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# MACKS MAYOR'S ADVISORY COUNCIL FOR KITCHENER SENIORS

*"A COMMUNITY IN WHICH WE CAN  
ALL LIVE WELL AND AGE WELL"*



## MACKS MANDATE:

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- MACKS ensures effective community input to the City of Kitchener related to the impact of programs, services, strategies and policies for older adults in this community, enabling them to live well and age well.
- The Age-Friendly Kitchener Action Plan provides the basis for MACKS deliberation and action. The 4 priorities of the Action Plan are: Accessible & Affordable Neighbourhoods; Access to Information; Belonging; and Connectedness & Wellbeing



## A BIT OF HISTORY...

- MACKS was established in 1987
- Provided direct link for Senior Centre Advisory Councils to meet with Mayor, City Councillors, and program staff at Rockway, Breithaupt and Downtown Community Centres
- As the city and older adult populations grew, MACKS added representatives from the community at large



# The Council today...

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- **Today the Council is made up of:**
  - ✓ Twelve volunteers aged 55+ from the community
  - ✓ One representative from the Rockway Centre Advisory Council
  - ✓ Kitchener Mayor
  - ✓ Two staff members
- **MACKS members are typically recruited annually by application to serve a 3 year term.**
  - ✓ 2019/2020 committee voted to extend terms of current members due to unusual circumstances of pandemic
  - ✓ Volunteer interviews typically take place during the summer
  - ✓ Term runs from September- June
  - ✓ Members attend monthly meetings and participate on subcommittees (e.g. Senior of the Year Award)
  - ✓ Aim for broad range of perspectives around the table – anyone with an interest in older adults is qualified
  - ✓ No experience necessary – all invited to apply!



# What Happens at MACKS meetings?

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- Mayor attends to provide an update on City initiatives, inviting feedback and questions.
- Staff from various departments present City projects, seeking input from an older adult perspective (e.g. Winter Sidewalk Maintenance Pilots).
- MACKS representatives report back on work from subcommittees (e.g. Senior of the Year, Progress Report, etc)
- Updates provided from City of Kitchener committees which MACKS provides representation to (e.g. Mayor's Task Force on Equity, Diversity & Inclusion; Cycling & Trails Master Plan Committee, LoveMyHood Grant Selection Committee)
- Check in on MACKS annual work plan
- Staff provide updates on projects and actions from the Age-Friendly Kitchener Action Plan.
- Committee members share thoughts and perspectives with fellow older adults around the table.



**2020 Recipient – Sue Morgan**

[www.kitchener.ca/senioroftheyear](http://www.kitchener.ca/senioroftheyear)

## SENIOR OF THE YEAR AWARD

- MACKS oversees planning and coordination of Kitchener's Senior of the Year awarded annually to a City of Kitchener resident aged 65+
- Award is a Provincial initiative that gives each Ontario municipality opportunity to honour one resident who makes a difference.
- MACKS subcommittee coordinates nominations, sponsorship recruitment, budget, selection process, ceremony planning
- **EVERY** nominee is honoured and celebrated
- In 2020, nominees and the recipient each received an individual "door step" visit to be recognized.



- Kitchener's population is currently made up of nearly 24% of adults aged 55+
- By 2031, it's expected that 29.7% of Kitchener residents will be aged 55+, and 20% will be aged 65+

## AGE-FRIENDLY KITCHENER ACTION PLAN



Of all the very important and impactful initiatives MACKS is involved with, our work on the Age-Friendly Kitchener Action Plan is a highlight.

Together with staff, we share the vision of Kitchener being....

**“A community in which we can all live well and age well”**

# AGE-FRIENDLY KITCHENER ACTION PLAN PRIORITIES

Four Priority areas were identified as a result of input from approx. 1200 residents via workshops and surveys in 2016-17:

- ✓ Accessible and Affordable Neighbourhoods
- ✓ Access to Information  
[www.kitchener.ca/seniors](http://www.kitchener.ca/seniors) or  
519-741-2345 (contact centre)  
[www.211.ca](http://www.211.ca)
- ✓ Belonging
- ✓ Connectedness & Wellbeing



# Age-Friendly Kitchener Action Plan

- Endorsed by City Council in April 2017
- Provincial recognition received May 2018
- MACKS took ongoing oversight of the plan, with support from City staff, during the 2017 term





## AGE-FRIENDLY KITCHENER ACTION PLAN VALUES:

- ✓ Supporting people of all ages
- ✓ Offering choices so people can live in meaningful ways
- ✓ Considering more than just physical health as part of well-being
- ✓ Enhancing community participation and partnership
- ✓ Including persons in decisions affecting them
- ✓ Applying an Age-Friendly lens to decision making



## Prepare

Prior to engaging in decision making processes, do we have a clear understanding of the:

- Populations impacted? (age, abilities, geography, income, gender, diversity)
- Pros and cons?
- Long-term benefits and outcomes?

## Communicate and Understand

Who and when do we need to engage?

How are we going to engage?

How do we communicate engagement opportunities?

Are the methods of engagement accessible and appropriate for the population impacted?

## Communicate and Inform

Following the decision did we?

- Inform those impacted of the outcomes?
- Communicate the new decision to stakeholders using varied methods of communication? (digital, print, face-to-face, telephone)
- Determine ways to evaluate the outcomes and impacts of the decision?

## Reflect

### Age-friendly Principles

**Is the process, policy, program or service?**

- Accessible (Barrier free, convenient, welcoming, accommodating)
- Safe (Secure, physically, emotionally, risk-free)
- Affordable (Cost effective, good value, reasonable, attainable, fee assistance)
- Inclusive (Geographically, culturally, linguistically, appropriate for diverse needs and backgrounds)

If no, then the decision might not be age-friendly and additional consideration or planning in one of the 4 principles is required.

### Age-friendly Considerations

**If yes, does this process, policy, program or service also promote?**

- Civic engagement
- Independence
- Social connections within neighbourhoods and/or the community
- Intergenerational connections
- A positive image of aging

# AGE-FRIENDLY KITCHENER DECISION MAKING LENS

- Developed by MACKS committee
- Framework to guide decision making through an Age-friendly lens
- Principles and Considerations promote and support inclusion of older adults in community life
- Older Adult Services staff are encouraging use of the lens with staff across the Corporation

# AGE-FRIENDLY DECISION MAKING LENS

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- Used in development and review of Winter Maintenance Pilot Projects
- Used in City of Kitchener website redesign
- Used in new Cycling & Trails Master Plan





## 2020 AGE-FRIENDLY KITCHENER PROGRESS REPORT HIGHLIGHTS:

- MACKS Participation in Winter Sidewalk Maintenance Pilot Project review
- Advocacy for free transit fares for seniors in partnership with Waterloo Region Age-friendly network
- MACKS input to City's annual operating budget
- Senior of the Year recognition
- MACKS representation to the following: Cycling & Trails Master Plan, Mayor's Task Force on Equity, Diversity & Inclusion, Block Connector Program development, Love My Hood Placemaking Grant Selection Committee, Waterloo Region Age-friendly Network
- Received grant to increase technology literacy of seniors



**In response to the pandemic, many new initiatives have been launched by City of Kitchener older adult services:**

- Weekly reassurance calls to over 300 older adults
- Zoom online instruction provided by Bits & Bytes
- Kitchener Connections – phone based programming
- Virtual Seniors Expo during Seniors Month (June) including online community conversation with Mayor Vrbanovic
- Grand Connections – messages of inspiration to isolated seniors
- MACKS monthly meetings went online
- Pivoting of several existing programs to online format, and launch of new online activities
- Covid safety training for program instructors and volunteers for return of some in-person activities



# THANK-YOU!

- We appreciate your interesting in MACKS and in supporting.....

**“A community in which we can all live well and age well”!**



## QUESTIONS?

**Now that you have an overview of MACKS, we're interested in your feedback!**

- Is there anything you'd like to share with us, or would like us to bring back to MACKS?
- What kinds of activities are you currently connected with?
- Are there any new programs or activities you would like to see?