

S.A.L.C. STRATEGY



WASAGA BEACH Seniors Active Living Centre Strategy



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Seniors Active Living Centre Strategy

1.0 Objectives

1. To build upon the results of available research and plans to provide the planning context to support the development of a service strategy to guide the continued development of the Town's Seniors Active Living Centre (SALC). To put the SALC service strategy into context and to provide recommendations that reach beyond the SALC, a high-level town-wide older adult leisure and active living strategy was also prepared. The research included gathering information about the community, service providers and current opportunities for older adult leisure and active living in the community. It also involved researching relevant trends in demand and service provision. Through the Community Forum and household survey conducted for this study and other recent surveys, valuable insights were gleaned into current participation patterns, the effectiveness of current facilities and services, issues and challenges, and current gaps in service.
2. To analyze the information that was researched and draw conclusions to support the SALC and town-wide strategies.
3. To prepare the foundation and framework upon which more detail can be added, as required. Since it is a 'strategy', it is to be considered flexible in nature – something that can be adjusted and adapted over time. A long-term vision has been prepared to provide a 'big picture look ahead' to where the SALC may be in fifteen years. Also included are values and a mission statement.

2.0 The Process

The project began with research into the community profile, services and providers, marketing, service coordination, advocacy and leisure trends. On October 11, 2019, a Community Forum was hosted for a cross section of services providers and residents who participate in SALC programming and events. On November 22, 2019, an online household survey was launched to gather additional and more detailed opinion about leisure activities and participation patterns; marketing; challenges to participation and ways to reduce those challenges; the quality and suitability of facilities, programs and services; and demand for facilities and programs.

From the analysis of the research and community engagement, findings and conclusions were drawn. The town-wide service strategy was then prepared, followed by the Seniors Active Living Centre Service Strategy (within the context of the town-wide strategy and the research and community engagement).

3.0 Report Structure

The report begins with a summary of findings and conclusions that provides the planning context for the Town-wide and SALC older adult leisure and active living service strategies. A summary of the Town-wide

Service Strategy follows the findings and conclusions. The Seniors Active Living Centre Strategy completes the main body of the report.

There are nine appendices. **Appendices A to F** provide the details to support the conclusions and planning context. **Appendix G** presents the Town-wide Older Adult Leisure and Active Living Service Strategy. **Appendix H** reports on key information from the Wasaga Beach Age-Friendly Community Plan. **Appendix I** contains the resources that were reviewed for this assignment.

4.0 Conclusions and Planning Context

The conclusions provide the backdrop and planning context for both service strategies. The conclusions have been organized into the following themes:

- community profile, settlement pattern and anticipated population growth and change;
- services and providers;
- issues and challenges;
- programming and event gaps and trends;
- facility gaps and trends;
- service provision trends; and
- opportunities.

The conclusions incorporate key information from the Age-Friendly Community Plan, as well as what was researched via the Community Forum, the household survey, the community hub survey, relevant trends, and the technical analysis of the community and service provision.

5.0 Community Profile, Settlement Pattern and Anticipated Population Growth and Change

Wasaga Beach at a Glance

- The waterfront community has an unusual, elongated shape that stretches along the Nottawasaga Bay shoreline for about 14 kms.
- The Municipality has one of the oldest age profiles in Canada (over half of the community is age 55+ and that percentage is increasing). However, the older adult population is younger than normal. Three quarters of the age 55+ population is comprised of Baby Boomers, a proportion that is above average.
- Between 2011 and 2016, the Municipality grew at almost four times the provincial growth rate, with much of that growth fueled by in-migration of older adults.
- For the last 10-15 years, the fastest growing age segment has been 55+.
- Wasaga Beach comprises a very low visible minority population.
- The community has very strong European ethnic origins (82% in 2016).
- Due in part to the age profile, it is estimated that at least 5,000 Wasaga Beach residents are living with a disability.
- Household income is below the average for Simcoe County and Ontario.

- By 2031, the population of Wasaga Beach is projected to be 27,500, up from approximately 22,000 in 2020. Based on the recent and anticipated rate of growth, the 2031 population target may be exceeded.
- Most of the anticipated near-term growth will be in the south-central area (3,150 units) and East Wasaga Beach and Downtown (2,500+ units). Nearly 1,100 units are anticipated for the West Wasaga Beach area.

Implications of the community profile will be above average and rapidly growing demand for older adult services, as well as increasing expectations for variety and quality of culture and recreation facilities, parks and programming. Demand will be most strongly influenced by the interests and perspectives of the large and growing Baby Boom population. Much of the growth in the population is and will continue to be due to in-migration of retired and soon-to-be retired people; thus, the younger than average age profile of the older adult population. Due to below average household income, care will have to be exercised when pricing leisure and active living programs and services.

6.0 Services and Providers

In Wasaga Beach, there are many public, non-profit and commercial entities that provide leisure, active living, educational and social services for adults and older adults, with several providers focusing on the older adult market. The following six entities are the most engaged in providing for older adults:

- Town of Wasaga Beach (mostly through the Seniors Active Living Centre, trails, parks, outdoor facilities and the waterfront that appeal to older adults),
- Prime Time Club,
- YMCA of Simcoe/Muskoka,
- South Georgian Bay Community Health,
- Ontario Parks, and
- Wasaga Beach Public Library.

As well, there are commercial service providers and several residential communities that provide on-site private parkland, facilities and programs for residents, most of whom are older adults.

Based on an approximate older adult population of just over 11,000, 12-13% of the age 55+ population of Wasaga Beach belongs to or regularly frequents one or more of the older adult clubs and organizations. If residents age 85+ are excluded from the calculation, the proportion of older adults who belong to the three main clubs/organizations increases to 14%. This is within the 10-18% range who belong to similar clubs and organizations in communities across Ontario. With the increasing number and variety of leisure and active living opportunities becoming available in most communities, and the increasing influence of the big Baby Boom population, it is not surprising that such a small proportion of older adults belong to traditional older adult clubs and older adult-focused recreation/social centres, especially in Wasaga Beach. Looking

ahead, it is anticipated that the percentage who belong to older adult clubs/organizations will decline, unless organizations make themselves and their facilities more relevant and appealing to the new, younger and more active generation of older adults.

Refer to **Appendix B** for more details.

7.0 Issues and Challenges

The following are the top issues and challenges associated with social, recreation and active living facilities, programs and providers that serve older adults in Wasaga Beach. These issues and challenges have implications for all aspects of service provision – and should be considered when:

- budgets are being set,
 - programs and events are being planned,
 - facility decisions are being made,
 - the promotion strategy is being developed,
 - an effective service coordination model is being conceived,
 - pricing decisions are being made, and
 - other barriers to participation are being addressed.
1. There is inadequate information about leisure and active living opportunities for adults and older adults in Wasaga Beach. Although there have been recent improvements, information about what's available, by whom and at what cost remains incomplete. Also, information is not consolidated and therefore, not easily accessible. This report provides a starting point to understand the breadth of what is available for older adults and by whom.
 2. Advocacy for this age demographic appears to be insufficient, especially given that over half of the population of Wasaga Beach is age 55 and older, and this age group continues to be the fastest growing segment of the population.
 3. No entity has stepped forward to bring the main service providers together to effectively coordinate service provision, minimize overlaps, optimize resources, effectively market what is available from all providers, continuously research demand and supply, identify needs, and plan for the future.
 4. Due in part to the age profile of the community, there is a need for improved transportation access to facilities, programs, activities and events – and to improve accessibility associated with some indoor and outdoor culture and recreation facilities. Limited transportation opportunities/options within Wasaga Beach and to nearby communities is perceived to be a barrier for less mobile and lower income residents.
 5. The decentralized and fragmented nature of some of the indoor and outdoor leisure and active living facilities and programming that cater to adults and older adults presents a barrier

to participation for some residents. Although they are not all physically integrated, the close proximity of the SALC, the RecPlex, the YMCA and the Prime Time Club to one another is an asset, especially for residents in the western part of Town. These facilities are all accessible by bus, which is also positive.

6. The inadequacy of some facilities is a barrier to participation. Also, there are some facility gaps in this sector that should be addressed as resources allow (e.g., multipurpose space with a sprung floor, creative and performing arts venues and more trails). See **Facility Gaps and Trends** below and **Appendix E and F**.
7. There are some programming gaps in this sector that should be addressed (e.g., intergenerational programs, culinary classes, arts and culture programming and events, evening and weekend programming, and more drop-in programs). See **Programming and Event Gaps and Trends** below and **Appendix E and F**.
8. Identifying, reaching and serving vulnerable and isolated older adults is a challenge in every community. Affordable, accessible and appropriate social and recreation programs and events can help reduce isolation and provide opportunities for important social interaction, as well as stimulating and healthy activities. The Seniors Active Living Centre has the potential to serve an increasing proportion of this segment of the population, although the small size and the physical nature of the facility limits participation and the range of on-site activities.
9. Affordability is a barrier for some older adults in Wasaga Beach (noted often in the Age Friendly Community study and the survey for this study where 16% of respondents noted 'affordability' as a barrier to participation). Census data confirms this situation. Facility rental rates, program/event pricing and subsidies will help to mitigate this. Free programming and drop-in opportunities at the SALC are helpful, especially for residents with below average income.
10. To remain relevant, older adult service providers will have to continue to be mindful of the interests and expectations of the big and influential Baby Boom generation who desire more, different, relevant and higher quality facilities and services - as well as a different way to deliver services. Providers will have to continue to adapt to effectively accommodate this growing and influential market. Otherwise, participation and membership will decline.

8.0 Programming and Event Gaps and Trends

Appendices E and F report on current unmet demand and broad trends in demand for social, leisure and active living activities, programs, events and services. Since the generic trends align with what was heard via the local research conducted for this study and other recent local studies and plans, they have been reproduced here, along with a few programs, activities and events that are specific to Wasaga Beach and/or were confirmed via the Community Forum and household survey.

Transcending all activities is the trend toward older adults increasingly wanting to mix with younger adults and participate in activities based on their interests and ability, rather than their age. Therefore, the number of programs and activities that are not segregated by age, but rather by ability, skill set and interest should be gradually increased. Adult programming should increasingly incorporate the interests of all adults, including older adults who will choose to participate in types and levels of programming that suit their individual interests, abilities, skill level, availability and affordability. That will have implications for what is provided, when, where and how – including the facilities that are required to accommodate desired activities.

Upward Trends - The following broad categories of leisure activities are trending upward in demand across Canada – and represent a much wider array of activities, participation levels and quality than is currently available from the total of all service providers in Wasaga Beach. Several questions in the household survey focused on degree of satisfaction with current programming and facilities, high demand programming, and desired activities that are not offered in and nearby Wasaga Beach.

- Activities and programs that support mental wellbeing and life-long learning (formal and informal). Accessible and meaningful programs are fundamental to an active and vibrant lifestyle.
- Activities that exercise the brain – Baby Boomers are looking for challenging pursuits; e.g., a shift from bingo to bridge, and from knitting and quilting to video games, learning a new language, learning to play a musical instrument and participating in jam sessions or bands, belonging to book clubs, taking a cooking or baking class, getting involved in drama, as well as computer and social media classes/labs.
- Programs that focus on spirituality (e.g., meditation, mindfulness), wellness, holistic health and mind-body integration (e.g., Yoga, Pilates, Tai Chi).
- Fitness and wellness activities and programs – all types and tailored to age-specific requirements – from floor-based group fitness and dance programs to full-service strength and conditioning activities for individuals.
- Reading, utilizing libraries, and Internet-based research and learning.
- Computer and social media activities (games, Internet, wide range of programs and social media platforms).
- Linear recreation activities for fitness and pleasure (e.g., walking, jogging, running, cross-country skiing, walking with poles, cycling and mountain biking).
- Lower intensity gym sports (e.g., pickleball and badminton – a transition from tennis, squash and racquetball) and adapted team sports (e.g., low intensity baseball/softball, soccer and hockey on smaller, high quality playing surfaces).
- Aquatic activities, especially fitness-oriented and therapeutic, including the full range of water aerobic programs.
- Intergenerational programs.
- Socializing with friends.
- Culinary classes.
- Attending and participating in festivals and exhibitions.
- Visiting markets (e.g., food fairs, crafts, art).
- Programs and events that involve and engage new Canadian and Indigenous older adult populations - and bring different cultures together to learn and share.

- Attending dramatic arts, dance and music events for entertainment.
- The creative arts – trending toward increasing interest in higher levels of endeavour, including digital photography, drawing and painting (all mediums), sculpture and wood carving.
- Visiting art galleries and shows.
- Visiting museums and historical re-enactments.
- Nature study/appreciation, including bird watching, orienteering, geo-caching, hiking, cross-country skiing and biking - often in gentler environments/terrain.
- Gardening (personal and community).
- Boating.
- Fishing.
- Comfortable camping (glamping).
- Dining out.
- Travel and excursions.
- Movies (more).
- Programs and activities that are available all day (not ending at 3:00 pm as at the SALC), in the evening and on weekends.
- Events with alcohol.
- There is a trend toward activities that are individual and small group in nature, rather than traditional large group events.
- Because of busy schedules and time constraints, an increasing proportion of older adults are becoming interested in short duration program cycles and drop-in opportunities. Many tend to register late for programs and events. Boomers want classes without commitment. That suggests the number of drop-in programs should be increased. One-off activities, events and lecture series are also appealing to Baby Boomers.

Arts and culture programming (and associated facilities) in Wasaga Beach ranked low in quality and suitability, as reported in the Community Forum and the household survey. Attending theatre, music and dance performances were the top out-of-town activities identified in the household survey - illustrating local undersupply and tourism potential.

The household survey noted that almost two-thirds of respondents participate for non-competitive reasons ('to improve health and wellbeing' and 'strictly recreational').

9.0 Facility Gaps and Trends

In Wasaga Beach, some facilities that support adult and especially older adult programming and events are limited in terms of adequate size, quality, characteristics and overall appeal. Existing facilities are generally not conducive to the types of programming, activities and events desired by many of today's older adults – and they will be even less appealing to the upcoming generation of older adults. Facilities are largely stand-alone and spread across the municipality, which makes accessing them challenging for some residents. However, as noted under 'issues and challenges', although they are not all physically integrated, the close proximity of the SALC, RecPlex, YMCA and Prime Time Club to one another is an asset, especially for residents in the

western part of Town. And, with plans for new public facilities, there are opportunities to create two more facility clusters in the south central and eastern parts of town.

Although the provision of facilities (particularly indoor), programming and services that support culture, recreation, social, educational and active living for adults and older adults is shared by many public, non-profit and commercial providers, the coordination and planning for services, as well as marketing, is weak – as noted earlier.

The Municipality is likely in the best position to bring the major players together to continue to improve coordination. A good example of a coordinated effort in facility provision is the joint venture between the Town and the Simcoe County District School Board to provide enhanced indoor and outdoor recreation facilities at the future Sunnidale elementary school that will be available to the community after hours. Another is the partnership between the Town and the Wasaga Beach Public Library to combine a new library with a twin-pad arena and other complementary facilities.

Although there is high demand, there is limited opportunity for indoor walking and running. As noted previously, there is also limited opportunity for arts and culture programming, events and participation – both creative and performing arts. Provision of improved arts and culture facilities will not only improve the quality of life of residents, but it will also increase tourism and economic development in Wasaga Beach.

Due to facility limitations (size, type/quality of floor, ceiling height and general characteristics), there is limited opportunity in Wasaga Beach for quality group fitness and other floor-based active recreation programming, including dance. Adequate multipurpose program rooms can accommodate a wide variety of active living, culture, recreation, education and social programs, activities and events. A good deal of this need will be addressed by facilities to be provided at the future Sunnidale elementary school and the future library-arena complex.

10.0 Service Provision Trends

As noted earlier, there is a trend away from stand-alone facilities such as arenas, swimming pools and dedicated seniors' centres - and toward clustering of facilities into medium to large 'one-stop' complexes or community centres - that include a variety of complementary culture and recreation components plus other facilities such as a library, a health clinic, a municipal office, one or more schools, etc. Within these multifacility complexes, there could be an older adult wing or component - primarily for middle-aged and older seniors who seek a quieter and more secure environment. However, when the Baby Boom generation dominates the older adult market, the need for a dedicated component for older adults should wane. If that happens, the dedicated older adult component can be repurposed for other uses. Clustering of facilities into a complex, especially facilities serving adults and older adults, has not been a pattern of provision in Wasaga Beach.

Membership commitments are less popular with Baby Boomers and is becoming a reason for some people not to join an older adult group. That will be something to watch for with the established older adult organizations like the Prime Time Club and the 412 Club.

Online program registration is increasingly popular, as are credit and debit payment options.

This new generation of older adults will increasingly demand prime time at facilities, rather than the traditional weekday daytime periods. Evening and weekend programs are already becoming increasingly popular. Currently, most programs and activities located at the SALC are not able to follow this trend due to co-location with the Youth Centre.

The expectations of older adults regarding volunteering are changing - increasingly influenced by the values, perspectives and life experiences of the Baby Boom generation. Older adult organizations must respond to these trends if they want to attract and retain new volunteers. There is considerable literature available on these trends and strategies to respond.

11.0 Opportunities

Older adult centres can benefit from partnering with other providers, clubs and enterprises with complimentary mandates and customer profiles.

One example is the partnership that the Town is pursuing with the Simcoe County District School Board regarding the new Sunnidale Elementary School to be located in the south-central part of town (Sunnidale Trails community). This partnership will provide evening and weekend access to enhanced recreation/sport facilities in a future elementary school (full-size gymnasium/hall, multi purpose room, kitchenette and outdoor recreation facilities/open space). This type of partnership and the availability of programmable indoor space aligns with community feedback to increase older adult recreation program options during evenings and weekends. The purpose-built gymnasium with enhanced change rooms will provide an additional recreation facility for residents of all ages in a growth area of Wasaga Beach. This type of facility should be able to accommodate low impact recreation activities and sports, as well as fitness and dance programs, and other group activities for older adults as population growth expands south into the Sunnidale Trails area where upwards of 7,000 new residents are expected to live.

Wasaga Sports Park and the Fernbrook Community Centre are located directly to the east of the Sunnidale development area. Those indoor and outdoor facilities will complement the future elementary school/community centre, future neighbourhood facilities within the new residential areas, nearby trails and the proximity of the Nottawasaga River and provincial park lands.

Other examples of partnerships include existing and potential new programming partnerships with the YMCA and Public Library, as well as the South Georgian Bay Community Health Centre.

The arena/library/community centre that is being planned for the recently purchased site that is located roughly across River Road West from the Wasaga Stars Arena is a good example of a

multifacility community centre. Based on the emerging facility concept, a wide variety of programming, activities and events for all ages will be able to be accommodated in this facility. Proposed components include:

- Main branch library (17,257 square foot) with collection area, collaborative learning spaces, a learning lab (skills development), study rooms, social spaces, children's activity and program zones, a teen zone, a computer sharing area with access to worktables and office services, and staff offices and workroom.
- Twin-pad arena (200' x 85' NHL-size ice surfaces) with seating for 800+ in one pad and 200 in the other + 12 dressing rooms (combined) and referee and first aid rooms – ice-out floor space could accommodate sports such as: ball hockey, pickleball, basketball, volleyball, indoor golf and soccer, concerts and other assemblies, trade shows and exhibitions.
- Indoor walking track
- Dividable multipurpose room/banquet hall with storage and a catering kitchen
- Lobby with seating area (shared)
- Canteen and pro shop
- Customer service desk
- Community shared office space
- Storage
- Recreation space (71,621 square feet)

Adult and older adult programming and events can be scheduled for the multipurpose room, the walking track, the arena (ice surface and floor), the library and possibly the lobby.

Another joint-venture opportunity involves expanding the already strong partnership between the Prime Time Club, the Seniors Active Living Centre and the YMCA of Simcoe/Muskoka to provide a wider array of social, recreation and fitness opportunities for adults and older adults. That, in combination with the types of activities, programming and events that will be accommodated at the future east end recreation complex and the future south-central Sunnidale Elementary School will considerably expand programming opportunities in all parts of the municipality for this age group. It will also create three clusters of indoor facilities in the eastern, southern and western parts of town.

12.0 Overview of the Town-wide Older Adult Leisure and Active Living Strategy

12.1 Introduction

The Strategy is summarized below. It aims to steadily improve the scope, quality, coordination, planning, promotion and delivery of services across all service providers within this sector. Much more detail is provided in **Appendix G**.

The Strategy comprises all service providers in the public, non-profit and commercial sectors who are providing leisure and active living services for older adults. Most programming and services that the Municipality provides runs through the Seniors Active Living Centre (SALC) which is associated within the Department of Recreation, Events and Facilities. A service strategy specific to the SALC has also been prepared and is presented following this overview of the Town-wide Strategy.

12.2 Foundation of the Town-wide Older Adult Leisure and Active Living Service Strategy: A Coordinated and Multifaceted Approach to Service Provision

What is recommended is incremental improvement to the approach to service provision for older adults that has been evolving over the years in Wasaga Beach, and that has accelerated in the past two years. Since over half of the Wasaga Beach population is defined as ‘older adult’, there is a large and varied market to serve – and an essential and increasing role for all service providers in the public, non-profit and commercial realms. Directly and indirectly providing for this market and effectively promoting what is available should be a high priority of the Municipality. Over time, as the older adult population and demand continues to grow, an investment of additional capital and operating resources will be required.

One of the keys to success will be a well-coordinated and multifaceted approach to service delivery where all available human and financial resources are optimized, everyone’s role and ability to respond is understood, and there is buy-in to effectively meet the growing and ever-changing needs of the adult and older adult population. Partnerships are essential to this service strategy.

This Town-wide Older Adult Leisure and Active Living Service Strategy comprises the following themes or strategic directions. Refer to **Appendix G** for more detail.

- 1. Effective Coordination and Advocacy** – strive for well-coordinated service provision across all providers in this sector – optimizing resources, reducing duplication, filling gaps, planning for and coordinating offerings, and collectively advocating for older adults.
- 2. Effective Marketing Promotion of Services** – create a system-wide, interactive one-stop Community Hub of Information, incorporating all providers.
- 3. Enhanced Programs, Events and Services** – continually assess demand and collectively respond with quality leisure and active living programming, events and services.
- 4. An Evolving Facility Provision Strategy** – transition toward three clusters of mostly indoor facilities that are strategically located to serve the eastern, western and south central areas of Town - plus quality parks, open spaces and desirable outdoor culture and recreation facilities, including the waterfront and the network of trails and on-road cycling routes.

5. Improved Access – strive for strategically located facilities, accessible buildings and affordable services that are well promoted.

12.3 Long-term Vision

To provide a beacon to aim for, the town-wide service strategy includes a long-term vision – a ‘Big Picture Look Ahead’ that paints a picture of what leisure and active living services for older adults could be like in 15-20 years. See **Appendix G** where the future vision is contained. Note that a long-term vision to specifically guide the Seniors Active Living Centre has also been crafted (see below).

13.0 Seniors Active Living Centre Strategy

13.1 Introduction

Within the context of the Town-wide Older Adult Leisure and Active Living Service Strategy, a strategy has been developed that is **specific to the Seniors Active Living Centre** and its facilities, programs and services.

The Seniors Active Living Centre is the principal ‘vehicle’ that the Town employs to provide leisure and active living programs, events and services for older adults. Most of the activities are centered at the recently opened Town-owned and operated facility that doubles as a Youth Centre. This facility is located at 1621 Mosley Street at 39th Street. Providing additional programming space, a second smaller building with a capacity of 20 people is located on site. Older adults use the buildings on weekdays between 9:30 am and 3:00 pm, after which the main facility becomes a drop-in Youth Centre. This fully accessible facility is on a bus route. Red Cross transportation to the centre is available for persons with mobility concerns. Nearby are walking trails, the beach, the RecPlex, the YMCA, the Prime Time Club and the 412 Club.

The Seniors Active Living Centre (SALC) was established to primarily cater to active Baby Boomers (defined as age 56-75 in 2021). A key objective of the SALC is to provide affordable programming. Some SALC programs are outdoor and offered in parks and on trails throughout the Town.

Programs and activities at the SALC are free, and many are volunteer- and participant-led, while others are offered through partnerships with established community organizations like the SGB Community Health Centre, the VON, the Prime Time Club, Ontario Parks and the YMCA. Scheduled programs are offered at the Centre on Mondays and Fridays. Drop-in use is on Tuesday, Wednesday and Thursday.

The SALC Strategy comprises the following elements:

- Long-term vision
- Values
- Mission Statement
- Strategic Directions
- Strategic Action Plan

13.2 Long-Term Vision

Imagine its 2035 and the Seniors Active Living Centre has become well established as a provider and facilitator of leisure and active living programs for older adults.

- Over the years, service providers have collaborated to effectively coordinate and support the provision of leisure and active living opportunities for older adults in Wasaga Beach, and to advocate for older adults.
- The Seniors Active Living Centre (SALC) has been a driving force behind the establishment of the one-stop Community Hub of Information that has greatly improved awareness of and access to leisure and active living opportunities for adults and older adults in Wasaga Beach.
- Three clusters of mostly indoor facilities that support adult and older adult programming, activities and events have been established in the western, southern and eastern areas of the community. Indoor facilities are complemented by parks and open space, outdoor facilities, trails and the waterfront.
- Over the past fifteen years, the range of leisure and active living programming and events offered by the Municipality and others has expanded thanks to improved indoor and outdoor culture and recreation venues, and effective partnerships and other strategic alliances among providers. The goal of the Town is not to duplicate, but to strive to directly and indirectly fill identified programming and facility gaps.
- Over the past decade and a half, a good deal of the programming that has traditionally been dedicated to older adults has been gradually integrated into programming for adults of all ages. Older adults choose programs and activities based on their individual interests, ability, required skill level and price. However, some programming, events and services remain targeted specifically to the older adult population, especially the oldest age group.
- Over the years, the number of participants served through the Seniors Active Living Centre and its services has steadily increased.

13.3 Values

Our older adult leisure and active living services embrace values that guide our actions, shape our programs and services, and provide outcomes that are measurable.

- Accessible
- Affordable (services)
- Responsive, Innovative and Progressive (react quickly to changing needs and trends)
- Inclusive, Caring and Supportive
- Resourceful and Collaborative

13.4 Mission Statement

The mission statement answers the questions of **what, who** and **how**.

The Seniors Active Living Centre is a component of the Department of Recreation, Events and Facilities. In cooperation with other public, non-profit and commercial service providers, the SALC offers and facilitates affordable leisure and active living programs, activities and events that are tailored to older adults via a wide variety of indoor and outdoor facilities that are strategically located throughout the Town.

13.5 Strategic Directions

The Seniors Active Living Centre Service Strategy contains five Strategic Directions. Although they focus on the role of the Municipality, they align with the Strategic Directions in the Town-wide Leisure and Active Living Services Strategy (summarized above and detailed in **Appendix G**). Some of the initiatives intended to help implement the Strategic Directions are noted under each.

1. Improved Service Delivery Coordination and Advocacy: The SALC should assist in the development of an effective approach service provision across all sectors – to guide, organize and plan programs and facilities - as well as to advocate for older adult leisure and active living services.

- The SALC should continue to work with other service providers, especially the Age-Friendly Advisory Committee, to collectively advocate for older adults, with a focus on leisure and active living services.
- As soon as possible, the Municipality should bring representatives of the main leisure and active living service providers together for a Summit to discuss how to establish a service coordination entity.
- The SALC should continue to seek opportunities to partner with others to provide needed programs and facilities.
- A well-coordinated and inclusive service provision model will assist in applying for grants (sharing the workload and better qualifying due to the ‘partnership’ concept of coordinated service provision).

2. Effective Marketing Promotion of Services: In concert with all service providers, develop, implement and maintain an effective, interactive and inclusive one-stop **Community Hub of Information** about older adult leisure and active living services.

- It may be necessary for the Municipality (through the SALC) to initiate this endeavour and assume a major role in ongoing implementation.
- Although it should have a strong presence and identity, the Community Hub of Information may be best located on or associated with the Town website. Eventually, it may be able to break loose of the municipal website and establish its own presence.

- Although difficult to regularly update, a paper version of this information service should likely be maintained for a few more years until most older adults are sufficiently tech savvy to utilize the online version.
- Until the Community Hub of Information is up and running, utilize current and new means to promote what's available (e.g., Wasaga Beach Guide, newspapers, calendars, social media, flyers, posters, municipal web site, etc.).
- Regularly contribute to the Community Hub of Information to keep information current about the SALC and its services, as well as with whom it associates.

3. Enhance Programs, Events and Services: Continue to coordinate programming and event planning to minimize duplication and fill gaps in older adult leisure and active living programs, events and services.

- Although all providers can assist, the Municipality, through the Department of Recreation, Events and Facilities will likely need to take the lead in most research and planning activities for this service sector. In most cases, key service providers should be involved in research and planning initiatives. This project is an example of municipal leadership in research and planning.
- Continue to research and apply local and national leisure trends to program planning and decision making (e.g., demographic changes, demand for services, facility provision strategies, marketing promotion, best practices in service delivery). Refer to the 'trends' section above.
- Continue to work with other service providers to minimize programming and event overlaps and fill gaps. A well-coordinated service sector will assist in this endeavour.
- Gradually integrate most older adult programs and events into adult programming and events – except for specific programs and events that are only of interest to older adults.
- As more facilities become available in prime time, offer more evening and weekend programs and events.
- Given its growing appeal, continue to offer drop-in programming at the SALC.

4. An Evolving Facility Provision Strategy: Gradually transition toward three clusters of mostly indoor publicly available facilities that are strategically located to serve the eastern, southern and northern areas of town. Complementing those facilities will be parks, open space, outdoor facilities, trails and the waterfront - as well as semi-private recreation facilities and open spaces/parks provided within housing developments that are geared to older adults.

- As new community facilities are planned and built to meet growing and changing needs, ensure that they are not stand-alone, single purpose facilities - but rather multifacility complexes that meet a wide variety of needs and serve all age groups.
- For the immediate future, do everything feasible to optimize the existing SALC facility. However, given the physical and size limitations of the two buildings, its stand-alone nature, and the need to share the facility with youth, care should be taken not to invest too much.

- The partnership with Simcoe County District School Board to provide enhanced facilities and community access to a new elementary school in the developing southern area of town (Sunnidale school) is an excellent example of this approach to facility provision.

5. Improve Access: Continue to improve access to municipal leisure and active living facilities, programs and events for older adults.

- ‘Access’ comprises: i) adequate awareness of services, ii) affordability of services, iii) the ability to easily get to facilities and services, iv) indoor and outdoor facilities that meet provincial accessible standards, and v) increased opportunities for adaptive programming.
- Continue to work toward improving access to the SALC facility and off-site programming for residents with mobility challenges.
- Continue to ensure that the SALC building remains fully accessible, as well as all other municipal facilities.
- Continue to ensure affordability of programming, events and services offered by or indirectly through the SALC.
- Since many Baby Boomers are averse to memberships, the current practice of the SALC not to require a membership is likely the best way to operate. However, collecting information about who regularly attends scheduled programs and drop-in events will be valuable for communication and understanding the profile of those served.

13.6 Strategic Action Plan

Consider what has been provided in this document as the starting point for a fully developed Strategic Action Plan for the SALC. It will provide the detail and become the implementation vehicle for the service strategy. Additional objectives will likely be identified. To detail the ‘roll-out’, specific actions should be identified for each objective. Other details should also be added:

- responsibility for implementation,
- required resources,
- timing, and
- how to measure success.

An annual workplan could be prepared to identify, detail and schedule priority initiatives.

S.A.L.C. STRATEGY



SUMMARY OF RECOMMENDATIONS WASAGA BEACH SENIORS ACTIVE LIVING CENTRE STRATEGY

This Strategy for the Seniors Active Living Centre (SALC) is part of a comprehensive, town-wide, multi-agency Strategy to improve leisure and active living services for older adults living in Wasaga Beach.

Please note that the summary of recommendations presented is for the SALC strategy only. Appendix G contains a broader Town-wide Strategy.

The Seniors Active Living Centre is the Town's principal 'vehicle' to provide leisure and active living programs, events and services for older adults. The SALC was established to primarily cater to active Baby Boomers. A key objective is to provide affordable programming. The SALC collaborates with other providers to coordinate and facilitate programming and events — and to encourage others to assist the Town in providing required services and facilities.



LONG-TERM VISION FOR THE SENIORS ACTIVE LIVING CENTRE

Imagine its 2035 and the Seniors Active Living Centre has become well established as a provider and facilitator of leisure and active living programs for older adults.

- Over the years, service providers have collaborated to effectively coordinate and support the provision of leisure and active living opportunities for older adults in Wasaga Beach, and to advocate for older adults.
- The Seniors Active Living Centre (SALC) has been a driving force behind the establishment of the one-stop Community Hub of Information that has greatly improved awareness of and access to leisure and active living opportunities for adults and older adults in Wasaga Beach.
- Three clusters of mostly indoor facilities that support adult and older adult programming, activities and events have been established in the western, southern and eastern areas of the community. Indoor facilities are complemented by parks and open space, outdoor facilities, trails and the waterfront.
- Over the past fifteen years, the range of leisure and active living programming and events offered by the Municipality and others has expanded thanks to improved indoor and outdoor culture and recreation venues, and effective partnerships and other strategic alliances among providers. The goal of the Town is not to duplicate, but to strive to directly and indirectly fill identified programming and facility gaps.
- Over the past decade and a half, a good deal of the programming that has traditionally been dedicated to older adults has been gradually integrated into programming for adults of all ages. Older adults choose programs and activities based on their individual interests, ability, required skill level and price. However, some programming, events and services remain targeted specifically to the older adult population, especially the oldest age group.
- Over the years, the number of participants served through the Seniors Active Living Centre and its services has steadily increased.



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S.A.L.C. STRATEGY



STRATEGIC DIRECTIONS

More detail to support each Strategic Direction is contained in the Strategy document.

IMPROVED SERVICE DELIVERY COORDINATION AND ADVOCACY

The SALC should assist in the development of an effective approach to service provision – to guide, organize and plan programs and facilities - as well as to advocate for older adult leisure and active living services.

EFFECTIVE MARKETING PROMOTION OF SERVICES

In concert with all service providers, develop, implement and maintain an effective, interactive and inclusive one-stop Community Hub of Information about older adult leisure and active living services.

ENHANCE PROGRAMS, EVENTS AND SERVICES

Continue to coordinate programming and event planning to minimize duplication and fill gaps in older adult leisure and active living programs, events and services.

AN EVOLVING FACILITY PROVISION STRATEGY

Gradually transition toward three clusters of mostly indoor publicly available facilities that are strategically located to serve the eastern, southern and western areas of town. Complementing those facilities will be parks, open space, outdoor facilities, trails and the waterfront - as well as semi-private recreation facilities and open spaces/parks provided within housing developments that are geared to older adults.

IMPROVE ACCESS

Continue to improve access to municipal leisure and active living facilities, programs and events for older adults.

VALUES

Our older adult leisure and active living services embrace values that guide our actions, shape our programs and services, and provide outcomes that are measurable.

- Accessible;
- Affordable;
- Respectful, Innovative and Progressive;
- Inclusive, Caring and Supportive; and
- Resourceful and Collaborative.



MISSION STATEMENT

THE MISSION STATEMENT ANSWERS THE QUESTIONS OF WHAT, WHO AND HOW.

The Seniors Active Living Centre is a component of the Department of Recreation, Events and Facilities.

In cooperation with other public, non-profit and commercial service providers, the SALC offers and facilitates affordable leisure and active living programs, activities and events that are tailored to older adults via a wide variety of indoor and outdoor facilities that are strategically located throughout the Town.

STRATEGIC ACTION PLAN

Consider what has been provided in this document as the starting point for a fully developed Strategic Action Plan for the SALC. It will provide the detail and become the implementation vehicle for the service strategy. Additional objectives will likely be identified. To detail the 'roll-out', specific actions should be identified for each objective.

Other details should also be added such as:

i) Responsibility for implementation, ii) Required resources, iii) Timing and iv) How to measure success.



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Appendix A: Community Profile

A.1 Current Population

The 2016 Census reported the population of the Town of Wasaga Beach to be 20,675. Including the net undercount of 2.4%, the 2016 total would be 21,171. Between 2011 and 2016, the population of Wasaga Beach increased by 3,138 (17.9%), which is almost four times the Provincial rate of 4.6%. Based on occupied housing starts since mid-2016 and person-per-household numbers for low, medium and high-density housing, the current population is estimated to be approximately 22,000, with over 11,000 aged 55+.

In non-Covid-19 times, Wasaga Beach attracts just under 2 million visitors annually, mostly in the summer season. 80% are day-trippers and largely from urban areas. Estimates of the seasonal population range from 9,000 to 16,000.

A.1.1 Age Profile

Based on the 2016 Census (without the net undercount), **Table 1** describes the age profile of the Wasaga Beach older adult population. Note the significant differences compared to the provincial age profile, particularly for the age 55-64, 65-74 and 75-84 cohorts - where the Wasaga Beach percentages are more than double the Ontario averages. For the age 85+ cohort, the local and provincial percentages are similar. Of particular significance is that 3/4 of the age 55+ population are Baby Boomers, which means that the profile of the older adult population in Wasaga Beach is considerably younger than typical.

Table 1: Age Profile of the Wasaga Beach Older Adult Population

	Wasaga Beach	Ontario
Age 55+	10,440 (50.5%)	30.4%
Age 65+	6,900 (33.4%)	16.7%
Age 55-64	3,540 (17.1%)	7.4%
Age 65-74	4,250 (20.6%)	9.4%
Age 75-84	2,155 (10.4%)	5.1%
Age 85+	500 (2.3%)	2.2%
Median Age	55.3	41.3
Average Age	50.0	41.0

Source: 2016 Census, Statistics Canada

Between 2006 and 2016, the Wasaga Beach older adult population (age 55+) increased by 65.5%. The age 65+ population increased by an even larger percentage (84.3%). The median age increased from 48.8 to 55.3. Those increases were triple the Ontario average where the age 55+ population increased by 22.1% and the age 65+ population increased by 22.8% during the same period.

A.1.2 Income

The following 2015 income data was reported in the 2016 Census for Wasaga Beach, with comparison to Simcoe County and Ontario - illustrating lower income in Wasaga Beach.

- Av. before-tax total income of individuals: \$38,318 (Simcoe County: \$44,949; Ontario: \$47,915)
- Av. before-tax household income: \$74,297 (Simcoe County: \$92,559; Ontario: \$97,856)

Another indicator of lower income in Wasaga Beach is evident in the household income numbers. In 2015, a greater percentage of Wasaga Beach households had an income of under \$70,000 than was the case for Simcoe County and Ontario. And a much smaller percentage of Wasaga Beach households had an income of \$150,000 and over, compared to Simcoe County and Ontario. Refer to **Table 2**.

The number of residents aged 15 years and older in private households that received government transfers in 2015 totaled 14,432, which represented 78.1% of the Wasaga Beach population aged 15 and older (considerably higher than the Ontario average of 69.1%).

With income levels considerably below average, the ability of many Wasaga Beach residents to afford many social, recreation and active living services will be impacted. That should influence pricing for facilities, programs and services, as well as subsidies that may be offered by service providers. Statistics Canada reported that, on average, Canadian households spent 6.6% of income on recreation and 6% on health and personal care in 2015 (source: Survey of Household Spending, 2015).

Table 2: Household Income - Town of Wasaga Beach, Simcoe County and Ontario, 2015

Income Characteristic	Town of Wasaga Beach	Simcoe County	Ontario
Average total income of households	\$74,297	\$92,559	\$97,856
Total household income by income group			
▪ Under \$10,000	2.2%	1.9%	3.0%
▪ \$10,000 to \$19,999	5.1%	5.0%	6.2%
▪ \$20,000 to \$29,999	8.3%	7.1%	7.5%
▪ \$30,000 to \$39,999	11.0%	8.0%	7.9%
▪ \$40,000 to \$49,999	11.2%	8.0%	7.9%
▪ \$50,000 to \$59,000	9.9%	7.8%	7.5%
▪ \$60,000 to \$69,999	9.1%	7.5%	7.0%
▪ \$70,000 to \$79,999	7.6%	7.1%	6.5%
▪ \$80,000 to \$89,999	6.7%	6.5%	6.0%
▪ \$90,000 to \$99,999	5.5%	6.1%	5.5%
▪ \$100,000 to \$149,000	15.8%	20.3%	18.5%
▪ \$150,000 and over	7.7%	14.7%	16.4%

Source: Statistics Canada, 2016 Census

A.1.3 Ethno-Cultural Characteristics

Wasaga Beach is predominantly European in its origins, with a well below average visible minority population.

Visible Minority Population

The proportion of the population representing visible minorities in the Town of Wasaga Beach is much lower than is the case in Simcoe County and Ontario (3.2% for Wasaga Beach, compared to 7.1% for Simcoe County and 29.3% for Ontario in 2016). In 2016, the top five visible minority sub-groups in Wasaga Beach were:

- | | | | |
|------------------|-------|------------------|-------|
| ▪ South Asian | 0.78% | ▪ Filipino | 0.51% |
| ▪ Black | 0.74% | ▪ Southeast Asia | 0.20% |
| ▪ Latin American | 0.54% | | |

In Simcoe County, the top sub-group was also South Asian (1.5%), followed by Black (1.5%), Chinese (0.9%), Latin American (0.8%) and Filipino (0.7%). For Ontario, the top sub-groups were South Asian (8.7%), followed by Chinese (5.7%), Black (4.7%) and West Asian (4.0%).

Immigrants by Selected Place of Birth

At 82.4%, Europe was the top place of birth of Wasaga Beach residents in 2016, followed by the Americas (9.4%) and Asia (7.0%). For Simcoe County, Europe represented the top place of birth (61.1%), followed by Asia (20.2%) and the Americas (15.1%). For Ontario, the top place of birth was Asia (48.5%), followed by Europe (29.7%) and the Americas (15.5%). For Wasaga Beach, the top three European origins were: United Kingdom (32.1%), Italy (9.9%) and Germany (8.9%).

Ethnic Origin

At 81.6%, European was the top ethnic origin reported for Wasaga Beach residents in the 2016 census. Although that was also the case for Simcoe County and Ontario, the percentages were considerably lower in the County and for Ontario (77.1% and 61.2% respectively). Other North American origins were second in all jurisdictions, followed by North American Aboriginal Origins in Simcoe County (6.2%) and Asian origins for Ontario (23.4%).

Aboriginal Identity

For Wasaga Beach, Simcoe County and Ontario, aboriginal identity was similar at 3.0%, 4.7% and 2.8% respectively.

Although the Wasaga Beach population is not nearly as ethno-culturally diverse as Simcoe County and especially Ontario as a whole, it is expected to become more so in the coming years.

Refer to **Table 3** for more detail on ethno-cultural characteristics.

Table 3: Ethnocultural Characteristics – Wasaga Beach, Simcoe County and Ontario, 2016

Characteristics	Wasaga Beach	Simcoe County	Ontario
Visible Minority Population			
▪ Total	3.2%	7.1%	29.3%
▪ South Asian	0.78%	1.5%	8.7%
▪ Black	0.74%	1.5%	4.7%
▪ Latin American	0.54%	0.8%	1.5%
▪ Filipino	0.51%	0.7%	2.4%
▪ South East Asia	0.2%	0.5%	1.0%
▪ Chinese	0.17%	0.9%	5.7%
▪ Japanese	0.05%	0.1%	0.2%
▪ Arab	0.05%	0.2%	1.6%
▪ Korean	0%	0.2%	0.7%
▪ West Asian	0%	0.2%	4.0%
Immigrants by Selected Place of Birth			
▪ Americas	9.4%	15.1%	15.5%
▪ Europe	82.4%	61.1%	29.7%
▪ Africa	0.7%	5.0%	5.9%
▪ Asia	7.0%	20.2%	48.5%
▪ Oceania and Other Places of Birth	0.6%	0.6%	4.4%
Ethnic Origin			
▪ North American Aboriginal Origins	4.2%	6.2%	3.9%
▪ Other North American Origins	30.9%	35.0%	24.3%
▪ European Origins	81.6%	77.1%	61.2%
▪ Asian Origins	2.5%	5.4%	23.4%
▪ Caribbean Origins	0.8%	1.6%	3.5%
▪ Latin, Central & South American Origins	0.7%	1.4%	2.4%
▪ African Origins	0.5%	0.9%	3.1%
▪ Oceania Origins	0.05%	0.2%	0.2%
Aboriginal Identify	3.0%	4.7%	2.8%

Source: Statistics Canada, 2016 Census

A.1.4 Persons with Disabilities

One in seven people in Ontario has a disability (almost 2 million people). By 2036, that number is expected increase to one in five, as people age. Over the next 20 years, aging Ontarians and people with disabilities are expected to represent 40% of the total population. Although figures are not available for Wasaga Beach, it is very likely that the proportion of the current population with a disability is well above the Ontario average, due to the much older age profile of the community. Based on the 2016 population (including the undercount), it is possible that there are over 5,000 Wasaga Beach residents living with a disability.

A.2 Population Growth and Change

The Provincial **A Place to Grow – Growth Plan for the Greater Golden Horseshoe, 2019** allocates a 2031 population of 27,500 for Wasaga Beach. Although the Plan allocates a population of 796,000 for Simcoe County (including Barrie and Orillia) for the year 2041 (an increase of 316,350 since 2016), no allocation has been provided for Wasaga Beach beyond 2031.

It is anticipated that a large proportion of new Wasaga Beach residents will be ‘young’ older adults.

A.2.1 Settlement Pattern and Plans

The Town of Wasaga Beach is located at the south end of Georgian Bay on the shores of Nottawasaga Bay within Simcoe County. It is bounded on the east and south by Springwater Township and on the west and south by Clearview Township. The Town of Collingwood is located directly to the west, Stayner is located to the south and Elmvale is located to the east of Wasaga Beach. Tiny Township is to the northeast.

Wasaga Beach has an elongated settlement pattern, stretching out along 14 kilometers of Georgian Bay shoreline (world’s longest fresh-water beach). Just east of the geographic center of the Municipality and consuming a significant proportion of the total area of the Town, is Wasaga Beach Provincial Park. Much of the beachfront is also public land, under the jurisdiction of Ontario Parks.

The Nottawasaga River is a prominent feature of Wasaga Beach. It enters the Municipality from the southeast, meanders through the middle of Town, and then runs parallel to Nottawasaga Bay through the eastern half of town and exits into Nottawasaga Bay near the northern boundary of the Municipality.

Most of the residential and commercial development is stretched out along the length of the Municipality and is serviced principally by River Road West and Mosley Street. Low-density single-family housing, strip plazas and clusters of big box retail dominate the landscape.

Wasaga Beach does not have a traditional downtown at or near the center of the community. What is considered the downtown area, in the vicinity of Main Street and Beach Area One, mostly burned in a 2007 fire. This area is located in the northeastern part of the Municipality and is referred to as the ‘Main End’. There have been numerous visions for this area.

Throughout the developable areas of the Municipality, residential plans comprise infill developments, and small, medium and large subdivisions of up to 940 units. Some developments are contiguous, creating larger clusters of residential units. While most existing and planned developments are single-family and townhome/garden home in style, some are high

density and modular home communities. The largest cluster of development is in the south-central area of town (2,572 units).

Many municipal facilities and services are located in the eastern area of town (Municipal Office, Wasaga Beach Public Library, Wasaga Stars Arena, future site of the twin-pad arena/library). Other key municipal facilities include: the RecPlex and Oakview Woods Outdoor Centre, Wasaga Sports Park/Fernbrook Centre and various other parks and trails. The YMCA facility is co-located with the RecPlex, Prime Time Club and Lions Club. The Youth Centre and Seniors Active Living Centre are co-located just east of the RecPlex at 1621 Mosley Street.

Retail development is primarily focused in three locations: Mosley Street and 45th Street (west), Mosley Street west of the new bridge (central), and River Road West and Main Street (east). Another commercial cluster is planned for the area where Mosley Street intersects with Highway 26 in the western end of town.

Appendix B: Services and Providers

B.1 Introduction

In Wasaga Beach, there are many public, non-profit and commercial entities that provide leisure, active living, educational and social services for adults and older adults, with several providers focusing on the older adult market. The following six entities are the most engaged in providing for older adults:

- Town of Wasaga Beach,
- Prime Time Club,
- YMCA of Simcoe/Muskoka,
- South Georgian Bay Community Health,
- Ontario Parks, and
- Wasaga Beach Public Library.

As well, there are commercial service providers and several residential communities that provide on-site private parkland, facilities and programs for residents, most of whom are older adults.

B.2 Proportion of the Older Adult Population Served by the Principal Providers

Based on an approximate older adult population of just over 11,000, 12-13% of the age 55+ population of Wasaga Beach belongs to or regularly frequents one or more of the older adult clubs and organizations. This is based on approximately 4,819 participant visits (2019) to the Seniors Active Living Centre, the Prime Time Club (800+/- and holding) and the 412 Club (100+/- and holding), and does not include members of the five Probus clubs. The number also does not include older adults who are members of the YMCA, those who register for adult programs that the Municipality organizes, and older adults who reside in communities that provide on-site facilities and programming for residents. It's likely that some residents belong to more than one older adult group and are thus counted twice. That means that approximately 9,600 older adults do not belong to any of the older adult clubs or organizations. If only the age 55-84 population is considered (assuming that many residents over the age of 85 are not sufficiently healthy and active to regularly participate in active living programs and/or belong to older adult groups), the proportion of older adults in Wasaga Beach who belong to the three principal clubs/organizations increases to 14%.

Although there is insufficient current province-wide data to be definitive, available information suggests that the proportion of older adults who belong to older adult clubs and centres in Ontario communities is in the range of 10-18%, depending on the quantity and appeal of available facilities and programs, how well older adult organizations are operated, the effectiveness of marketing and the age profile of the older adult market in each community.

With the increasing number and variety of leisure and active living opportunities becoming available in most communities, and the increasing influence of the big Baby Boom population, it is not surprising that such a small proportion of older adults belong to traditional older adult clubs and older adult-focused recreation/social centres, especially in Wasaga Beach. Looking ahead, it is anticipated that the percentage who belong to older adult clubs/organizations will decline, unless organizations make themselves and their facilities more relevant and appealing to the new, younger and more active generation of older adults.

B.3 Seniors Active Living Centre (SALC)

The Seniors Active Living Centre is the principal vehicle that the Town employs to provide leisure and active living programs, events and services for older adults. Most of the activities are centered at the recently opened Town-owned and operated facility that is shared with youth. The building is actually the Youth Centre, located at 1621 Mosley Street at 39th Street. A second smaller building with a capacity of 20 people is located on site. This former garage has been renovated to provide additional programming space. Older adults use the buildings on weekdays between 9:30 am and 3:00 pm. This fully accessible facility is on a bus route. Red Cross transportation to the centre is available for persons with mobility concerns.

The Seniors Active Living Centre (SALC) was established to primarily serve active Baby Boomers (age 56-75 in 2021). Other service providers like the Prime Time Club and the 412 Club focus mostly on older, less active seniors. A key objective of the SALC is to provide affordable programming. Some SALC programs are outdoor and offered in parks and on trails.

At the SALC, the following is available via the two buildings: an area for board games and crafts, a meeting room, a lounge with a TV, a bank of six computers with free Wi-Fi, a kitchen in both facilities, a garden, and an outdoor sport court. Nearby are walking trails, the beach, the RecPlex, the YMCA, the Prime Time Club and the 412 Club.

Programs and activities at the SALC are free, and many are volunteer- and participant-led, while others are offered through partnerships with established community organizations like the SGB Community Health Centre (e.g., the Nordic Pole Walking program) and the VON (e.g., the S.M.A.R.T. Exercise Program and Healthy Aging Series). Scheduled programs are offered on Mondays and Fridays. Drop-in use is on Tuesday, Wednesday and Thursday.

Programming (pre-Pandemic) at the SALC primarily includes:

- healthy lifestyle/VON exercise classes,
- Chair/Gentle Yoga,
- live music,
- art instruction,
- hobbies/crafting/arts,
- recreational dance classes,
- learn-it recreation and sports programs,

- weekly coffee socials,
- monthly educational speaker series,
- monthly movies,
- Lunch and Learn,
- social clubs,
- trips/outings, and
- technology and computer support.

Some programs such as Nordic Pole Walking, guided nature walks and some of the seminars utilize other facilities throughout the community. In addition, SALC provides a limited community information hub and volunteer opportunities.

Participation at this new facility is growing. Pre-pandemic, it was accommodating about 500 person-visits monthly. It is anticipated that increasing demand will quickly outgrow this facility, and limits may have to be placed on program registration and drop-in participation unless other municipal facilities are made more available to also support SALC programming.

The COVID-19 Pandemic shuttered all in-person indoor activities in March 2020. This provided an opportunity to test out some virtual programming, some of which may be offered after restrictions are lifted. Examples include: Zoom Chats, Guitar Jam, Hobby Lobby on Zoom, educational and health programs, meditation, Learn to Play the Ukulele and Chair Yoga. Some outdoor programs were possible during the health crisis (e.g., Learn Disc Golf, Afternoon Walking, Learn Pickleball, Learn to Snowshoe, Birding with Ashlea, Forest Therapy, Nature Photography and Qi Gong).

B.4 Prime Time Club

Established in 1985, this 800-member older adult club operates out of a facility at 1724 Mosley Street, adjacent to the Rec Plex and the YMCA. Membership has been consistent for some time. Although the minimum age of members is 50, the club mostly attracts mid-age and older seniors.

The facility comprises two multipurpose rooms, a kitchen, a licensed bar, a library and storage. One of the rooms contains three shuffleboard courts, two English Snooker tables and dart boards. The library contains over 1,500 books. The adjoining multipurpose rooms can accommodate more than 200 people for meals. This centrally located facility can be characterized as a relatively small, traditional-style older adult centre, with significant limitations to accommodate additional members and to provide a wider variety of programming that is increasing in demand.

Club activities are on a fixed schedule, usually Monday through Friday from 8:00 am until 9:30 pm. Social Night is on Saturdays. Programs and activities are themed around:

- card games (Euchre, Bid Euchre, Cribbage, Bridge),

- dancing and singing (Line Dancing, County Line Dancing, Scottish County Dancing, Tap Dancing, Ballroom Dancing, Prime time Singers),
- health and fitness (Basic Keep Fit, Hi and Low Cardio and Weights, beginner and advanced Tai Chi),
- Ladies Crafts and Laughs,
- darts,
- men's and mixed snooker,
- shuffleboard,
- short mat bowling,
- bake sales, and
- trips and tours (day and extended).

Throughout the year, the Club organizes traditional celebrations for members and guests (e.g., Pancake Tuesday in February, New Years Eve Dinner and Dance).

Funding is through an annual membership fee, activity fees, occasional hall rental, an annual subsidy from the Town of Wasaga Beach and senior government grants.

Currently, the Municipality relies heavily on this Club to meet some of the social, recreation and fitness needs of older adults and the particular sub-set of the older adult population that the Club attracts. The Prime Time Club and the Seniors Active Living Centre complement each other through their different offerings and the segment of older adults that each caters to. Together, they serve in the order of 1,300 - 1,500 residents. However, they are not the 'only game in town'. Below is a description of other entities that serve older adults in Wasaga Beach.

B.5 YMCA of Simcoe/Muskoka

Located at 1-1724 Mosley Street and adjacent to the RecPlex, the Prime Time Club and the 412 Club, the Wasaga Beach branch of the YMCA offers an indoor aquatic facility (lap, leisure and spa pools), a strength and conditioning gym, an aerobic studio, a dividable gymnasium (shared with the Town), a shared multipurpose/child minding room, and five change rooms (adult, general and family). Most of the scheduled programming and open gym times are membership-based, but a few programs are open to the community via a day pass (e.g., Community Open Swim and Pickleball). The gymnasium does not have a cushioned/sprung floor, which would be more suitable for gym sports, group fitness and dance classes. Adults and especially older adults benefit most from a cushioned floor. The upstairs studio has a sprung floor.

Aquatic programs include fitness/lane swim, aquafit, aquatherapy, swim lessons (including adult swim lessons), family swim, adult recreational swim, and community open swim (sponsored by the Rotary Club of Wasaga Beach).

All adult programs are available to older adults, as is the community open swim. Aquafit and Aquatherapy are particularly appealing to older adults.

Fitness/wellness programs include: HIIT/TABATA, Cardio Blast, Strength, Core, On the Move, Pilates, Building Boomers, Youth Conditioning Levels 1 and 2, Cycle, Zumba, Yoga and Fundamentals of Yoga, Drums Alive, Cardio Kick, Strength and Balance, Step, Cardiovascular Rehab Program, Bronze Medallion/Bronze Cross, Gentle Fit and Pickleball. Some of these programs are appealing to older adults.

The Town of Wasaga Beach and the YMCA have a positive working relationship sharing a facility and partnering to offer youth and adult recreation programming. There is an opportunity for the SALC to promote YMCA programs and explore further partnerships to foster greater participation for both organizations.

B.6 Wasaga Beach Public Library

The library is located at 120 Glenwood Drive, next to the municipal office in the northeast end of Wasaga Beach. At 4,500 ft², the building is very under-sized for a community of 23,000, growing to 27,500 or more by 2031. For a population of around 30,000, a 30,000 ft² library is recommended by the Ontario Public Library Guidelines (2018), the Association of Rural and Urban Public Libraries (2012) and the Southern Ontario Library Service (2010). The current site cannot accommodate a building of suitable size for the current or future population.

The library offers a number of programs for adults (and older adults) including:

- learning computer skills,
- a book club,
- a writer's club,
- author talk and music,
- coffee and books,
- arts and crafts (often themed to seasons),
- lifestyle seminars/workshops.
- health workshops (e.g., Dementia and Diabetes),
- history seminars,
- Spanish lessons,
- photography, and

Although many of the programs are offered in the library boardroom and lounge, some are located off-site (e.g., 45th Street Medical Building). The library also maintains the Township's archives.

The Library has attempted to run programs out of the Seniors Active Living Centre. Working cooperatively, these two organizations can be an asset to the older adult population. Programming schedules, complimentary activities and reciprocal programming staffing considerations will enhance services and create a feeder system of entry level/introductory programs and fully registered programs.

B.7 The 412 Club

A membership-based activity club for older adults age 50+, this 100-member organization meets every Wednesday from September to June in a room near the Prime Time Club, the Rec Plex and the YMCA. Programs include Euchre, Bid Euchre and Clog dancing.

B.8 South Georgian Bay Community Health Centre

The South Georgian Bay Community Health Centre provides fitness/wellness programs, services and information for the community, including the following example programs, seminars and information for adults and older adults:

- healthy eating information and seminars,
- Nordic Pole Walking,
- Exercise-based Fall-Prevention Program,
- Exercise Maintenance Program,
- Living a Healthy Life with Chronic Pain,
- Cognitive Behavioural Therapy,
- Better Sleep Group,
- Diabetes workshops, information and support group,
- Friendly Visiting,
- Hobbies and Crafts Social Group,
- Storytelling,
- Homemade Salve-Making Workshop, and
- Guided Nature Walks

The Seniors Active Living Centre and the Health Centre partner to offer pole walking once a week. This very popular program aligns with the Centre's 'social prescription' model and also aligns with one of the aims of the SALC. There could be further opportunities to boost social prescription programming. The Health Centre would be a valuable participant in discussions about improved service coordination and marketing promotion for adults and older adults.

Also, the Green Prescriptions project in Wasaga Beach is gaining traction with funding and buy-in from the Simcoe Muskoka Health Team. The SALC could play a large role on providing programs to enhance accessible recreation for older adults in Wasaga Beach.

B.9 Pickleball (Indoor and Outdoor)

There is a morning Fall and Winter indoor program offered in the gym (shared between the YMCA and the Town) on Mondays, Wednesdays and Thursdays from early October to near the end of May (with a few off days). Four new outdoor pickleball courts have been built in the park adjacent to the Wasaga Stars Arena. They are very well used.

The Seniors Active Living Centre works with the Wasaga Beach Pickleball Club to coordinate an annual tournament, the first of which was held in 2019. There was a full schedule of participants in the men's coed and women's brackets. Moving forward with the tournament, there is an opportunity to expand it by offering competitive and beginner categories. To help build the base, beginner lessons could be offered through the SALC.

B.10 Tennis (Indoor and Outdoor)

A Fall and Winter indoor program is offered on Monday afternoons in the RecPlex gym from the end of October to near the end of May (with a few off days). There are three tennis clubs in Wasaga Beach (Netsetters, Lamont Creek and Racketeers). Tennis courts are located at Oakview Woods Park, Town Hall and the Jim Ramage Memorial Courts in the Wasaga Sands subdivision (the Lamont Creek Tennis Club plays there).

B.11 Probus Clubs

There are five Probus Clubs in Wasaga Beach. These non-political, non-sectarian, non-profit social clubs for retired and semi-retired people are intended to stimulate thought, interest and participation in activities of interest to members. Much of the programming is centred around monthly meetings with guest speakers. Three of the Wasaga Beach clubs are for women, one is for men and the fifth is mixed gender.

B.12 Ontario Parks

Ontario Parks operates Wasaga Beach Provincial Park, including the Wasaga Nordic Trail Centre with 30-kilometres located at 101 Blueberry Trail. Ontario Parks also manages the 14-kilometre beach and some sections of trails along the Nottawasaga Bay shoreline extending the width of the town. Eight specific beach areas are roughly linked by the Town's Shore Lane Trail.

B.13 Recreation and Fitness Programs for Adults Provided by the Town of Wasaga Beach

In addition to programs specific to older adults, the following programs are facilitated by the Municipality for adults of all ages:

- Boot Camp
- Yoga
- Cardio Dance
- Karate
- Spanish Lessons
- Coed Volleyball
- Coed 6 on 6 Volleyball Tournaments
- Adult Recreational Skate
- Men's Shinny Hockey
- Fastpitch
- Co-ed Slow-Pitch League
- Seniors Slow-Pitch League
- Over 45 Competitive Soccer
- Adult hockey
- Horseshoes

B.14 Parks and Other Public Facilities of Interest to Older Adults

In addition to the public and non-profit culture and recreation facilities, programs and services highlighted above, there are many other public facilities, parks, programs and services that are of interest to adults and older adults, including:

- Wasaga Stars Arena, including an upper floor hall with a kitchen (3,000 ft², accommodates 180). An adjacent park contains an old recreation hall (1,740 ft²), a washroom/shower building, seven summer-use cabins (one is for woodworking), four new pickleball courts, a multi-sport court, an outdoor gym and a wooded area with trails.
- The RecPlex
 - double gymnasium with a tile floor and stage (Hall 1A, 4,240 ft², accommodates 250-450, shared with YMCA)
 - Oakview Hall with a kitchen and stage (3,000 ft², accommodates 220)
 - Lions Hall with a kitchen
 - meeting/activity room (646 ft², accommodates 40)
 - Rotary Bandshell (outdoor)
- Oakview Woods Park (4 unlit tennis courts, a gazebo, a lit refrigerated outdoor skating rink, a BMX track, a skateboard facility and a dog park)
- Wasaga Sports Park, including Fernbrook Centre (washrooms, a food concession and a 200-person capacity meeting hall) and outdoor sports and other facilities (5 full size ball diamonds, 4 full size soccer fields, 6 mini soccer fields, a fully accessible playground, 6 horseshoe pitches, a driving range, a floating dock, a canoe launch and a picnic pavilion)
- Wasaga Beach Community Garden
- 100+ kms. of on- and off-road cycling routes and trails throughout the Town for walking, hiking, skiing and cycling – provided and managed by the Town and Ontario Parks (15 kms of municipal trails, 50 kms of Provincial trails, including 14 kms of beach trail)
- Wasaga Community Theatre – performances at the RecPlex
- Nancy Island Historic Site and Lighthouse
- Nine churches of various denominations

B.15 Commercial Recreation

In addition to public and non-profit entities providing social, recreational and active living opportunities and services for adults and older adults, there are many commercial enterprises

located in Wasaga Beach and vicinity. There are four fitness/wellness/Yoga/Tai Chi enterprises (in addition to the YMCA), two golf clubs (and many more in the vicinity) and two marinas (and others in the vicinity). Although there are no curling facilities in Wasaga beach, there are three in nearby communities (Stayner, Elmvale/Springwater Township and Collingwood).

There is a high-quality multipurpose community room located above the Loblaws Real Canadian Superstore in Wasaga Beach. One of the groups that uses this facility is 'Active Arts – Moving, Training and Therapy' that programs youth, adult and older adult dance classes, birthday parties, and PA Day and Summer Camps.

B.16 Retirement Communities

A number of seasonal and year-round residential developments that cater to older adults in Wasaga Beach offer indoor and outdoor recreation facilities, communal open space and programming (e.g., outdoor and indoor swimming pools, sauna, fitness/exercise room, showers and change rooms, billiards room, library, kitchen, recreation centre, banquet hall, craft room, meeting rooms, indoor shuffleboard, darts, gazebo, outdoor pavilion, walking trails, 9-hole golf course, outdoor games table, outdoor shuffleboard, horseshoe pits, volleyball area, playground and splash pad, tennis courts, pickleball courts, mini golf, soccer field, on-site ponds). These types of on-site indoor and outdoor social, recreation and active living facilities and programs are not typically provided by residential developers within urban areas, except in communities that are focused on retirement living. These parks, facilities and programs are significant contributors to the supply of active living resources in Wasaga Beach.

B.17 Community Events

Throughout the year, many themed and seasonal events are hosted in Wasaga Beach by the Town's Special Event division or permitted in partnership with the Municipality to third party operators. Events including (but are not limited to):

- Summer Launch
- Corvette Weekend
- Waterfront Fest
- Canada Day celebrations
- Jazz and More in the Park
- Inflate-A-Fest
- Canadian National Parachuting Championships
- Memories of Summer Fireworks
- Summer Midway
- Bikefest Motorcycle Rally
- Stonebridge Wasaga Beach Blues Festival
- Terry Fox Run
- Dinner and a Movie
- Doors Open Wasaga Beach
- Hootenanny
- Santa Clause Parade
- Tree Lighting
- Funderland
- Craft shows
- Art shows
- Hockey tournaments
- Snowman Mania
- Wasaga Beach Figure Skating Club Carnival
- Seniors Info and Active Living Expo (Age-Friendly Community for Seniors organization)

Appendix C: Marketing Older Adult Leisure and Active Living Services in Wasaga Beach

Although marketing of older adult social, recreation and active living facilities, programs, events and services has been improving, insufficient and ineffective marketing was noted as one of the top issues of concern to residents and service providers – expressed via this study, as well as in the Age-Friendly Community Plan. Other than the ‘Older Adult Programs’ section in the semi-annual Wasaga Beach Guide, the list of community groups in the Guide and on the Town web site, and Ontario 211, there is very little promotion of older adult services. Most importantly, there is no comprehensive, centralized or one-stop ‘vehicle’ to inform residents about ‘who is providing what for whom, where and when’.

The Town of Wasaga Beach web site could be a more effective information tool if it included a direct link to older adult service providers, programs, facilities and related services (leisure, active living, housing, health, transportation, etc.).

If ‘older adult services’ is ‘key-word’ searched, a list of Council and other reports appears along with a few useful links to ‘Recreation and Older Adults’, ‘Active Living Centre’, ‘Recreation Department’, ‘Wasaga Beach Age-Friendly Community Plan’, ‘Summer Schedule Active Living Centre’, and ‘wasaga recreation guide fall winter’. However, the link to ‘Recreation and Older Adults’ notes only two programs (Partners Dancing and Pickleball, as well as the Wasaga Beach Horseshoe Club). Following the link to ‘Active Living Centre’ provides a description of the Seniors Active Living Centre, a sample of programs, and a very effective interactive calendar.

Information on the Town web site about ‘recreation and parks’ focuses on children, youth and adults, with little mention of older adults. There is no mention of or links to other service providers, other than the Public Library where you might not expect to find programs for older adults.

This is a very significant weakness and one that should be addressed with high priority.

Appendix D: Service Coordination and Advocacy

The Age-Friendly Community Advisory Committee (a standing advisory committee of Council) is an obvious champion or advocate for older adults in Wasaga Beach – encompassing all aspects of an age-friendly community. However, as a committee of volunteers, it is unreasonable to expect that the Age-Friendly Community Advisory Committee can take the lead in service coordination, involving all providers. The Deputy Mayor is a member of the Committee. One of the municipal staff liaisons to that Committee is the Recreation and Youth Coordinator from the Department of Recreation, Events and Facilities.

Within the Department of Recreation, Events and Facilities, the only municipal staff person with direct responsibility for older adult services is the ‘Older Adult and Volunteer Programmer’. With responsibilities split between older adult programming and support to volunteers (both large tasks), the ability to provide sufficient support to older adults is limited.

With over half the population of Wasaga Beach over the age of 55, older adult services should be a top priority of the Municipality – and should be better reflected in the organizational structure and financial priorities of the Municipality.

D.1 Improved Coordination Across All Providers is Required

Improved coordination in the leisure and active living sector must reach beyond program planning and coordination to include cooperation and coordination in at least the following:

- Marketing promotion,
- regularly researching demand and trends,
- gap assessment,
- understanding and reducing barriers to participation,
- staff training,
- volunteer development, coordination and deployment,
- facility planning and
- funding support.

D.2 Cooperation and Coordination in Programming and Event Planning and Provision

There is an opportunity to create a leisure- and active living-specific group or committee that would continually research demand, and coordinate programs and events to reduce overlaps, fill gaps in service where possible, and create a programming partnership. Ideally, all providers of programming and events would belong to this group and collaborate to optimize resources. This group could be initiated by the Town’s Older Adult and Volunteer Programmer and could provide update reports to the Age Friendly Community Advisory Committee through the Recreation and Youth Coordinator.

Appendix E: Local Demand/Needs and Trends in Older Adult Leisure and Active Living Services

E.1 Introduction

The following are the primary sources of local demand/needs and trends in older adult leisure and active living that informed this report:

- The Age-Friendly Community Plan,
- The Community Forum conducted for this study,
- The Household Survey conducted for this study, and
- The relatively recent Community Hub Survey.

E.2 Town of Wasaga Beach Age-Friendly Community Plan, 2016

In 2015, Council initiated an Age-Friendly Community Plan. The results of the Plan's needs assessment indicated that there are gaps in services across the Municipality. The 2016 Plan outlined 18 goals that address priorities related to infrastructure, housing, service and support, healthcare, leadership and engagement.

An Age-Friendly Community Advisory Committee (a standing committee of Council) was formed to determine how best to implement the goals. That includes developing a communication plan between Town Council, the Committee and community residents. The Committee is also establishing action plans to execute the goals of the Plan. One of those initiatives is this study and the framework for an older adult active living strategy for service provision.

E.2.1 Needs and Issues

Note the issues and needs that were identified in the Age-Friendly Community Plan that relate to social, recreation and active living services and opportunities, including the need for improved access to and associated with facilities, and the requirement for improved information about available social, recreational and active living opportunities in the community.

More than half (55%) of survey respondents rated services and supports for Wasaga Beach seniors as 'excellent' or 'good'. However, improved and more affordable transportation, improved affordability access to services, and improved information about services and supports were top priorities under social, recreation and active living.

<p>Outdoor Spaces and Buildings</p> <ul style="list-style-type: none"> ▪ Accessible of sidewalks, trails and buildings ▪ Improved snow removal ▪ Improved street lighting ▪ Cycling and scooter lanes/paths ▪ Expanded and interconnected walking trails ▪ Bus shelters, benches and sitting areas 	<p>Social and Recreational Opportunities</p> <ul style="list-style-type: none"> ▪ Need for a seniors' community hub for information, services and activities ▪ Education and employment opportunities ▪ Year-round recreation facilities ▪ Intergenerational programs ▪ Affordability of programs ▪ Programs are not keeping up with the changing needs of the new generation of seniors
<p>Transportation</p> <ul style="list-style-type: none"> ▪ Expanded bus service ▪ Special transit for persons with disabilities ▪ Volunteer, shuttle and pooled driving options ▪ Affordability of taxis ▪ Out of town transit 	<p>Other Community Needs</p> <ul style="list-style-type: none"> ▪ Improved access to information ▪ One-stop shopping for seniors' services

E.2.2 SWOT Analysis

The following were the strengths, weaknesses, opportunities and threats re: services for older adults identified in the Age-Friendly Community Plan.

<p>Strengths</p> <ul style="list-style-type: none"> ▪ Location and natural beauty of the area ▪ Range of clubs and social outlets ▪ Recreation facilities and opportunities ▪ Active and engaged base of volunteers ▪ Safety and security ▪ Availability of public transit ▪ Welcoming community that is accommodating to seniors ▪ Existing services for seniors ▪ Sidewalk and building accessibility 	<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Service co-ordination and partnerships ▪ Downtown core redevelopment ▪ Improving trail accessibility ▪ Communication and awareness raising ▪ Engagement of businesses and developers ▪ Intergenerational programming
<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Appropriate, affordable housing for seniors ▪ Lack of long-term care beds ▪ Limited transportation options ▪ No local hospital or walk-in clinic ▪ Wait lists/wait times for health services ▪ Knowledge and awareness raising 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Ongoing lack of sufficient funding ▪ Isolation of seniors ▪ Overwhelming demand from Baby Boomers ▪ Financial pressure on seniors ▪ Lack of specialized services ▪ Demands on caregivers

It was recommended that any initiatives undertaken as part of the Wasaga Beach Age-Friendly Community Plan should build on strengths, rectify weaknesses, capitalize on opportunities and address threats.

Recommendations from the Plan are included in **Appendix H**.

E.3 The Community Forum

On October 9, 2019, a Community Forum was hosted by the Town of Wasaga Beach to hear from older adults and service providers about services, needs and issues. From the 29 people who attended the event, five discussion groups were organized. The afternoon began with a presentation of background information. Just over an hour was allocated to discussion of two questions. Each group provided a brief report on the response to Question Two that focused on needs and solutions. Below is a summary of the response to both discussion topics, integrating the output from all of the groups.

Question One: What's great about the social/recreation/wellness facilities, programs and related services available in Wasaga Beach today?

Festivals and Events

- End of Summer Fireworks
- Hootenanny
- Concerts
- Jazz in the Park
- Good social events

Themed Meals

- Church dinners
- Beach 1 Strip
- Souper Wednesdays at SALC
- Loblaws What's for Dinner \$6.00 Program
- Dinner and Movie at the RecPlex

Programs

- Active living programs
- Group meetings/seminars
- Computer/technical assistance
- Prime Time Club activities/programs
- Seniors Active Living Centre activities/programs
- 412 Club
- Public library programs
- Georgian Bay Community Health Centre programs/activities/information
- Probus Clubs activities/programs
- Wasaga Beach Seasonal Guide

Sports, Recreation Cultural Facilities and Activities

- Cross-country skiing
- Blue Mountain so close
- Pickleball
- Nordic pole walking
- Golf
- Curling
- Tennis
- Trails/Nordic trails/Blueberry Trails/walking/beach walking/cycling
- Therapy hot tubs/spa
- Strength and conditioning gym (YMCA)
- Boating
- Opportunities for exercise/easy to stay active

- The RecPlex
- YMCA
- Fit for Life
- Music
- Wasaga Stars Arena
- Parks
- Sport parks
- Skating

Geography/Community

- Rivers
- Beaches
- The size of the community
- Geographic location in Ontario
- Great community
- Low cost of public transportation
- Retirement centers, Home for Life, Chinese student language
- Lots of volunteer opportunities

Question Two: What could be improved? What’s missing (social, recreation, fitness/wellness)? What are the best ways to make those improvements and fill any gaps?

What could be improved? What’s missing (social, recreation, fitness/wellness)?	What are the best ways to make those improvements and fill any gaps?
<ul style="list-style-type: none"> ▪ More bike-friendly areas ▪ More hiking trails/improved signage on trails ▪ Indoor walking track ▪ Outdoor walking track ▪ More swings at the RecPlex ▪ More benches ▪ No water park/slides ▪ Ease of transportation ▪ Indoor mall ▪ Central area beach is so long ▪ Not enough shade at the beach ▪ More garbage cans ▪ More trees ▪ No nice hotel ▪ Insufficient communication about what’s available ▪ Surveys (not online) ▪ Cultural centre/theatre/more cultural events/speakers ▪ More Aquafit programs – existing programs are over-subscribed ▪ Curling facility and club in Wasaga Beach ▪ More movies ▪ Programs are slotted into too narrow a time window/More afternoon programs needed ▪ Bowling alley ▪ No high school in Wasaga Beach 	<ul style="list-style-type: none"> ▪ More areas to bicycle ▪ More trails/Better access to routes that are not the two main east-west ones/Extend the beach boardwalk ▪ Use the beach more often for seniors’ activities and events ▪ Provide an indoor walking track at new arena ▪ Four-Season water park ▪ Improve transportation for seniors to events ▪ Raise awareness about groups and activities/Increase communication across all providers (online and hard copy)/Increase awareness of the Ontario 211 Community and Social Services Help Line ▪ New seniors centre (separate from youth centre) ▪ Expand local transportation system/Provide buses to out-of-town events ▪ Requirement for 30 hours of volunteer time/year for seniors ▪ Snow Angels

<ul style="list-style-type: none"> ▪ Nancy Island could be improved ▪ More Blues and Jazz ▪ More dance programs ▪ Not enough space for seniors' programs ▪ Outdoor skating trail ▪ More accessible arena and library ▪ Snow removal is over-priced for seniors ▪ Lower housing costs ▪ 12th concession road needs to be better maintained 	
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E.4 The Household Survey

The household survey that was designed and administered to inform the Wasaga Beach Older Adult Active Living Strategy was active from November 22, 2019 to January 10, 2020. The survey comprised 14 questions that asked about current leisure activities, type of participation, marketing, challenges to participation and ways to reduce those challenges, where people participate, the quality and suitability of facilities/programs/services, demand for facilities and programs, age of respondent, and community of residence.

223 households responded to the survey, representing approximately 400 residents, assuming approximately 1.8 people per household for older adults (the Wasaga Beach average for all households was 2.3 in 2016).

Age Profile of Respondents

The age profile of respondents was as follows. Note that 6.4% were younger than age 55.

▪ Under 45	3.2%	▪ 55-59	6.8%	▪ 70-74	24.9%
▪ 45-49	1.4%	▪ 60-64	15.8%	▪ 75-79	15.8%
▪ 50-54	1.8%	▪ 65-69	20.8%	▪ 80+	9.5%

Where Respondents Live

95% of survey respondents live in Wasaga Beach, followed by 2.7% from Collingwood, 0.9% each from Springwater and Tiny townships, and 0.5% for Clearview Township.

Current Interest in Recreation and Leisure Activities

Regular participation by respondents in various categories of culture and recreation activities were as follows. Respondents could choose as many types of activities and programs as apply.

1. Fitness/wellness activities and programs	56.5%
2. Rigorous outdoor sports and active recreation activities and programs	53.4%
3. Cultural activities and programs	50.2%
4. Trips and excursions	45.3%
5. Social events including themed dinners and coffee time	42.2%

6. Less rigorous outdoor recreation activities and programs	39.9%
7. Table and board games, including cards, puzzles and darts	35.9%
8. Arts, crafts and hobbies	34.5%
9. Indoor sports and active recreation activities and programs	32.3%
10. Educational activities and programs	26.0%
11. Pool, snooker and 8-ball	9.0%

Types of Culture and Recreation Activities That Respondents Regularly Travel Outside of Wasaga Beach to Participate In

The following are the types of activities that respondents listed. Note that many are types and scales of facilities, activities and events that are beyond what a community the size and character of Wasaga Beach would be expected to provide. In some cases, what has been noted are activities that are comparable to what is available in Wasaga Beach, but provide an appealing alternative to local activities (e.g., going to markets, shopping, fine dining, visiting other libraries, learning/educational opportunities, golf, team sports, hiking, social activities, etc.). Performance arts and cinema were the overwhelming top choices - followed by eating out/fine dining, skiing, hiking, attending festivals, curling, attending professional sporting events, golf, bowling, tennis, shopping, and visiting museums and historic sites. See below for the entire list.

- Performance arts/concerts/plays/music/winter light show (indoor and outdoor) (77)
- Cinema/movies (26)
- Eating out/fine dining (11)
- Festivals (9)
- Shopping (6)
- Visiting museums and historical sites (6)
- Visiting art galleries and shows (4)
- Going to markets (1)
- Exhibitions (4)
- Auctions (1)
- Trips/excursions (4)
- Visiting a waterpark (1)
- Visiting/using libraries (2)
- Creative arts and crafts (5)
- Music lessons (1)
- Learning/educational activities/lectures (3)
- Dancing (5)
- Fitness/wellness activities/programs/Yoga (4)
- YMCA (other) (1)
- Nature appreciation/birding (2)
- Visiting a larger dog park (1)
- Team sports (participating and spectator) – including curling (8), softball/baseball (2), hockey (3), football (2), volleyball (1), soccer (1), professional sporting events (8),

- Individual sports (participating and spectator) – including skiing (10), hiking (9), golf (7), bowling (6), tennis (6), running (1), biking (2), swimming (2), skating (2), walking for pleasure and fitness (1), kayaking (1), pickleball (1), gymnastics (1), target shooting (1), and snowshoeing (1)
- Senior’s centre (1)
- Social activities (1)
- Cards and board games (3)
- Stamp collecting (2)
- Target shooting
- Boating (4)
- Camping (1)
- Gambling/vising casino for gambling (3)

Motivation for and Intensity of Participation in Sport Recreation and Fitness/Wellness Activities

When asked about the intensity level of sport, recreation and fitness/wellness activities and programs that respondents most often participate in, the following was the response. Note that ‘competition’ is not the motivation for most respondents.

1. I participate to improve my health and wellbeing	37.8%
2. Strictly recreational – keeping score is not important	26.3%
3. I like competition, but at a less intensive level	19.8%
4. I participate for social reasons	11.1%
5. I am very competitive	5.1%

How Residents Learn About What Leisure Facilities and Activities are Available

It is crucial to determine how residents learn about recreation and leisure facilities, programs and events. This was the top barrier to participation or challenge that was identified in this survey and via other recent research. Respondents were asked about how they find out about recreation and leisure opportunities that are available in Wasaga Beach. They could choose as many means as apply. At 74%, ‘word of mouth’ was the overwhelming first choice, followed by the Recreation Guide and newspapers. Note the strong showing for digital sources, but also the strong reliance on traditional print sources. 5% of respondents indicated that they don’t know where to look. There were insufficient responses to cross-tabulate age of respondents against sources of information.

1. Word of mouth	74.0%
2. The Recreation Guide	52.1%
3. Newspapers	48.9%
4. Online/social media	38.8%
5. Town web site	24.7%
6. Posters/flyers	23.3%
7. Information sent to my email address	22.4%
8. Radio	14.6%
9. Expos and shows	9.1%

Challenges/Barriers to Participation in Culture, Recreation and Fitness Activities

It is critical to understand what restricts or prohibits residents from participating in culture, recreation and fitness activities at all or as often as they would like. Respondents were asked to select from a list of barriers/challenges to participation. They could select all that apply.

Of the five challenges or barriers that can be mitigated by service providers, 'lack of awareness' led the way, followed by:

- the time of day or day of the week when programs are offered,
- availability of programs and facilities,
- cost to participate, and
- transportation.

Throughout this study, lack of awareness was regularly noted as a major barrier. The timing of programming was noted at the Community Forum and is partially a reflection of the trending expectations of participants. Given the below average household income in Wasaga Beach, it is not surprising that 16% of respondents noted 'cost to participate' as a barrier.

The most challenging barrier to continue to overcome is 'facility and program gaps (type and quality)'. Refer (below) to the rating of 'quality and suitability of facilities and programming', as well as opinion about 'the need for more and improved facilities'.

Some of the personal challenges that were noted can be partially mitigated through adjustments to the way that some programs are offered to better reach out to healthy and physically challenged residents, as well as those who require improvement in their skill level. Knowing that some people require encouragement to try new things can adjust the role of service providers to also become better at motivating and enabling.

Although transportation was not noted as a major barrier, it is for some residents. Continuing to improve transportation options and better consolidation of facilities will help to reduce transportation challenges.

1. Lack of awareness of what is available	29.6%
2. The time of day or day of the week when programs of interest to me are available	29.1%
3. Programs and/or facilities of interest to me are not available in WB or very nearby	24.5%
4. I don't have enough time	21.4%
5. Health issues/limitations	20.9%
6. The cost to participate in most activities is too high for me	16.3%
7. Personal physical ability and/or skill	15.8%
8. Reluctance to try new things	7.1%
9. Transportation	7.1%

Suggestions for How the Town Might be Able to Help Reduce Any of the Above Challenges

Survey participants were asked for their thoughts and ideas that expand upon the topic and offer suggestions for how the Town (and others) could help reduce barriers/challenges to participation. The following are their responses, organized under various themes.

Cost

- More low cost or free activities
- Cost of programs is a big issue for many residents – costs are way too high, especially for some sports (4)
- Minimal cost public swimming (2)
- Hall rentals are too expensive
- YMCA is too expensive for seniors
- Reduce price for seniors (2)
- Reduce cost of pickleball – well above what most communities charge (4)
- Help with cost
- Yoga classes are too expensive
- Ask businesses to sponsor seniors programming
- Use churches and schools more to reduce costs
- Access to low-cost programs and events is limited (e.g., Library-sponsored trips)

Improve Promotion and Coordination of Marketing Among Providers

- More and better communication is required
- Central information site with links to Town website is required – list activities by category – in Town and nearby (2)
- List all activities in one place
- Create a reliable source of information both online and face-to-face
- Integrate and share information across the major service providers
- One online place for all seniors programming + festivals and events (3)
- Monthly calendar
- Quarterly newsletter (2)
- Short videos marketing programs and facilities
- Be consistent re: where information is posted
- More information on Town website + better website (3)
- Utilize a newsletter
- Utilize social media, flyers and email
- Utilize social media, radio, television (2)
- Improve Internet access
- Insert program and facility information in bills that are mailed
- Direct mail
- Difficult to reach the Ramblewood Health Centre to enroll in programs

Adjust Programming Schedule

- More weekend and evenings (7)
- Wider variety of times
- More programs available at different times
- More than one time available for the most popular programs/Expand programs to allow varied times for participation (3)
- More daytime events/programs (2)
- Not too early in the morning

Increase Variety and Quantity of Programing

- Wider variety of programs/ More older adult activities (2)
- More art courses
- More cultural events (plays, movies, music) (2)
- More line and ballroom dancing (2)
- Provide more low cost/low risk introductory programming to encourage new participants
- Create a table tennis league
- Indoor walking in winter
- Badminton
- More fitness, yoga, meditation classes during the day, evenings and on weekends (3)
- New library may include opportunities for more exposure to culture (theatre, art shows)
- Allow seniors to use the YMCA hot tub
- Better access to low-cost excursions (2)
- Guitar lessons
- Language classes
- Drop-in programs
- Some popular programs are not provided in Wasaga Beach
- Lecture series

Add and Improve Facilities

- Provide a recreation/community centre (arena (4), pool (2), library and gymnasium) (2)
- A new library
- Provide a waking track above the proposed new arena (\$2.00/occasion) (3)
- Close Beach Drive to create continuous boardwalk
- Provide a proper facility for pickleball (indoor)
- Outdoor skating trail
- A larger seniors centre
- Work with Ontario Parks to keep Nordic trails open when there is sufficient snow cover
- Indoor mall (for walking)
- More baseball diamonds and soccer pitches
- Provide supportive services/features/facilities to augment programs, e.g., child minding service

Location of Programs/Facilities

- West end location for pickleball
- Offer programs closer to where seniors are concentrated within Town

Transportation/Access

- More events for people with limited mobility
- More volunteer-based transportation
- Improve low-cost transportation
- Transportation for residents who can no longer drive

Other

- Apply for all available senior government and other grants

Where Older Adult Residents Participate in Culture, Recreation and Fitness in Wasaga Beach

Respondents were asked where they participate. They could select all that apply. It should be noted that the survey was promoted directly to the main providers who serve older adults, and the response will be influenced by that method of promotion. What is most relevant is the wide array of public, non-profit and commercial service providers (and their facilities and programs), as well as municipal and provincial parks that are utilized by respondents. This reflects the wide range of culture, recreation and fitness/wellness activities in which respondents regularly participate (as noted earlier).

1. Prime Time Club	39.5%
2. Wasaga Beach Provincial Park	33.2%
3. Wasaga Beach Public Library	32.7%
4. YMCA of Simcoe Muskoka	25.6%
5. Town of Wasaga Beach culture, recreation and fitness programming (RecPlex, arena)	22.4%
6. Seniors Active Living Centre	22.4%
7. Probus Clubs	22.0%
8. Other commercial recreation (golf, curling, etc.)	20.2%
9. Church activities and clubs	18.4%
10. Commercial fitness, yoga, dance or other clubs and enterprises	8.1%
11. Wasaga Sports Park	6.3%
12. Community Health Centre	5.8%
13. 412 Club	5.8%
14. Oakview Woods Sports Complex	4.5%

Quality and Suitability of Facilities, Programs and Services Available in Wasaga Beach

The relative quality and suitability of facilities, programs and services are listed in ranked order according to their 'weighted average' score (far right column). The weighted average score is derived from the number of responses by category ('very poor' to 'very high'). A facility, program or service that received a relatively high percentage of 'high' and 'very high' responses and a

relatively low percentage of 'poor' and 'very poor' responses would receive a weighted average score well above the mid-point of 2.5 out of 5. For the details, refer to **Table 4**.

One observation of note is that all but trails and boardwalks received their highest percentage score in the 'medium' or the mid-point in the rating scale, indicating a strong degree of either mediocrity or uncertainty. Consequently, very few facilities, programs and services received high scores in the 'very poor' or 'very high' categories. The highest 'very poor' scores were for on-street bike lanes, outdoor cultural facilities, indoor arts and culture facilities, and group meals/dinners. On the other hand, the facilities, programs and services that received the best 'very high' scores were parks and green spaces, and trails and boardwalks.

Nine of the fourteen categories of facilities, programs and services scored 3 out of 5 and higher (3.05 – 3.5), with none of the 14 scoring below 2.5. That in itself is quite positive.

The top five ranked facilities, programs and services were:

1. trails and boardwalks,
2. parks and green spaces,
3. physical accessibility into and within facilities,
4. outdoor sport and recreation facilities, and
5. fitness/wellness programs.

The bottom ranked five facilities, programs and services were, beginning with the lowest:

1. indoor arts and culture facilities,
2. on-street bike lanes,
3. outdoor culture facilities,
4. arts and culture programs, and
5. group meals/dinners.

Of note is the low scoring for indoor and outdoor arts and culture facilities and programming. Although for most smaller communities, arts and culture typically ranks lower than sports and active recreation in participation (and availability and quality of opportunities), the older than average age profile of Wasaga Beach residents translates into above average demand for these types of leisure pursuits. At 50.2%, arts and culture pursuits were the third most popular category of leisure activity among survey respondents, even accounting for the limited and relatively poor quality of facilities locally. Additionally, 34.5% of respondents selected arts, crafts and hobbies as a popular pursuit. These and other results underscore the need for increased priority to be placed on arts and culture facilities and programming in Wasaga Beach. Rigorous outdoor sports and active recreation activities and programs (including cycling, walking running and hiking) ranked second (53.4%) as a category of popular leisure pursuits. Although trails and boardwalks ranked highest for quality and suitability, on-road bike lanes ranked second last. Given the popularity of cycling, improving on-road bike lanes should be a priority.

Note in **Table 4**, the high rating of fitness/wellness programs, along with recreation and sport programs.

Table 4: Quality and Suitability of Facilities, Programs and Services Available in Wasaga Beach

Facilities, Programs and Services	Very Poor	Poor	Medium	High	Very High	Total	Weighted Average
1. Trails and boardwalks	0.50% 1	8.54% 17	38.69% 77	45.23% 90	7.04% 14	199	3.50
2. Parks and other green spaces	2.12% 4	7.41% 14	41.27% 78	40.74% 77	8.47% 16	189	3.46
3. Physical accessibility into and within facilities	2.75% 5	6.04% 11	55.49% 101	30.77% 56	4.95% 9	182	3.29
4. Outdoor sport and recreation facilities	2.65% 5	7.94% 15	56.61% 107	30.69% 58	2.12% 4	189	3.22
5. Fitness/wellness programs	1.01% 2	14.07% 28	51.26% 102	29.15% 58	4.52% 9	199	3.22
6. Recreation and sports programs	1.63% 3	9.24% 17	61.96% 114	26.09% 48	1.09% 2	184	3.16
7. Ease of getting to/travelling to programs and activities	5.29% 10	7.94% 15	56.08% 106	26.46% 50	4.23% 8	189	3.16
8. Indoor sport and recreation facilities	2.58% 5	13.40% 26	54.64% 106	26.29% 51	3.09% 6	194	3.14
9. Program value for cost	2.66% 5	14.89% 28	60.11% 113	19.15% 36	3.19% 6	188	3.05
10. Group meals/dinners	6.78% 12	23.73% 42	57.06% 101	11.30% 20	1.13% 2	177	2.76
11. Arts and culture programs	4.47% 8	34.08% 61	48.60% 87	12.85% 23	0.00% 0	179	2.70
12. Outdoor cultural facilities	7.22% 13	29.44% 53	51.67% 93	11.11% 20	0.56% 1	180	2.68
13. On-street bike lanes	9.09% 17	32.09% 60	43.32% 81	14.44% 27	1.07% 2	187	2.66
14. Indoor arts and culture facilities	6.56% 12	38.25% 70	45.90% 84	8.74% 16	0.55% 1	183	2.58

Demand for Facilities That are Either Not Available or Could be Improved and/or Expanded in Wasaga Beach

This question asked about the degree of agreement/disagreement about the need for various types of culture, recreation and fitness facilities that should be of interest to adults and older adults. As with the previous question, a weighted average score was calculated for each facility type. None of the facility types had an average score lower than 2.6, which means that for each one, there were more respondents in favour than not.

Eight of the 16 facility types generated a relatively high percentage of responses for 'not at all interested' (between 10% and 30%). On the other hand, all but three facility types generated a relatively high percentage of response for 'extremely interested' (between 10% and 30%). For the details, refer to **Table 5**.

The types of facilities in highest demand include the following (all with a weighted average at or above 3.5 out of 5.0):

1. an indoor walking track or path	(3.79) – 29.3% extremely interested,
2. more trails and boardwalks	(3.72) – 20.3% extremely interested,
3. a larger library	(3.58) – 30.6% extremely interested,
4. more benches in parks and along trails	(3.58) – 20.7% extremely interested,
5. a larger seniors centre	(3.51) – 25.4% extremely interested, and
6. a performing arts centre	(3.50) – 17.6% extremely interested.

Special Note: In #7 position was 'facilities that are grouped together into a multi-facility complex'. The weighted average was high at 3.44. 31.8% of respondents were 'very interested' and 22.4% were extremely interested in this facility provision strategy (total positive score of 54.2%). This desire for increased clustering of complementary leisure facilities was a consistent message throughout this study and the Age Friendly Community study.

The types of facilities displaying the lowest relative demand include the following. However, as noted below, they all displayed a relatively high weighted average of 2.6 to 3.12 (in brackets) and a relatively high percentage of 'extremely interested'. They are listed from lowest to highest in relative demand.

1. more pickleball courts	(2.60) – 9.1% extremely interested,
2. a water park	(2.78) – 11.7% extremely interested,
3. an outdoor skating area or trail	(2.93) – 10.1% extremely interested,
4. a bowling alley	(3.07) – 13.4% extremely interested, and
5. more on-road bicycle lanes	(3.12) – 20.1% extremely interested.

There is a strong correlation between the 'quality and suitability' ratings and 'demand for more and better facilities', even though the categories don't align perfectly, and facility types are more generalized in the 'quality/suitability' ratings.

Table 5: Degree of Agreement/Disagreement with the Need for Facilities That are Either Not Available or Could be Improved and/or Expanded in Wasaga Beach

Types of Facilities and Features	Not at All Interested	Only Moderately Interested	Neither Interested nor Uninterested	Very Interested	Extremely Interested	Total	Weighted Average
1. An indoor walking track or path	6.25% 13	8.65% 18	13.94% 29	41.83% 87	29.33% 61	208	3.79
2. More trails and boardwalks	1.98% 4	12.87% 26	16.83% 34	48.02% 97	20.30% 41	202	3.72
3. More benches in parks and along trails	4.93% 10	12.32% 25	23.15% 47	38.92% 79	20.69% 42	203	3.58
4. A larger library	11.65% 24	8.74% 18	20.39% 42	28.64% 59	30.58% 63	206	3.58
5. A larger seniors centre	10.73% 22	10.24% 21	21.95% 45	31.71% 65	25.37% 52	205	3.51
6. A performing arts centre (outdoor event space)	7.54% 15	11.06% 22	23.12% 46	40.70% 81	17.59% 35	199	3.50
7. Facilities that are grouped together into a multi-facility complex	10.45% 21	11.94% 24	23.38% 47	31.84% 64	22.39% 45	201	3.44
8. A public fitness centre	7.46% 15	12.44% 25	32.34% 65	30.85% 62	16.92% 34	201	3.37
9. More shade in parks and at the beach	8.37% 17	12.81% 26	26.11% 53	39.41% 80	13.30% 27	203	3.36
10. Improve physical accessibility into and within facilities	9.05% 18	9.55% 19	41.71% 83	30.15% 60	9.55% 19	199	3.22
11. More and better multipurpose program rooms	9.00% 18	14.00% 28	31.00% 62	39.00% 78	7.00% 14	200	3.21
12. More on-road bicycle lanes	20.10% 41	12.25% 25	23.04% 47	24.51% 50	20.10% 41	204	3.12
13. A bowling alley	19.62% 41	13.88% 29	20.10% 42	33.01% 69	13.40% 28	209	3.07
14. An outdoor skating area or trail	18.09% 36	14.57% 29	33.17% 66	24.12% 48	10.05% 20	199	2.93
15. A water park	23.35% 46	17.26% 34	29.44% 58	18.27% 36	11.68% 23	197	2.78
16. More pickleball courts	30.15% 60	12.06% 24	34.67% 69	14.07% 28	9.05% 18	199	2.60

Demand for Culture, Recreation and Fitness Activities, Programs and Events That Are Either Not Available or Under-Supplied in Wasaga Beach

The activities, programs and events in highest demand are (all scored above 3.0):

1. More fitness/wellness programs	(3.53) – 15.6% extremely interested
2. More music and dance performances	(3.46) – 13.7% extremely interested
3. More day trips and excursions	(3.42) – 10.6% extremely interested
4. More drama/plays	(3.34) – 10.8% extremely interested
5. More festivals	(3.29) – 10.5% extremely interested
6. More information about healthy living	(3.21) – 8.8% extremely interested
7. More programs provided - evenings + weekends	(3.18) – 10.6% extremely interested
8. More technology training	(3.13) – 11.9% extremely interested
9. More creative arts and craft programs	(3.13) – 9.0% extremely interested
10. More movies	(3.10) – 6.3% extremely interested
11. More aquatic programs	(3.08) – 10.4% extremely interested

Note that more themed dinners and social events ranked 12th with a weighted score of 2.94.

The three activities, programs and events that scored highest in ‘not at all interested’ – by a large margin - are the following (all had a weighted score of under 2.5):

▪ More gym sports (e.g., volleyball, basketball, badminton, etc.)	(29.5% not at all interested)
▪ More pickleball	(35.8% not at all interested)
▪ More tennis	(38.7% not at all interested)

Eight of 15 activities, programs and events scored 10% or higher for ‘extremely interested’.

1. More fitness/wellness programs	(15.61%)
2. More day trips and excursions	(14.90%)
3. More music and dance performances	(13.66%)
4. More technology training	(11.94%)
5. More drama/plays	(10.78%)
6. More programs provided in the evenings and on weekends	(10.55%)
7. More festivals	(10.50%)
8. More aquatic programs	(10.40%)

For the details, refer to **Table 6**.

Table 6: Demand for Culture, Recreation and Fitness Activities, Programs and Events That Are Either Not Available or Under-Supplied in Wasaga Beach

Activities, Programs and Events	Not at All Interested	Only Moderately Interested	Neither Interested nor Uninterested	Very Interested	Extremely Interested	Total	Weighted Average
1. More fitness/wellness programs	4.39% 9	10.73% 22	27.80% 57	41.46% 85	15.61% 32	205	3.53
2. More music and dance performances	5.37% 11	12.20% 25	27.32% 56	41.46% 85	13.66% 28	205	3.46
3. More day trips and excursions	9.62% 20	10.10% 21	24.04% 50	41.35% 86	14.90% 31	208	3.42
4. More drama/plays	7.84% 16	14.22% 29	25.00% 51	42.16% 86	10.78% 22	204	3.34
5. More festivals	7.50% 15	16.50% 33	26.00% 52	39.50% 79	10.50% 21	200	3.29
6. More information/education about healthy living	8.78% 18	15.12% 31	30.73% 63	36.59% 75	8.78% 18	205	3.21
7. More programs provided in the evenings and on weekends	13.57% 27	12.06% 24	28.14% 56	35.68% 71	10.55% 21	199	3.18
8. More technology training	12.44% 25	14.93% 30	31.84% 64	28.86% 58	11.94% 24	201	3.13
9. More creative arts and crafts programs	10.45% 21	18.41% 37	27.86% 56	34.33% 69	8.96% 18	201	3.13
10. More movies	13.17% 27	13.17% 27	30.24% 62	37.07% 76	6.34% 13	205	3.10
11. More aquatic programs	13.37% 27	14.36% 29	33.17% 67	28.71% 58	10.40% 21	202	3.08
12. More themed dinners and social events	15.20% 31	16.18% 33	33.82% 69	28.92% 59	5.88% 12	204	2.94
13. More gym sports (e.g., volleyball, basketball, badminton, etc.)	29.50% 59	17.00% 34	36.50% 73	11.50% 23	5.50% 11	200	2.46
14. More pickleball	35.82% 72	13.93% 28	29.35% 59	12.44% 25	8.46% 17	201	2.44
15. More tennis	38.69% 77	14.07% 28	37.69% 75	4.02% 8	5.53% 11	199	2.24

E.5 The ‘Community Hub’ Survey

The survey was administered in 2018 to solicit opinion about the types of facilities, services and amenities to be planned for the Community Hub that was formerly proposed for downtown Wasaga Beach. There were 934 responses to the survey. In the introduction, it was stated that “the Community Hub is intended to be a vibrant hub of community life for residents and visitors to Wasaga Beach throughout the year, and as such will be a cornerstone of Downtown Wasaga Beach. Community Hubs come in all shapes and sizes and this is a unique opportunity to create a complex that meets the needs of our community”.

Questions were asked about the importance of, satisfaction with and interest in a variety of community facilities and services. The response to these questions can be applied to any type and location of a community centre or hub of activity in Wasaga Beach.

Importance of Existing Municipal Facilities and Services

When asked about the importance of municipal facilities, the following was the response (in ranked order) for the eight categories. Importance was rated on a six-point scale from extremely important to not important. Note that regardless of the ranking, all categories of facilities and services received a high score for importance (over 78%).

1. Parks and green spaces	(59.3% extremely + 26.8% very + 11.5% important = 97.6%)
2. Outdoor recreation facilities	(45.5% extremely + 30.8% very + 18.0% important = 94.3%)
3. The RecPlex	(43.9% extremely + 33.1% very + 16.5% important = 93.5%)
4. Government services	(32.3% extremely + 30.4% very + 24.1% important = 86.8%)
5. Arena	(34.7% extremely + 26.9% very + 24.7% important = 86.3%)
6. Public library	(36.3% extremely + 26.5% very + 20.5% important = 83.3%)
7. Public meeting/gathering facilities	(29.1% extremely + 27.7% very + 25.3% important = 82.1%)
8. Arts and culture facilities	(27.0% extremely + 27.5% very + 24.2% important = 78.7%)

Satisfaction with Municipal Facilities and Services

When asked about **satisfaction** with municipal facilities and services, the following was the response (in ranked order) for the eight categories. Level of satisfaction was rated on a six-point scale from extremely satisfied to extremely dissatisfied. Note that although all categories of facilities and services received a high satisfaction score, public meeting/gathering facilities, government services, the arena, and arts and culture facilities were scored the lowest, which for public meeting/gathering facilities, the arena, and arts and culture facilities is consistent with the technical analysis of Wasaga Beach facilities.

1. The RecPlex	(16.4% extremely + 46.2% very + 28.1% somewhat satisfied = 90.7%)
2. Parks and green spaces	(8.1% extremely + 37.7% very + 41.3% somewhat satisfied = 87.1%)
3. Public library	(6.7% extremely + 35.4% very + 43.3% somewhat satisfied = 85.4%)
4. Outdoor recreation facilities	(5.8% extremely + 27.0% very + 47.4% somewhat satisfied = 80.2%)
5. Meeting/gathering fac.	(3.4% extremely + 26.2% very + 47.7% somewhat satisfied = 77.3%)
6. Government services	(3.9% extremely + 17.7% very + 43.5% somewhat satisfied = 65.1%)

7. Arena	(4.5% extremely + 16.6% very + 43.5% somewhat satisfied = 64.6%)
8. Arts and culture facilities	(2.8% extremely + 15.7% very + 37.1% somewhat satisfied = 55.6%)

Level of Interest in Facilities and Services that Could be Included in a Community Centre or Located in a Park

The level of interest in 25 types of community facilities and services was surveyed. Level of interest was rated on a six-point scale from extremely interested to not at all interested. The following was the response (in ranked order). The score for each facility or service combines 'extremely interested', 'very interested' and 'interested'. Note that the range of interest varied a good deal among selected facilities and services. Culture, recreation and active living facilities are highlighted in bold.

1. Entertainment/attractions	86.6%
2. Health services	85.2%
3. Food and beverage (cafes, restaurants)	84.9%
4. Outdoor/indoor event space	80.4%
5. Retail for the Town Square	76.3%
6. Service Ontario office	77.4%
7. Cultural performing arts venue	73.5%
8. Library	72.1%
9. Seniors centre	72.0%
10. Multipurpose recreational rooms	75.0%
11. Education facilities	71.2%
12. Indoor walking/running track	71.2%
13. Municipal services offices	70.6%
14. Post Office	70.0%
15. Studios for cooking, workshops, art, music, etc.	68.2%
16. Retail related to the facility (e.g., pro shop)	65.8%
17. Art gallery/public arts exhibit space	63.8%
18. Year-round ice facilities	63.9%
19. Fitness studio	64.5%
20. Youth centre	59.1%
21. Gymnasium	58.9%
22. Enterprise centre/community workshop/office space	58.9%
23. Field house (indoor soccer, football, lacrosse)	53.7%
24. Early Years drop-in	49.8%
25. Curling facilities	43.8%

Level of Interest in Selected Experiences and Activities That Could be Accommodated at a Community Centre or Park in Wasaga Beach

The level of interest in 16 types of experiences and/or activities was surveyed. Level of interest was rated on a six-point scale from extremely interested to not at all interested. The following was the response (in ranked order). The score for each experience and activity combines

'extremely interested', 'very interested' and 'interested'. Note that the range of interest varied a great deal among selected experiences and activities. Culture, recreation and active living experiences and activities are highlighted in bold.

1. Festivals/events	84.7%
2. Live performances (dance, music, theatrical plays)	78.6%
3. Recreation programs	77.6%
4. Social and health services	77.0%
5. Community/service clubs	68.0%
6. Fitness classes	64.8%
7. Municipal services	64.0%
8. Library programs	62.5%
9. Educational community programs	60.0%
10. Public art gallery	56.6%
11. Sports teams and leagues	54.9%
12. Organized seniors' activities	53.5%
13. Meetings/conferences/open houses	53.1%
14. Local school functions	47.7%
15. Private banquets and weddings	46.4%
16. Family drop-in programs	38.4%

Appendix F: Generic Leisure Trends and the Older Adult

F.1 Introduction

The Rethink Group is constantly researching leisure trends and the older adult. The following is a summary of information contained in a recent Rethink Group document on this subject (Leisure Trends and the Older Adult, 2021).

F.2 Older Adults Are Not One Market

The older adult market is large and complex, with many dimensions that relate to social, recreation and active living services and opportunities. The following are some of those dimensions.

- age (young, mid-age, older) – older adults are typically defined as age 55+; the ‘frail elderly’ sector is growing rapidly; the age 85+ pop. is projected to triple by 2056.
- gender
- income
- culture/ethnicity
- physical and mental ability
- degree of mobility
- varied personal interests that are different for each age sector (social, culture and recreation, wellness/active living, information/education, etc.)

F.3 Transition Period

The Baby Boom generation (age 56-75 in 2021) will influence the older adult market for the next 30-40 years. This age group is becoming the principal customer of older adult leisure services, especially for an organization like the Seniors Active living Centre. The values, interests and perspectives of the Baby Boom generation will increasingly influence demand for programs, facilities and the nature of the organizations who provide services for older adults. We are currently in a transition as the values and interests of the Baby Boom generation intersect with the quite different interests, values and perspectives of the post-war generation that has shaped the older adult market in Canada for decades.

The SALC must remain cognizant of this, as well as the trends in leisure demand that are already happening and others that are anticipated. At the community and facility level, trends should influence program planning, facility design and the way services are provided and promoted.

F.4 Key Market Trends

The following are market trends that should influence the provision of leisure and active living services for older adults in Wasaga Beach.

- Older adults are becoming more ethno-culturally diverse (especially in large urban centres).
- Older adults are interested in a wider array of leisure interests (e.g., fitness/wellness activities and information, life-long learning, travel, applying career skills/experience, out-of-doors, nature appreciation, arts/culture/creativity, low intensity team sports like pickleball).
- Older adults are increasingly demanding, with higher expectations for quality services and facilities.
- Older adults are more physically active and healthier – increasingly seeking wellness and other opportunities to help extend life and quality of life.
- Outdoor activities are increasingly of interest to older adults (e.g., walking with poles, using an outdoor exercise gym, walking/running/hiking, nature appreciation, pickleball, cycling, golf, orienteering and Geo-caching)
- At least for a while, an increasing percentage of older adults will have a greater ability to pay for services.
- Older adults are increasingly well educated and skilled – with a strong interest in life-long learning and applying their skills and knowledge through volunteering.
- Many older adults have a strong environmental ethic.
- Older adults are more self-motivated, independent, technologically savvy and mobile.
- Older adults are more likely to be looking for personal and spiritual fulfillment.
- An increasing percentage of older adults will continue working (full or part-time) which will impact when they can participate in non-work activities and how much they are available to participate.

Marketers have branded this emerging older adult market as ‘**Boomers with zip**’ or ‘**Zoomers**’.

F.5 Increasing Demand

The following are broad trends in demand for social, recreation and active living activities, programs, events and services. **Transcending all activities is the trend toward older adults wanting to mix with younger adults and participate in activities based on their interests and ability rather than their age.**

The following broad categories of leisure activities are trending upward in demand across Canada – and represent a much wider array of activities, participation levels and quality than is currently available from the total of all service providers in Wasaga Beach. Several questions in the household survey focused on degree of satisfaction with current programming and facilities, high demand programming, and desired activities that are not offered in and nearby Wasaga Beach.

- Activities and programs that support mental wellbeing and life-long learning (formal and informal). Accessible and meaningful programs are fundamental to an active and vibrant lifestyle.
- Activities that exercise the brain – Baby Boomers are looking for challenging pursuits; e.g., a shift from bingo to bridge, and from knitting and quilting to video games, learning a new language, learning to play a musical instrument and participating in jam sessions or bands, belonging to book clubs, taking a cooking or baking class, getting involved in drama, as well as computer and social media classes/labs.
- Programs that focus on spirituality (e.g., meditation, mindfulness), wellness, holistic health and mind-body integration (e.g., Yoga, Pilates, Tai Chi).
- Fitness and wellness activities and programs – all types and tailored to age-specific requirements – from floor-based group fitness and dance programs to full-service strength and conditioning activities for individuals.
- Reading, utilizing libraries, and Internet-based research and learning.
- Computer and social media activities (games, Internet, wide range of programs and social media platforms).
- Linear recreation activities for fitness and pleasure (e.g., walking, jogging, running, cross-country skiing, walking with poles, cycling and mountain biking).
- Lower intensity gym sports (e.g., pickleball and badminton – a transition from tennis, squash and racquetball) and adapted team sports (e.g., low intensity baseball/softball, soccer and hockey on smaller, high quality playing surfaces).
- Aquatic activities, especially fitness-oriented and therapeutic, including the full range of water aerobic programs.
- Intergenerational programs.
- Socializing with friends.
- Culinary classes.
- Attending and participating in festivals and exhibitions.
- Visiting markets (e.g., food fairs, crafts, art).
- Programs and events that involve and engage new Canadian and Indigenous older adult populations - and bring different cultures together to learn and share.
- Attending dramatic arts, dance and music events for entertainment.
- The creative arts – trending toward increasing interest in higher levels of endeavour, including digital photography, drawing and painting (all mediums), sculpture and wood carving.
- Visiting art galleries and shows.
- Visiting museums and historical re-enactments.
- Nature study/appreciation, including bird watching, orienteering, geo-caching, hiking, cross-country skiing and biking - often in gentler environments/terrain.
- Gardening (personal and community).
- Boating.
- Fishing.
- Comfortable camping (glamping).
- Dining out.
- Travel and excursions.
- Movies (more).
- Programs and activities that are available all day (not ending at 3:00 pm as at the SALC), in the evening and on weekends.

- Events with alcohol.
- There is a trend toward activities that are individual and small group in nature, rather than traditional large group events.
- Because of busy schedules and time constraints, an increasing proportion of older adults are becoming interested in short duration program cycles and drop-in opportunities. Many tend to register late for programs and events. Boomers want classes without commitment. That suggests the number of drop-in programs should be increased. One-off activities, events and lecture series are also appealing to Baby Boomers.

Arts and culture programming (and associated facilities) in Wasaga Beach ranked low in quality and suitability, as reported in the Community Forum and the household survey. Attending theatre, music and dance performances were the top out-of-town activities identified in the household survey - illustrating local undersupply and tourism potential.

The household survey noted that almost two-thirds of respondents participate for non-competitive reasons ('to improve health and wellbeing' and 'strictly recreational').

F.6 General Patterns

As introduced earlier, it is anticipated that older adults will increasingly want to mix with younger adults and participate in activities based on their interests and ability rather than their age. That will have implications for the limited range of 'older adult-specific' programming and stand-alone older adult facilities that have been the norm for decades. Organizations like Probus clubs have emerged to provide an alternative to traditional older adult programming and facilities.

Most older adults will not want to be labelled a 'seniors'. Many Zoomers will avoid programs, groups and facilities that are labelled 'seniors', 'older adults' or 'mature adults'. Activities such as bingo, shuffleboard, carpet bowling and card/board games are being avoided by many because they are associated with an older generation of senior adults.

Baby Boomers want to think 'young' and will pursue activities that help them maintain and improve their health and wellbeing. Programs and facilities to support physical health and mental wellbeing will be popular - and this generation will be willing to pay for these opportunities, because of their importance to them.

Baby Boomers have a subjective value of fun and an objective value of education when making leisure choices.

Safety and security will become increasingly important to this new market of aging adults.

This new generation of older adults will be more willing to pay for programs, courses and organized activities, rather than volunteering to help organize and offer them.

Baby Boomers will expect quality services and facilities that will evolve with their interests, needs and abilities.

Because of busy schedules and time constraints, Boomers will be increasingly interested in short duration program cycles and drop-in opportunities. Many tend to register late for programs and events. They want classes without commitment. One-off activities and events, as well as lecture series are appealing to Baby Boomers.

This new generation of older adults will increasingly demand prime time at facilities, rather than the traditional weekday daytime periods. Evening and weekend programs are becoming increasingly popular.

Membership commitments will become less popular with this group. That will have significant implications for membership-based operational models.

Online registration, and credit and debit payment options are essential.

The expectations of older adults re: volunteering are changing, increasingly influenced by the values, perspectives and life experiences of the Baby Boom generation.

There is a trend toward activities that are individual and small group in nature, rather than traditional large group events.

Events with alcohol at older adult centres can be popular.

Older adult centres benefit from partnering with other providers, clubs, and enterprises with complimentary mandates and customer profiles.

Municipalities are Beginning to Make Adjustments

Many municipalities have begun to make adjustment to provide the types and quality of facilities that are of increasing interest to adults of all ages. For example:

- more trails (especially hard surfaced and with benches and more shaded areas),
- more on-road cycling routes,
- full-service fitness centres with programming tailored to the adults and older adults – based on ability,
- improved access to swimming, especially therapeutic pools,
- more facilities to support the creative arts (from studios to galleries),
- more performance facilities and special event spaces (indoor and outdoor),
- accessible culture and recreation facilities (to and within - indoor and outdoor),
- higher quality food service facilities (including healthier food and beverages as well as comfortable sitting/socializing areas/cafes),
- higher quality turf for playing fields and ball diamonds (a safety issue),
- more adult-size outdoor sports facilities,

- amenity-rich arenas, and
- more shaded areas associated with outdoor facilities.

Facility Trends

There is a trend away from stand-alone facilities such as arenas, swimming pools and dedicated seniors centres - and toward clustering of facilities into medium to large, 'one-stop' complexes or community centres - that include a variety of complementary culture, recreation and active living components plus other facilities such as a library, a health centre or specialized clinic, a municipal office, one or more secondary schools, etc. Within these multi-facility complexes, there could be a dedicated older adult wing or component - primarily for middle-aged and older seniors who seek a less busy, quieter and more secure environment. It is anticipated that even this dedicated older adult component will become increasingly less important over the next decade.

Appendix G: Wasaga Beach Town-Wide Older Adult Leisure and Adult Active Living Strategy

G.1 Introduction

The recommendations contained in this appendix comprise a broad town-wide strategy to improve the scope, quality, promotion and delivery of leisure and active living services for older adults in Wasaga Beach. Services comprise about programs, events and services available from all providers, as well as relevant indoor and outdoor facilities. That includes the Seniors Active Living Centre. This town-wide strategy provides the context for the Leisure and Active Living Strategy that is specific to the Seniors Active Living Centre – as described at the beginning of this document.

G.2 Building Blocks of a Long-Term Vision for the Wasaga Beach Town-Wide Older Adult Leisure and Active Living Strategy

Proposed elements of a long-term vision that describes how the Wasaga Beach Town-Wide Older Adult Leisure Active Living Strategy could evolve over the next 10-15 years are presented below. They should be vetted and edited as necessary by a representative sample of service providers and customers. Once there is agreement about the key elements, the Vision should be crafted into easily understood prose that describes how the Strategy should evolve over time.

Imagine its 2035 and the Wasaga Beach Town-Wide Older Adult Leisure and Active Living Strategy has been unfolding over the past fifteen years ...

- Fifteen years ago, the key service providers decided to increase the level of collaboration to guide, coordinate, support and advocate for older adult leisure and active living services in Wasaga Beach. As a result, overlaps have been reduced and gaps have been identified and most filled. Additionally, providers better understand what they are best suited to contribute to the town-wide delivery system.
- An effective one-stop Community Hub of Information was created and is supported by all major service providers in this sector. This interactive information hub is constantly updated and describes who does what for whom, where, when and at what price.
- Most older adult programming has gradually become integrated with adult programming. Rather than programs and events being organized and marketed by 'age', adults and older adults make programming choices based on interest, ability, required skill level, availability and price. However, where there is sufficient demand, some age-specific programming remains.
- With facility improvements and better coordinated service delivery, the availability and range of programming, activities and events has expanded. Programming has become very responsive to changing demand.

- Programming and facility availability for older adults are not limited to weekdays and daytime.
- Over the past fifteen years, facilities that accommodate leisure and active living programs, activities and events for adults and older adults have become increasingly consolidated into larger multifacility community centres, as well as three clusters of complementary indoor and outdoor leisure facilities that are strategically located within the eastern, south central and western area of Town).
- Through increased facility consolidation and clustering, as well as improved transportation, facilities and programming for older adults have become more accessible, in spite of the elongated shape of the Municipality.

G.3 Proposed Foundation and Strategic Directions

The foundation of the Town-wide Older Adult Leisure and Active Living Strategy is a **coordinated and multifaceted approach to service provision**. The Strategy is inspired by the proposed long-term vision that is described above. The Strategy comprises the following five Strategic Priorities.

- 1. Effective Coordination and Advocacy** – strive for well-coordinated service provision across all providers in this sector – optimizing resources, reducing duplication, filling gaps, planning for and coordinating offerings, and collectively advocating for older adults.
- 2. Effective Marketing Promotion of Services** – create a system-wide, interactive one-stop Community Hub of Information, incorporating all providers.
- 3. Enhanced Programs, Events and Services** – continually assess demand and collectively respond with quality leisure and active living programming, events and services.
- 4. An Evolving Facility Provision Strategy** – transition toward three clusters of mostly indoor facilities that are strategically located to serve the eastern, western and southern areas of town - plus quality parks, open spaces and desirable outdoor culture and recreation facilities, including the waterfront and the network of trails and on-road cycling routes.
- 5. Improved Access** – strive for strategically located facilities, accessible buildings and affordable services that are well promoted.

G.4 A Coordinated and Multifaceted Approach to Service Provision

What is recommended is incremental improvement to the approach to service provision for older adults that has been evolving over the years in Wasaga Beach, and that has accelerated in the past two years. Since over half of the Wasaga Beach population is defined as ‘older adult’, there is a large and varied market to serve – and an essential and increasing role for all service providers in the public, non-profit and commercial realms. Directly and indirectly providing for

this market and effectively promoting what is available should be a high priority of the Municipality. Over time, as the older adult population and demand continues to grow, an investment of additional capital and operating resources will be required.

One of the keys to success will be a well-coordinated and multifaceted approach to service delivery where all available human and financial resources are optimized, everyone's role and ability to respond is understood, and there is buy-in to effectively meet the growing and ever-changing needs of the adult and older adult population. Partnerships are essential to this service strategy.

G.4.1 The Public Sector

At a minimum, the public sector comprises the Municipality, the Public Library, Ontario Parks, South Georgian Bay Community Health Centre and the boards of education.

The role of the public sector, individually and in partnership, can include:

- Effective promotion of available services (providers, facilities, programs and events) that support the leisure and active living interests to adults and older adults. The Municipality may be best positioned to take the lead in this task.
- Provision of indoor and outdoor facilities to accommodate leisure and active living programs, activities and events of interest to adults and older adults. The SALC significantly and increasingly contributes to available facilities, programming and events.
- Direct provision of leisure and active living programs, events, training and information of interest to adults and older adults. Mostly through third parties, the SALC contributes to available programming and events.
- Support for new and established volunteer-based and non-profit groups who provide leisure and active living programs for the community. The Municipality may be best positioned to take the lead in encouraging and providing initial support to assist new non-profit groups to become established and prosper.
- Encouragement of new and support for all commercial providers who provide leisure and active living services to adults and older adults.
- Conduct ongoing market research to understand local demand and trends to inform programming, the provision of adequate facilities and related services such as transportation, subsidies, promotion and service coordination. The Municipality may be best positioned to take the lead in this task.

G.4.2 The Non-Profit Sector

At a minimum, the non-profit sector comprises the YMCA; Prime Time Club; 412 Club; Probus Clubs; community arts, culture, recreation, sports and ethnocultural groups/clubs/associations; service clubs; churches; and Friends of Nancy Island.

The role of the non-profit sector, individually and in partnership, can include:

- Service coordination and advocacy. With support from the Municipality, the Age-Friendly Community Advisory Committee is likely the best organization to take the lead re: advocacy. However, all providers have a role to play in advocating for this age group.
- Provision of indoor and outdoor facilities to accommodate leisure and living programs, activities and events of interest to adults and older adults;
- Provision of leisure and active living programs, activities and events of interest to adults and older adults. Some entities provide most of their services directly while others work cooperatively to offer some or all of their services.
- Assist in the promotion of available services by contributing to the proposed Community Hub of Information.

G.4.3 The Commercial Sector

At a minimum, the commercial sector comprises, fitness/wellness clubs/business, Yoga and Tai Chi studios, golf clubs, marinas, nearby curling clubs, and adult lifestyle and retirement communities that provide leisure and active living facilities, open space and programming (e.g., Parkbridge).

The role of the commercial sector can include:

- Provision of indoor and outdoor facilities to accommodate leisure and active living programs, activities and events of interest to adults and older adults throughout the municipality and within older adult residential communities.
- Provision of parks and open space within older adult lifestyle residential communities.
- Provision of leisure and active living programs, activities and events of interest to adults and older adults throughout the municipality and within older adult lifestyle residential communities (from active living, excursions, golf and curling to social programs and events).
- Assist in the promotion of available leisure and active living services through involvement in the proposed Community Hub of Information.

G.5 Service Coordination and Advocacy

With so many entities directly and indirectly involved in leisure and active living services within the public, non-profit and commercial sectors in Wasaga Beach, and each focusing on their particular segment of the large and varied adult and older adult market, effective direction and coordination is essential to ensure that limited resources are optimally employed, everyone is adequately served, overlaps are minimized, gaps are identified and filled, and the needs of adults and older adults are well articulated and championed. Needs, trends, challenges and opportunities must be regularly researched and prioritized – and the town-wide and SALC strategies constantly adjusted in response.

Although the need for purpose, direction and coordination has emerged as very important, this study was not able to sufficiently consult with stakeholders to offer the optimum solution. However, the following suggestions are provided as a starting point.

The Municipality, through the Seniors Active Living Centre, can play a key role in bringing providers together to continue to articulate purpose and direction - and improve service coordination.

G.5.1 Age-Friendly Community Advisory Committee

This Committee, which is a standing committee of Council, should continue to advance and implement all aspects of the Age-Friendly Community Plan. With the assistance of other interested and able partners, it should continue to advocate for older adult services, policies and other assistance. The Committee has identified a responsibility to enhance communication between Town Council, the Committee and residents. Assisting with promotion of older adult services is another role that the Committee has identified, and it should be part of the 'marketing' solution going forward (see **Section G.6**). This Committee should also be a key participant in whatever approach to enhanced purpose and coordination is developed.

G.5.2 Regularly Consult with Key Stakeholders

As a follow-up to this study, it is recommended that key stakeholders from the public, non-profit and commercial sectors who advocate for and provide services to older adults in Wasaga Beach be brought together for a high-profile engagement event. Informed by the Age-Friendly Community Plan and this Older Adult Leisure and Active Living Strategy, it is recommended that an '**Older Adult Summit**' be hosted in late 2021 or early 2022 to discuss the implications of both strategies.

Important discussion topics could include:

1. Provide further input into the long-term vision of what and how the leisure and active living needs of older adults can best be accommodated and supported in Wasaga Beach – providing a 'big picture' look ahead into the future.
2. Discuss what an effective approach to improving service coordination should look like (roles, who to include, who facilitates and how, required human and other resources, etc.).
3. How programming can be effectively researched, planned, coordinated and provided on an ongoing and seasonal basis.
4. How programs and services can best be promoted – advance the concept of a 'one-stop Community Hub of Information'.
5. How to collectively address the highest priority leisure and active living program and facility needs that have been identified to date.

If this type of engagement vehicle is effective, it could be repeated annually or every few years. At a minimum and via the approach to service coordination that is developed, it is recommended that this stakeholder group be kept together and regularly engaged in research, planning, service coordination and advocacy. Encourage everyone to support the efforts of the Age-Friendly Community Advisory Committee and their wider initiatives.

G.5.3 Department of Recreation, Events and Facilities

The Seniors Active Living Centre, through the Department of Recreation, Events and Facilities, will likely have to facilitate bringing the key service providers together to discuss and decide upon how best to provide direction and purpose - and improve service coordination. An **Older Adult Summit** has been recommended to tackle that and other top initiatives emanating from the Town-wide Leisure and Active Living Strategy and the Seniors Active Living Centre Strategy.

Within the Department, it is recommended that consideration be given to eventually dividing the current staff position of Older Adult and Volunteer Coordinator into two staff positions. One staff would be dedicated to 'adult services' (inclusive of older adults) and the other would be dedicated to 'engagement of volunteers' and 'community development'. The staff responsible for engaging volunteers should hold a Certificate in Volunteer Management from a community college.

Given that such a large proportion of the adult population of Wasaga Beach is age 55+ and that the new generation of older adults is less likely to want to be singled out as 'old' or 'senior', the current focus on 'older adults/seniors' may not be necessary in future - and may in fact limit engagement and participation.

G.5.4 Enhance Older Adult Representation and Involvement with Municipal Council

The Age-Friendly Community Plan included this recommendation that focuses on 'leadership and engagement' (via Goal 5 and Strategy 5.5).

Goal 5: Leadership and Engagement

Goal 5.1: Expand use of social and conventional media related to senior's activities.

Goal 5.2: Increase volunteer and employment opportunities for seniors.

Goal 5.3: Involve youth in intergenerational programming.

Goal 5.4: Engage business in service delivery to seniors.

Goal 5.5: Enhance seniors' representation/involvement with Council on local issues.

Strategy 5.5.1: Extend and expand the mandate of the Age-Friendly Project Steering Committee to form the Age-Friendly Community Advisory Committee (accomplished).

Strategy 5.5.2: Explore funding options to recruit a coordinator to support the initial roll-out of the plan. (accomplished).

G.6 Effective Marketing Promotion of Services

Essential to a successful leisure and active living delivery system is an effective vehicle for continually gathering information and communicating about 'who provides what for whom, where and when'.

'An effective marketing promotion vehicle' entails:

- Assembling current and complete information across the public, non-profit and commercial sectors;
- a well promoted, coordinated and easy to access 'one-stop' source of information which should be provided through a combination of digital and traditional mediums (include non-digital for a few more years);
- a platform that can be easily and regularly updated by each service provider; and
- identification of a single entity to be responsible for coordinating, hosting and managing the information portal.

This recommendation was also implied in the Age-Friendly Community Plan (Goal 5, Strategy 5.1), although the focus of Strategy 5.1 was only utilizing the Town website. To be most effective, the information vehicle must be broader and interactive. The Town website could provide an overview of services and providers – and could help to promote the main information portal. Initially, the Community Hub could be hosted on the Town website.

Until a comprehensive 'Community Hub of Information' is operational, utilize the following means of communication:

- Continue to utilize the semi-annual Wasaga Beach Guide.
- Continue to utilize posters and social media marketing campaigns.
- Increase advertising and stories in the local newspaper.
- Increase information pertaining to local older adult leisure and active living services on the Town website.
- Communicate annual participation numbers in community recreation and leisure activities (including data from SALC programming and events).
- Promote all entities who are providing leisure and active living services for older adults (public, non-profit and commercial) to minimize the need for municipal direct programming.
- Continue to raise awareness among adults and older adults about the benefits of leisure and active living opportunities.

Another information vehicle is **Ontario 211**, although it does not appear to be well known and utilized, and the information can quickly become dated. So, it is recommended that efforts be made to increase the knowledge and use of that service and encourage regular update of the local and regional information provided.

Continue to host the annual **Seniors Information and Active Living Expo** (Age-Friendly Community Advisory Committee).

G.7 Enhanced Programs, Events and Services

G.7.1 Program Integration

Given the trend toward the new generation of older adults not wanting to be singled out as 'seniors' and their increasing desire to be connected with adults of all ages, consider gradually integrating most municipal 'older adult' programming into 'adult' programming. In doing so, it is acknowledged that it will likely be necessary to retain some programming and events that cater specifically to older adults who, for a variety of reasons, want to be isolated or segregated from the activities of mid-age adults and other age groups. For a while, some traditional types of facilities and specific programs and events may remain popular with older seniors (e.g., card and board games, carpet bowling, social events, fitness/wellness programs tailored to less mobile people, some traditional dance programs, themed dinners, some traditional hand crafts, etc.). However, as noted earlier, demand is declining for these activities as the Baby Boom generation increasingly dominates the older adult market.

G.7.2 Filling the Gaps

Encourage all providers to work toward filling the programming gaps that were noted in **Appendix E and F** via the community engagement program employed for this study, upward and downward leisure trends, and ongoing market research. The SALC is currently providing and/or facilitating some of this programming. Broad categories include the following and usually imply 'additional' and 'higher quality' programs and events:

- activities and information in support of physical and mental wellbeing;
- low intensity gym and team sports like pickleball, badminton and slo-pitch baseball;
- aquatic activities – including recreational swimming, and aqua therapy programs through the YMCA;
- creative arts and craft activities;
- performing arts (direct involvement and as the audience + skills-based programming and classes);
- intergenerational programs;
- socialization (programs and events);
- life-long learning;
- culinary classes;
- nature appreciation;
- walking, hiking, cycling and skiing;
- adaptive programming; and
- extended hours for programs and events (weekday evenings and weekends).

Due to physical limitations, the SALC facility that is shares with youth can only play a limited role in providing and/or hosting indoor programming and events of increasing interest to older adults. Through the SALC, some outdoor programming and events can be offered throughout the Town

and beyond (under the categories of low intensity team sports, outdoor performing arts, nature appreciation, walking, hiking, skiing and cycling). Nordic Pole Walking, guided nature walks are examples.

It is recommended that the Department of Recreation, Events and Facilities coordinate bi-annual program planning meetings with major providers to work toward reducing overlaps and plugging gaps. This program planning and coordination initiative should be considered an essential part of the proposed approach to service coordination.

Encourage and support the establishment of new grass-roots recreation entities to help serve adults and older adults.

G.7.3 Ongoing Market Research

Continually research demand for leisure and active living programs, events and other services that are of interest to adults and older adults. Continually evaluate existing facilities, programming, events and services regarding their ability to effectively meet changing needs. Regularly conduct town-wide and focused surveys, and also host focus groups and community-wide 'hands-on' engagement events. The Municipality should take the lead in this important endeavour.

G.7.4 Ensure Affordability

Offer a range of pricing for programming and related services to ensure affordability access for all residents, while maintaining program quality. Consider providing subsidies for programming and related services for income-challenged residents. The Municipality, through the SALC and other programming, as well as non-profit service providers are best able to offer 'affordable' programming and events.

G.8 An Evolving Facility Provision Strategy

G.8.1 Overview

As described in **Appendix B**, indoor and outdoor facilities that support adult and older adult culture, recreation and active living programs, events and services in Wasaga Beach are currently provided by an above average array of public, non-profit and commercial entities. This is relatively unique to Wasaga Beach, especially the role of private developers. The above average number and type of service providers, and the wide range of ways that facilities and services are provided (from dedicated facilities and membership-based clubs and resident groups - to fully integrated adult facilities and programming within a residential community). This 'all-hands-on-deck' approach is fortunate because of the large number of older adults of all ages that need to be served.

G.8.2 Recommended Facility Provision Strategy

The recommended facility provision strategy comprises the following five integrated elements:

1. **Stand-alone older adult facilities and operations** such as the Prime Time Club, the 412 Club and the Seniors Active Living Centre that are more attractive to lower income seniors. Although the SALC focuses on active living, the Prime Time Club and the 412 Club cater more to older and less-active seniors.
2. **Entities that are not age-specific** such as the YMCA, Wasaga Beach Public Library, South Georgian Bay Community Health Centre, Ontario Parks, school boards and most commercial enterprises such as fitness clubs, yoga studios, golf courses and curling clubs that are more attractive to active, mid-income to affluent, and younger to mid-age seniors.
3. **Multifacility community centres** that cater to all ages and incomes - and support a wide variety of programs, activities and events. This type of facility could (in future) contain a dedicated older adult component. Although multifacility community centres will be attractive to all age groups, incomes, abilities and perspectives, the dedicated older adult component (if included) will be most appealing to older and relatively less-active seniors. Although it will not include a dedicated older adult component, the multifacility community centre that is proposed for River Road West is an excellent example of a multifacility facility (See below for a description of this facility). The RecPlex is another example of a multifacility community centre.
4. **Private recreation and social facilities, parkland and trails** that are provided within relatively self-contained adult lifestyle residential communities – a situation relatively unique to Wasaga Beach.
5. **Clusters of facilities** that provide programming and support other activities of interest to adults and older adults. Although many community facilities in Wasaga Beach are either stand alone or contain only a few different components (e.g., Seniors Active Living Centre, Prime Time Club, Public Library, Wasaga Stars Arena, RecPlex and Fernbrook Centre), three clusters of complementary facilities are emerging. One is the YMCA, RecPlex, Prime Time Club and Seniors Active Living Centre which are located in close proximity to each other in the western area of Town. To be located in the eastern part of Town, a second cluster will be the future Public Library, twin-pad arena, walking track, and multipurpose rooms. This facility will be located across the road from the Wasaga Stars Arena/community hall. The third cluster will be the future Sunnidale Elementary School/Community Centre which will be in close proximity to Wasaga Sports Park and Fernbrook Centre. These facilities are/will be located in the high growth south central area of Town.

A Facility Provision Model in Transition: It is anticipated that this five-pronged approach to facility provision will remain relevant over the next five to ten years. However, as the new generation of older adults (Baby Boomers) become the primary customers, stand-alone, dedicated facilities with physical limitations like the Seniors Active Living Centre facility and the Prime Time Club facility will become increasingly less popular. Therefore, looking ahead and whenever feasible, seek opportunities to create multifacility community centres and clusters of complementary facilities that can support a wide variety of activities for all age groups.

Simultaneously, move toward the integration of adult and older adult programming as recommended in **Section G.7.1**. The transition toward integration of facilities and programming should begin with the Municipality.

G.8.3 the Proposed Arena/Library Complex

Based on the emerging concept for the proposed new arena/library/community centre, a wide variety of programming, activities and events for all ages will be able to be accommodated, including programming of interest to adults and older adults. Proposed components include:

Although this facility would be a great location for a dedicated ‘home base’ for the SALC, the current design program does not include that function. However, as noted earlier, adult and older adult programming and events can be scheduled in the multi-purpose room, the walking track, the arena (ice and floor), the library and possibly the lobby.

- Main branch library (17,257 square foot) with collection area, collaborative learning spaces, a learning lab (skills development), study rooms, social spaces, children’s activity and program zones, a teen zone, a computer sharing area with access to worktables and office services, and staff offices and workroom.
- Twin-pad arena (200’ x 85’ NHL-size ice surfaces) with seating for 800+ in one pad and 200 in the other + 12 dressing rooms (combined) and referee and first aid rooms – ice-out floor space could accommodate sports such as: ball hockey, pickleball, basketball, volleyball, indoor golf and soccer, concerts and other assemblies, trade shows and exhibitions.
- Indoor walking track
- Dividable multipurpose room/banquet hall with storage and a catering kitchen
- Lobby with seating area (shared)
- Canteen and pro shop
- Customer service desk
- Community shared office space
- Storage
- Recreation space (71,621 square feet)

G.8.4 The Seniors Active Living Centre

What does this mean for the Seniors Active Living Centre? Although this new municipal facility (that doubles as a youth centre) has attracted a good number of older adult customers, the fact that the physical nature of this facility is quite limiting (small size and configuration) in the types of programs and activities that it can support, as well as the number of people it can accommodate, the time will come in the near future when it will be considered to be an unsatisfactory facility. So, in the short term, continue to optimize this facility to accommodate as many participants and types of programs as the size, layout, type of floor and low ceiling height will permit. With the assistance of municipal staff and volunteers, the Seniors Active Living Centre will continue to be the focal point of municipal efforts to serve the older adult population for leisure and active living services, and to coordinate and promote related services across all sectors. Increasingly, the SALC operation will seek other indoor as well as outdoor venues to offer a wider array of leisure and active living programs and activities.

Thinking about the proposed facility provision options noted above, a priority for the SALC should be to continue to offer programming and encourage leisure and active living activities in facilities beyond the walls of the Mosley Street facility. That will include existing planned indoor and outdoor leisure facilities. That will also allow older adult leisure and active living programming to be offered in three areas of Wasaga Beach to increase accessibility, as well as along trails and within numerous parks and along the waterfront. The future arena/library facility will provide the widest array of programming opportunities for adults and older adults.

Refer to main body of this report where initial thinking is presented about the Seniors Active Living Centre Strategy which is intended to provide direction for the further evolution of the SALC.

Note also that there are many other recommendations within this appendix that are associated with the Seniors Active Living Centre (service coordination, a role in advocacy, improving programming/events, the facility provision strategy, improving marketing promotion and improving access to services and facilities).

G.8.5 Optimize Under-Utilized Municipal Facilities

Since some of the spaces in the RecPlex are underutilized, especially during weekday daytime periods, it is recommended that existing and new community-based/non-profit/volunteer groups be encouraged to utilize these space and time slots. Since the rental rate for these spaces is often a deterrent for many small non-profit groups, it is recommended that every effort be made to reduce the cost barrier to encourage greater utilization by this sector.

This recommendation goes hand-in-hand with the one in **Section G.7.2** about encouraging and supporting the establishment of new community-based non-profit groups with an interest in adult and older adult programming.

G.8.6 Multipurpose Space

Mostly via community centres, provide additional quality multipurpose space to support a wide variety of programs and activities for all ages. Multipurpose space should generally have the following characteristics:

- 2,000-4,000 ft², dividable into two or three rooms;
- 12-14 foot ceiling height;
- Bright, usually with at least one glazed wall;
- Ample storage to support the various uses, accessible from/to each component;
- A water source in each room;
- Most or all components should have some type of cushioned floor to support group fitness and dance programs; and
- Multipurpose space should have access to a kitchen to support social events and culinary classes.

G.8.7 On-Road Cycling and Off-Road Trail Network

Continue to:

- improve the on-road cycling network,
- improve the network of walking and hiking trails,
- make connections between trail segments, and
- connect existing and future neighbourhoods and local trails to the major trails.

G.8.8 Other Types of Facilities and Features to Be Considered

Since a comprehensive assessment of demand was not completed for the following types of facilities, they are noted without a fully developed corroboration of need or priority. They were identified via the community engagement program employed for this study, the Age-Friendly Community Plan, and other recent local research - and are mostly supported by generic leisure trends that indicate an upward trend in demand.

- indoor walking/running track (proposed for the River Road West Community Centre)
- performing arts facility
- outdoor performance and/or event space
- creative arts facility
- art gallery
- more strength and conditioning fitness opportunities
- more benches in parks and along trails
- more natural and man-made shade in parks, along trails and at the beach

- more trash receptacles in parks and along trails
- an outdoor skating circuit, possibly associated with a new arena facility and in an appealing setting (possibly associated with the proposed River Road West Community Centre)
- an upgraded gymnasium floor at the RecPlex (sprung wooden or cushioned sport floor)
- bowling alley (commercial)
- curling facility (non-profit or commercial sector)

Overall, it is important for the Municipality to consider when upgrading or building new facilities and parks that high-quality multi-use spaces that are conducive to the social, recreation and active living needs of older adults are considered.

G.9 Improved Access

As introduced earlier, ‘access’ comprises:

- i) adequate knowledge about facilities, programs and services;
- ii) affordability of services;
- iii) the ability to get to facilities and services; and
- iv) the degree of accessibility of indoor and outdoor facilities.

The Age-Friendly Community Plan and the research conducted for this study identified all four aspects of ‘access’ as barriers to participation for many older adults.

Recommendations to begin to improve awareness of available facilities and services were provided in **Section G.6**. The main recommendation is to establish a comprehensive one-stop ‘Community Hub of Information’ containing all leisure and active living facilities, programs, events and services for older adults that are available from all providers. Until the information hub can be established, a number of interim means of communication/promotion were identified.

Recommendations to begin to address affordability were provided under ‘programs and events’ in **Section G.7.2**. A range of pricing and subsidies were recommended to ensure that a good deal of available programming is affordable.

Recommendations about improving cycling routes and trails, as well as providing benches and increased shade along trails and in parks were provided in **Section G.8.8**.

The ability to get to facilities and programs is exacerbated by the decentralized and fragmented nature of many culture and recreation facilities and businesses, the elongated nature of the community, and the limited range of private and public transportation options. It is important to provide older adult social, recreation and active living facilities, programming, events and services in all areas of the Town, as recommended in **Section G.8**.

Utilize the Age-Friendly Community Plan as a reference to guide improvements to transportation options, transportation accessibility for older adults, and accessibility within publicly accessible facilities. The Plan contains the following recommendations that focus on improving access.

- Install and upgrade sidewalks to accommodate walkers and motorized scooters.
- Review sidewalk and bus stop snow removal practices and implement improvements where feasible. (e.g., Build on the Snow Angles Program to assist older adults with snow removal.)
- Continue development of the municipal trail network to encourage even and consistent surfaces, clear signage, wheelchair accessibility and improved parking.
- Explore the feasibility of extended bus service into senior's residential areas and increased drop-off points. Increase bus shelters and ensure they are accessible. Promote increased public transit ridership in targeted areas of the Town.
- Expand volunteer, shuttle and pooled driving arrangements. Continue to think about a ride-share program.
- Explore expanded options for inter-municipal transportation.
- Ensure accessibility standards and AODA requirements are being met in all Town businesses, buildings and facilities.

Appendix H: Wasaga Beach Age-Friendly Community Plan

In 2015, Wasaga Beach Council initiated an Age-Friendly Community Plan. The results of the Plan’s needs assessment indicated that there are gaps in the municipality’s services. The Plan, which was completed in May of 2016, outlined 18 goals that address priorities related to infrastructure, housing, service and support, health care, leadership and engagement.

An Age-Friendly Advisory Committee (a standing committee of Council) was formed to determine how best to implement the goals. That includes developing a communication plan between Town Council, the Committee and community residents. The Committee is also establishing annual action plans to execute the goals of the Plan. One of those initiatives is this study and the framework for an Older Adult Active Living Strategy.

H.1 Needs and Issues

The following are **needs and issues** related to social, recreation and active living services and opportunities that were identified in the Age-Friendly Community Plan.

<p>Outdoor Spaces and Buildings</p> <ul style="list-style-type: none"> ▪ Accessible of sidewalks, trails and buildings ▪ Improved snow removal ▪ Improved street lighting ▪ Cycling and scooter lanes paths ▪ Expanded and interconnected walking trails ▪ Bus shelters, benches and sitting areas 	<p>Social and Recreational Opportunities</p> <ul style="list-style-type: none"> ▪ Need for a seniors’ community hub for information, services and activities ▪ Education and employment opportunities ▪ Year-round recreation facilities ▪ Intergenerational programs ▪ Affordability of programs ▪ Programs are not keeping up with the changing needs of the new generation of seniors
<p>Transportation</p> <ul style="list-style-type: none"> ▪ Expanded bus service ▪ Special transit for persons with disabilities ▪ Volunteer, shuttle and pooled driving options ▪ Affordability of taxis ▪ Out of town transit 	<p>Other Community Needs</p> <ul style="list-style-type: none"> ▪ Improved access to information ▪ One-stop shopping for seniors’ services

More than half (55%) of survey respondents rated services and supports for Wasaga Beach seniors as ‘excellent’ or ‘good’. However, improved and more affordable transportation, improved affordability access to services, and improved information about services and supports were top priorities under social, recreation and active living. Those were also top needs and issues identified in this Older Adult Active Living Strategy.

H.2 SWOT Analysis

The following were the strengths, weaknesses, opportunities and threats re: services for seniors identified in the Age-Friendly Community Plan.

<p>Strengths</p> <ul style="list-style-type: none"> ▪ Location and natural beauty of the area ▪ Range of clubs and social outlets ▪ Recreation facilities and opportunities ▪ Active and engaged base of volunteers ▪ Safety and security ▪ Availability of public transit ▪ Welcoming community accommodating to seniors ▪ Existing services for seniors 	<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Service co-ordination and partnerships ▪ Downtown core redevelopment ▪ Improving trail accessibility ▪ Communication and awareness raising ▪ Engagement of businesses and developers ▪ Intergenerational programming
<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Appropriate, affordable housing for seniors ▪ Lack of long-term care beds ▪ Limited transportation options ▪ No local hospital or walk-in clinic ▪ Wait lists/wait times for health services ▪ Knowledge and awareness raising ▪ Sidewalk and building accessibility 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Ongoing lack of sufficient funding ▪ Isolation of seniors ▪ Overwhelming demand from Baby Boomers ▪ Financial pressure on seniors ▪ Lack of specialized services ▪ Demands on caregivers

It was recommended that any initiatives undertaken as part of the Wasaga Beach Age-Friendly Community Plan should build on strengths, rectify weaknesses, capitalize on opportunities and address threats.

H.3 Guiding Principles

1. Respect and support of all individuals
2. Access and inclusion
3. Openness and transparency
4. Community engagement in plan development and decision making
5. Accountability for actions and follow-up

H.4 Vision – Preferred Future State of a Community and its Stakeholders

- Inclusiveness and accessibility across all areas of the community
- Enhanced services and facilities that ensure high quality of life for present and future seniors living in Wasaga Beach
- A high degree of seniors' leadership and engagement in community life

H.5 Goals

The following are the five goals of the Plan. The three that relate to social, recreation and active living services and opportunities are highlighted in blue.

Town Infrastructure

- Improve accessibility of sidewalks, trails and buildings
- Continue to progress on the downtown core and beachfront redevelopment
- Increase the range of transportation opportunities for seniors

Housing

- Provide supports to allow seniors to remain in their homes
- Increase affordable and rent-geared-to-income housing stock
- Establish a local long-term care home

Services and Supports

- Increase co-ordination and raise levels of awareness of existing services
- Reach out to isolated and vulnerable seniors
- Provide financial relief and support to seniors in need

Health Care

- Establish a local walk-in clinic
- Increase home health care services
- Increase mental health supports to seniors
- Establish hospice/palliative care lodging and supports

Leadership and Engagement

- Expand use of social and conventional media related to senior's activities
- Increase volunteer and employment opportunities for seniors
- Involve youth in intergenerational programming
- Engage businesses in service delivery to seniors
- Enhance seniors' representation/involvement with Council on local issues

H.6 Annual Action Plans

Each year, an action plan is developed to advance the Age-Friendly Community Plan. The action plans are structured around the five goals of the Plan. Under each goal, strategies are identified that align with current priorities. Objectives and performance measures/activities are identified under each strategy, along with a timeline, notation of achievement, responsibility and status/progress/notes for each performance measure/activity. Some of the key accomplishments to date include establishment of the Seniors Active Living Centre, three annual Seniors Information and Active Living Expos (500+ attendees and 60 exhibitors) and this Older Adult Active Living Strategy.

Appendix I: Resources

2016 Census, Town of Wasaga Beach, Simcoe County and Ontario, Statistics Canada

A Place to Grow – Growth Plan for the Greater Golden Horseshoe, prepared and approved under the Places to Grow Act, 2005 to take effect on May 16, 2019

The Town of Wasaga Beach Downtown Redevelopment Master Plan, 2017, Forrec Limited, N. Barry Lyon Consultants Limited, CBRE Tourism and Leisure Group, and J. C. Williams Group

Wasaga Beach Parks, Facilities and Recreation Master Plan, 2012, Dunbar and Associates, David A. Clark Consulting Inc., Lifetime Consulting and John G. Lohuis and Associates

Wasaga Beach Community Trails Map

Town of Wasaga Beach web site

Wasaga Beach Public Library web site

Wasaga Beach Guides (Spring-Summer, 2019 and Fall/Winter 2019-2020), Town of Wasaga Beach

Town of Wasaga Beach Age-Friendly Community Plan, 2016, Shercon Associates Inc.

South Georgian Bay Community Health Centre, Fall Program Guide and other information about the Centre

Prime Time Club web site and October 2019 program guide

Leisure Trends and the Older Adult, The Rethink Group, 2019

Engaging Men in Older Adult Centres Toolkit, 2019, Older Adult Centres' Association of Ontario

Innovative Programs for Older Adults Workshop Recap, 2018, Older Adult Centres' Association of Ontario

Engaging Baby Boomers, 2015, Older Adult Centres' Association of Ontario

Profile of Older Adult Centres in Ontario: 2013, Older Adult Centres' Association of Ontario

Measuring the Impact of Elderly Person Centres (EPC's) in Ontario: Report on the EPC Outcome Survey, 2013, Older Adult Centres' Association of Ontario

Innovate - or Else: Challenges for the 21st Century Senior Centre, Aging Today, March-April 2013, Rita Dickey

Building Bridges to Tomorrow: A User Profile of Older Adult Centres in Ontario, 2010, Older Adult Centres' Association of Ontario