



SENIORS ADVISORY COMMITTEE

Wednesday, April 17, 2019 at 7:00pm
Salmon River Committee Room
4th Floor, 20338 – 65 Avenue, Langley, BC

A G E N D A

Page

A. APPROVAL AND RECEIPT OF AGENDA ITEMS

1. Seniors Advisory Committee – April 17, 2019

Recommendation that Seniors Advisory Committee approve the agenda and receive the agenda items of the April 17, 2019 meeting.

B. ADOPTION OF MINUTES

1-5

1. Seniors Advisory Committee – March 20, 2019

Recommendation that Seniors Advisory Committee adopt the Minutes of the March 20, 2019 meeting.

C. DELEGATIONS AND PRESENTATIONS

1. ICBC Seniors Drive Smart

Invited Presenter: Leanne Cassap, Road Safety & Community Coordinator,
ICBC

D. REPORTS

1. Co-Chair Reports

E. CORRESPONDENCE

F. WORK PROGRAM

6-19

1. Age-friendly Business Recognition Pilot Program

Discussion on the potential next steps for the Township's Age-friendly Business Recognition Pilot Program. The final report and self assessment form from the 2018 pilot program are included in the agenda package.

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G. COUNCIL REFERRALS

H. OTHER BUSINESS AND ITEMS FOR INFORMATION

I. NEXT MEETING

Date: May 15, 2019
Location: Salmon River Committee Room
4th Floor, 20338 – 65 Avenue
Time: 7:00 pm

J. TERMINATE



SENIORS ADVISORY COMMITTEE

Wednesday, March 20, 2019 at 7:00pm
Salmon River Committee Room
4th Floor, 20338 – 65 Avenue, Langley, BC

MINUTES

Present:

C. Munnalall (Community Co-Chair)
Councillor P. Arnason (Council Co-Chair)
Councillor S. Ferguson (Council Co-Chair)

E. Brett, S. Hedao, and S. Soheili

Guests:

K. Kuhn, Regional Mentor, BC Association of Community Response Networks
K. Martin, Langley Community Response Network

Staff:

P. Ward, Strategic/Social Planner
K. Stepto, Recording Secretary

A. APPROVAL AND RECEIPT OF AGENDA ITEMS

1. Seniors Advisory Committee – March 20, 2019

Moved by S. Soheili,
Seconded by S. Hedao,
That the Seniors Advisory Committee approve the agenda and receive the
agenda items of the March 20, 2019 meeting.
CARRIED

B. ADOPTION OF MINUTES

1. Seniors Advisory Committee – February 20, 2019

Moved by C. Munnalall,
Seconded by S. Soheili,
That the Seniors Advisory Committee adopt the Minutes of the February 20,
2019 meeting.
CARRIED

C. DELEGATIONS AND PRESENTATIONS

1. Elder Abuse

K. Kuhn, Regional Mentor Fraser Valley West, BC Association of Community Response Networks and K. Martin, Langley Community Response Network provided a presentation regarding their organization's work in preventing elder abuse. The following information was provided:

- Abuse is considered any action that causes harm to another, including physical, financial, sexual, or psychological abuse.
- The BC Association of Community Response Networks has awarded the Langley Community Response Network \$3,000 to assist them in providing the "It's Not Right" workshops, which educate people on how to recognize the signs of elder abuse, and help those being abused to feel more comfortable to report the abuse.
- The Langley Community Response Network is willing to work with the Township to present the "It's Not Right" workshop to staff or potentially partner in presenting public workshops or a larger forum.

Discussion ensued and the following suggestions were provided:

- Have this information available in the libraries as well as use these venues to present the workshop; and
- Tailor the workshop for recent immigrants.

Action Item:

Staff to correspond with the Community Response Network to thank the presenters for their presentation and invite them to further engage with staff on potential opportunities for collaboration.

D. REPORTS

1. Co-Chair Reports

Councillor Arnason reported the following:

- The provincial government has launched a Poverty Reduction Strategy: "TogetherBC".
- The federal government has committed \$50 million over the next five years for a National Dementia Strategy.
- She and P. Ward recently met with J. Cook, Executive Director, Langley Memorial Hospital and Langley Community Services, to discuss opportunities for Fraser Health to participate on the committee. Participation from Fraser Health could take various forms, including the provision of an occasional presentation or the appointment of a representative to attend regularly as a non-voting member. It was noted that the latter would require an amendment to the Council Advisory Committee Establishment Bylaw. SAC members were in support of having a representative attend regularly as a non-voting committee member, and expressed an interest in providing input into the type of representative appointed by Fraser Health in terms of their position and portfolio.

D. REPORTS**COUNCIL**

Moved by S. Soheili,

Seconded by E. Brett,

That the Seniors Advisory Committee recommends that Council direct staff to prepare an amendment to Council Advisory Committee Establishment Bylaw No. 4700 to include a Fraser Health representative as a non-voting member on the Seniors Advisory Committee.

CARRIED

E. CORRESPONDENCE**F. WORK PROGRAM****1. Dementia-friendly Communities**

The committee reviewed the Alzheimer Society of BC's Dementia-Friendly Communities Local Government Toolkit, including the steps to becoming a recognized dementia-friendly community. SAC expressed interest in learning more about the process from a representative of the Society. Staff noted that there may be grant opportunities to support work on becoming a recognized dementia-friendly community.

Action Item:

Staff to invite a representative from the Alzheimer Society of BC to a future SAC meeting to provide more information regarding dementia-friendly communities, and what existing resources are available to help residents with dementia.

G. COUNCIL REFERRALS**H. OTHER BUSINESS AND ITEMS FOR INFORMATION****1. Green Burials**

E. Brett provided a brief overview of green burials and the potential benefits, including cost and environmental factors. Discussion ensued and the SAC suggested that this item be considered at a future meeting in order to provide members an opportunity to research green burials in further detail.

Action Item:

To be placed on a future SAC agenda for discussion.

2. Federal Pensions

E. Brett commented on issues and concerns with the Canadian Pension Plan.

H. OTHER BUSINESS AND ITEMS FOR INFORMATION

3. **Manufactured Home Parks**

E. Brett commented that the Township has one of the best Manufactured Home Park Redevelopment Policies in the province, but the Metro Vancouver Regional Growth Strategy prohibits municipalities from developing new parks on rural land. Discussion ensued and staff noted that Township and Metro Vancouver policies are generally consistent regarding the development of new manufactured home parks outside the urban area.

4. **Respite Care Facility for Caregivers of People with Dementia**

E. Brett noted that a new respite care facility for caregivers of people with dementia has opened in Abbotsford, and this facility may serve as a good model for other communities.

5. **Tiny-homes on Municipal Property**

E. Brett commented on the potential of using tiny homes to house, on a short-term basis, people that are homeless. Councillor Arnason noted that a group of local residents are also interested in this idea and that it may be good for SAC to receive a presentation from this group.

Action Item:

Staff to invite the group to give a presentation to SAC at a future meeting.

6. **Township of Langley Website**

E. Brett commented that he was unable to find any information related to seniors on the Township website. Discussion ensued and staff noted there are resources for seniors on the Township website. SAC suggested that staff investigate ways to make this information easier to find.

Action Item:

Staff to investigate ways to make the information related to seniors easier to find and report back to the committee.

7. **SAC Picture**

A photo was taken of the committee for the Township website.

I. NEXT MEETING

Date: April 17, 2019
Location: Salmon River Committee Room
4th Floor, 20338 – 65 Avenue
Time: 7:00 pm

J. **TERMINATE**

Moved by S. Hedao,
That the meeting terminate at 9:00pm.
CARRIED

CERTIFIED CORRECT:

Community Representative Co-Chair

Council Representative Co-Chair

AGE-FRIENDLY BUSINESS RECOGNITION PILOT PROGRAM SUMMARY REPORT

Introduction

In 2018, the Township of Langley launched an Age-friendly Business Recognition Pilot Program. The purpose of this document is to provide a summary of the pilot, which will assist the Township in considering the future of the program.

Background

In 2018, the Township received funding from the UBCM Age-friendly Communities Grant Program to assist with the development of an Age-friendly Business Recognition Pilot Program. This program would build upon the Township's "Age-friendly Business is Good Business" initiative (i.e. information brochure) that was developed in consultation with the Township's Seniors Advisory Committee in 2016. The development of the recognition program is consistent with the Township's Age-friendly Strategy.

Pilot Program Development

Between January and May 2018, Township staff worked to develop the Age-friendly Business Recognition Pilot Program. This work involved the:

- Identification of the recommended criteria to achieve recognition
- Development of a process for local businesses to pursue recognition
- Design of age-friendly business branding for promotional and recognition materials

This work began with early engagement with local business organizations (i.e. both the Walnut Grove and the Aldergrove Business Associations) to receive their input on items that staff should consider during the development of the program. Overall, the local business organizations and their membership were supportive of the work to develop the program and did not raise any initial concerns.

Following this early engagement, Township staff identified several principles that would guide the development of the recognition program, including:

- Make the application process simple and straight-forward (given that local business owners / managers may have limited time)
- Emphasize building awareness and promoting improvements to existing practices
- Ensure the effective use of staff resources

Staff then undertook best practice research to consider the criteria to achieve recognition and the process for local businesses to pursue recognition. The following resources were reviewed:

- BC's Creating an Age-friendly Business guide
(https://www2.gov.bc.ca/assets/gov/people/seniors/about-seniorsbc/pdf/agefriendly_business_guide_and_assessmentfinalupdated_aug_2013.pdf)
- Calgary's Age-friendly Business initiative
(<http://www.calgary.ca/CSPS/CNS/Pages/Seniors/Age-Friendly-Business.aspx>)

- New York's Age-friendly Local Business initiative (https://nyam.org/media/filer_public/bf/f7/bff7621c-cac7-4679-9e0f-f5e8bd6d3ae9/agefriendlybusinessguide.pdf)
- Selkirk's Age-friendly Business Recognition Program (<https://www.myselkirk.ca/parks-recreation/age-friendly-initiative/>)
- Washington DC's Age-friendly Business initiative (<https://agefriendly.dc.gov/page/age-friendly-businesses>)
- Welland/Pelham's Age-friendly Business initiative (<https://www.pelham.ca/en/resources/Creating-an-Age-Friendly-Business.pdf>)

The best practice research revealed that most recognition programs employ a self-assessment process, although some programs combine the self-assessment with customer nominations or site inspections. Under the self-assessment process, local businesses are required to complete a form and, if they meet the minimum requirements or score, they may submit an application to be recognized. In some cases the self-assessment consists of a checklist of age-friendly business practices, with mandatory and optional requirements, and in other cases the self-assessment utilizes a rating system, where businesses give themselves a score (e.g. excellent, good, fair, or needs work) on various age-friendly business practices.

The best practice research further revealed that, despite some variations, the age-friendly business practice criteria included on the self-assessment forms was fairly consistent. Moreover, the age-friendly business practice criteria that was developed with the Township's Seniors Advisory Committee in 2016 was consistent with this best practice research.

Finally, the best practice research revealed various approaches for recognizing age-friendly business, including recognition letters, window stickers, and website promotion.

Based on this best practice research and the guiding principles for the pilot program, Township staff developed a program that used a self-assessment process where local business would rate their business on various age-friendly business practices. Township staff thought that the rating system (rather than a checklist) would support a more detailed self-assessment and better illustrate opportunities for improvement.

Businesses that achieved the required average score of 2.5 (i.e. between "fair" and "good") on the self-assessment were then required to complete an application form (including an age-friendly business commitment) and submit the forms to the Township. Submitted applications were reviewed by Township staff, and successful businesses received a recognition certificate. Given that the businesses were not physically inspected by Township staff, the recognition certificate stated the following: "This certificate recognizes that has completed an age-friendly business self-assessment and is committed to ongoing improvements to better serve people of all ages and abilities." Recognized businesses were also acknowledged on the Township website.

Pilot Program Launch and Administration

The pilot program was launched during Seniors' Week (June 1 – 7) in conjunction with two (2) dementia-friendly education sessions. Guest speaker Heather Cowie of the Alzheimer Society of B.C. shared valuable tips and information with business owners at breakfast sessions in the Murrayville area on June 6 and the Walnut Grove area on June 7. Seven (7) local business owners attended each session.

The breakfast sessions were advertised as follows:

- Newspaper advertisements and press release
- Social media
- Emails to Aldergrove Business Association, Walnut Grove Business Association, Fort Langley Business Improvement Association, and Greater Langley Chamber of Commerce for distribution to its membership
- Information placed on public notice boards at community centres
- Advertisement in the Greater Langley Chamber of Commerce dinner program
- Information forwarded to Langley Seniors Community Action Table
- Personal invites delivered to business in the 20200 block of 88 Ave and 22200 block of Fraser Highway
- Hand delivered invites to several retirement homes

In mid-August, a second promotion campaign about the recognition program was launched. This included visits to local businesses in Willoughby, Walnut Grove, and Murrayville to introduce the pilot program and answer questions. Businesses were given a printed application form and encouraged to fill it out.

During Small Business Week (October 14 to 20), the Township further promoted the recognition program by acknowledging the 11 recognized businesses to date on its website (including pictures of the business). The following communications were used to promote the program and further recognize the businesses:

- Social media
- Greater Langley Chamber of Commerce email to members
- Presentation at the Walnut Grove Business Association breakfast
- Presentation to all business associations at a networking lunch

Results

At the completion of the pilot on November 28, 2018, 16 business had applied for recognition, and all 16 were successful in their application.

On December 7, Township staff emailed a short feedback survey to participating businesses, with a request that feedback be provided by December 14. Four businesses responded to the survey. A copy of the survey is included as Appendix A with the results included as Appendix B.

Discussion

The 16 participating businesses represent a fairly small proportion of the approximate 7,000 companies operating in the Township. Nevertheless, 16 businesses are still a good start in building momentum around the Township's age-friendly business initiative.

In comparing the results of the pilot to its initial guiding principles, the following observations can be made:

- Make the application process simple and straight-forward: All of the participating businesses that submitted a feedback survey indicated that the process to complete and submit an

application was “very easy.” That being said, it is unclear whether the application process was a barrier to non-participating businesses (given that there was no attempt as part of the pilot to obtain feedback from non-participating businesses).

- Emphasize building awareness and promoting improvements to existing practices: The participating businesses that submitted a feedback survey already had a high level of awareness of age-friendly business practices before participating in the program. As such, the program had marginal awareness impact amongst these businesses (but this is not necessarily unexpected with “early adopters”). Only one business made “some changes” to their business practices after participating in the program, with the rest making “no changes.” It is noted that the sample of businesses that submitted a feedback survey is small.
- Ensure the effective use of staff resources: The review of the submitted applications and the processing of the recognition materials was not overly time consuming or complicated. The bulk of staff time in administering the program was spent on outreach and communications, as in-person outreach with local businesses proved most effective.

Other observations and ideas emerging from the pilot include:

- Non-brick-and-mortar businesses: Although the pilot program was open to all businesses, the majority of the self-assessment criteria was related to the physical characteristics of the business (both outside and inside). This meant that mobile or online businesses would mark many criteria as “not applicable.” In addition, these criteria may have created confusion for mobile or online businesses, and created a perceived barrier to participation in the program.
- Potential for costly retrofits in older and smaller buildings: Businesses in older and/or smaller spaces may have become more aware of age-friendly business practices as a result of the program, but may have perceived little interest or ability to improve their establishments without extensive and costly renovations.
- “Issued date” on recognition certificates: Including an “issued date” on the certificates would make it clear to customers when the certificate was issued. This would improve the transparency of the recognition program, particularly if changes to the program are introduced in the future.
- Potential partnerships: Partnering with local business organizations on an annual age-friendly business award may help to promote the program and improve participation.

Next Steps

Potential next steps for the recognition program could include:

- Extending the program as a permanent program;
- Extending the program as a pilot; or
- Terminating the program.

Based on the feedback submitted by participating businesses, it is not recommended that the program be extended as a permanent / ongoing program at this time. Further information

through a larger sample of businesses is needed to determine the extent to which the program may help to build awareness and improve businesses practices. A key consideration that will be undertaken as part of 2019 departmental workplan priorities development is identifying the staff resources necessary to administer the program.

APPENDIX A – PARTICIPANT FEEDBACK SURVEY

1. How did you hear about the pilot program?

- ☐ Township of Langley website
- ☐ Chamber of Commerce or Business Association meeting
- ☐ Social media (Facebook or Twitter)
- ☐ Posted on a notice board
- ☐ Email
- ☐ Township staff
- ☐ Word of mouth

2. Before participating in the program, how aware were you of the different practices that can help make your business more comfortable and/or accessible for older customers?

- ☐ Very aware
- ☐ Somewhat aware
- ☐ Not at all aware

3. After participating in the program, how aware are you of the different practices that can help make your business more comfortable and/or accessible for older customers?

- ☐ Very aware
- ☐ Somewhat aware
- ☐ Not at all aware

4. How many changes did you make to your business practices after participating in the program?

- ☐ Many changes
- ☐ Some changes
- ☐ No changes

5. Was the process to complete and submit an application easy to follow?

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Difficult

6. Was the assessment criteria and the minimum score needed to be recognized fair?

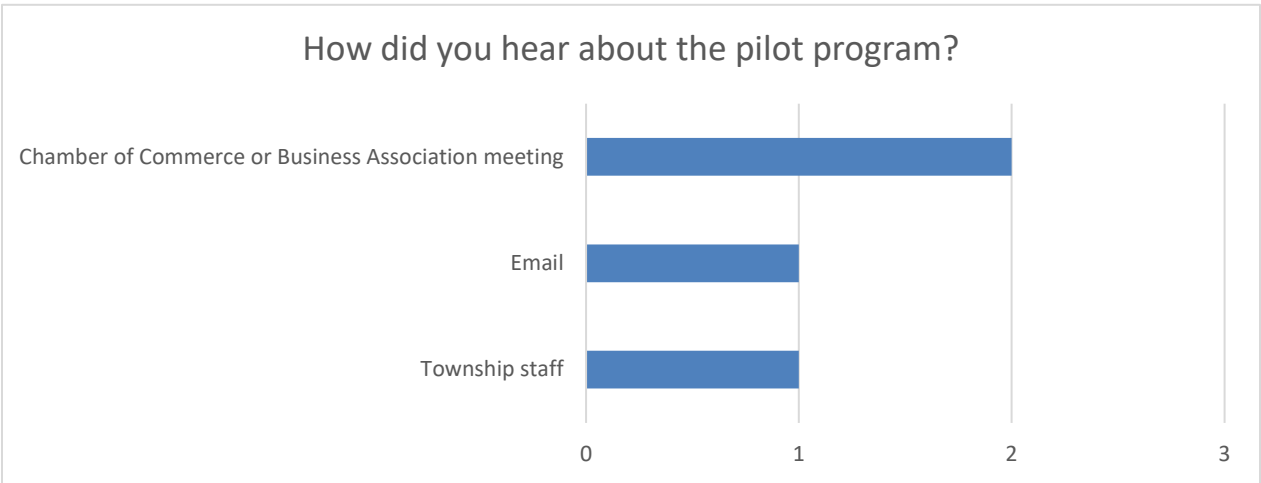
- ☐ Too easy
- ☐ Fair
- ☐ Too difficult

7. Why did you choose to participate in this program? Select all that apply

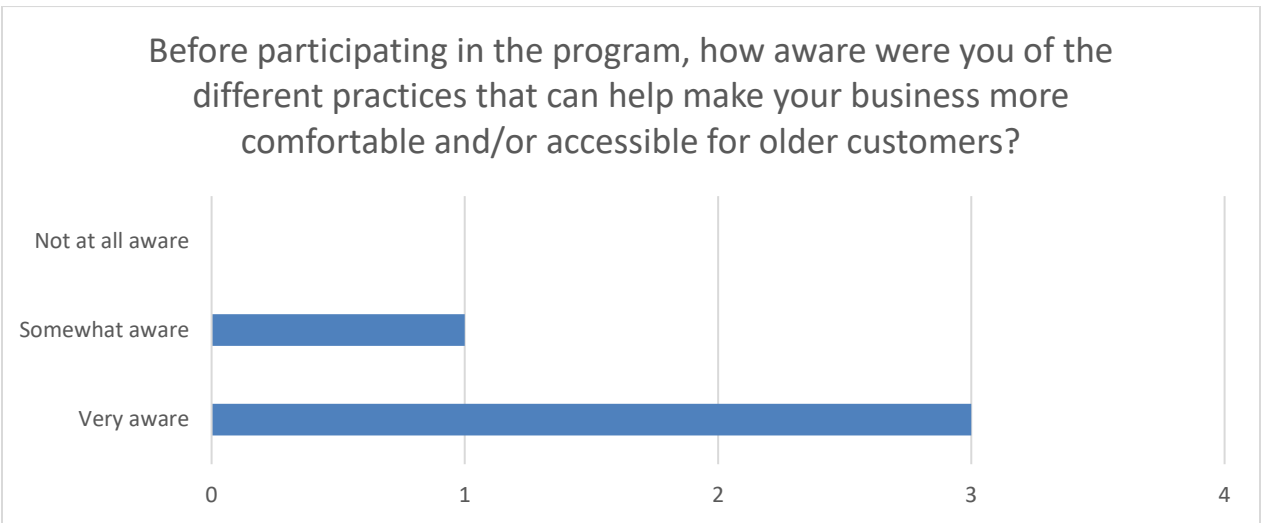
- ☐ Make my business more comfortable for older customers
- ☐ Make my business more comfortable for older employees
- ☐ Enhanced promotion for my business
- ☐ Other:

8. Is there anything else you would like to share about the Age-friendly Business Recognition Pilot Program?

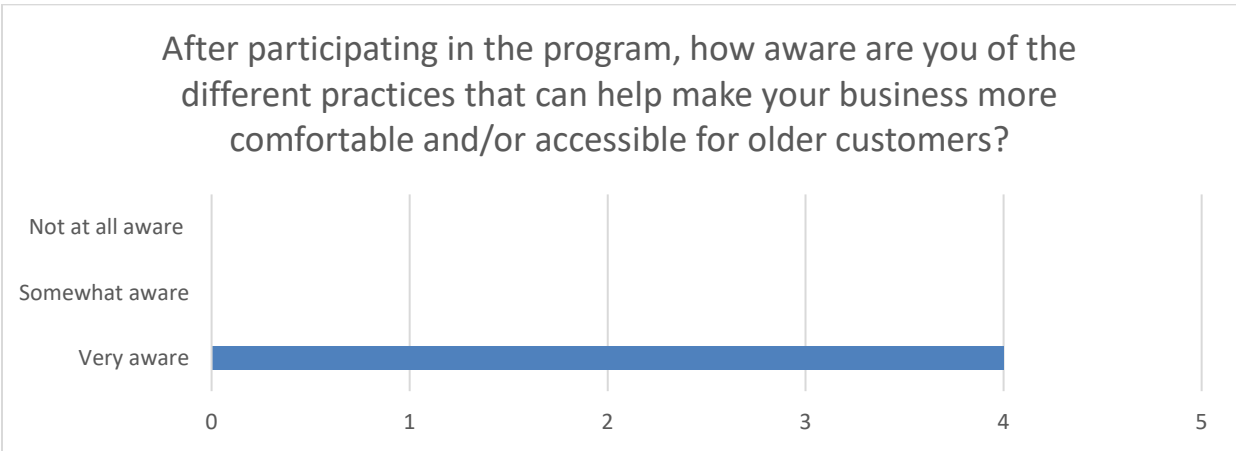
APPENDIX B – PARTICIPANT FEEDBACK SURVEY RESULTS



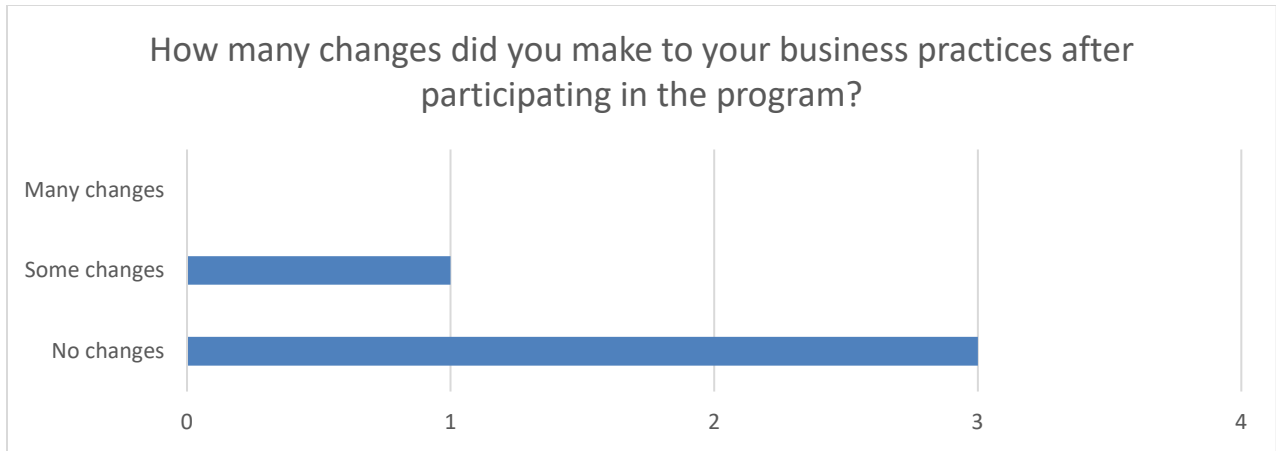
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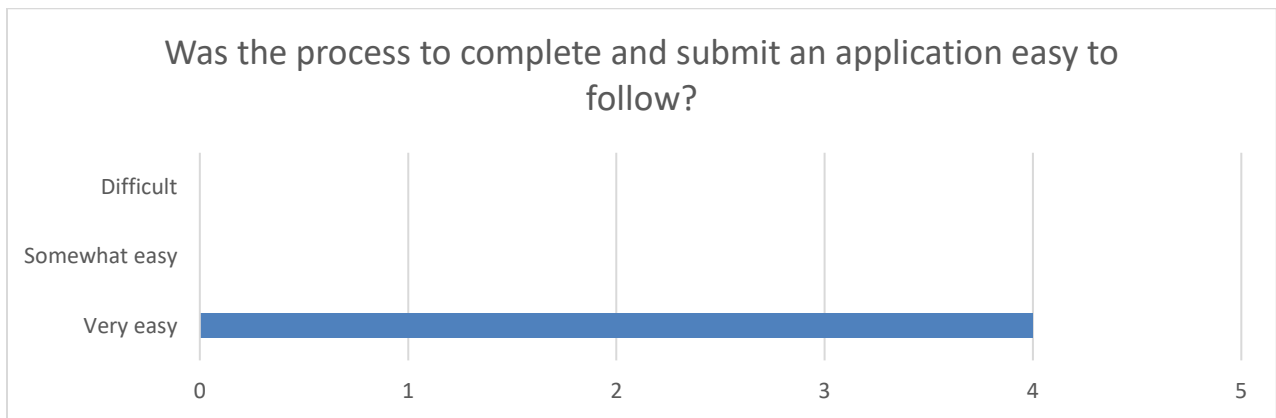
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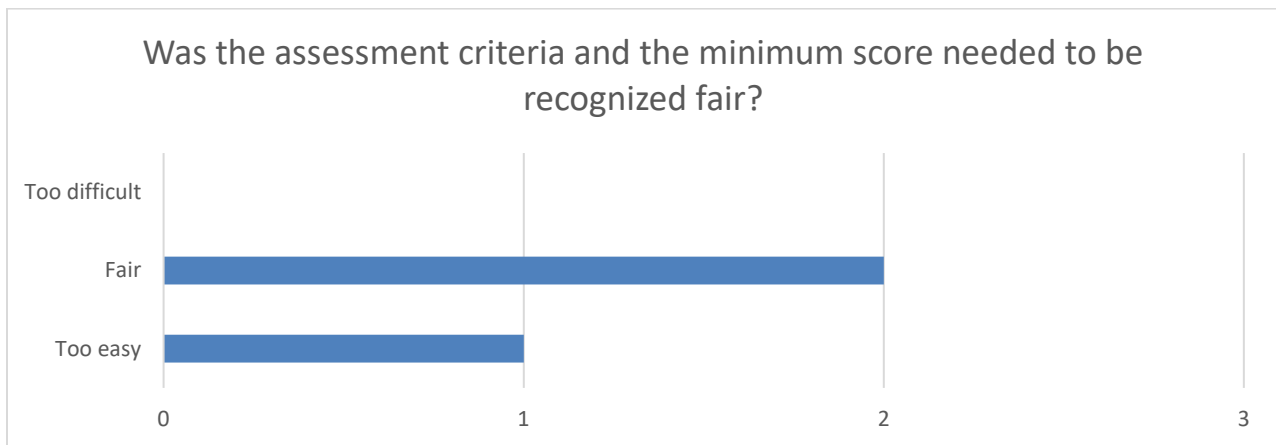
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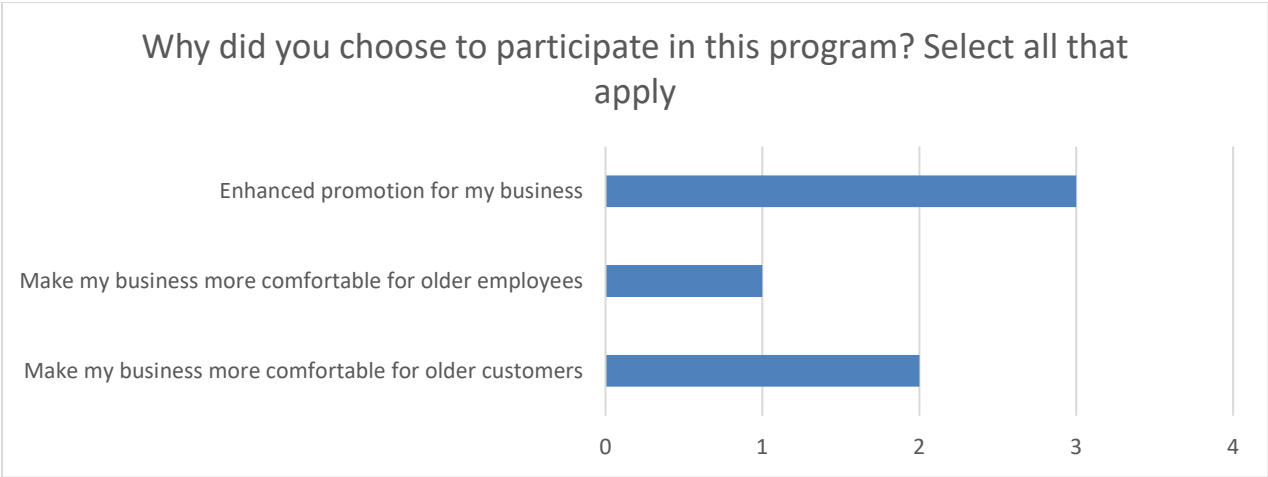
N=4



N=4



N=3



N=4

Is there anything else you would like to share about the Age-friendly Business Recognition Pilot Program?

I think we could offer a course- a two hour- three hour course to learn more to actually merit that designation. Love where this is going though! Way to go Langley!

I think it's a great idea. Heightened awareness about access and seeing things from others view is always a good thing!

N=2



Age-friendly BUSINESS

Township of Langley Age-friendly Business Recognition Pilot Program

The Age-friendly Business Recognition Pilot Program acknowledges local businesses that have made a commitment to age-friendly business practices. By being recognized as an Age-friendly Business, your customers will know you are committed to serving customers of all ages and abilities with dignity and respect.

Why is Age-friendly Business Good Business?

Seniors are the fastest-growing age group in Canada and are healthier, better educated, and wealthier than previous generations. Today, seniors will generally retire with better health, live a longer life, and choose to consume services and products that make their life more enjoyable. For the Township of Langley, the number of residents over the age of 45 is growing faster than average.

Businesses can take small steps now and benefit long-term by being ready to meet the needs of aging customers and build a loyal customer base.

How to Become a Recognized Age-friendly Business

1. Complete the self assessment form in this package.
2. If your average score is 2.5 or more, complete the application form on the last page of this package.
3. Email or mail the completed self assessment and application form to the Township before Wednesday, November 28, 2018.

Email: agefriendly@tol.ca

Mail: Township of Langley,
Age-Friendly Business
Recognition Program,
20338 65 Ave, Langley, BC V2Y 3J1

Businesses that complete these steps will receive a certificate recognizing that they are aware and committed to being an Age-friendly Business. Recognized businesses will also be acknowledged on the Township website (tol.ca/agefriendlybusiness).

Questions?

Contact us at agefriendly@tol.ca

Self Assessment Form

Complete this form to assess how age-friendly your business is and to help expand your customer base.

Any business can use the self assessment form at any time to identify its current strengths and opportunities for becoming a more age-friendly business.

**Use this rating system for the items
below to assess your business.**

**1 = Needs Work
2 = Fair
3 = Good
4 = Excellent
N/A = Not Applicable**

SECTION 1

Accessibility, Mobility, and Safety

Outside Your Business:

- ☐ Designated accessible and seniors' parking spaces
- ☐ Parking lot surface is smooth, without major cracks and bumps
- ☐ Customer pick-up and drop off areas are convenient and clearly marked
- ☐ Pathways and parking lots are well marked, clear of obstructions and have sufficient lighting
- ☐ Entrance door ramps are in place for elevation changes
- ☐ Entrance doors have automatic open access buttons
- ☐ Designated area near entrance for customers to park scooters
- ☐ Doorways are sufficiently wide for wheelchairs and for people walking beside a wheelchair

Inside Your Business:

- ☐ Sturdy, regular height seating is available in line-up or waiting areas
- ☐ Designated wheelchair accessible area
- ☐ Stairways have sturdy handrails and stair edges are clearly marked
- ☐ Flooring is non-slip and floor mats are well secured
- ☐ Aisles are sufficiently wide for wheelchairs, and for people walking beside a wheelchair
- ☐ Service counters have a place to hook a cane so that it does not fall
- ☐ Popular items are shelved at medium height
- ☐ Obstacles, such as wet floors, are clearly marked
- ☐ Customer washrooms are clearly signed and contain at least one wheelchair toilet cubicle and hand washing area

SECTION 2

Comfort, Visibility and Hearing

- ☐ Temperature is maintained at comfortable levels
- ☐ Sufficient lighting
- ☐ Signage contains large, easy to read letters with good contrast
- ☐ Print materials (i.e. menus, packages, price tags, etc.) contain readable letter sizes
- ☐ Background music volume is low so customers can hear clearly
- ☐ Designated quiet area/space for private discussions (i.e. medications, financial, family, etc.)

SECTION 3

Customer Service

- ☐ Friendly and patient staff
- ☐ Staff trained to assist customers with cognitive, vision, or hearing challenges
- ☐ Staff trained to identify a person experiencing a medical emergency and to notify authorities
- ☐ Staff trained to assist seniors, disabled persons, etc. in an emergency (i.e. evacuation)
- ☐ Handle errors and issues promptly and courteously
- ☐ Website is easy to navigate
- ☐ Online or phone-in ordering and delivery service is available
- ☐ Carry out service to assist customers with their purchases to vehicle, taxi, bus, etc.
- ☐ Illustrations of seniors, disabled persons, etc. is included on some of your promotional material

Section 1 Total score

Section 2 Total score

Section 3 Total score

Total Score

Number of items that applied to your business

AVERAGE SCORE

(Total Score ÷ Number of items that applied to your business)

Note: A minimum average score of 2.5 is required to be recognized as an Age-friendly Business.

Age-friendly Business Recognition Pilot Program – Application Form

Business Contact Information

Business Name	Owner Name
Business Address	Mailing Address (if different)
Contact Name	Contact Phone Number
Email	

Based on the outcome of your self assessment, identify how you would improve one or more of your practices so that your business is more age-friendly.

Commitment to Age-friendly Business

I recognize that operating an Age-friendly Business is an ongoing process. As an Age-friendly Business, I commit to continuously assess and improve the practices of my business in order to better serve people of all ages and abilities.

Signature	Date
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