

2021 - 2031



COUNTY OF
Brant Simply Grand

County of Brant's Plan for an **AGE-FRIENDLY COMMUNITY**



Our population is aging.

The County of Brant's population base of those aged 75 and over is forecast to more than double by 2051.

MESSAGE FROM MAYOR BAILEY, ON BEHALF OF COUNTY OF BRANT COUNCIL

September 2021

On behalf of the Council of the County of Brant, I am very proud to introduce the County of Brant's plan for an Age-Friendly Community (2021 – 2031). On March 28, 2018, the County of Brant was recognized by the World Health Organization (WHO) as a member of the global Age-friendly Community Network and this Plan builds on our commitment to maintaining this important standard.

The Plan identifies 66 recommendations, organized across eight (8) domains that engage thirteen County departments or divisions relevant to our aging population. In the County, the fastest growing segment of citizens are those aged 75 years and older and it is forecast to more than double by 2051. By addressing the eight (8) domains of an age-friendly community as identified by the WHO, we will continue to enhance and also develop new strategies to improve the quality of life for all who live, work and play in the County of Brant.

The eight (8) age-friendly domains include:

- Housing,
- Transportation,
- Social Participation,
- Outdoor Spaces and Buildings,
- Civic Participation and Employment,
- Community Support and Health Services,
- Respect and Social Inclusion, and
- Communication and Information

Focusing on these domains provides an opportunity to bring together and further align age-friendly initiatives with our Strategic Plan, Official Plan, Recreation Master Plan, Transportation Master Plan and the recently adopted Community Safety and Well-being Plan, among others. We look forward to working internally across departments and with our community partners to bring the recommendations to fruition over the next ten years.

I would like to acknowledge the Ontario Ministry for Seniors and Accessibility for funding the development of this Plan through the Seniors Community Grant Program and the County's Recreation Services Division staff for their role in this Plan's development.

As a Council, we look forward to supporting these age-friendly initiatives that will contribute to our Vision of: ***"A charming, prosperous and inclusive community. A place to live, work, and play."***



→ **David Bailey**
Mayor of the County of Brant



ACKNOWLEDGEMENTS

The County of Brant's Age-Friendly Plan came together as a result of the efforts of many individuals and organizations. We would like to thank:

- The 711 people who completed the Age-Friendly survey
- The foundational documents and community input provided by:
 - Behavioural Supports Ontario
 - Canadian Association of Retired Persons (Chapter 17 – Brantford)
 - Canadian Mental Health Association Brant Haldimand Norfolk
 - Central West Local Health Integration Network / Ontario Health
 - Regional Geriatric Program Central
 - The Alzheimer Society Foundation of Brant, Haldimand Norfolk, Hamilton Halton
 - The Brant County Health Unit
 - The City of Brantford
 - The Grand River Community Health Centre
 - The Grand River Council on Aging
- The following departments within the County of Brant:
 - Community and Protective Services Department
 - Corporate Services Department
 - Council Services
 - Development Services Department
 - Operations Department
 - Strategic Initiatives Department
- The project funder – Ontario Ministry for Seniors and Accessibility (Seniors Community Grant Program)
 - The County of Brant's Recreation Services Division Staff
- DU B FIT Consulting

EXECUTIVE SUMMARY

Our population is aging. The County of Brant's population base of those aged 75 and over is forecast to more than double by 2051. This will be the fastest growing segment of the population. This Age-Friendly Plan represents the County of Brant's commitment to enhancing the physical and social environments for the 41,000 residents spread across 843.25 square kilometers, "including towns, villages, hamlets, rural, and agricultural areas, all boasting unique features and charming qualities that come together to form a place for everyone to call home."¹

Age-Friendly Communities (AFC) is an international movement initiated by the World Health Organization (WHO) in response to global aging and urbanization. An AFC provides a physical, social, and service environment that enables older people, and all ages, to live in security, enjoy good health and participate in society. It promotes inclusion and values the contribution of older adults in all areas of community life, respects older adults' decisions and lifestyle choices, and anticipates and responds flexibly to aging and its related needs and preferences.

Age-Friendly communities are typically organized around eight dimensions or domains, as established in 2007 by the World Health Association. These eight domains, depicted below, provide the framework around which this Plan is organized.



The purpose of this ten-year Age-Friendly Plan is to provide direction to the various departments of the County of Brant regarding opportunities to enhance the age-friendliness of the community. The Plan has been designed with adults aged 55 and over in mind and takes a "Whole of government" approach such that the focus of the Plan is what can be done by the various County departments over the next 10 years to address age-friendly social and physical environments. This type of work includes all or many branches of a government acting in collaboration toward a common goal. This Plan also builds on many other existing plans (e.g., the Recreation Master Plan) or those under development (e.g., the New Official Plan) and building on related work on age-friendliness undertaken by the City of Brantford and the Grand River Council on Aging.

Beginning in February 2021, a community survey was conducted both on-line and through a hard copy mailout to all residences in the County of Brant. Over 700 individuals provided input, the majority in hard copy format. Local data on the eight domains was gathered from various government and organizational sources and the results of both sources were compiled into a Stakeholder Consultation Workbook. This was circulated with the results compiled to all the relevant County of Brant departments, as well as community organizations, for feedback regarding priorities and the kind of engagement they saw for themselves in these priorities. The Plan was developed during the COVID-19 pandemic so limited interpersonal consultation was possible in the process.

As a result of the input to the Stakeholder Workbook, 66 recommended Areas of Emphasis were generated across the eight domains, involving 13 County of Brant departments or divisions. More details regarding leadership roles and timelines can be found in Section 5.0 of the Plan.

¹ County of Brant's Community Safety and Well-being Plan. 2021. p. 6

Outdoor Spaces and Buildings

1. Continue to focus on the implementation of the County of Brant's Trails Master Plan, which includes:
 - Cycling route implementation
 - Connectivity
 - Walkability
 - Meet AODA requirements.
 - Council approve budget, staff will work with developers, funding through Brant Water Ways Foundation and private donors.
2. Continue to install benches/seating in all parks and along the trails.
3. Conduct an audit of all public washrooms to assess their accessibility level, compliance with AODA standards as well as signage and ease of access to information as to where to find them.
4. Provide awareness training for staff on all aspects of Outdoor Spaces & Building.
5. Integrate accessibility measures such as truncated domes and detectible warning pavers into existing infrastructure and upgrades, such as tactile paving or paving that can be felt. Ensure that where tactile paving is integrated, it is done throughout the intersection (i.e., not just one side or one corner, but all corners, or crossings).
 - Implement a policy for integrated tactile paving into the New Official Plan and Design Guidelines (urban and rural).
 - Ensure that all internal departments and relevant external agencies are aware of changes within the new Official Plan
6. Ensure that all walkways, paths, and trails are of a larger width to accommodate multiple pedestrians and active transportation methods.
 - Ensure that the transportation policies within the New Official Plan and the Transportation Master Plan provide support for this.
 - Work with the Operations Team internally to integrate and develop further requirements and provisions within the Engineering Standards and Right of Way By-Laws.
 - Ensure that any Design Guidelines developed for the County of Brant incorporate the safe design and integration of pathways, sidewalks, and trails throughout communities and neighbourhoods.
7. Ensure that all communities have a pathway, paved trail, or sidewalk on at least one side of the street to allow for safe access, outside of and away from vehicle traveled portion.



Transportation

1. Ensure roads are well maintained and signage is legible and understandable.
2. Continue to reinforce safety on the roads as a priority.
 - Continue to implement the Brant Safe Streets initiative.
 - Municipal approaches for mitigating traffic concerns
3. Continue to offer Brant Transit services.
 - Educate the public about what Brant Transit is and the access to public transportation.
 - Investigate barriers to access/effectiveness: time constraints, ride sharing availabilities and financial barriers.
4. Continue to work with Southwest Community Transit Group (*a working group of surrounding municipal transit services*) to develop regional connection. (*e.g., expand Brantford Bus Service*)
5. Continue to focus on the implementation of the County of Brant's Trails Master Plan.
 - Continue to access easements over privately owned lands (if necessary) to develop connected comprehensive trail and pathway networks throughout the County of Brant.
 - Develop partnerships to identify and establish working relationships to undertake a better active transportation network throughout the County of Brant.
6. Provide age-friendly training to Council members, staff and volunteers, and local businesses.
 - Incorporate into Accessible Customer Service Training using the Moodle platform.
7. Develop comprehensive transportation policies through the New Official Plan which encourage and promote the establishment of trails and pathways throughout the County of Brant, as well as connection to existing trail and pathway networks in adjoining and abutting municipalities (ex. The City of Brantford).
 - Multi-modal mobility choices available to residents and visitors will be increased.
8. Create safe access for all methods and modes of transportation to coexist.
 - Develop policies which place emphasis on the development of access dedicated to active forms of transportation throughout new and existing communities.
 - Give priority consideration to methods which promote, encourage, and assist active forms of transportation which directly supports equitable methods of transportation for all ages within all communities while supporting the mental and physical wellbeing of neighbourhoods. This should include all seasons which decreases the need to utilize a vehicle for travel, especially for convenience-based trips within 15 minutes of a residence.
9. Support the components of the Transportation Master Plan (TMP) (*currently in development*) that are particularly relevant to those 55+. This would include the provision of multi-modal and age-friendly mobility choices for County of Brant residents (roads, transit, cycling, walking). The TMP also recommends endorsing a Pedestrian Charter to support walking (as well as cycling and other kinds of non-motorized active transportation such as roller blading, scooters, skateboarders) as part of a healthy community.
10. Privately owned businesses to consider accessible access to store fronts.
11. Employers in rural areas to connect with Brant Transit to explore transportation options for employees that do not drive.
12. Ensure access for all to affordable transportation.
 - Transportation access: youth and seniors that have barriers to accessing community engagement opportunities.
 - Rural transportation: investigate best practice to further provide opportunities through inner community transit for all residents.
13. Educate seniors' homes and groups, about public transportation options available.

Housing

1. Support the six goals of the Housing Stability Plan (10-year plan, and the Five-year review: 2014-2024).
 - Support older adults to age in place within the County with a continuum of services that is widely communicated.
 - Continue to work with community partners to expand social and health place-based programming at seniors affordable housing sites to reduce barriers to transportation and accessibility. This model also fosters opportunities for socialization, connection to neighbours and helps to create a greater sense of belonging within the community. *(Currently offered at Sunrise Villa, Trillium Way and Walker's Green).*
 - Support the Policy Directions within the New Official Plan.
2. Explore the option of inclusionary zoning policies through the New Official Plan process to mandate a specific ratio of affordable units be included within future development proposals.
3. Develop policies within the New Official Plan which will seek to preserve, protect, and encourage existing affordable housing/units to remain past the Provincial 20-year window, as mandated.
4. Continue to work with experienced and knowledgeable housing providers to foster working relationships which can assist in the development of affordable housing and units throughout the County of Brant. Work with the development community to understand mutual goals and align our housing targets and needs to ensure the design and construction of complete and healthy communities *(including but not limited to affordable, attainable, and supportable housing).*
5. Engage, consult, educate, and promote existing affordable housing providers approaching end of term for affordable housing provision to incentivize and work towards the preservation of housing/units. Ensure the current affordable housing supply does not shrink/deplete while attempting to increase supply for our future needs.



Social Participation

1. Support the six goals of the 2017 Recreation Master Plan.
 - To recommend policy frameworks and servicing strategies that will direct the planning, delivery and evaluation of County of Brant Parks and Recreation Services for the next ten to fifteen years.
 - To create the framework for community engagement, leadership, and accountability in contributing to the planning, delivery and evaluation of the County of Brant Parks and Recreation Services.
 - To recommend the primary roles, responsibilities and contributions in the planning, delivery and evaluation of parks and recreation services in Brant.
 - To identify specific parks and recreation services initiatives that respond to evolving service organization capacities and regional market and facility perspectives and resident needs.
 - To ensure Park and Recreation Services planning, development and evaluation activities align and integrate with County Strategic Priorities and tourism opportunities.
 - To provide an implementation plan and strategies that will guide community collaboration and development, decision-making and service delivery strategies over the life of the Recreation Master Plan.
2. Ensure all public spaces and places and facilities are designed in an equitable and accessible manner to meet the needs and expectations of all ages. Such that all feel represented and safe as an important part of building community connections, mutual respect and understanding.
3. Develop detailed working Guidelines (such as Design Guidelines) to assist in constructing public spaces and facilities to meet County needs in the years to come.
4. Create / retrofit more multifunctional spaces.
5. Continue to work with community partners to elevate programs and services experiences within spaces and facilities, which includes programming outside of “business hours”.
6. Support the Preliminary Policy Directions within the New Official Plan.
7. Strategic Priority of “Healthy, Safe, and Engaged Citizens” includes an objective to “Create and sustain opportunities for residents to be actively engaged in recreational, social and community activities”.
8. Create strong policies which reflect the Provincial Policy Framework for Building Healthy and Complete Communities to ensure that all communities and neighbourhoods (existing and new) throughout the County are designed in a safe, equitable, accessible, and convenient manner.
9. Spaces should be convenient, inclusive, safe, accessible, and equitable for all ages and incomes.
10. Create policies within the New Official Plan which seek to develop, re-develop, and retrofit public spaces and facilities to continue to meet community needs in future years to come.
11. Research best practices to reduce social isolation among older adults and launch additional programs to support socially isolated older adults.
12. Work with the Community Services and Recreation and Facilities Teams to better understand the needs of our community concerning public spaces and facilities.
13. Develop a Social Participation needs assessment survey and mail to all residents to determine what residents would consider as social participation activities of choice.
14. Provide a dedicated Seniors Centre in the County.

Domain Recommended Areas of Emphasis

Respect and Social Inclusion

1. In partnership with the Brant Elder Abuse Awareness Committee, continue to support priorities of elder abuse awareness and prevention.
2. Conduct appropriate recognition activities for those who participate.
 - Showcase contributions of the seasoned workers.
3. Investigate best practices for supporting newcomer and immigrant older adults to ensure that everyone in the community feels a sense of belonging and is able to succeed and participate in the economic, social, civic, and cultural aspects of our communities.
4. Develop and promote intergenerational activities to build respect and connections across ages.
5. Develop best practices for supporting newcomer and immigrant older adults.
6. Ensure that all residents, including seniors, have an ability to participate and share in any and all processes and projects which the County undertakes, including Council and Committees. This will foster an emotional vested interest that comes from experiences which create a sense of place and ties to the location. All residents need to feel heard, safe, and able to share to create mutual respect, understanding and increased participation.

Civic Participation and Employment

1. Showcase the success of local employers who are inclusive (specifically age), diverse and show leadership in ensuring accessibility to employment. (Brant Workplace Diversity, Accessibility & Inclusivity Showcase)
2. Work with the development industry to better understand the employment needs of all scales of business.
3. Increase the awareness in adults 55+ about the volunteer and employment opportunities in the County of Brant.
4. Encourage engagement / employment opportunities for the municipal election process to older adults, provide necessary training and support.
5. Create more opportunities for residents to live and work within the County to increase the mental, physical, and social well-being of residents, decrease traffic congestion, and stimulate the County's employment base by creating equitable employment opportunities throughout the County.

Domain Recommended Areas of Emphasis

Communication and Information

1. Continue to provide information in a range of methods and medias (including social media and Web-based approaches, to meet all community and resident needs.
 - Take advantage of cost effective or free advertising opportunities such as making simple flyers to post at local establishments and other public places; take advantage of the County's free community online calendar and free newspaper calendars (online and print); and use free digital signs in the community (such as Davis Fuels) to help advertise programs and services.
 - Implement a newsletter distributed via email and in print (available for pick up at County facilities) on a regular basis. It will begin as a quarterly newsletter and if it is well received, the frequency will be increased. The purpose is to engage citizens in what is happening at the County and encourage them to engage if they are interested.
2. Continue to communicate Council & Committee business, meeting schedules, etc. using a variety of formats, such as print, digital/video.
3. Continue to promote courses available through the County of Brant Public Library on learning how to navigate a virtual environment and other programs for those 55+.
4. Promote the availability of accessible municipal documents (e.g., appropriate font size).
5. Work with community partners to improve how socially isolated older adults access information.
6. Improve communications to all County residents using a variety of platforms as it pertains to Budget Process, Tax Information, and Payment options.
7. Improve communications, utilizing various web-based platforms that target more County residents as it pertains to mapping, construction, planning, tourism, economic development, recreation, etc.
8. Work with local newspapers and radio stations to ensure that the information being pushed out is meeting the timelines necessary to encourage participation.
9. Establish social media platforms specific to seniors that are regularly maintained. Facebook seems to be the social media channel of choice for those 50 and older.
 - Use of strong images/photos, quality content, contests, call-to-actions, and simple and clear writing can help increase engagement. Social media posting should occur 2-3 times a week (*for a small organization*).

Community Support and Health Services

1. Continue the Brantford/Brant Community Paramedic Program.
2. Continue to lobby for services to meet the needs of older adults (e.g., service shortages, physician shortages).
3. Work to ensure that the community needs are understood and met.
4. Continue to assist with improving access to Specialist Physicians and Services through our Central Clinical Intake program.
5. Develop policies within the New Official Plan to integrate and encourage community health care services and supports at all levels directly within communities and neighbourhoods to ensure the equitable access to health care for all residents.
6. Establish an equipment lending program for assisted devices.
7. Support the development of a local Resource Hub as per the CSWB Plan and the Health Hub (including the inclusion of a geriatrician).

The Plan concludes with the proposed approach to evaluation from three perspectives: monitoring the outputs and process of implementation, the outcomes or changes that occurred and the overall impact of efforts to improve the age-friendliness of the County of Brant. Based on the considerable work of others in the community on this topic and the strong integration of age-friendliness into many existing County of Brant initiatives and plans, it is projected that this intended impact will be considerable on the overall quality of life in the community and with those aged 55 and over specifically.

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SECTION 1.0

Introduction and Context

Our population is aging. The County of Brant's population base of those aged 75 and over is forecast to more than double by 2051. This will be the fastest growing segment of the population. According to the Province's Age-Friendly Community (AFC) Planning Guide ([Archived - Finding the Right Fit: Age-Friendly Community Planning \(ontario.ca\)](#)), "Ontarians are living longer, healthier lives than ever before. As they age, older Ontarians are also seeking opportunities to stay active in their communities and in the economy. They are committed, long-term residents of their communities, contributing their time, energy, and wealth of experience to local projects and organizations. All they need is the opportunity. Older adults have the same needs as people of all ages. Accessibility to health care and social services, public transportation, housing, safety and strong social networks all become more central to our lives as we age." Local government has a key role to play in the quality of life within their community through planning, policy development and direct service delivery. This Age-Friendly Plan represents the County of Brant's commitment to enhancing the physical and social environments for the 41,000 residents spread across 843.25 square kilometers encompassing the communities, "including towns, villages, hamlets, rural, and agricultural areas, all boasting unique features and charming qualities that come together to form a place for everyone to call home."² Age-Friendly Communities (AFC) is an international movement initiated by the World Health Organization (WHO) in response to global aging and urbanization. An AFC provides a physical, social, and service environment that enables older people, and all ages, to live in security, enjoy good health and participate in society. It promotes inclusion and values the contribution of older adults in all areas of community life, respects older adults' decisions and lifestyle choices, and anticipates and responds flexibly to aging and its related needs and preferences.

An "age-friendly community" is one that is safe and secure, has affordable and appropriate housing and transportation options and offers supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents' engagement in the community's civic, economic, and social life. In a livable community, people of all ages can go for a walk, safely cross the street, ride a bike, get around without a car as much as possible, live comfortably, work or volunteer, enjoy public places, socialize, spend time outdoors, be entertained, go shopping, buy healthy food, find the services they need, and make their city, town, or neighborhood a lifelong home.

Age-Friendly communities are typically organized around eight dimensions or domains, as established in 2007 by the World Health Association³. These eight domains, depicted below, provide the framework around which this Plan is organized.



² County of Brant's Community Safety and Well-being Plan. 2021. p. 6

³ WHO Age-Friendly Cities Framework: [The WHO Age-friendly Cities Framework - Age-9Friendly World](#)

The age-friendly concept is not new to the County of Brant. On March 28, 2018, the County of Brant was formally recognized by the World Health Organization (WHO) as a member of the global Age-friendly Community Network. This means our community is committed to sharing and promoting the values and principles central to the WHO Age-friendly approach:

- Listening to the needs of the aging population
- Assessing and monitoring the community's age-friendliness
- Working collaboratively with older people and across sectors to create age-friendly physical and social environments.

As well, in 2008, the County of Brant and many of its residents and organizations participated in the development of "A Community for a Lifetime: Master Aging Plan for the City of Brantford and County of Brant" (A [Master Aging Plan For Brantford and the County of Brant](#)) which resulted in the creation of the Grand River Council on Aging, (grcoa.ca) an organization which remains a strong advocate and source of information for older adults in the City of Brantford, Six Nations of the Grand River, Mississaugas of the New Credit, and the County of Brant.

Early in our local planning process, three fundamental decisions were made that shaped this Plan:

1. Consistent with other County of Brant policies and practices (e.g., County of Brant Public Library and the Parks and Recreation Department), our Age-Friendly Plan would focus on those aged 55 and over.
2. A "whole of government" approach would be used such that the focus of the Plan is what can be done by the various County departments over the next 10 years to address age-friendly social and physical environments. This type of work includes all or many branches of a government acting in collaboration toward a common goal. It is commonly used in Australia and Britain while in Canada, the terms intersectoral initiatives and horizontal management are used⁴. As illustrated in the Methodology as well as in the resulting Areas of Emphasis for each of the eight domains, the various County of Brant departments have been involved in identifying their roles and priorities.
3. Many plans are in place already or are under development in the County of Brant that address one or more of the age-friendly domains. It was decided that these would be closely reviewed, and the various departments involved in each consulted as a way of integrating the age-friendly needs with what is already happening or being planned. The full list of these related plans can be found in Section 2.0 and specific links found in each of the domain plans.

The next section of this Plan provides a summary of the situation in the County of Brant with respect to adults 55 and over followed by a section describing the planning process undertaken. This is followed by the County's Vision and Strategic Priorities that serve as the long-term beacon to which this Plan will contribute. Section 5.0 provides the details of the identified Areas of Emphasis for each of the eight domains. The Plan wraps up with sections on each of evaluation and next steps.

4 Whole-of-Government Approaches: Two Canadian Examples. Presentation to the 2007 International Union for Health Promotion and Education. D.Kouri and F.Gagnon. National Collaborating Centre for Healthy Public Policy. [Microsoft PowerPoint - IUHPE Vancouver June 2007 \(ncchpp.ca\)](#)

SECTION 2.0

The Current Situation – Adults 55+ in County of Brant

The following general information has been gleaned from a variety of sources to provide some overall context to the County of Brant, and, as available, to the specific population of seniors.

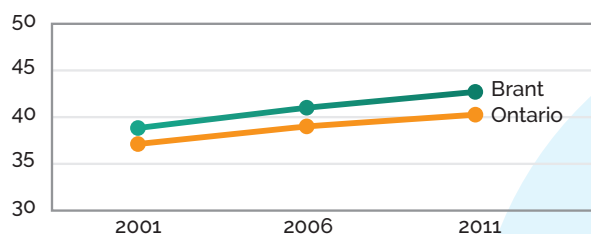
The current population is approximately **41,000** with the majority residing in Paris, St. George and Burford as the primary urban centres, and the balance distributed among several smaller settlements and rural areas. Continued population growth is anticipated which will produce increasing demands for community services. The population is expected to increase from a census figure of 36,707 in 2016 growing at 1.6% annually on average to meet the provincial target of 59,000 by 2051. Most of the land area in the County of Brant is rural in nature with average population density of less than 10 persons per hectare. The trend of population migration to the urban areas is anticipated to continue. Population growth will continue to be concentrated in settlement areas of Paris and St. George. There are three urban areas that comprised 47% of the population in 2016; Paris (2016 population: 12,310), St. George (3,255) and Burford (1,615).

The growth in the County of Brant's population over the last fifteen years (1996 to 2011) has come primarily from the population aged 55 years and older ('Baby Boomers'). It is expected that going forward there will be small nominal growth in the younger cohorts while the older population will expand rapidly. Growth in the County of Brant will continue to be concentrated in the urban areas. This growth will be predominantly in the 55+ age cohort placing pressure on the programs and facilities serving that group.

The table below illustrates the Median Age of Population, County of Brant, and Province of Ontario, 2001 to 2011⁵.

Year	Median Age		
	Brant	Ontario	Difference
2001	38.9	37.2	+4.6%
2006	41.1	39.0	+5.4%
2011	42.9	40.4	+6.2%

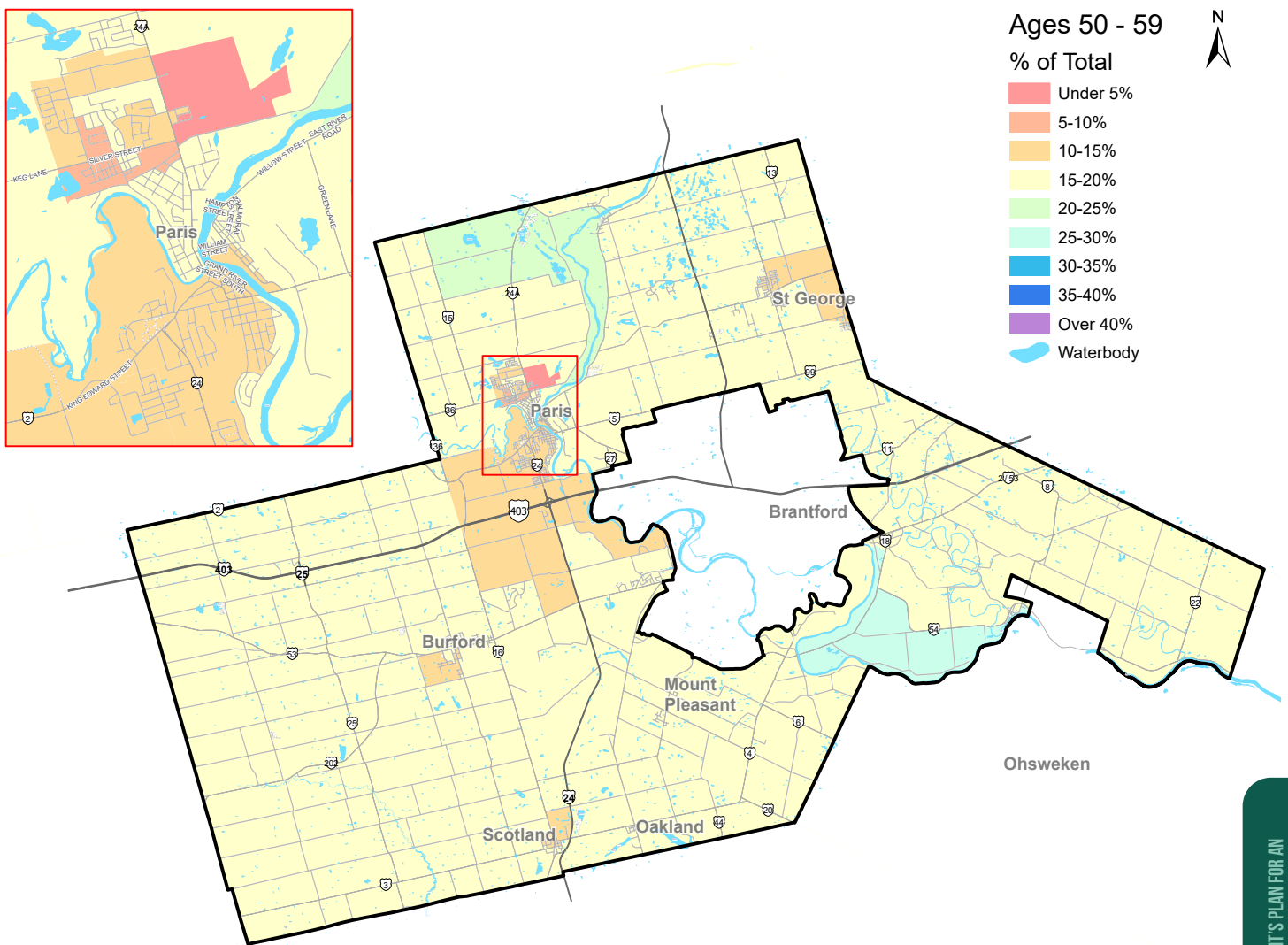
Source: 2001-2011: Statistics Canada Census Community Profiles



5 Recreation Master Plan. Situational Analysis Report. County of Brant. May 2017.

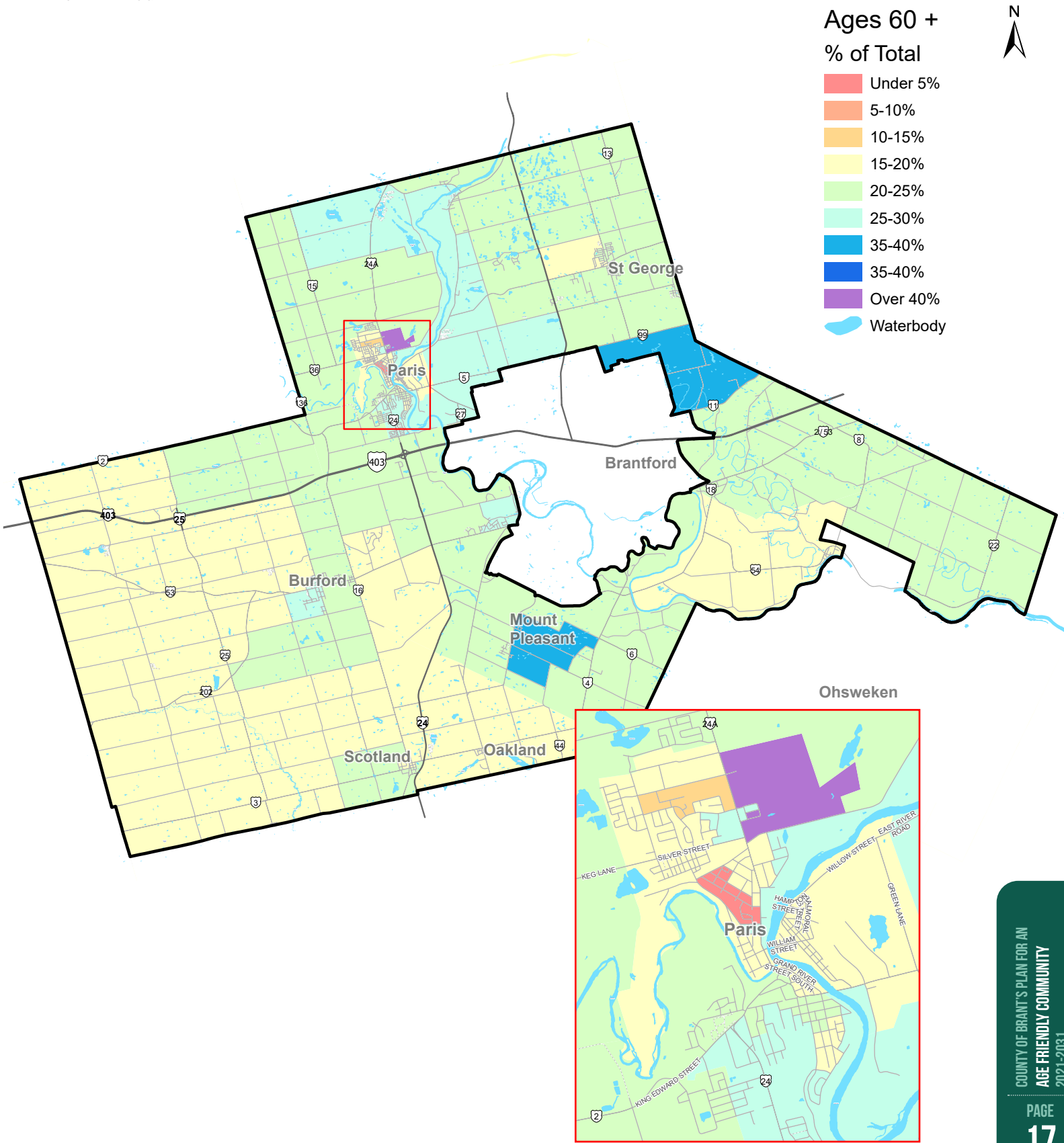
The growth in the County of Brant's population over the last fifteen years (1996 to 2011) has come primarily from the population aged 55 years and older ('Baby Boomers'). All age cohorts below age 55 declined in percentage of total population. Overall growth in the population has offset some of these declines with the 0-9 and 20-34 age cohorts showing small nominal growth (1.5% and 2.3% respectively) while the 10-19 and 35-54 populations actually shrank (-6.1% and -1.9% respectively) between the 2006 and 2011 censuses. This contrasts with large growths in both the 55-69 and 70+ age cohorts (growing 22.7% and 6.3% respectively). It is expected that going forward there will be small nominal growth in the younger cohorts while the older population will expand rapidly. The population aged 55 years and over has grown from 23% of the County of Brant's total population in 1996 to 30% in 2011. The aging population trend is also expected to continue in the rural area of the County as the majority of residential development appealing to young families is focused within the County's urban areas.

The figure below shows the distribution of the 50-59 years of age cohort (older adult). This age cohort predominates in the rural and ex-urban areas of the County in inverse distribution to the younger demographic.



The map below shows the distribution of the 60+ years of age cohort (senior). Similar to the older adult cohort this group is concentrated in the outlying areas of the County. As noted above, there is an area of concentration in the northeast of Paris due to the presence of seniors' residences.⁶

6 ibid



One of the most significant and well documented trends within Canadian society is that of the aging population. **By 2016 to 2020, over 30% of most urban centres and a larger proportion of rural residents in Ontario will be over the age of sixty.** Known as the "baby boom generation," this will have a profound impact in both the types of leisure services / activities that will be undertaken and resident servicing expectations. Today, many of the "boomers" are or are quickly moving towards an "empty nest" lifestyle. That is, their children have either left home to go to university or college or into the work world or will be shortly. As a result, many of these adults are not raising families, have different priorities and are starting to, as they age, undertake different forms of leisure activities. Affordability, access, time available to participate, pursuing deferred interests and other impacts are occurring. Currently, the "baby boomers" are 55 to 70 years of age, of which one half are 60 to 70 years of age and one half are 55 to 59 years of age. They represent a significant proportion of the population, and from a public policy perspective, have typically been the centre point to most major government public policy initiatives over the last five decades. As this generation ages, there has been clear identification, politically and service delivery wise, towards health-oriented issues. As a result, the following trends are being identified:

- Increasing political importance being placed on health care and wellness services. As boomers age, they become increasingly concerned about health care. This is also augmented by the fact that over 60% of a person's health care costs on average are incurred in the last five years of life.
- This generation tends to pursue interests and activities based on convenience, quality, and price; compared to previous generations who tended to be significantly more price sensitive with convenience as a lower priority.
- This population group can also be somewhat nostalgic, often having a "60's phenomena" and have high expectations as to what their fees will provide, the quality of service received, the instantaneousness of response to information and other customer service perspectives.

An aging population will have the following participation impacts in leisure and related services:

- A rising interest in bird watching, genealogy, walking and related health / fitness / wellness-oriented activities.
- Declining interest in joining clubs, membership-based activities. This is evident in some changing profiles for senior centres, as well as golf course memberships where there is a trend to offering multiple courses in the same membership package.
- An increasing trend towards private fitness centres, personal trainers, and related activities.
- A general willingness to pay for activities, but often asking what one gets for the increased costs on a year-to-year basis. More like a private sector purchase interaction.
- Broader travel interests.
- Increasing interests in art, culture, and heritage.
- Other related demographic shifts, also involve the following points:
 - The percentage of people retiring under the age of 60 has generally increased over the last two decades, resulting in younger and healthier retirees, even though legislation now bans forced retirement at an age threshold and economic impacts could, at least, in the short term, impact pensions and cause people to work longer.
 - Improved pensions, as well as more females retiring from the workforce with pensions, which is uniquely different than when senior's discounts were established thirty years ago for a different type of seniors' demographic and financial situation.
 - Many early retirees and other seniors are undertaking consulting, part time contracts and on-going work activities, or pursuing hobbies or deferred interests on a vocational basis.
 - Seniors' populations are showing interest in increased physical fitness and other related activity-based programming which is different from the more traditional socialization-oriented leisure programming for older adults. Pickle Ball is an emergent example of new, senior-oriented physical activities.

With respect to relevant population, housing, and employment growth projections for the County of Brant⁷, it is anticipated that we will see the following:

7 Municipal Comprehensive Review. County of Brant. Watson and Associates Economists Ltd. February 2021.

Growth Management - Growth Scenarios

Our current population is approximately **41,000 residents**.

The Province has provided population and employment forecasting to 2051.



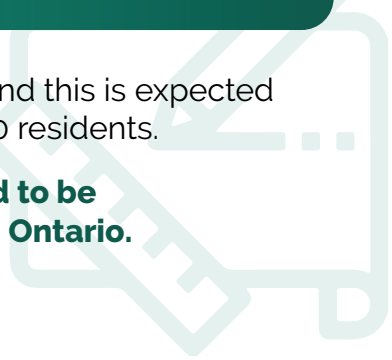
2051

59,000 Residents

26,000 Jobs

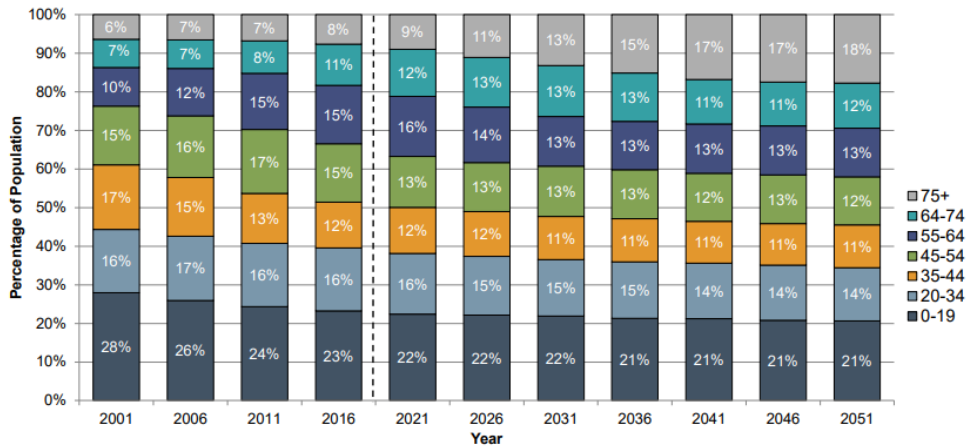
Several developments have already received approvals and this is expected to amount to a population increase of about 8,000 residents.

Growth in the County of Brant is anticipated to be largely driven by migration from elsewhere in Ontario.



With respect to the anticipated age of the growing population, the following breakdown is projected.

**County of Brant Growth Forecast to 2051
(Scenario 1: Growth Plan Scenario)
Population Age Structure**



Source: Population forecast by age derived from 2001 to 2016 Statistics Canada census and Annual Demographics Statistics data by Watson & Associates Economists Ltd. 2016 to 2051 population forecast by age prepared by Watson & Associates Economists Ltd., 2020.
Note: Population includes net Census undercount.

This aging population will have an impact on the housing situation. "The average occupancy of household or average number of persons per unit has been steadily falling and is anticipated to further, largely as a result of the aging of the population. Housing demand is anticipated to gradually shift from ground-oriented housing forms to high-density housing forms."

Considerable data is available on the County of Brant Web site at [All Stats - Brant County Ec Dev](#) although there is limited senior-specific information.

The Health Profile of Brant Seniors⁸ describes the current state of health and well-being of the County of Brant seniors, defined as those aged 65 and over. Key findings regarding socio-demographic status include:

- The proportion and sex structure of Brant seniors mirrors that of Ontario:
 - Seniors make up 17.6% of the population of the County of Brant
 - There are more females than males (55.1% vs. 44.9%).
- Compared to Ontario, the County of Brant has a lower proportion of immigrants (28.5% vs. 44.6%), recent immigrants (0.01% vs. 3.3%), and visible minorities (4.2% vs. 17.9%), and a greater proportion of Indigenous people aged 65+ (6.9% vs. 2.8%)
- The County of Brant and Ontario are similar on such indicators as the prevalence of low-income (11.0% in the County of Brant), those spending 30% or more of household income on shelter (18.0%) and the proportion with a postsecondary diploma or higher (21.2%).

In the recently completed [County of Brant's Community Safety and Well-being Plan](#), the following information regarding senior services surfaced in the community survey.

- Most participants indicated that Elderly Abuse was not a problem (42.1%) or a small problem. Forty-six per cent in the County of Brant of Elder individuals (age 65+) did not significantly differ in opinion from other age groups.
- General services – reported by Seniors (this section looks at older peoples' review of services)
 - Seniors were more likely to agree (58%) or strongly agree (21.4%) that all the services they need are accessible in their community compared to other age groups (44.6% and 20.6% respectively).
 - 87.3 % of seniors were somewhat or completely satisfied with local physical health services while 87.8% of seniors were somewhat or completely satisfied with local emergency health services.
 - 51.3% of seniors were somewhat or completely satisfied with local mental health services – comparatively 47.6% of younger age groups reported somewhat or complete satisfaction.
 - 47.3% of seniors were somewhat or completely satisfied with local community support services.
 - 83.6% of seniors were somewhat or completely satisfied with local police services.
 - 69.9% of seniors were somewhat or completely satisfied with local recreation and extracurricular activities for adults.
 - Seniors were more likely to agree (29.6%) or strongly agree (6.1%) that their community is affordable compared to younger groups (13.5% and 2.7% respectively).

SECTION 3.0

Age-Friendly Planning in the County of Brant

Planning began in mid-January 2021 once funding was confirmed. A local Consultant was contracted to work with the County of Brant Recreation Services Division staff and a workplan was confirmed and data collection began with the end date of early July 2021 for completion. Because of the COVID-19 pandemic declared in March of 2020, it was not possible to undertake interactive in-person consultations with residents and other stakeholders. When asking several of the survey questions, respondents were asked to think about their habits pre-COVID to gain a better understanding of their habits.

3.1 Timeline



February 2021

- A Community Survey was developed, building on validated questions from other communities.
- Phone meetings began and continued through April between the consultant and various community organizations related to one or more of the eight domains. The purpose of these were to:
 1. Access any relevant local data.
 2. Identify any other organizations to connect with.
 3. Confirm their interest in providing additional input, via the Stakeholder Workbook.



March 2021

- The survey was launched on-line via Engage Brant followed by a direct mail-out of a hard copy to all County of Brant residents.
- Briefing note created and meeting held with the County of Brant's Senior Management Team to apprise them of coming requests for input and to identify a liaison for each department.



April 2021

- Survey results analyzed by the consultant. (*Population sample size of survey = 771 residents*)
- Consultant follow-up with reports, data sources and other data from telephone meetings with County of Brant departments and community organizations.



May 2021

- Informal on-line survey conducted with local non-government organizations, sports clubs, faith-based and service organizations to learn more about their age-friendly practices specifically with respect to their volunteers and the domain of Civic Participation and Employment. Nineteen organizations in the County of Brant responded to the nine questions.
- Consultant reviewed all relevant County and other stakeholder plans currently available to identify relationships with the Age-Friendly Plan. See Section 3.2 for details.
- Consultant created the Age-Friendly Stakeholder Workbook to incorporate all information gained to date.



June 2021

- Circulate the Stakeholder Workbook to all internal department liaisons and community organizations.
- Consultant compiled the feedback from all Workbook respondents.
- Draft Age-Friendly Plan for internal review and finalize based on feedback.



July 2021

- Submit Plan to funder.
- Communications Division to create formatted version.



September 2021

- Final copy of Age-Friendly Plan presented to Policy Development and Strategic Direction Committee followed by County of Brant Council for approval.

3.2 Strategic Alignment with other Plans

As stated earlier, it was key to connect this Age-Friendly Plan with other existing plans in order to increase the likelihood of uptake, intersectionality and to maximize impact. This is not a stand-alone Plan. Listed below are the various plans to which the Age-Friendly Plan is connected via one or more of the eight domains.

- **County of Brant's [2019-2023 Strategic Plan](#)**

The Age-Friendly Plan aligns and contributes to four of the six Strategic Priorities in the County of Brant's Strategic Plan:

- **Sustained and Managed Growth** – "Housing" Domain
- **Effective Communication** – "Communication and Information Domain"
- **Reliable Infrastructure** – "Transportation Domain"
- **Healthy, Safe and Engaged Citizens** – "Social Participation Domain" and "Community Support and Health Services"

- **New Official Plan - draft released July 29, 2021**

(currently under development, to be approved by Council in January 2022).

The New Official Plan includes setting the Land Use Policy Framework which directly assists, encourages and supports this Plan.

- **[Brant Community Safety and Well-Being Plan](#)** – the two priority areas of **Transportation and Pedestrian Safety** and **Affordable Housing** overlap with Age-friendly Domains as well as the Secondary Risk Factor area identified as **Senior Services**, with a particular emphasis on access to services for seniors.

- County of Brant **[Recreation Master Plan](#)**

- County of Brant **Transportation Master Plan** *(currently under development)*

- **[The City of Brantford's Age-Friendly Strategy](#)** – Details of this strategy have been included for several reasons:

- It is based on the initial research in 2008 that has helped to inform the County of Brant's Plan presented here.
- Many of the eight Age-Friendly domains are integrated with the County of Brant via existing plans such as Transportation, Housing and Social Participation.
- The City of Brantford's Plan has been identified as a "best practice" for the Province.
- Residents of the County of Brant are consumers of many City of Brantford services so similar approaches and priorities may be important to consider.

- A Master Aging Plan for Brantford and the County of Brant, Grand River Council on Aging (2008)

- **Transportation**
- **Housing**
- **Social and Recreational**
- Safety and Security
- Professional and Retail
- **Health Care**

Plan Design Rationale

This Plan utilizes the principles and standards of the American Society of Landscape Architects (ASLA) **Universal Design Guidelines** (www.asla.org/universaldesign).

Having a universal design means that everyone, regardless of ability or age, can access and participate in public life. ASLA's **Universal Design Guidelines** provide a comprehensive view of how communities are underserved by the built environment and offers a set of new universal design principles that address the needs of all residents. These new design principles identified ensure that public spaces are accessible, comfortable, participatory, ecological, legible, multi-sensory, predictable and walkable.

SECTION 4.0

County of Brant's Vision and Strategic Priorities

The County of Brant's Age-Friendly Plan contributes to the Vision for the County of Brant as outlined in the [2019-2023 Strategic Plan](#):

“A charming, prosperous and inclusive community. A place to live, work, and play.”

The Age-Friendly Plan also aligns and contributes to four of the six Strategic Priorities in the County of Brant's Strategic Plan:

- **Sustained and Managed Growth – “Housing” Domain**
- **Effective Communication – “Communication and Information Domain”**
- **Reliable Infrastructure – “Transportation Domain”**
- **Healthy, Safe and Engaged Citizens – “Social Participation Domain” and “Community Support and Health Services”**



COUNTY OF Brant Simply Grand
2019-2023 Strategic Plan Action Program

The Vision and Strategic Priorities

Vision: A charming, prosperous and inclusive community. A place to live, work, and play.

Strategic Priority 1	Sustainable and Managed Growth Goal – Grow in a responsible manner that protects and enhances the attributes that are unique to each individual community.
Strategic Priority 2	Effective Communication Goal – Engage citizens in a dialogue that is transparent, multi-faceted, and mutually respectful.
Strategic Priority 3	Economic Resilience Goal – Facilitate the growth of a diversified local economy.
Strategic Priority 4	Reliable Infrastructure Goal – Optimize existing assets and develop new assets to support the current and future needs of the community.
Strategic Priority 5	Healthy, Safe, and Engaged Citizens Goal – Offer welcoming and inclusive programs, services, facilities, opportunities and events to enhance every resident's quality of life.
Strategic Priority 6	Stable and Responsive Governance Goal – Ensure the County has the financial, human, and physical resources required to deliver quality, reliable, accountable, and affordable public service.

The strategic plan, as stated above, contains a vision, priorities, and goals that will guide Council as it works to achieve the desires of the County's residents.
* Please note the strategic priorities are not listed in any particular order.

SECTION 5.0

Domains, Areas of Emphasis, Leads and Timelines

The Plan provided here is organized by each age-friendly Domain and includes a brief description of the domain, followed by an overview of the current situation in the County of Brant for that domain (taken from the more detailed description in the **County of Brant's Age-Friendly Stakeholder Workbook**). In the "Future Plans" section for each Domain, the recommended Areas of Focus, as generated by the stakeholders, are provided with the identification of the Lead and the anticipated Timing for each Area of Focus.

The timeframe for implementation is based on:

Underway	Short Term	Medium Term	Long Term
Actions that have already begun but not yet complete	Actions that can begin immediately or within 2 years	Actions that can begin within 3-5 years	Actions that can begin within 6-10 years or beyond

Where relevant, quotes generated through the Age-Friendly Community Survey have been included in each domain within the "Current Situation" section.



5.1 - Outdoor Spaces and Buildings

5.1.1 Domain Overview

The physical environment—urban and rural landscapes, streets, sidewalks, parks, trails, and buildings—has a major role to play in the mobility, independence, and quality of life of older adults. Many age-friendly projects have components that focus on this domain, which includes public restrooms and rest areas, community safety and security, and proximity to amenities needed for older adults.

5.1.2 Current Situation

When designing and planning parks and facilities, the County of Brant utilizes standards contained in the Recreation Master Plan, Trail Master Plan as well as legislation such as AODA to ensure spaces are usable and functional by all. For example, new parks must be walkable within 400-800 metres of new residences, parks are designed to include multiple activities, many of which are applicable to all ages or good for intergenerational use. In places such as Burford, tennis courts are being adapted to also include the lines required for pickleball. Lawn bowling clubs in Paris and St. George are supported by the County. Active transportation to support access to such things as shopping and health care is accommodated on Rest Acres Road and King Edward Street through bike lanes/off-road paths.

Respondents to the County's Age-Friendly Survey were asked about the quality and accessibility of the various public amenities of sidewalks, parks, pathways, trails, public washrooms, rest areas and/or seating, community centres, municipal offices, and parking lots at municipal facilities. The most frequently selected choice for all but one of these amenities was "Satisfied" on the scale of Very Satisfied, Satisfied, No opinion, Unsatisfied and Very unsatisfied. The one exception was Public Washrooms for which "No opinion" was the most common response. However, in the comments made by several respondents, the cleanliness, access, and knowledge of locations were mentioned regarding the washrooms.

Also related to the Transportation domain, sidewalks are an important component of an age-friendly community. Streets with no sidewalks have 2.6 times more pedestrian crashes, sidewalks on one side only have 1.2 times more pedestrian crashes than streets with sidewalks on both sides.

Responses regarding outdoor spaces in the County:

"We need more shade trees along sidewalks and roadways to shelter from the sun and heat. This is vital. I often see older people trudging along the hot sidewalk then pause to recover under a tree."

"Need to clean public washrooms and provide more benches for the elderly."

"Please replace the trees that are cut down!"

5.1.3 Alignment with Other Relevant Plans

For this Domain, there is alignment with other Plans.

a) County of Brant New Official Plan (“Building Healthy and Complete Communities”) identifies one named objective as “Walkable convenient neighbourhoods to help reduce or eliminate vehicle dependency”.

b) The City of Brantford in their Age-Friendly Strategy identifies three related strategies: Improve the walkability of municipal sidewalks and trails, improve the walkability of municipal parks and trails, and ensure buildings are accessible, inclusive, and safe.








c) The current Transportation Master Plan recommends the following three ways to address the need for an improved walking environment and confront other barriers to walking:

- **Step 1** involves a change in the approach to pedestrian planning and design. This would start with the County of Brant endorsing its own Pedestrian Charter to recognize the benefits of walking and reaffirm the County of Brant’s commitment to improving the walking environment.
- **Step 2** is to update the County of Brant’s sidewalk requirements in the Development and Engineering Standards to start building sidewalks on both sides of the street in all new development areas.
- **Step 3** is to develop, and implement over time, a Sidewalk Infill Program described next in this section to replace high priority missing sections of sidewalks in urban residential areas.

d) Creating an Age-Friendly Community: Community Impact Report was created in 2017 by the [Grand River Council on Aging](#) based on eight Gatherings, one for each Domain. There were 95 suggestions generated for Outdoor Spaces and Buildings, which are summarized in the points below:

- Develop a handbook for scooter drivers and offer Scooter Safety Lessons
- Ensure parking lots have sufficient driving and through space, visible row identifiers and standing accessible parking signage
- Provide a ramp at entrances where steps are required to enter
- Ensure safe walkability on sidewalks, paths, trails, and entrances
- Provide resting places...inside and outside
- Provide optional of heights for toilets and chairs in public places. As well, ensure that some chairs with arms are available
- Provide more open, accessible, and clean public washrooms for public buildings, parks, trails, etc.



RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. Continue to focus on the implementation of the County of Brant's Trails Master Plan , which includes: <ul style="list-style-type: none"> ▪ Cycling route implementation ▪ Connectivity ▪ Walkability ▪ Meet AODA requirements. <ul style="list-style-type: none"> ▪ Council approve budget, staff will work with developers, funding through Brant Water Ways Foundation and private donors. 	<i>Community and Protective Services</i>	 Underway
2. Continue to install benches/seating in all parks and along the trails.	<i>Operations</i>	 Underway
3. Conduct an audit of all public washrooms to assess their accessibility level, compliance with AODA standards as well as signage and ease of access to information as to where to find them.	<i>Public Transportation and Accessibility Services</i>	 Short Term
4. Provide awareness training for staff on all aspects of Outdoor Spaces and Building.	<i>Grand River Council on Aging</i>	 Short Term
5. Integrate accessibility measures such as truncated domes and detectible warning pavers into existing infrastructure and upgrades, such as tactile paving or paving that can be felt. Ensure that where tactile paving is integrated, it is done throughout the intersection (i.e., not just one side or one corner, but all corners, or crossings). <ul style="list-style-type: none"> ▪ Implement a policy for integrated tactile paving into the new Official Plan and Design Guidelines (urban and rural). ▪ Ensure that all internal departments and relevant external agencies are aware of changes within the new Official Plan. 	<i>Operations</i> <i>Policy Planning Unit</i>	 Medium Term
6. Ensure that all walkways, paths, and trails are of a larger width to accommodate multiple pedestrians and active transportation methods. <ul style="list-style-type: none"> ▪ Ensure that the transportation policies within the New Official Plan provide support for this. ▪ Work with the Operations Team internally to integrate and develop further requirements and provisions within the Engineering Standards and Right of Way By-Laws. ▪ Ensure that any Design Guidelines developed for the County of Brant incorporate the safe design and integration of pathways, sidewalks, and trails throughout communities and neighbourhoods. 	<i>Operations</i> <i>Policy Planning Unit</i>	 Medium Term
7. Ensure that all communities have a pathway, paved trail, or sidewalk on at least one side of the street to allow for safe access , outside of and away from vehicle traveled portion.	<i>Operations</i>	 Medium Term

5.2 Transportation

5.2.1 Domain Overview

Transportation plays an important role in facilitating several aspects of healthy and active aging by getting seniors to and from activities and services. Social and civic participation and access to community and health services are also mediated through transportation. Some aspects in the transportation domain include such things as roads, snow removal, parking, community transportation services, health transportation (including to larger centres when necessary), assisted transportation, public transport, taxis, and transportation information.

5.2.2 Current Situation

A survey through Engage Brant was undertaken in early 2021 as part of the development of the County's Transportation Master Plan to which 83 responses were received. Of these, the majority (88%) lived in Paris while 21.7% of the total were between the ages of 55 and 74. Traffic congestion was identified as a major concern by 55% of respondents, difficulty finding parking was somewhat of a concern by 53%. Opinions regarding road visibility issues (such as difficulty seeing pavement markings or seeing beyond road curves) was split with 22% identifying this as a major concern, 37% reporting this as somewhat of a concern and the remainder does not see it as a concern (41%). Safety issues due to driver behaviour such as speeding was a major concern for 57% while for 67% the potential conflicts with cyclists or pedestrians were a somewhat or major concern. Fifty per cent felt improper or insufficient road maintenance was somewhat of a concern while 76% felt the need for traffic signals or traffic control changes was somewhat or very much a concern.

This same survey asked about bicycle riding. Sixty-five per cent reported that at least one person in their household rode a bicycle for recreational or other travel purposes. The most common factor that would encourage people to ride a bike or walk more often was "new or improved cycling facilities such as dedicated bicycle lanes or multi-use paths", followed by "better connections between walking/cycling and other transportation modes". This was reinforced with "proximity to cars and trucks" reported as the greatest discouraging factor to bike riding or walking.

When asked about interest in a regional public transit service to other areas, the most preferred destinations were, in rank order, the City of Brantford, GTA and the Region of Waterloo. However, 37% were not interested in public transit options to or from the County of Brant.

[Brant Transit](#), formerly Brant eRide, is a public transportation program that can pick riders up from a specified location, including their home, and offers rides to any destination within the County of Brant and into the City of Brantford for a flat rate of \$5.00 per trip discounted to \$3.00 per person for those 55+. This is a shared ride service with multiple passengers picked up and dropped off along the way. Brant Transit is accessible and riders using mobility devices must identify this at the time of booking. The service runs Monday to Friday from 6:00 am to 9:00 pm and on Saturdays and Sundays from 8:00am to 6:00 pm. The survey related to the Transportation Master Plan cited earlier reported that 52% of the 83 respondents were aware of Brant eRide.

There is an initiative underway known as [Brant Safe Streets](#). The strategy is comprised of four initiatives aimed at reducing speed on County of Brant roads and creating a safer road system for all residents and is based on current research and best practices. The objectives for the strategy are:

- Create roads that are both perceived to be and actually are safe.
- Change the behaviour of drivers who speed and engage in dangerous driving practices, primarily through positive reinforcement and voluntary compliance.
- Engage members of the community to learn about road safety and become more active in creating and sustaining a safe County of Brant road system.
- Create a mix of easily and rapidly deployed road safety solutions along with longer term solutions.

The associated initiatives identified to meet the objectives are:

- Deployment of Mobile Brant Safe Streets "Systems"
- Installation of Permanent Passive Safety Measures in Targeted Areas
- Brant Safe Streets "Pace Car" Program
- Road Construction and Reconstruction Projects.

According to the OPP, the top four (4) causes of collisions in the County of Brant in 2018 were:

- 32% were caused by distracted driving,
- 24% were caused by contact with animals,
- 5% were caused by drivers following too close and
- 5% were caused by failure to yield and improper turns.

Results of the Age-Friendly Survey in the Transportation domain indicated that, pre-COVID-19:

- 30.6% (population size sample = 201 residents) leave their home to travel somewhere else once per day with an additional 24.5% leaving every 2-3 days.
- When asked what the primary mode of transportation within the County of Brant (including Brantford), 94.4% (624 individuals) selected "Car, truck or van as a driver". The second most frequent response at 3.2% (21 individuals) was "Car, truck or van as a passenger".
- Respondents were given the opportunity to offer additional comments regarding any specific transportation or mobility options that would improve the quality of life for older adults living in the County of Brant. **The top 10 areas of the many comments generated were, in rank order from highest frequency to lowest:**
 - 1 – Improved / more sidewalks, crosswalks (including traffic lights) (n=56)
 - 2 – Specific addresses for attention re: roadwork/sidewalks etc. (n=45)
 - 3 – Buses / shuttles required within the County and to external urban centres (Brantford, Woodstock, Region of Waterloo) (n=33)
 - 4 – Improved quality and increased quantity of bike lanes (n=26)
 - 5 – Enhanced enforcement of speed limits (n=23)
 - 6 – Parking concerns (accessibility, downtown areas, at trail and waterway access points) (n=18)
 - 7 – Better snow removal (County-provided and individual residences) (n=17)
 - 8 – eRide (reliability, increased profile and use, cost) (n=16)
 - 9 – Road repairs (n=13)
 - 10 – Accessibility into stores and businesses with ramps (n=12)
- When asked about their degree of satisfaction with various aspects of transportation in the County, the results are presented in the chart below.

Please rate your satisfaction with the following transportation and mobility considerations in the County of Brant.	Very satisfied	Satisfied	No Opinion	Unsatisfied	Very Unsatisfied
Road maintenance	71	410	28	95	26
Directional signs	111	411	59	29	12
Street sign names	130	394	56	42	4
Parking availability	62	319	97	116	27
Snow removal	150	357	34	71	13
Taxis	18	70	487	22	8
Brant eRide	17	50	521	8	8
The connectedness of sidewalks	29	248	204	89	22
Safe conditions for walking	49	322	90	102	36
Safe conditions for bicycling	32	171	236	129	30
Accessible buildings (e.g., entry/exit ramps, elevators)	35	279	240	33	7

“Keep transport trucks out of villages. It is getting much worse as trucks avoid highways and it is creating safety issues for the elderly and those pushing strollers as well as other drivers.”

“We need affordable ways to access Brantford and Woodstock on a daily basis.”

“Many roads need sidewalks, and these need to be cleared of snow in the winter.”

“The Brant e-ride is a great idea. A much-needed service.”

5.2.3 Alignment with Other Relevant Plans

For this Domain, there is alignment with many other Plans, indicating the importance of transportation within the County.

a) County of Brant's New Official Plan ([Section 8 - Planning for Infrastructure](#) and [Section 9 - Transportation and Mobility](#)) identifies one named objective as “Maintain and evolve an adequate, safe, and reliable multi-modal transportation system”. This includes the coordination and implementation of the Transportation Master Plan (TMP) as well as:

- Transportation and mobility will be responsible to current and anticipated growth in the County.
- Integrated transportation and land use planning will support the development of healthy, complete, and livable communities.
- A street safety lens will be embedded into all analysis, recommendation, design, and implementation.
- Planning and implementation will reduce greenhouse gas emissions and take steps to be resilient to climate change.
- Multi-modal mobility choices available to residents and visitors will be increased.
- Fiscal responsibility and optimizing the use of transportation assets will be prioritized.
- The importance of accessibility and equity in the transportation system will be prioritized.

Another section within the **New Official Plan** specifically addresses Transportation and Mobility and identifies the following key actions: ([Section 9 - Transportation and Mobility](#))

- Coordination and Implementation of the Transportation Master Plan.
- Transportation and Mobility will be responsive to current and anticipated growth in the County.
- Integrated transportation and land use planning will support the development of healthy, complete, and livable communities.
- A street safety lens will be embedded into all analyses, recommendation, design, and implementation.
- Planning and implementation will reduce greenhouse gas emissions and take steps to be resilient to climate change.
- Multi-modal mobility choices available to residents and visitors will be increased.
- The efficient movement of goods, including agricultural equipment, will be supported.
- Fiscal responsibility and optimizing the use of transportation assets will be prioritized.
- The importance of accessibility and equity in the transportation system will be prioritized.

b) A Downtown Paris Master Plan has been adopted by the County of Brant Council in October 2019 and is geared to the adaptation of downtown Paris into an inclusive place for people of all ages and abilities while protecting its unique historic and charming character. The components of the strategy are Design and Functionality, Streetscape Elements, Parking, Low Impact Development, and all intersect with suggestions voiced through the Age-Friendly Survey. The implementation of this Master Plan is expected to begin in 2022. Related to this, a new municipal parking lot for downtown Paris was announced in late May 2021 on the former OPP detachment building at 28 Mechanic Street, although this solution may be temporary.

c) The 2017 Recreation Master Plan for the County of Brant identifies that, as the population ages, an ever-growing cohort of seniors with limited mobility, particularly during the winter months, may benefit from regularly scheduled transportation to the Wayne Gretzky Centre to access aquatic programming targeted to this group.

d) The **Transportation Master Plan** (TMP) (updated in 2016) is currently being revised in 2021. It indicates that a key issue is the provision of multi-modal and age-friendly mobility choices for County of Brant residents (roads, transit, cycling, walking). The TMP also recommends endorsing a Pedestrian Charter to support walking (as well as cycling and other kinds of non-motorized active transportation such as roller blading, scooters, skateboarders) as part of a healthy community.

e) **Creating an Age-Friendly Community: [Community Impact Report](#)** was created in 2017 by the [Grand River Council on Aging](#) based on eight Gatherings, one for each Domain. There were 77 Suggestions generated for Transportation which are summarized in the points below:

- Provide timely and easily accessible and neighbourhood public transit.
- Provide free passes for Seniors over 65 and children under 12.
- Provide affordable transportation options to access employment, appointments, and social activities.
- Provide a network of transportation among Brantford, County of Brant, and Six Nations of the Grand.
- Develop programs for removal of snow from sidewalks and driveways.
- Implement a Provincial graduated driver's license (i.e., reduction of driving privileges as abilities change, such as no driving on 400 series, no driving after dark, etc.) to maintain independence and safety.

f) The 2008 **Grand River Council on Aging's "Master Aging Plan"** targets for transportation are as follows:

	Well / Fit	Require Some Assistancess	Require 24-Hour Assistance
Transportation	<ul style="list-style-type: none"> ▪ Driver Supports ▪ Pedestrian-friendly environment ▪ Inter-county transportation ▪ Planning for life transitions 	<ul style="list-style-type: none"> ▪ Home delivery ▪ Special transit ▪ Accessibility at destinations ▪ Inter-county transportation 	<ul style="list-style-type: none"> ▪ Special transit ▪ Attendant care

g) A background paper prepared by the **Grand River Council on Aging** in 2014 based on the WHO framework for an age-friendly community identified the following key priorities regarding transportation:

- Specialized Services – sufficient specialized transport service is available for people with disabilities.
- Transport Drivers – are courteous, obey traffic rules, and accommodate older passengers stepping on and off vehicles.
- Community Transportation – including volunteer drivers and shuttle services for older people to specific events and places.
- Taxis – are affordable with discounts or subsidies provided for older people with low incomes (as provided at the time in the County of Brant). It should be noted that Brant Transit is now in place in the County of Brant so contracts with taxi services are no longer in place.
- Roads – are well maintained, adequately wide and lite, have traffic calming features and traffic signals where warranted and the traffic flow is well regulated; and
- Parking - affordable parking is available, with priority parking for the disabled and older people close to buildings and transport stops.





h) The recently completed **Brant Community Safety and Well-Being Plan** for the County of Brant identified five primary risk factors through their on-line survey. The third is "Transportation and Pedestrian Safety" which were prevalent concerns mentioned during the completion of the Brant Community Safety and Well-Being survey. With this in mind, the County of Brant will work collaboratively with municipal government and law-enforcement to encourage safety on the roads. The County will also utilize various strategies to encourage traffic safety and continue to implement the Brant Safe Streets Strategy (2019). In addition, the County of Brant will also work to ensure transportation is more readily available and accessible for all of its residents to ensure they can get where they need to go with as little impediments as possible. Six specific strategies are identified in the CSWB Plan related to the Transportation domain:











- Continued implementation of Brant Safe Streets Strategy (2019)
 - Deployment of mobile safe street systems
 - Installation of permanent active safety strategy



- Implementation/support of Brant Pace Car program
- Road Construction and reconstruction projects
- The four above initiatives are aimed at reducing speed on County roads and creating a safer road system for all residents (Brant Safe Streets Strategy)
- Municipal approaches for mitigating traffic concerns
 - Deployment of Automated Speed Enforcement in areas of the County in accordance with the Highway Traffic Act, R.S.O. 1990: the use of digital traffic monitors and cameras that detect and document speeding so those disobeying speeding laws can be located and charged accordingly. Ideally deterring crime and encouraging safe roads in the County of Brant.
 - Municipally mandated programs to monitor and enforce safe traffic practices.
- Brant Transit - Investigate barriers to access/effectiveness: time constraints, ride sharing availabilities, financial barriers.
 - The County of Brant will look into what makes transportation the most unattainable for its residents. Through this investigation into access and effectiveness, the County will then work in partnership with Brant Transit to remove as many barriers as possible. Through ride sharing programs and things like shuttles, or daily/weekly drop offs and pickups, while maintaining a reasonable price, opportunities for transportation and its accessibility will be increased.
- Social Services collaboration and partnerships to better meet the needs of diverse clients. Working alongside Brant Transit, the County of Brant will also work with social services agencies to create a network of transportation opportunities for diverse clients. Individuals will then have more of an opportunity to get to and from appointments, work, interviews, etc.
- Transportation access: youth and seniors that have barriers to accessing community engagement opportunities.
- Rural transportation: investigate best practice to further provide opportunities through inner community transit for all residents.

i) The **City of Brantford in their Age-Friendly Strategy** identifies three strategies related to Transportation: Improve access to public transit, improve accessibility of city roads and municipal parking, and support initiatives that promote active and connected transportation systems.

5.2.4 County of Brant Recommendations for Transportation

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. Ensure roads are well maintained and signage is legible and understandable.	<i>Operations</i>	 Underway
2. Continue to reinforce safety on the roads as a priority. <ul style="list-style-type: none"> ▪ Continue to implement the Brant Safe Streets initiative. ▪ Municipal approaches for mitigating traffic concerns. 	<i>Brant OPP Operations</i>	 Underway
3. Continue to offer Brant Transit services. <ul style="list-style-type: none"> ▪ Educate the public about what Brant Transit is and the access to public transportation. ▪ Investigate barriers to access/effectiveness: time constraints, ride sharing availabilities, financial barriers. 	<i>Public Transportation and Accessibility Services</i>	 Underway
4. Continue to work with Southwest Community Transit Group (a working group of surrounding municipal transit services) to develop regional connection (e.g., expand Brantford Bus Service).	<i>Public Transportation and Accessibility Services</i>	 Underway

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
<p>5. Continue to focus on the implementation of the County of Brant's Trails Master Plan.</p> <ul style="list-style-type: none"> Continue to access easements over privately owned lands (if necessary) to develop connected comprehensive trail and pathway networks throughout the County of Brant. Develop partnerships to identify and establish working relationships to undertake a better active transportation network throughout the County of Brant. 	<p><i>Policy Planning Unit</i></p> <p><i>Community and Protective Services</i></p>	<p></p> <p>Underway</p>
<p>6. Provide age-friendly training to Council members, staff and volunteers, and local businesses.</p> <ul style="list-style-type: none"> Incorporate into Accessible Customer Service Training using the Moodle platform. 	<p><i>Accessibility Services</i></p> <p><i>Grand River Council on Aging</i></p>	<p></p> <p>Short Term</p>
<p>7. Develop comprehensive transportation policies through the New Official Plan which encourage and promote the establishment of trails and pathways throughout the County of Brant, as well as connection to existing trail and pathway networks in adjoining and abutting municipalities (ex. The City of Brantford).</p> <ul style="list-style-type: none"> Multi-modal mobility choices available to residents and visitors will be increased. 	<p><i>Policy Planning Unit</i></p> <p><i>Operations</i></p>	<p></p> <p>Policy Development - Short Term</p> <p> </p> <p>Implementation – Medium and Long Term</p>
<p>8. Create safe access for all methods and modes of transportation to coexist.</p> <ul style="list-style-type: none"> Develop policies which place emphasis on the development of access dedicated to active forms of transportation throughout new and existing communities. Give priority consideration to methods which promote, encourage, and assist active forms of transportation which directly supports equitable methods of transportation for all ages within all communities while supporting the mental and physical wellbeing of neighbourhoods. This should include all seasons which decreases the need to utilize a vehicle for travel, especially for convenience-based trips within 15 minutes of a residence. 	<p><i>Policy Planning Unit</i></p> <p><i>Operations</i></p>	<p></p> <p>Policy Development - Short Term</p> <p> </p> <p>Implementation – Medium and Long Term</p>
<p>9. Support the components of the Transportation Master Plan (currently in development) that are particularly relevant to those 55+. This would include the provision of multi-modal and age-friendly mobility choices for County of Brant residents (roads, transit, cycling, walking). The TMP also recommends endorsing a Pedestrian Charter to support walking (as well as cycling and other kinds of non-motorized active transportation such as roller blading, scooters, skateboarders) as part of a healthy community.</p>	<p><i>Operations</i></p>	<p></p> <p>Medium Term</p>
<p>10. Privately owned business considers accessible access to store fronts.</p>	<p><i>Individual Business Owners</i></p>	<p></p> <p>Medium Term</p>

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
11. Employers in rural areas to connect with Brant Transit to explore transportation options for employees that do not drive.	<i>Individual Business Owners</i>	 Medium Term
12. Ensure access for all to affordable transportation. <ul style="list-style-type: none"> ▪ Transportation access: youth and seniors that have barriers to accessing community engagement opportunities. ▪ Rural transportation: investigate best practice to further provide opportunities through inner community transit for all residents. ▪ Educate seniors' homes and groups, about public transportation options available. 	<i>Public Transportation and Accessibility Services</i>	 Long Term

5.3 Housing

5.3.1 Domain Overview

Appropriate and safe housing is a key aspect of a community-built environment. It can have an enormous impact on such aspects of daily life as mobility and safety (from crime and injury). Housing is also inextricably linked to other domains. For example, if housing is adequate and affordable, and allows for seniors to age in place, there may be lower needs for some community support services. Aging in place is increasingly recognized as an important aspect of maintaining quality of life as seniors age.

This domain addresses various dimensions of housing, including its availability, housing related programs and services, ability to age in place, housing options including long term care, maintenance and modifications to dwellings, and seniors and their families' awareness of housing-related programs available in the community.

5.3.2 Current Situation

The Brantford-Brant Housing Stability Plan for 2014-2024 was reviewed in 2019 at the mid-way point. The ten-year plan contains 53 recommendations to address housing and homelessness with 25 of these being identified as Council priorities. These have become a catalyst for community partnerships and investment in the development of housing interventions over the first five years of the Plan implementation. Relevant highlights include:

- The John Noble Apartments were completed in 2018 as a 57-unit mixed income apartment building for seniors.
- Homelessness Shelter System Review: The 2018 shelter system review allowed for a critical analysis of community needs and identified recommendations to improve and enhance the shelter system. The review reflects the most current research and best practices for emergency housing response, and outlines strategies for improvements that are fiscally responsible and sustainable, while ensuring that individuals are served with respect and dignity.
- Adoption of the SPDAT Assessment Tool: The Service Prioritization Decision Assistance Tool (SPDAT) is an assessment tool for service workers who support individuals who are experiencing homelessness used to determine the acuity of need and priority of care for clients.
- Annual Housing Forums: Since 2010, the City of Brantford and County of Brant, in partnership with the Canada Mortgage and Housing Corporation (CMHC) have hosted annual Housing Forums. Community members and representatives from various housing sectors assemble for an opportunity to discuss housing trends, share updates, and identify current challenges and opportunities for collaboration.
- Development of Local Standards Framework for Housing with Supports: This Framework was developed as part of the Community Homelessness Prevention Initiative (CHPI) to help guide Service Managers in the delivery of community-based housing solutions that address homelessness. The framework is important to ensure standards for program eligibility, rights, responsibilities, and the provision of supports services for tenants.

There are **active and proposed housing developments** in the County of Brant in the two communities of Paris and St. George, according to the County of Brant Planning Department and Operations Department, 2016.

In addition, approval was gained in May 2021 by County of Brant Council, conditional upon the City and the County finalizing a mutually agreeable cost-sharing agreement which governs the apportionment of operating and capital costs related to social and affordable housing, based on population, the creation of a new affordable housing development on City owned land at 170 Trillium Way, Paris, ON.

In terms of wait lists for affordable housing in Brant/Brantford, the total number of households waiting as of March 31, 2021 was 1,422. Of this total, **34% are seniors**, while families (32%) and singles/couples (34%) make up the remainder. The following table breaks down the applications by location choice.

Brantford	Paris	St. George	Burford
1,369	488	89	72

Fifty "housing with supports" beds are available in the City of Brantford and the County of Brant combined. Thirty of these beds are at the Penmarvian Home (Paris) with the other 20 being at Kayorie Manor in Brantford.

Information gained through the County of Brant's Age-Friendly Survey revealed that 93% of respondents live in a private residence, 69% live with their spouse, 93% feel their current residence meets their needs and 65% do not anticipate moving in the next 3-5 years. For those that do anticipate moving, the most commonly cited reasons were downsizing, moving to a home more suitable to aging, and financial reasons. The majority of respondents were not sure if their next residence would be in the County of Brant. The long wait times and low availability of long-term care and assisted living accommodations were of concern to many.

When asked if they felt there is sufficient affordable housing options available in the County of Brant, 46% replied "no" and an additional 43% were not sure. Finally, 62% felt there is a need for more housing in the County of Brant that is geared specifically to seniors or those with accessibility needs. The features named as most important in and around seniors' homes were:

- small dwellings on a single floor that are accessible to those in a wheelchair or scooter,
- the availability of care when needed,
- adequate parking spots for those with limited mobility, and
- proximity to amenities. Those mentioned by several were community centre, park, transportation, groceries, and access to physical activity opportunities both inside and outside.

<i>"When we retire, we cannot afford to live here. I wish I could. Very sad."</i>	<i>"If our county continues to develop, there will definitely be a need for more housing options. Smaller homes, single floor bungalow, easy access to transportation."</i>	<i>"We need smaller, more affordable, single story homes."</i>	<i>"Stop removing farmland for housing!"</i>
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5.3.3 Alignment with Other Relevant Plans

There were several Plans which contained housing-related components that are highlighted below.

a) The **New Official Plan** currently under development identifies seven key strategic priorities. Objectives for Building Healthy and Complete Communities prioritize several different goals to assist in addressing housing throughout the County:

- Identify and maintain appropriately serviced residential lands to meet the County's housing needs.
- Provide housing in a diverse range and mix of options and densities, including additional residential units and affordable housing to meet projected needs of current and future residents as well as the County's intensification and density targets.
- Align with Housing and Homelessness Plans developed in partnership with the City of Brantford, as a joint housing provider, including the Mayors' Task Force and Housing Master Plan.
- Encourage strong standards of community design and inclusive public spaces.

b) Also, within the **New Official Plan**, the [Growth Management Strategy](#) has identified that there is a "missing middle" in the range of housing currently provided within the County in mid-density forms between ground-oriented buildings such as singles and townhouses, and concrete mid-rise or high-rise buildings. Policies that support the development of mid-density, ground oriented, low-rise development, such as different types of townhomes and low-rise apartments, would contribute to a more diverse and attainable housing stock for all ages and income levels. Objectives for Building Healthy and Complete Communities prioritize several different goals to assist in addressing housing throughout the County:

- Encourage a broad range of housing options by structure type, tenure (i.e., ownership and rental) to accommodate a diverse population base by all ages and income groups.
- Ensure flexibility for housing options in terms of built form and upstanding urban design keeping to the values of small-town charm to be integrated into the current built fabric.
- Address height, density, and mixed-use policies to allow for ability to meet density targets.
- Re-designation and Re-Zoning of certain seasonal trailer parks, in consultation with the owners and the County to ensure due diligence, to allow for permanent mobile home communities.

Affordable housing was also addressed in this document as the County's population base is aging with 75+ age demographic forecasted to more than double by 2051. A shift in the overall population to more single person households has begun and is forecasted to continue over the long-term. In addition, sharply rising rents and ongoing low vacancies continue to challenge renter households. These housing challenges will need to be addressed through flexible policy approaches within the New Official Plan to ensure the County's sustainability in the years to come.

- Provide policies that are consistent with Policy 1.4.3(a) of the P.P.S., 2020 that is "marketbased" and establishes minimum targets for housing that is affordable to low- and moderate-income households, as well as establishing a clear definition of affordable that is consistent with the P.P.S.
- Consider inclusionary zoning policies within the New Official Plan as a tool to assist in creating affordable housing and increasing the County's affordable housing supply.
- Partner with experienced and knowledgeable housing providers where appropriate to create innovative housing solutions to meet the County's affordable housing needs.
- Maintain and remain committed to the established relationship with the City of Brantford as a joint services provider, including affordable housing, while working to include and reflect strategic initiatives as outlined within the Mayor's Mayors' Housing Partnerships Task Force Affordable Housing Action Plan as well as the future initiatives developed through the Housing Master Plan.

c) The **Brant Community Safety and Well-Being Plan** identified Housing Affordability as one of the key priorities. This was based on the finding that "Limited access to affordable housing puts individuals at risk of homelessness, as well as endangering their physical and mental well-being. Focusing on making the steps towards more access to affordable housing options in the County of Brant, is another way we hope to encourage safety and well-being." **This Plan identifies eight specific strategies in the Housing domain:**

3.1 - Support the Housing Stability Plan

(10-year plan, and the Five-year review: 2014-2024)

3.2 - Providing more affordable options by supporting Affordable Housing Action Plan:

Housing and homelessness staff, including the County of Brant will work together to establish long term infrastructure Plan to increase availability of municipally owned and operated affordable housing.

3.3 - Initiate Resource Hub: in partnership with City of Brantford Social Services Department

Like the other Resource Hubs, the County of Brant plans to initiate, they will also be developing a Resource Hub for affordable housing options throughout the County. This would be in partnership with the City of Brantford Social Services Department and would work as a one-stop-shop for residents searching for housing, both emergent and non-emergent.

3.4 - Education and awareness on Homelessness Prevention initiatives:

Through an understanding of homelessness individuals can work more thoroughly to prevent it. By providing education and awareness programs on homelessness prevention initiatives, the County of Brant would be ensuring all stakeholders and residents are aware of what needs to be done in a community in order to protect and service everyone, regardless of living situation.

3.5 - Investigation of best practices for shared housing initiatives (Golden Girls Model)

In some municipalities in North America there are options for shared housing initiatives, where groups of individuals with specific needs, such as seniors, can live together in a supportive and safe housing model where all living under one roof can receive the necessary care they need, as well as having the support of housemates and friends consistently.

3.6 - Collaborate with community partners to offer programs that develop life skills

Offer programs that develop life skills decision making skills such as budget counseling, home economics and food preparation, gardening and general home maintenance for individuals, families, the broader community, and community services.

3.7 - Participation on the housing partnership task force supporting low-income and vulnerable populations.

3.8 - Development of robust Food Services Plan

The development of a robust Food Services Plan, by working in partnership with numerous food banks and agencies in the area, would provide individuals with food and nourishment they need in order to focus on other elements of their well-being. These locations also work as an open sharing space for individuals utilizing the services. When workers and volunteers are able to build relationships and trust with those using their services, they are able to gather information and understanding that can then be shared with the County and put into play with regards to other services and supports offered to

residents:

- The City of Brantford's Age-Friendly Strategy identified three housing strategies: to increase affordable housing options for older adults, to increase accessibility of affordable housing, and to support older adults to age in place.
- The Brantford-Brant Housing Stability Plan (2014-2024) was updated in 2019 at which time six new broad goals supported by clearer outcomes that are measurable and underpinned with number of specific actions for 2020-2025.

The Six Goals of the revised Brantford-Brant Housing Stability Plan are:

1	Increasing affordable housing options
2	Providing holistic prevention and support services
3	Strengthening collaboration and coordination
4	Strengthen partnerships and collaboration with Indigenous service providers
5	Improving systems, planning and measurement
6	Reducing chronic homelessness




f) Mayor's Housing Partnerships Task Force "Affordable Housing Action Plan" (December, 2020) includes future actions and timelines to create more affordable housing in Brantford and the County of Brant. The goal is to build partnerships to create more housing options in the community as quickly as possible. The acute need for more affordable housing, and the positive impact this stability has on people's lives cannot be understated. At the time, there were over 1,700 households on the community housing waitlist. It is not known how many of these are 55+. Work groups addressed three key objectives: discover the opportunities; work together; and make development easier. Early successes and the work of the Task Force in 2020 include the creation of a mentorship program and materials to support new partners, completion of inventory mapping to help build new housing distributed appropriately across our community and, financial options to help with approximately \$110 million in capital needed to build 500+ new housing units over the ten years.

Creating an [Age-Friendly Community: Community Impact Report](#) was created in 2017 by the Grand River Council on Aging based on eight Gatherings, one for each Domain. There were 135 Suggestions generated for Housing which are summarized in the points below:

- Housing options – Ownership, Private Home Share, Market Rent, Affordable Housing, Social Housing, Retirement Communities, nursing Homes, Shipping Containers/Mobile Homes, Emergency Housing, End of Life Hospice Care, Planned Communities.
- Affordability – Fixed Incomes, Income Enhancement, Reverse Mortgages.
- Design, new Builds – Age-Friendly education, Need more Affordable and Age-Friendly options, Location, Condos, New Homes, Apartment Buildings, Federal, Provincial and Municipal Policy Statements
- Modifications/Renovations – Private Homes, Affordability, Apartment Buildings, Condos, Home Share, Vacant schools/buildings, Brownfield Sites, Municipal Planning.
- Intergenerational Housing.
- Support Services – Mobile Services, Information, Health Care.
- Aging in Place – Personal Choices, Health Care Options, Minor Repairs, Maintenance, Major Repairs, Downsizing, Affordability.
- Provide grants to individuals and landlords to complete renovations to "age-in-place".

- Change building codes to facilitate “aging-in-place”.
- Age friendly concepts to be included in all planning for facilities, homes, apartments, and services.
- Develop sufficient affordable housing options.
- Encourage businesses to provide affordable personal and home services.
- Provide dedicated information services for clarification of housing options.

5.3.4 County of Brant Recommendations for Housing

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. Support the six goals of the Housing Stability Plan (10-year plan, and the Five-year review: 2014-2024).	Community and Protective Services	 Underway
2. Support older adults to age in place within the County with a continuum of services that is widely communicated.	Community and Protective Services	 Underway
3. Continue to work with community partners to expand social and health place-based programming at seniors affordable housing sites to reduce barriers to transportation and accessibility. This model also fosters opportunities for socialization, connection to neighbours and helps to create a greater sense of belonging within the community. Currently offered at Sunrise Villa, Trillium Way and Walker's Green).	Community and Protective Services Partner: City of Brantford Community Programs and Social Development	 Underway

County of Brant parks are distributed among the settlement areas and reflect a total current Countywide provision level of 4.66 hectares of parkland per 1,000 population, which surpasses the New Official Plan standard of 3.0 hectares of parkland per 1,000 population. The type, number and size of parks vary across the County and by community, with the majority of the parks located in the largest population centres including 20 parks in Paris, eight parks in St. George and six parks in Burford and additional parks located in the smaller settlements including three parks in Oakhill, two parks in each of Mount Pleasant, Harrisburg, and Glen Morris, and one park in each of Oakland, Scotland, New Durham, Cainsville and Onondaga.

Based on a walkability assessment, most existing residents in Paris, St. George and Burford have convenient access to one or more existing parks or school sites, and residential areas are well-served with local access to associated parkland and/or a new school site. The other settlement areas in the County of Brant have a small enough geographic area that convenient access to the local Community Park is available for most residents of these communities. Additional parkland has or will be acquired through land dedications under the Planning Act, as a requirement of new developments, primarily in Paris and St. George where most of the current and planned development activity is concentrated.

The Paris Community Pool is an outdoor pool located at Lions Park in Paris. Opened in 2012, the pool includes four 25-metre swimming lanes, walk-in entry, tots' play area, diving board and slide, has capacity for up to 240 swimmers, and has a new change room/ washroom and lifeguard/staff building. There are no public indoor pools in the County of Brant, and none are planned for the foreseeable future.

The County owns and operates five community centres including three arenas with four ice pads: Brant Sports Complex (2 ice pads) in Paris, South Dumfries Community Centre (one ice pad) in St. George, Burford Community Centre (one ice pad), Scotland Community Centre and Syl Apps Community Centre (former ice pad converted to indoor turf) in Paris. These total 222,406 square feet. A new community centre is planned for Cainsville with completion projected for 2022. There are seven community halls owned by the County including Airport Community Centre (Brant West), Cainsville Community Centre, Mt. Pleasant Community Centre, Pinegrove and Howell Community Hall, Oakland Community Centre, and Onondaga Community Hall (Brant/Oakland/Onondaga) and Glen Morris Centennial Hall (South Dumfries). Airport Community Centre is programmed directly by the County while the other halls are volunteer-operated.

The County's three river access points, Eric Thomlinson River Access in Glen Morris and Penman's Dam and Bean Park in Paris, experienced a never-before-seen interest from visitors during the 2020 season, which has been attributed in part to the COVID-19 pandemic, as one of the limited, lower-risk, outdoor activities for people to enjoy. As noted in County of Brant RPT-20-196, River Access Mitigation Strategies, infrared counters at each location provided data which estimated a 66% year-over-year increase in visitor foot traffic. The 2021 weekday daily count average from May to August at each of the three access points was 325. The weekend daily count average was 715. During the fifteen (15) week season the following total counts were measured:

- Bean Park 54,858,
- Eric Thomlinson 55,580,
- Penman's Landing (portage launch not included) 36,146.

The counts include people passing by the sensor to and from a destination close to the water.

There are more than 49.8 kilometres of multi-use trails in the County of Brant as well as six official cycling routes.

There is a wide range of seniors' programs that have individual fee structures. The arts, culture and education programs are offered over eight weeks as are the sports and physical activity, specialized workout, and cognitive programs. The programs are in the \$30 to \$70 range, with higher cost programs being more specialized. The fees reflect some discounting for seniors from other similar programs for adults. Overall, the fees for seniors' programs are reasonable in terms of being less than \$10 per week.

The relevant highlights from the County of Brant's Age-Friendly Survey related to this domain addressed the social, leisure, and recreational current practices (pre-COVID) and preferences of respondents. The most frequent response (40% higher than the next most frequent response) was "Casual outdoor activities such as walking, gardening, nature watching, bocce, frisbee, catch etc.". The next five activities, in rank order, were:

- Hobbies and crafts
- Fitness activities
- Arts and cultural activities
- Sport activities
- Cards, board games, table games.

For those selecting "None" in the above question, the reasons most cited for a lack of participation were a lack of knowledge of what programs are offered, a lack of time, and distance or accessibility.

When asked where they participated in these types of activities, County of Brant trails and parks was the overwhelming choice followed by the next five selections of private home, County of Brant public libraries, places of worship, County of Brant public community centres, and service/social clubs. Weekday mornings were the most preferred time to participate. Just over 40% spend between five and nine hours per week at these activities and most (52%) felt their level of activity would remain constant over the next three to five years.

There was a high degree of satisfaction with respect to the County of Brant community centres and halls, public trails and pathways, and public arenas. Many had no opinion regarding the pools/splashpads and cultural venues (e.g., museums, theatres).

Respondents were given the opportunity to provide suggestions to improve participation in social, leisure and / or recreational activities for older adults in the County of Brant. Comments fell into eight categories, described below.

- **COMMUNICATION** (n=40) – The most common suggestion was to provide materials by mail in addition to internet. People want to be more aware of what is going on regarding programs and events. Several people suggested that a forum be available for seniors to have input to what is needed in the County of Brant.
- **FACILITIES** (n=37) - Many different suggestions were made for new and upgraded facilities across the County of Brant, but the two most frequently mentioned ones were an indoor pool and a dedicated Seniors' Centre.
- **PROGRAM FEATURES** (n=29) – The majority of comments about programs was to increase the number

"We totally enjoy planning our own activities. We don't need others doing it for us. We are really happy with things as they are."



and variety of what is available. A few recommended that videos and on-line options continue to be available post-pandemic to make them more accessible. Another program feature suggestion was to provide programs outside business hours, but for seniors.

- **LOCATION** (n=23) - There were calls for additional programming and facilities in all corners of the County with the specific locations of Burford, St. George, Mount Pleasant, Onondaga, Scotland, Harley and the "rural areas". The most frequent comment was not to have everything centred in Paris.
- **COST** (n=11) – Two types of comments were made: free programs and subsidized programs.
- **TRANSPORTATION** (n=11) – Suggestions ranged from better and more affordable public transportation to improvements in the eRide (now Brant Transit) system, as well as the availability of volunteer drivers.
- **ACCESSIBILITY** (n=10) – There were four aspects to this shared: physical accessibility issues such as slanted curbs and ramps, maps on paper (perhaps in the leisure guide) to illustrate maps of venues to point out entrances and parking, availability of alternate methods of registering for programs to just on-line (i.e., phone, registration event) and accessible hours, in particular outside of work hours.

<i>"Have bicycle rides like in other cities where roads are closed one night a week for cycling."</i>	<i>"Rural seniors do not get information on programs...everything happens in Paris or St. George."</i>
<i>"There is nowhere for seniors to socialize that costs nothing."</i>	<i>"Telephone and mail-in registrations should remain options; not everything can be electronic."</i>

5.4.3 Alignment with Other Relevant Plans

Several related Plans have components that address social participation as outlined below.

a) In the **New Official Plan**, the Strategic Priority of "Healthy, Safe, and Engaged Citizens" includes an objective to "Create and sustain opportunities for residents to be actively engaged in recreational, social and community activities".

b) Finalized in July of 2017, the **County of Brant's Recreation Master Plan** is all about social participation in recreation and leisure activities as evident in their Vision that "The County of Brant will offer a diverse array of parks and recreation activities and services that will enrich resident quality of life through improved health and well-being, community development, and ensuring the integrity of the area's significant natural environment." Six goals are named to advance that Vision:

- To recommend policy frameworks and servicing strategies that will direct the planning, delivery and

evaluation of County of Brant Parks and Recreation Services for the next ten to fifteen years.




- To create the framework for community engagement, leadership, and accountability in contributing to the planning, delivery and evaluation of the County of Brant Parks and Recreation Services.
- To recommend the primary roles, responsibilities and contributions in the planning, delivery and evaluation of parks and recreation services in Brant.
- To identify specific parks and recreation services initiatives that respond to evolving service organization capacities and regional market and facility perspectives and resident needs.
- To ensure Park and Recreation Services planning, development and evaluation activities align and integrate with County Strategic Priorities and tourism opportunities.
- To provide an implementation plan and strategies that will guide community collaboration and development, decision-making and service delivery strategies over the life of the Recreation Master Plan.





c) Creating an Age-Friendly Community: [Community Impact Report](#) was created in 2017 by the Grand River Council on Aging based on eight Gatherings, one for each Domain. There were 40 Suggestions generated for Social Participation which are summarized in the points below:

- Encourage planners, architects, engineers, developers of new or renovated construction to incorporate age-friendly concepts.
- Develop and promote friendly visiting programs for seniors, shut-ins, and socially isolated individuals.
- Promote activities through diverse outlets such as libraries, radio, telephone trees, community champions web sites, social media, and e-mail.
- Evaluate all physical aspects of a venue with an "age-friendly filter" when planning social activities.
- Involve seniors in planning events/activities/programs.

d) The City of Brantford's Age-Friendly Strategy identifies four strategies to address social participation: reduce barriers to access recreation, prioritize more community-based programming, implement programming to support isolated older adults and expand programming and experiences based on interests expressed by older adults.

5.4.4 County of Brant Recommendations for Social Participation

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. Support the six goals of the 2017 Recreation Master Plan.	<i>Community and Protective Services</i>	 Underway
2. Ensure all public spaces and places and facilities are designed in an equitable and accessible manner to meet the needs and expectations of all ages. Such that all feel represented and safe as an important part of building community connections, mutual respect and understanding. <ul style="list-style-type: none"> ▪ Develop detailed working Guidelines (such as Design Guidelines) to assist in constructing public spaces and facilities to meet County needs in the years to come. 	<i>Community and Protective Services</i>	 Underway
3. Create / retrofit more multifunctional spaces.	<i>Community and Protective Services</i>	 Underway
4. Continue to work with community partners to elevate programs and services experiences within spaces and facilities, which includes programming outside of "business hours".	<i>Community and Protective Services</i> <i>Community Volunteers</i> <i>Sport Clubs</i>	 Underway

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
5. Support the objectives within the New Official Plan. <ul style="list-style-type: none"> ▪ Strategic Priority of “Healthy, Safe, and Engaged Citizens” includes an objective to “Create and sustain opportunities for residents to be actively engaged in recreational, social and community activities”. ▪ Create strong policies which reflect the Provincial Policy Framework for Building Healthy and Complete Communities to ensure that all communities and neighbourhoods (existing and new) throughout the County are designed in a safe, equitable, accessible, and convenient manner. Spaces should be convenient, inclusive, safe, accessible, and equitable for all ages and incomes. ▪ Create policies within the New Official Plan which seek to develop, re-develop, and retrofit public spaces and facilities to continue to meet community needs in future years to come. 	<i>Policy Planning Unit</i>	 Short Term
6. Research best practices to reduce social isolation among older adults and launch additional programs to support socially isolated older adults.	<i>Community and Protective Services</i>	 Short Term
Work with the Community Services and Recreation and Facilities Teams to better understand the needs of our community concerning public spaces and facilities. <ul style="list-style-type: none"> ▪ Develop a Social Participation needs assessment survey and mail to all residents to determine what residents would consider as social participation activities of choice. 	<i>Community and Protective Services</i>	 Short Term
7. Provide a dedicated Seniors Centre in the County.	<i>Community and Protective Services</i>	 Medium Term

5.5 Respect and Social Inclusion

5.5.1 Domain Overview

Social inclusion is closely related to opportunities for social participation, covered in the previous section. Respect is a behaviour based on attitudes towards older adults. Respect is a critical concept that underlies and is reflected in virtually all of the indicators suggested. This domain includes such things as respect, kindness and courtesy shown to others, intergenerational respect and interaction, inclusive communities, and recognition events or awards.

5.5.2 Current Situation

The 2018 “Health Profile of Brant Seniors” compiled by the Brant County Health Unit summarized the Sense of Belonging information of local seniors such that in 2013/14, 74.5% of Brant seniors reported feeling a “strong” or “very strong” sense of community belonging. No clear trends or differences from Ontario data emerged.

“Respect and social inclusion” were the focus of one of the community forums in 2016 conducted by the GRCOA to offer the opportunity to participants to identify what this topic meant to them. Thirteen people

living in the County of Brant attended. Overall, the key messages from the session were:

- It is important to listen to and understand the voices of lived experience.
- The education system should train “navigators” or lifestyle consultants that understand the age-friendly domains.
- Health may be at the top of the hierarchy of needs. However, if transportation, housing, finances, or isolation (to name a few) are major stressors, then health and everything else is impacted.
- Aging at home and living alone often leads to isolation.
- Financial stability is quite different depending on source of income. Incomes vary from below the poverty line to those with healthy pension plans and health benefits.
- Location and physical accessibility often deter taking part in activities and/or reaching services.
- Transportation availability has an impact on the ability of individuals to access needed services.
- Not all seniors have family or friends available to assist with coping with changes in their personal lives, whether they be due to changes in finances, health, or accessibility.
- Seniors want to have central sources for community support and health service information. Not everyone uses the internet.
- Personal living changes, due to health or financial issues, are emotional at any age. Interpersonal dynamics can result in even further difficulties (i.e., isolation, depression, addiction). Due to pride, many seniors are hesitant to ask for help.
- Transportation is a major issue in accessing services for residents of the County of Brant and Six Nations.
- Respect, courtesy and allowing others to maintain their dignity are sadly lacking in customer service practice.
- There is a need for help in identifying options and planning life decisions.
- Not everyone has a family member to assist with chronic illness or end of life planning.
- Downsizing and moving decisions create emotional stress.
- Discrimination exists for “single” travelers/service users versus “couples”.

The County of Brant's Age-Friendly Survey provided the following insights regarding this domain:

- With respect to their sense of community belonging, of 636 responses, just over 55% identified it as “strong” or “very strong” while one-third rated it as fair.
- Two-thirds of respondents felt their opinions were valued.
- When asked about specific aspects of respect and social inclusion, the following table indicates a general agreement with three of the statements, but the majority had no opinion on several others.

To what degree do you agree or disagree with the following statements regarding respect and social inclusion in the County of Brant?	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Respect, kindness, and courtesy is shown to older adults	63	433	113	38	5
Community events are offered that appeal to older adults	23	283	255	80	4
Community events are offered that appeal to all ages and backgrounds	37	319	230	52	6
Older adults are regularly invited to provide input for public issues	19	177	309	132	13
Older adults are adequately represented on councils, boards/committees	19	171	368	78	10
Contributions by older adults are recognized and valued in the community	22	212	333	68	10
Older adults receive customer service in a way that meets their needs	23	236	302	72	9

5.5.3 Alignment with Other Relevant Plans

There were very few other Plans that addressed this domain explicitly.

a) The County of Brant's Community Safety and Well-Being Plan identifies "Diversity and Inclusion" as one of its five priorities. The goal is to "be an inclusive and supportive home to all of its residents. By combatting racism, discrimination, and prejudice, alongside creating strong support networks for newcomers, the County will utilize as many resources as possible to ensure it is a wonderful place for all to live and grow." This is supported by six actions:

- Increase accessibility to community services and resources.
- Migrant worker support system: development of programs, best practices, legal aid, and health care.
- Capacity building with cultural organizations to better provide access and programming.
- Support a network led by diverse members, cultural organizations, etc. to provide further cultural opportunities and programs.
- Best practice research for safety enhancements.
- Support Brant Diversity and Inclusion Plan.

b) Creating an Age-Friendly Community: [Community Impact Report](#) was created in 2017 by the Grand River Council on Aging based on eight Gatherings, one for each Domain. There were 86 suggestions generated for Respect and Social Inclusion which are summarized in the points below:







- Ensure customer service practices/training includes recognition of difficulties with hearing, sight, language, and mobility.
- Ensure all employees receive sensitivity training in age-friendly practices.
- Remove/reduce loud noises/music.
- Provide seating alternatives that reduce long lines/time to receive services.
- Include seniors in planning activities, services, programs.
- Expand inter-generational activities that create a culture of respect for seniors and their experience.
- Incorporate age-friendly practices into school curriculums.
- Include programs that may offer doing safety and security checks on the homes of elders.

c) The City of Brantford's Age-Friendly Strategy identifies three directions in this domain: continue to understand and respond to the unique needs of older adults, incorporate age-friendly training into customer service training, and work with community partners to address elder abuse.

5.5.4 County of Brant Recommendations for Respect and Social Inclusion

"I feel very valued having been asked to complete this survey. Haven't before felt this way."

"I feel valued in the County of Brant because of this survey. I would like to be invited to speak at meetings about potential development."

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. In partnership with the Brant Elder Abuse Awareness Committee, continue to support priorities of elder abuse awareness and prevention.	<i>Community and Protective Services</i> <i>Partner: Brant Elder Abuse Awareness Committee</i> <i>New Official Plan and Policy Team</i>	 Underway
2. Conduct appropriate recognition activities for those who participate. <ul style="list-style-type: none"> Showcase contributions of the seasoned workers. 	<i>Community and Protective Services</i> <i>Council Services Division</i>	 Underway
3. Investigate best practices for supporting newcomer and immigrant older adults to ensure that everyone in the community feels a sense of belonging and is able to succeed and participate in the economic, social, civic, and cultural aspects of our communities.	<i>Community and Protective Services</i> <i>Partner: The Corporation of the City of Brantford Community Programs and Social Development</i>	 Short Term
4. Develop and promote intergenerational activities to build respect and connections across ages.	<i>Community and Protective Services</i>	 Short Term
5. Develop best practices for supporting newcomer and immigrant older adults	<i>Strategic Initiatives - Economic Development and Tourism</i>	 Short Term
6. Ensure that all residents, including seniors, have an ability to participate and share in any and all processes and projects which the County undertakes, including Council and Committees. This will foster an emotional vested interest that comes from experiences which create a sense of place and ties to the location. All need to feel heard, safe, and able to share to create mutual respect, understanding and increased participation.	<i>Council Services Division</i> <i>Community and Protective Services</i>	 Medium Term

5.6 Civic Participation and Employment

5.6.1 Domain Overview

This domain considers the opportunities for older adults to remain engaged in the civic life of their communities through participation in activities such as volunteering and the political process, as well as paid employment when it is desired. As with other social domains, the physical domains of Outdoor Spaces and Public Buildings, and Transportation are instrumental in ensuring that older adults can fully participate in society. There is crossover between this domain and the Social Inclusion domain. This domain would include such things as volunteering, employment, accessibility to opportunities, encouragement to participate, and training opportunities.

5.6.2 Current Situation

A comprehensive list of volunteer opportunities as well as volunteer recognition efforts underway in Brant is

available on the Web site of the Grand River Council on Aging at www.grcoa.ca. The opportunities include a variety of committees and events organized by the Council as well as many other available in the broader community. The Council also circulates a regular "Community at Home" Newsletter specially designed for information during the pandemic to support connections and engagement while socially isolated.

In the County of Brant's Age-Friendly survey there were five areas explored and the response of greatest frequency was "no opinion" for all five. This may indicate an opportunity to create greater awareness within this domain. The five statements asked for the level of satisfaction associated with each were:

- There are many volunteer opportunities for older adults.
- Older adults are encouraged to volunteer.
- Older adults are provided with appropriate training for volunteer opportunities.
- Older adults have equal access to employment opportunities.
- Older adults are made aware of volunteer opportunities.

In May 2021, as part of the data collection for this Plan, an informal on-line survey was conducted with local NGO's, sports clubs, faith-based and service organizations to learn more about their age-friendly practices specifically with respect to their volunteers and this Domain of Civic Participation and Employment. Nineteen organizations in Brant County responded to the nine questions which are summarized below.

- All 19 organizations had some volunteers aged 55+ with seven of them involving 21 or more volunteers in this age group.
- When asked how they support their volunteers, eight reimburse their costs. One provides transportation and one provides meals.
- The types of volunteer opportunities available through the responding organizations include:
 - 14 who engage 55+ volunteers in "Planning and/or delivering a special event or fundraiser".
 - 11 who engage 55+ volunteers in "On-going program/service delivery (e.g., coaching, leading a program or class".
 - 9 who engage 55+ volunteers as "Members of a committee, board, council etc."
- All but one organization give volunteers the opportunity to participate in inter-generational involvement and flexibility in their volunteering to accommodate such things as seniors who travel or who have other seasonal or short-term commitments.
- When asked how volunteers are most commonly recruited, seven organizations do this in person, five do not actively recruit volunteers, and single responses were provided for telephone, email, word-of-mouth, the Web site, and a volunteer fair.
- With respect to training volunteers, seniors are usually brought on board because of the skills they already possess (e.g., sewing) and are more involved in training others rather than being trained themselves. Some of the other training approaches/types mentioned were mentoring, orientation to organizational procedures, food safety, and Smart Serve.
- The most commonly identified methods of recognizing 55+ volunteers were recognition events, personal thanks from the program or Board, thank you cards and postings in a newsletter.

5.6.3 Alignment with Other Relevant Plans






a) The County of Brant's Strategic Plan 2019-2023 identifies, as one of its Strategic Priorities, "Stable and Responsive Governance" which includes, as its goal: "To ensure the County has the financial, human, and physical resources required to deliver quality, reliable, accountable, and affordable public service."

b) The City of Brantford's Age-Friendly Strategy identifies two directions in this domain: Continue to engage older adults in community planning and support older adults to access employment opportunities. Creating an **Age-Friendly Community: Community Impact Report** was created in 2017 by the Grand River Council on Aging based on eight Gatherings, one for each Domain. There were 23 Suggestions generated for Civic Participation and Employment which are summarized in the points below:

- Develop a volunteer opportunities service for volunteers and organizations and publish an Annual Volunteer Opportunities Guide.
- Develop/expand intergenerational tutoring programs within neighbourhoods.
- Provide "scooter charger" stations.

- Provide employment services for seniors and encourage employment opportunities.
- Education system to include age-friendly orientation and sensitivity training at all levels – elementary through post-secondary education.
- Employers to include age-friendly orientation/sensitivity training in age-friendly practices specific to their business/service, to all employees.
- Identify and enhance existing age-friendly programs and services, and augment as necessary.

5.6.4 County of Brant Recommendations for Civic Participation and Employment

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. Showcase the success of local employers who are inclusive (specifically age), diverse and show leadership in ensuring accessibility to employment. (Brant Workplace Diversity, Accessibility and Inclusivity Showcase)	<i>Strategic Initiatives, Economic Development, Tourism</i>	 Underway
2. Work with the development industry to better understand the employment needs of all scales of business.	<i>Strategic Initiatives</i>	 Short Term
3. Increase the awareness in adults 55+ about the volunteer and employment opportunities in the County of Brant.	<i>Corporate Services, - Human Resources, Communications</i> <i>Community and Protective Services</i> <i>Partner: Grand River Council on Aging</i>	 Short Term
4. Encourage engagement / employment opportunities for the municipal election process to older adults, provide necessary training and support.	<i>Human Resources</i> <i>Council Services</i>	 Short Term
5. Create more opportunities for residents to live and work within the County to increase the mental, physical, and social well-being of residents, decrease traffic congestion, and stimulating the County's employment base, and creating equitable employment opportunities throughout the County.	<i>All Departments</i>	 Long Term

5.7 Communication and Information

5.7.1 Domain Overview

Effective communication allows seniors to stay up to date about the information they need to manage their lives, including how to act on important information about public health and social services in the community. With awareness and a little effort, communication messages, products and approaches can be developed to ensure that seniors, and all community members, have access to materials and messages intended to support them. Communication and information is another domain that interacts extensively with other domains, such as Outdoor Spaces and Public Buildings: think signage and hours of services (where are they posted and are they kept current?)

"Please continue print resources – I don't check things online."

This domain includes effective and accessible widespread communication such as mass media, interactive contact (i.e., word of mouth), the use of new technologies for communication, and relevant types of information for the intended audience(s).

5.7.2 Current Situation

A County of Brant Communication survey was conducted in 2017 to which 445 individuals provided input. Of these, just over 62% were age 50 or over.

When asked about the kind of information they were most interested in receiving, the following input was received.

Emergency related information	72.15%	316
Special events	70.09%	307
Waste (garbage and recycling)	68.95%	302
Planning, building and development	63.93%	280
Road	63.47%	278
Recreation Programs	62.10%	272
Parks and facilities	56.39%	247
Tax, budget and/or grant information	53.65%	235
Council	45.21%	198
Economic Development	39.95%	175
Water / Wastewater	37.67%	165
Fire services	29.22%	128
Paramedic services	24.89%	109
Other (please specify)	8.22%	36
TOTAL RESPONDENTS (438)		

Other findings from this survey include:

- 72% of respondents identified "email notices by subscription" as their preferred method to receive communications from the County of Brant.
- 32% of respondents have watched a Council or Committee meeting on YouTube or in person.
- 63% use the printed County calendar.
- 69% use the printed Community Services Guide for recreation information.
- On a scale of 1 (low) to 10 (high), 7.6 was the average weighted score as to how satisfied people are with the communication from the County of Brant.

The County of Brant's Age-Friendly Survey included questions related to this domain. When asked how they stay informed about programs and services in the County, the top five responses were word-of-mouth (n=355), newspaper (n=305), mail outs (n=242), social media (n=241) and the Brant website (n=224). When asked about the preferred means of staying informed, the options emerged with the following frequencies:

PREFERRED SOURCE OF INFORMATION	FREQUENCY OF RESPONSE
Printed Community Services Guide	191
Mail Out / Flyer / Newsletter	187
Email Newsletter	173
Newspaper	126
Social Media	113

PREFERRED SOURCE OF INFORMATION	FREQUENCY OF RESPONSE
County of Brant Web site	103
Radio	27
Electronic Community Services Guide	25
Community bulletin boards	22

The Grand River Council on Aging held eight Gatherings, one for each age-friendly domain in 2015-2016. The focus of the overall conclusion published in the Community Impact Report focused on communications.

“Information and Communication issues with corresponding suggestions and recommendations were discussed in all of the Gatherings and can be found in each of the Preliminary Reports. However, there was genuine concern expressed relative to the growing communication gap between generations.

Automated communication can lead to social isolation among all ages. Also, more time is spent in learning and using associated techno-skills and replaces the development of social interaction skills. Seniors are a social generation that prioritizes social awareness and communication abilities.

Older adults expressed difficulty connecting with younger generations because they communicate online and are losing out on the benefits of in-person relations.

There is concern regarding increased differences in abilities to communicate with the tech-driven cultural change in the generations following – the generations providing a delivering service to seniors, many of whom are technology-challenged. The challenge to increase personal interaction possibilities for youth and to ensure seniors are comfortable with the use of technology when optimal.”

5.7.3 Alignment with Other Relevant Plans




a) The County of Brant’s Strategic Plan (2019-2023) identifies “Effective Communication” as one of the Strategic Priorities. The goal is to engage citizens in a dialogue that is transparent, multi-faceted, and mutually respectful.

b) The City of Brantford’s Age-Friendly Strategy identifies three directions in this domain: Improve access to municipal information, develop municipal staff age-friendly communication skills, and utilize additional methods to reach isolated older adults.






c) Creating an Age-Friendly Community: [Community Impact Report](#) was created in 2017 by the Grand River Council on Aging based on eight Gatherings, one for each Domain. There were 73 Suggestions generated for Communication and Information which are summarized in the points below:

- Improve government and business application forms (font, design, lay language).
- Standardize and promote services that assist individuals to complete forms such as income tax, miscellaneous applications, etc. at various locations.
- Develop friendly “hotline” services to report, verify, and/or assist with decisions relative to unsolicited and potentially fraudulent scams in telephone, e-mail, and door-to-door sales.
- Ensure all “public-facing” positions, personal or telephone, practice timely and courteous interactions.
- Provide free “technology stations” in all schools/libraries.
- Promote “one stop” information services (211 for local health and social services... libraries for information of all kinds, including local).
- Explore ways to reduce device usage and encourage increased personal interaction.
- Develop and promote “Planning for Retirement” workshops.

5.7.4 County of Brant Recommendations for Communication and Information

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
<p>1. Continue to provide information in a range of methods and medias (including social media and Web-based approaches, to meet all community and resident needs.</p> <ul style="list-style-type: none"> ▪ Take advantage of cost effective or free advertising opportunities such as making simple flyers to post at local establishment and other public places; take advantage of the County's free community online calendar and free newspaper calendars (online and print); and use free digital signs in the community (such as Davis Fuels) to help advertise programs and services. ▪ Implement a newsletter distributed via email and in print (available for pick up at County facilities) on a regular basis. It will begin as a quarterly newsletter and if it is well received, the frequency will be increased. The purpose is to engage citizens in what is happening at the County and encourage them to engage if they are interested. 	<p><i>Strategic Initiatives- Communication and Public Relations</i></p>	 Underway
<p>2. Continue to communicate Council and Committee business, meeting schedules, etc. using a variety of formats, print and digital / video.</p>	<p><i>Council Services</i></p>	 Underway
<p>3. Continue to promote courses available through the County of Brant Public Library on learning how to navigate a virtual environment and other programs for those 55+.</p>	<p><i>Strategic Initiatives- Communication and Public Relations</i></p> <p><i>County of Brant Public Library</i></p>	 Underway
<p>4. Promote the availability of accessible municipal documents (e.g., appropriate font size).</p>	<p><i>Strategic Initiatives- Communication and Public Relations</i></p>	 Short Term



RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
5. Work with community partners to improve how socially isolated older adults access information.	<i>Strategic Initiatives-Communication and Public Relations</i> <i>Partner: The Corporation of the City of Brantford Community Programs and Social Development</i>	 Short Term
6. Improve communications to all County residents using a variety of platforms as it pertains to Budget Process, Tax Information, and Payment options	<i>Finance Division</i> <i>Business and Technology Solutions</i> <i>Strategic Initiatives-Communication and Public Relations</i>	 Short Term
7. Improve communications, utilizing various web-based platforms that target more County residents as it pertains to mapping, construction, planning, tourism, economic development, recreation, etc.	<i>Business and Technology Solutions</i>	
8. Work with local newspapers and radio stations to ensure that the information being pushed out is meeting the timelines necessary to encourage participation.	<i>Public Relations</i> <i>Partners: Local media outlets</i>	 Short Term
9. Establish social media platforms specific to seniors that are regularly maintained. Facebook seems to be the social media channel of choice for those 50 and older. <ul style="list-style-type: none"> ▪ Use of strong images, contests, call to actions, simple and clear writing can help increase engagement. Posting should occur 2-3 times a week (for a small organization) and quality content and photos count. 	<i>Business and Technology Solutions</i> <i>Strategic Initiatives-Communication and Public Relations</i>	 Short Term

“We are concerned that most local doctors are not even taking wait list names.”

5.8 Community Support and Health Services

5.8.1 Domain Overview

Community support and health services are instrumental in supporting older adults to age in place in the best health possible. The benefits of good community supports go far beyond meeting the needs of

seniors— families can meet their employment and other commitments, and healthy, well-supported seniors make a vital contribution through paid employment and/or volunteer activity. Seniors also support the local economy when they are vital members of the community. Included in this domain are things such as caring and responsive professionals, home health and support services, diversity of health services and facilities, availability of equipment and aids, and caregiver support (including respite).

5.8.2 Current Situation

The Health Profile of Brant Seniors (which includes the City of Brantford, and the County of Brant) compiled by the Brant County Health Unit in 2018, identified four particular Health Risk Behaviors for this community:

- Similar to Ontario, over half of Brant seniors do not meet the recommended daily intake of **fruits and vegetables** (55.3%) and are physically inactive (52.2%). These rates are similar to Ontario.
- Compared to Ontario, Brant has a marginally higher proportion of seniors that are **overweight or obese** (67.5% vs. 59.9%), smoke (12.9% vs. 9.0%), and exceed the low-risk alcohol drinking guidelines (26.3% vs. 23.6%).
- Compared to Ontario, Brant has a significantly higher proportion of seniors who engage in **excessive recreational screen time activities** (81.8% vs. 68.2%).

Where census data was incorporated into this profile, the population included seniors from Six Nations of the Grand River and Mississaugas of the New Credit.

Other aspects of health status are described below:

MENTAL HEALTH

- Brant seniors are similar to their Ontario counterparts with respect to general life satisfaction (65.3% are highly satisfied), stress levels (56.3% are 'not at all' or 'not very' stressed)
- Compared with Ontario, Brant has a marginally lower proportion of seniors who report 'very good' or 'excellent' mental health (62.1% vs. 67.4%)

ORAL HEALTH

- Compared to Ontario, Brant has a marginally higher proportion of seniors who visited a dentist more than one year ago (45.7% vs. 35.2%), have no dental insurance (67.0% vs 60.5%), having oral/facial pain (54.1% vs.42.3%), and brush their teeth less than twice per day (25.0% vs. 21.9%)
- Compared to Ontario, Brant has a significantly higher proportion of seniors who reported 'poor' or 'fair' oral health (3.5% (Ontario) vs. 17.8% (Brant))

PAIN AND MOBILITY

- Brant is similar to Ontario with respect to the proportion of seniors who need help with tasks (e.g., preparing meals, going to appointments, doing housework, etc.) (24.4%)
- Compared to Ontario, Brant has a significantly higher proportion of seniors who live with pain or discomfort on a daily basis (36.2% vs. 33.3%) or walk with difficulty and need support (26.9% vs. 17.4%)

CHRONIC DISEASE INCIDENCE AND BURDEN

- Brant and Ontario seniors are similar for hospitalizations due to cerebrovascular disease (566 per 100,000 vs. 624 per 100,000)
- Brant has significantly higher hospitalizations among seniors for circulatory diseases (4,647 vs.3,734 per 100,000), ischemic heart disease (1,423 vs. 1,050 per 100,000), respiratory diseases (3,192 vs. 2,164 per 100,000), diseases of the lower respiratory system (1,580 vs. 809 per 100,000)
- The rate of hospitalization for diabetes has decreased over time in Brant and is currently lower than in Ontario (197 vs. 237 per 100,000)

INJURIES

The emergency room visit rate for seniors:

- has steadily increased over time in Brant and is currently higher than in Ontario for all injuries (10,272 vs. 9633 per 100,000) and unintentional injuries (10,193 vs. 9567 per 100,000)
- is mostly attributable to falls (5,748 per 100,000), a rate which is like Ontario (5542 per 100,000). This is

approximately 10 times the number of any other type of injury experienced by seniors in 2015-2017.

The hospitalization rates for injuries are:

- significantly higher in Brant compared to Ontario for all injuries (1,715 vs. 1,514 per 100,000) and unintentional injuries (1,679 vs. 1,490 per 100,000)
- mostly attributable to falls, which have a higher rate in Brant compared with Ontario (1,336 vs. 1,160 per 100,000)

Based on "Sub-Regions: A Sharper Focus on Local Needs" developed by the Hamilton Niagara Haldimand Brant Local Health Integration Network in 2017:

- 82% of the Brant population is satisfied with their health care, as compared to 85% across the HNHB LHIN and 87% across Ontario.⁹
- 15.9% of the population is aged 65+, as compared to 17.5% across the HNHB LHIN and 15.6% across Ontario.
- The rate of repeat unscheduled emergency department visits within 30 days for mental health conditions is 18.9% in Brant as compared to 18.8% across the HNHB LHIN and 20.2% across Ontario.

A comprehensive summary of community and health support services available for seniors 55+ in Brant is available in the Age Friendly Info Hub on the Web site of the Grand River Council on Aging at grcoa.ca. These are organized by the eight Age-Friendly Domains. It is worth noting that many of the elements of an Age-Friendly community are echoed in the components of a Dementia Friendly Community, which is supported by the Alzheimer Society – a place where people living with dementia are understood, respected, and supported; will be confident that they can contribute to community life; and will be included and have choice and control over their day-to-day lives and level of engagement. All people in the community will be aware of and understand dementia.

One program to highlight is the Brant/Brantford Community Paramedic Program that began in 2015 with the focus being the provision of clinic/home visits to medically complex clients who can benefit from ongoing assessment, treatment, education, and/or referrals. The program has approximately 2500 client interactions per year. Entering the seventh year of operation the program has substantially progressed and expanded. Funding has stabilized allowing for expanded and sustained partnerships and innovative programs. The core program currently operates five days a week and focuses on preventative medical assessments to the County and City residents, focusing on Diabetes, Congestive Heart Failure, and Chronic Obstructive Pulmonary Disease. In addition to the core program there are several other community related programs operated as part of community paramedicine.

In the County of Brant's Age-Friendly survey, when asked, in general, how respondents would describe their **physical health**, 83% rated it as either very good or good. With respect to **mental health and well-being**, 86% rated it as either very good or good. People were also asked if they were acting as a **caregiver** for a spouse, family member or friend in the County of Brant. Those responding "no" represented 82.5%.

With respect to features related to community support and health services, the following results were gleaned:

To what degree do you agree or disagree with the following statements regarding community support and health services in the County of Brant?	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Community support and health services are readily available to address existing needs	39	301	168	110	15

⁹ This data includes both County of Brant and the City of Brantford.

Community support and health services are affordable	31	247	268	74	9
Community support and health services are conveniently located	29	263	200	118	16
Community support and health services are easily found	25	263	193	118	24
Community support and health services are available for older adults who can't leave their homes	10	73	437	83	21

5.8.3 Alignment with Other Relevant Plans

a) **The County of Brant's Strategic Plan (2019-2023)** identifies one of its six priorities as "Healthy, Safe, and Engaged Citizens" with the goal being to "Offer welcoming and inclusive programs, services, facilities, opportunities and events to enhance every resident's quality of life." One of the two objectives is to "Improve resident's access to quality health care" with specific mention of the need to for physician recruitment for the new Health Hub.

b) In the objectives of the **New Official Plan** within the priority area of "Building Healthy and Complete Communities", there are several components that relate to this domain.

- Advance human health through the built environment.
 - Foster an integrated approach to planning that recognizes the interdependencies between health and the built environment, including through housing, transportation, parks, urban design, and the natural environment.
 - Design accessible, safe, and convenient pedestrian, cycling and transit infrastructure critical for ensuring a more physically active population at all ages, with all the associated health co-benefits.
 - Ensure that public and commercial spaces are designed to be universally accessible for all, including people with mobility impairments or differing abilities that may limit the ability to move about safely or independently, or fully engage in one's environment.
 - Design-for-all approach to meet the needs of all ages, genders, abilities, and backgrounds that promotes inclusiveness not just for County facilities but for commercial and public spaces as well.
- Create a built environment that enables physical activity, the building of social connections, positive health outcomes, and resiliency through an evolving urban form supported by sustainable mobility options.
 - Integrate health considerations with other priorities and policy changes that emerge from the Official Plan, such as the Transportation Master Plan (TMP), Age Friendly Community Plan, County of Brant's Community Safety and Well-Being Plan, Recreation Master Plan, and Trails Master Plan.

c) There are two aspects of the **Brant Community Safety and Well-Being Plan** that are relevant to this domain. The first is the priority area of Mental Health and Addictions where their intention is described as:

"Through various facets of education, engagement and support, the County of Brant will work to alleviate stigmas in the community surrounding mental health and addiction, as well as work to strengthen a network of services and programs available to those dealing with mental health and substance use issues. The County will take the steps necessary to provide opportunities for youth and their mental health, including those dealing with substance use disorders, to receive the necessary and age specific treatment and support they need. Ideally, these programs and services will be offered through an interwoven support network set up by agencies and organization within the County and surrounding areas. In tandem with this support network, the County of Brant will also utilize individuals with lived experience and community champions stemming from agencies and organizations to develop various programs and campaigns to help eliminate stigma surrounding mental health and addictions and open up inclusive and educational conversations regarding substance use and mental health."

Specific actions identified for this priority were:

- Support the Brantford-Brant Drug Strategy (including harm reduction tactics of needle drop boxes and naloxone training and kits).
- launch an anti-stigma campaign.
- develop a Resource Hub.
- Encourage enhanced coordination between mental health and addiction services including those for youth.
- Establish clear pathways for residents including youth accessing mental health or addiction services.
- Increase availability and access to youth specific addictions treatment.
- Support the goals of the Together for Youth A Coordinated Youth Services Strategy for the City of Brantford and the County of Brant.
- Gain support from those with lived experience on planning team.

In addition to the priorities, five Secondary Risk Factors were identified, one of which was "Seniors' access to service". Supporting data for this included:

- Most participants indicated that Elderly Abuse was not a problem (42.1%) or a small problem.
- 46% in the County of Brant - Elder individuals (age 65+) did not significantly differ in opinion from other age groups.
- General services – reported by Seniors (this section looks at older peoples' review of services)
 - Seniors were more likely to agree (58%) or strongly agree (21.4%) that all of the services they need are accessible in their community compared to other age groups (44.6% and 20.6% respectively)
 - 87.3 % of seniors were somewhat or completely satisfied with local physical health services.
 - 87.8% of seniors were somewhat or completely satisfied with local emergency health services.
 - 51.3% of seniors were somewhat or completely satisfied with local mental health services – comparatively 47.6% of younger age groups reported somewhat or complete satisfaction.
 - 47.3% of seniors were somewhat or completely satisfied with local community support services.
 - 83.6% of seniors were somewhat or completely satisfied with local police services.
 - 69.9% of seniors were somewhat or completely satisfied with local recreation and extracurricular activities for adults.
 - Seniors were more likely to agree (29.6%) or strongly agree (6.1%) that their community is affordable compared to younger groups (13.5% and 2.7% respectively)

d) Creating an Age-Friendly Community: [Community Impact Report](#) was created in 2017 by the Grand River Council on Aging based on eight Gatherings, one for each Domain. There were 68 Suggestions generated for Community Support and Health Services which are summarized in the points below:

- Pool community transportation resources to access health/social services.
- Provide age-friendly sensitivity training for all staff and volunteers.
- Create a universal health care information record.
- Enhance care coordination positions to help individuals navigate all systems that impact their health.
- Investigate opportunities to provide dental services.
- Re-evaluate use of health care dollars to reflect the changing demographics.
- Ensure all facilities evaluate timely and age-friendly access to services.
- Include extended families in advocacy and taking responsibility in planning and caring for aging family members.

e) The City of Brantford's Age-Friendly Strategy identifies two directions in this domain: Provide community programs focused on healthy and active living; and support community initiatives to improve health and wellbeing of older adults.

5.8.4 County of Brant Recommendations for Community Support & Health Services

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
1. Continue the Brantford/Brant Community Paramedic Program.	<i>Paramedic Services</i>	 Underway
2. Continue to lobby for services to meet the needs of older adults (e.g., service shortages, physician shortages).	<i>Grand River Council on Aging</i>	 Underway
3. Work to ensure that the community needs are understood and met.	<i>Community and Protective Services</i> <i>Partners: Brant County Health Unit, and other public health agencies</i>	
4. Continue to assist with improving access to Specialist Physicians and Services through our Central Clinical Intake program.	<i>Regional Geriatric Program Central</i>	 Underway



“People don’t know what they need to know until they have a need to know, and then they don’t know where to go.”

RECOMMENDED AREAS OF FOCUS	LEAD	ANTICIPATED TIMING
5. Develop policies within the New Official Plan to integrate and encourage community health care services and supports at all levels directly within communities and neighbourhoods to ensure the equitable access to health care for all residents. <i>These have been proposed through the Draft New Official Plan and are contained under Section 5 and Subsection 5.7</i>	<i>Policy Planning Unit</i>	 Short Term
6. Establish an equipment lending program for assisted devices.	<i>Community and Protective Services</i>	 Short Term
7. Support the development of a local Resource Hub as per the CSWB Plan and the Health Hub (including the inclusion of a geriatrician).	<i>Community and Protective Services</i>	 Medium Term

5.9 Priorities Across Domains

Organizations responding to the Age-Friendly Stakeholder Workbook were asked to identify up to five priorities across all eight domains. Each respondent came from their own perspective, so each offered quite unique opinions to the priorities that reinforced their sector. Hence, it was not possible to generate themes across the aggregated responses.

Creating an Age-Friendly Community – [Community Impact Report](#). GRCOA. Spring 2017

Three themes emerged during discussions on all eight Age-Friendly Domains held between May 2015 and October 2016:

1. **COMMUNICATION AND INFORMATION** – Sources of information, and/or how to access them, were a very real concern. This resulted in a new phrase – “People don’t know what they need to know until they have a need to know, and then they don’t know where to go.” Suggestions were many and included enhancing information availability through new careers for “information navigators” and recommendations relative to effective verbal and written communication.
2. **TRANSPORTATION** – Participants identified that accessibility to and from programs and activities must be considered when planning business offerings, events, programs, and services. The success of any plan can quite often depend on the availability of transportation and parking options. This includes the method of transportation as well as access once the resident has arrived.
3. **LIVED EXPERIENCE** – the participants felt that “it is important to listen to and understand the voices of lived experience”. It was highly recommended that older residents be represented in planning processes.

SECTION 6.0

Measures of Success

There will be three types of evaluation attached to this Age-Friendly Plan for the County of Brant over the 10-year implementation period and evaluation questions attached to each.

PROCESS EVALUATION	OUTCOME EVALUATION	SUMMATIVE EVALUATION
<p><i>How much did we do? How well did we do it?</i></p>	<p><i>What difference did we make? Is anyone better off?</i></p>	<p><i>What have we learned through this process and how will this inform the future?</i></p>
<ul style="list-style-type: none"> ▪ Monitor those involved in advancing an age-friendly County of Brant (internal to local government, community partners and adults 55+) against the Age-Friendly Plan and adjust, as necessary. ▪ Monitor the numbers over time associated with each Area of Emphasis. ▪ Monitor additional sources of funds to support the age-friendly priorities. 	<ul style="list-style-type: none"> ▪ Monitor progress towards each Area of Emphasis within the designated timeframe, using data collected for other local Plans whenever possible. ▪ Monitor local trends on each age-friendly domain. ▪ Track input from the 55+ population on each of the eight domains, using direct and indirect methodologies. 	<ul style="list-style-type: none"> ▪ Reflections on overall “lessons learned” at five-year mark (2026) and ten-year mark (2031).

The specifics of these evaluation aspects will be done by each of the internal County departments as their age-friendly work is undertaken. On-going data will be aggregated by the assigned lead for this.

SECTION 7.0

Next Steps

The County of Brant Age-Friendly Community Plan will be submitted to the funder, Ministry for Seniors and Accessibility, as per the requirements of the “Seniors Community Grant Program Guidelines” in early July 2021. This version of the Plan will also be circulated internally so the various County of Brant departments can begin work on the various priorities.

Over the summer of 2021, the Plan will be formatted by the internal County of Brant Communications Division and then presented to the County of Brant Policy Development and Strategic Direction Committee and County of Brant Council in September 2021.

Once approved by Council the Plan will be posted to the County of Brant Web site, circulate to community partners, and presented to the community through a variety of relevant media.

An Age-Friendly Project Team will be formed with representatives from the key County departments named in the Plan to provide accountability and a liaison function to other key organizations such as the Grand River Council on Aging, and the Elder Abuse Committee.



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