



Partnership Summary

The City of Brantford values its ongoing partnership with the Grand River Council on Aging and recognizes the various benefits of collaboration and consultation with the GRCOA to capture the perspectives of older adults and guide ongoing age-friendly planning in the City of Brantford.

This document provides a summary of how we have used those insights and perspectives to guide our planning and how these plans will continue to turn into action.

Listening to Older Adults

The GRCOA has helped the City of Brantford incorporate perspectives of older adults by (1) facilitating and supporting community engagement sessions (virtually and in-person), (2) participating in advisory groups or committees, or (3) meeting for consultation with City staff. Some of these initiatives include the following:



Community Engagement through the Community Summit Series

- The Community Summit Series was vital in informing *Healthy Aging: The City of Brantford's Age-Friendly Strategy 2018-2021* and supporting the implementation of the various age-friendly initiatives.
- The Series was also vital in contributing to *Right Now: A Community Strategy to Prevent and Address Elder Abuse*, which the GRCOA has continued to support the implementation of.



Community Engagement for Healthy Aging: The City of Brantford's Age-Friendly Strategy 2022-2024

- The City partnered with the GRCOA to engage older adults in virtual sessions that captured perspectives of residents, caregivers, and services providers to inform the updated strategy *Healthy Aging: The City of Brantford's Age-Friendly Strategy 2022-2024*.
- The City also consulted with various sector partners and senior serving agencies to capture their perspectives and recommendations.



Consultations that informed the City of Brantford Community Safety and Wellbeing Plan 2021-2025

- City Staff met with GRCOA members and discussed traffic and pedestrian safety, access to resources, and expanding seniors programming for the Community Safety and Wellbeing Plan (CSWP).
- "Older Adults" were identified as a priority area within the CSWP and was associated with actions, such as updating the City's Age-Friendly Plan.



Listening to Older Adults



Consultations for the Downtown Improvement Task Force

- GROCA supported the Downtown Improvement Task Force by providing information on age-friendly design for community parks and participating in the Downtown Streetscaping Workshop.
- GROCA took part in the environmental assessment public meetings for the three Grand River Crossings and were consulted directly on the communication plans for these assessments.



Consultation on Community Parks and Trails

- GRCOA was included as a stakeholder regarding the park concept and planning for the new Arrowdale Community Park.
- GRCOA provided input on trail development and annual reporting.



Engagement in the Climate Change Strategy

- GRCOA continues to be a committed member of the Community Climate Change Action Plan advisory group.
- GRCOA contributed to discussions on the various areas of climate change and helped brainstorm community solutions and programs to mitigate climate change.



Engagement in the COVID-19 Recovery Discussions

- GRCOA supported the promotion of the City's COVID-19 Recovery Forums to capture community perspectives on themes related to physical health, mental health, financial supports and spiritual supports.



Informed Planning

The City of Brantford values the perspectives of the GRCOA and the perspectives of older adults. The City has integrated community feedback into community plans and strategies over the years, including the following:

- Healthy Aging: The City of Brantford's Age-Friendly Strategy 2018-2021
- Healthy Aging: The City of Brantford's Age-Friendly Strategy 2022-2024
- Right Now: A Community Strategy to Prevent and Address Elder Abuse
- Brantford-Brant 10-year Housing Stability Plan
- Brantford-Brant Community Drugs Strategy
- Mayors' Housing Partnership Task Force Action Plan
- A Review of Homeless Shelter and Housing with Supports System in the City of Brantford
- Brantford Downtown Master Plan
- Brantford Accessibility Plan 2020-2025
- Brantford Customer Service Strategy
- Transportation Master Plan
- Parks and Recreation Master Plan
- Community Safety and Well-being Plan
- Brantford Immigration Partnership Strategic Plan



Upcoming Actions

- The support and perspectives of the GRCOA has contributed to various successes of the City's age-friendly planning, including the updated actions and targets of Healthy Aging: The City of Brantford's Healthy Aging Strategy 2022-2024.
- As the City looks forward, there are various upcoming actions that represent community feedback and will be significant in our ongoing efforts to build an age-friendly community, including (not limited to) the following actions outlined in Healthy Aging: The City of Brantford's Healthy Aging Strategy 2022-2024:
- Improve the walkability of municipal sidewalks and trails
- Improve the walkability of municipal parks and trails
- Ensure buildings are accessible, inclusive, and safe
- Improve access to public transit
- Improve accessibility of city roads and municipal parking
- Support initiatives that promote active and connected transportation systems
- Increase affordable housing options for older adults
- Increase accessibility of affordable housing
- Support older adults to age in place
- Enhanced Access to Recreation
- Prioritize neighbourhood based programming
- Implement programming to support isolated older adults
- Respond to emerging interests and opportunities to support older adults
- Continue to engage older adults
- Enhance opportunities for corporate Age-friendly training
- Work with community partners to address elder abuse
- Continue to engage older adults in community planning
- Support older adults to access employment opportunities
- Improve access to municipal information
- Utilize creative methods to communicate with older adults
- Provide community programs focused on healthy and active living



The City of Brantford is grateful to the GRCOA for their continued commitment to sharing the voices of the community. The City will continue to partner with the GRCOA to capture the perspectives of older adults and to ensure that we seek ongoing guidance as we develop and implement various plans and strategies.