementation of the new action plan
- ✓ **Have resource people in each borough** who are dedicated to organizations working with seniors
- ✓ Develop partnerships to carry out an **inquiry into the social participation and engagement of seniors**
- ✓ Focus on **breaking down silos** between partnerships

With regard to this last area of action, other concerns were raised during the consultation process. We have identified the following:

- ✓ Consult the parties concerned to identify seniors' needs: seniors' residences, health services, social services, accommodation services, institutions, religion as well as needs specific to Anglophones, migrant populations, etc.
- ✓ Find a solution regarding the lack of space at community organizations

IN CONCLUSION

Particular emphasis should be placed on the following key points:

- **"There are many generations of seniors."**

This population cannot be put in a single category. Needs differ based, in part, on age, health, and financial status. The City must therefore be flexible, which involves **taking action based on this diversity**.

- Seniors want to be involved in the community and participate in democratic life. To do so, the City must at all times **implement all possible methods that assist with that participation**: consultations that take into account the individuality of seniors, diverse publication tools and making information available in several languages, universal accessibility of consultations, etc.
- The City should make every effort to **value the knowledge and skills** of seniors, particularly by creating seniors' councils.
- Dimensions governing **intergenerational, intercultural and gender diversity** concerns should influence all of the City's actions to ensure that the inclusion principle is truly applied.
- City developments, the activities offered and the content of services must apply **universal accessibility** principles.

- The priority actions carried out by the City should meet specific needs in terms of:

- **Public transit**
- **Urban safety and mobility (particularly regarding pedestrians)**
- **Support for people in vulnerable situations**
- **Access to information**
- **Active citizenship and democratic participation**

- The City and its partners have a role to play when it comes to **raising awareness and communicating** with the public in order to **challenge existing prejudices** regarding seniors and **inform them of their rights** in the event of mistreatment of any kind;

- The City and boroughs are **key players** in forging partnerships and supporting organizations working with seniors.

- Finally, with a **shared responsibility approach**, the City must continue its discussions with other levels of government and the appropriate ministries to communicate seniors' needs and the actions that each could take based on its authority, for instance, in the areas of health, housing, transportation, immigration, the fight against poverty, etc.

ANNEX I -
BRIEFING DOCUMENT: A DISCUSSION TOOL

COMMUNITY
CONSULTATION PROCESS

January and February 2018

BRIEFING DOCUMENT

**GUIDE to organizing a discussion in your community and participating
in the Ville de Montréal's consultation process**

BACKGROUND

The municipal administration is in the process of developing its *2018–2020 Municipal Action Plan for Seniors*. Public consultations on its content are being held in January and February of 2018.

What is the purpose of this briefing document?

This **GUIDE** is intended to help citizens organize a discussion and prepare to participate in consultation meetings held by the city.

Use this document as is or modify it to suit your needs. It includes the following information:

- The idea behind the 2018–2020 Municipal Action Plan for Seniors
- How to participate in the city’s consultation process
- Content of the 2018–2020 Action Plan

Questions to ask prior to completing the **online survey** and participating in one of the **four (4) consultation meetings** held by the city.

DISCUSSION PREPARATION GUIDELINES

Use this document to facilitate a discussion on the *2018–2020 Municipal Action Plan for Seniors*. Organize a gathering over tea or coffee with family members, neighbours and friends to discuss issues specific to seniors. The meeting could be held in your kitchen or living room, or at a local community centre.

- Specify a date, and find a pleasant location for the meeting.
- Invite people from your neighbourhood to take part in a meeting lasting about one hour.
- Send the participants a link to the **city Web site** detailing the steps to follow or a copy of this briefing document.
- Draw up a list of the people registered to take part.

NEED HELP?

eric.steedman@coopinterface.ca or leave a voice message at 438–320–1298.

CONDUCT OF THE MEETING

1. OPENING REMARKS AND PRESENTATION

About two minutes

- **Welcome the participants and introduce yourself**
- **Explain the objective of the meeting and the steps involved:** de votre rencontre :
 - Objective: Discuss the project to develop the *2018–2020 Municipal Action Plan for Seniors*.
 - Steps: Hold a discussion lasting about one hour in a spirit of respect.
- **Have the people around the table** introduce themselves:
 - What is your given name?
 - Why did you register to participate in the meeting?

2. WHAT IS THE PURPOSE OF TODAY'S MEETING?

About three minutes

- **Explain:**
 - 2017: Montréal developed its proposed 2018–2020 Municipal Action Plan for Seniors.
 - January and February 2018: The city solicited our opinions concerning the plan’s content:
 - Online or telephone survey
 - Consultation meetings (February 21, 23, 27, 28)
 - Today, we are sharing our ideas so we can be better prepared to answer the questionnaire and participate in the consultation meetings held by the city.

3. PRESENTATION OF THE ACTION PLAN

About five minutes

- **Explain what inspired the idea for an action plan specific to seniors** and briefly answer questions:
 - **2007:** The World Health Organization (WHO) encouraged cities to better adapt to the needs of seniors in order to draw on the potential that they hold for humanity.
 - **2008:** The Ministère de la Famille et des Aînés du Québec invited cities to adopt a policy and an action plan for seniors.
 - **2013 to 2016:** The city implemented its first Municipal Action Plan for Seniors.
 - **2017:** The city developed its proposal for a second action plan.
 - **January and February 2018:** The city held public consultation meetings in Montréal.
 - **May 2018:** The *2018-2020 Municipal Action Plan for Seniors* will be tabled for adoption by the municipal council.

CONSULTATION AND DISCUSSION

About 40 minutes

- **Facilitate a discussion based on a few STATEMENTS drawn from the preliminary version of the 2018-2020 Municipal Action Plan for Seniors**

STATEMENT

People aged 65 and over account for 17% of Montréal's population. That figure will rise to 21% by 2036.

The municipal administration recognizes the skills and experiences of seniors and would like to see every senior achieve his or her life project and thus live happily.

DISCUSSION QUESTION

If I was the mayor of Montréal, what would I do to recognize the skills and experiences of seniors in Montréal?

STATEMENT

Six principles serve to guide the city's actions:

- Taking seniors' insights into account in order to heighten awareness of the realities they face
- Inclusion of each and everyone
- Flexibility of approaches and means
- Accessibility
- Taking into consideration needs and well-being
- Increased support for vulnerable persons and communities

DISCUSSION QUESTION

What principle should the municipal administration absolutely follow so that its seniors can live happily in their city? Why?

STATEMENT

The 2018-2020 Action Plan is intended to meet the needs of seniors:

- Break isolation and help seniors socialize
- Help improve society
- Make their voices heard and ensure that they feel listened to
- Meet their essential needs (housing, nutrition, activities, etc.)
- Promote the easy use of public transit and ease of transportation by foot, bicycle or car
- Help them stay active and autonomous
- Ensure that they feel accepted in the community
- Help them build trust in the people around them
- Ensure that they feel safe at all times in transit, in public spaces and at home
- Help them feel that their opinions and actions are
- Ensure that they feel useful in their communities

DISCUSSION QUESTION

Do seniors have needs other than those cited above? If so, please specify.

What need should the city absolutely meet so that Montréal's seniors can improve their quality of life? Why?

STATEMENT

The objectives of the 2018–2020 Action Plan are as follows:

- Help make Montréal a more accessible city for seniors
- Improve safety for seniors in public spaces
- Promote a greater public understanding of the realities faced by seniors
- Contribute to the fight against the maltreatment of vulnerable seniors
- Ensure that the offer of services meets the varied needs of seniors
- Promote citizen participation and social engagement among seniors
- Optimize municipal partnerships and partnerships with external organizations

DISCUSSION QUESTION

What objective in the action plan is aimed most at meeting the needs of Montréal seniors? Why?

4. CONCLUSION

About five minutes

- **Invite the participants to complete an online survey and take part in a consultation meeting** held by the city

ONLINE SURVEY

Link to the online survey

or

438-320-1298: Leave a voice message. We will return your call as soon as possible.

CONSULTATION MEETINGS

Link to the registration form

- Wednesday, **February 21, 2018**, from 10 a.m. to 1:30 p.m.:

OUTREMONT

- Friday, **February 23, 2018**, from 10 a.m. to 1:30 p.m.:

SAINT-LAURENT

- Tuesday, **February 27, 2018**, from 10 a.m. to 1:30 p.m.:

VILLE-MARIE

- Wednesday, **February 28, 2018**, from 10 a.m. to 1:30 p.m.:

SAINT-LÉONARD

- **Ask each person around the table to evaluate the meeting**
 - What did you like the most/the least?
 - Do you intend to complete the online survey?
 - Will you register to participate in a consultation meeting held by the city?
- **Thank your guests for their participation**

ANNEX II - SURVEY

The Ville de Montréal is consulting the public regarding its *2018–2020 Plan d'action municipale pour les aînés*. Please respond to this questionnaire by March 1, 2018.⁷

It will take you less than 10 minutes.

This survey is for people living or working in Montreal.

Please answer honestly: there are no right or wrong answers. And your opinions will remain confidential.

For help completing the survey in English or French, call 438-320-1298 or email eric.steedman@coopinterface.ca

⁷ The deadline for completing the survey was subsequently extended to March 16, 2018, at 5 p.m.

CRITERIA

I live or work in Montreal

- Yes No

OBJECTIVES

My priorities are (pick two):

- Making sure that the services offered meet the diverse needs of seniors
- Promoting the active citizenship and social engagement of seniors
- Optimizing partnerships
- Fighting elder abuse
- Raising awareness of seniors' circumstances
- Improving the safety of seniors
- Making Montreal universally accessible for seniors

COMMENTS

CITY AND NEIGHBOURHOODS ON A HUMAN SCALE

My priority for Area of action 1:

- Universal accessibility in facilities (sports, cultural and others), public spaces, etc.
- Road and urban safety measures and projects
- Raising awareness of senior road and urban safety

COMMENTS

ENHANCED SOCIAL COHESION AND HARMONY

My priority for Area of action 2 is

- Adapting services to the diversified needs of seniors
- Intergenerational interaction
- Tools for dealing with elder abuse

COMMENTS

SENIORS ENGAGED IN THEIR COMMUNITIES

My priority for Area of action 3 is:

- Means for seniors to participate in relevant decision making
- Support from organizations to facilitate seniors' social engagement

COMMENTS

SENIORS' INSIGHTS CENTRAL TO OUR PARTNERSHIPS

My priority for Area of action 4 is:

- Valuing seniors' knowledge: documenting and sharing issues
- Social and economic partnerships among organizations working with seniors

COMMENTS

GENERAL IMPRESSIONS

Please indicate your general impressions of the objectives and action strategies presented in the previous questions on the draft municipal action plan.

- Not acceptable
- Somewhat acceptable
- Acceptable
- Very acceptable

COMMENTS

FOR STATISTICAL PURPOSES

Note: For statistical purposes, respondents were asked five final questions regarding their gender, age, occupation, place of residence (borough) and ethnic or cultural origin.

ANNEX III - AGENDA FOR CONSULTATION MEETINGS

AGENDA

- 10:00 a.m.** Opening remarks
- 10:30 a.m.** Workshops
- 12:15 p.m.** Lunch
- 1:00 p.m.** Plenary session
- 1:20 p.m.** Final remarks
- 1:30 p.m.** End of meeting