



## STAFF REPORT

### REPORT OF THE COMMUNITY DEVELOPMENT OFFICER FOR THE CONSIDERATION OF COUNCIL

#### OBJECTIVE

To provide Council with information regarding the Seniors Community Grant Program through the Ministry for Seniors and Accessibility.

#### RECOMMENDATION

**THAT** the report of the Community Development Officer dated June 22, 2021 be received;

**AND THAT** Council approve the application to the Seniors Community Grant Program for \$25,000 for the project of Community Bulletin Boards as recommended in the Elliot Lake Community Safety and Well-Being Plan.

Respectfully Submitted

Amanda Roy  
Community Development Officer

Reviewed by

Ashten Vlahovich  
Economic Development Coordinator

Approved by

Daniel Gagnon  
Chief Administrative Officer

## BACKGROUND

The purpose of the Seniors Community Grant (SCG) Program is to support projects that enable local not-for-profit community groups and organizations to deliver programs and opportunities that encourage greater social inclusion, volunteerism and community engagement for older adults (aged 55+).

The COVID-19 pandemic continues to place an enhanced focus on the health and safety, and mitigation of the negative effects of social isolation of older adults. As Ontario's vaccination rollout progresses, older Ontarians and the community organizations that serve them are encouraged to undertake safe initiatives through successful applications to the SCG Program as a positive way to engage and respond to the needs of older adults.

The ministry has identified four priority areas to support older Ontarians across the province:

- Age at home and in communities
- Be safe and secure
- Remain healthy, active, and socially engaged
- Participate in the labour market and economy as they wish

The proposed project, based on the Community Safety and Well-Being Plan, the Age Friendly Action Plan, the City's Strategic Plan, as well as the Accessibility Plan is as follows:

- Add community bulletin boards around town

The deadline for this grant application is July 15, 2021.

## ANALYSIS

The 2021-22 SCG Program will support the priorities mentioned before by funding projects that will:

1. Promote and support age-friendly community development
2. Strengthen the safety and well-being of older adults
3. Adapt and deliver programs and services to isolated older adults either virtually or in-person so they can stay active and socially engaged
4. Create safe opportunities for older adults to network and increase engagement in community labour markets through virtual mentoring, volunteerism, and training to support entrepreneurship.

In the Community Safety and Well-Being Plan it mentions a community bulletin board at Collins Hall for isolated seniors, but this grant allows the City to go a step further in offering multiple community bulletin boards around town. This would allow for not just isolated seniors and older adults but all of our community to stay engaged and up to date on what programs, services and volunteer opportunities (to name a few) are available in our community.

Logistics of how the bulletin boards will work, what they will look like, where they would be located, and so on, will be discussed with City staff, relevant committees, and Council if funding is received.



## FINANCIAL IMPACT

The minimum funding amount is \$1,000 and the maximum funding amount is \$25,000 for a project and will support up to 100% of the total eligible project costs.

## LINKS TO STRATEGIC PLAN

This project aligns with the City's Strategic Plan through;

- Economic Development and Diversification, Stabilization, and Investment Readiness
  - Continue to foster retirement opportunities
- Strong Municipal Corporate Administration and Governance
  - Customer Service Excellence
- Health and Community Wellness
  - Develop an Aging in Place Strategy
  - Develop an Accessibility Action Plan

## SUMMARY

This project is simple, yet very effective. It allows people without a computer or internet access to get information easily. Bulletin boards would be located in very public and safe areas. And they would be aesthetically pleasing.

Bulletin boards would allow isolated seniors to go and gather valuable information about programs, services, and meetings available in the community.

Accessibility and inclusiveness will be considered when designing the bulletin boards.

As an Age Friendly Community taking steps to become more accessible, inclusive, and safe, it is recommended that Council approve the proposed project in order to apply for the SCG Program by July 15, 2021.

