

Visioning Workshops Summary

Overview of the Visioning Workshops

In July 2021, the Project Team held a total of four Visioning Workshops with key stakeholders and interest groups (see Table 1).

Table 1: List of Visioning Workshops

Visioning Workshop	Date and Time
Stakeholder Committee Visioning Workshop	July 6, 2021 (10:00 am – 12:00 pm)
Municipal Staff Visioning Workshop	July 6, 2021 (2:00 pm – 4:00 pm)
Agency Partners Visioning Workshop	July 14, 2021 (3:00 pm – 5:00 pm)
Public Visioning Workshop	July 15, 2021 (6:00 pm – 8:00 pm)

The purpose of the Visioning Workshops was to:

- Provide an overview of feedback received to date;
- Confirm priorities for making Grey County more age-friendly; and
- Develop a draft Vision Statement for the Plan.

During the Visioning Workshops, the Project Team reviewed what an age-friendly community is as defined by the World Health Organization (WHO) and outlined the 8 dimensions of community life. They also summarized feedback provided by the Project’s Stakeholder Committee and highlighted common themes and action items for the Project Team. After reviewing vision statements from other Age-Friendly Community Plans, the Project Team facilitated activities to help participants draft a vision statement for Grey County’s Age-Friendly Community Strategy and Action Plan. The following section provides a summary of the activities and key findings from each Visioning Workshop.

Stakeholder Committee Visioning Workshop

Description of Event

The Project Team held a virtual Visioning Workshop with the Stakeholder Committee on July 6, 2021 from 10:00 am to 12:00 pm. The Stakeholder Committee includes representatives from:

- Grey County Joint Accessibility Advisory Committee;
- Alzheimer Society Grey Bruce;
- Canadian Mental Health Association (CMHA) Grey Bruce;
- Hanover Age-Friendly and Parks & Recreation;
- Georgian College;
- Grey Bruce Council on Aging;
- Grey Bruce Poverty Task Force;
- Grey Bruce Public Health
- Grey County (local immigration partnership, business enterprise centre, long-term care, communications, and transit);
- Launchpad;
- Owen Sound Library;
- Police Services (OPP);
- Southeast Grey Community Health Centre; and
- YMCA Employment, Recruitment, Recreation, and Fitness.

Summary

The Project Team divided the Stakeholder Committee into two groups. Using an online whiteboard tool called Miro, both groups were asked to list words or short phrases to answer the question “What would an age-friendly Grey County look like to you?”. The words and phrases are listed in Table 2:

Table 2: Key Words and Phrases from the Stakeholder Committee

Group 1	Group 2
<ul style="list-style-type: none"> - Resilient - Tools to support health and wellness for everyone - Accessible/barrier-free - Integrated - Regional Governments play an active role in removing barriers for participation - Respectful - Inviting - Welcoming - Supportive - “A community is only as strong as it’s weakest member” – Gandhi - Where everyone feels safe and welcome - Safe - Inclusivity - Healthy - Independence - Participation - Equity - Quality of life for all ages - Information 	<ul style="list-style-type: none"> - Inclusive - All ages - Wellbeing - All ages and abilities - Welcoming - Age-friendly - Value everyone at every stage - Intergenerational - Dignity - Respect - Esteem - Nurture - Appreciate generational differences - Positive influence - Community connections - Physical and mental wellbeing - Be well - Accessible - Quality of life - Safe - Thrive - Action - Innovation - Supporting every stage of life - Support independence - Welcoming - Understanding - Live, work, and participate socially

The Stakeholder Committee Members were then asked to categorize the words and phrases into groups that share similarities. Once the words and phrases were categorized, the Stakeholder Committee Members were asked to create a label for each group to represent overarching themes. The Project Team read out the following themes from both groups:

- Inclusivity;
- Equitable Opportunities to Participate;
- Community Safety and Wellness;
- Generational Acceptance and Respect;
- Sustaining and Supporting Independence;
- Welcoming;
- Prioritizing Resources and Leadership;
- Healthy;
- Access; and
- Resilient.

These themes were used as a foundation to draft a vision statement for Grey County’s Age-Friendly Community Strategy and Action Plan. The Project Team helped the Stakeholder Committee Members draft their own vision statements, and then the Stakeholder Committee narrowed it down to 4 potential vision statements, including:

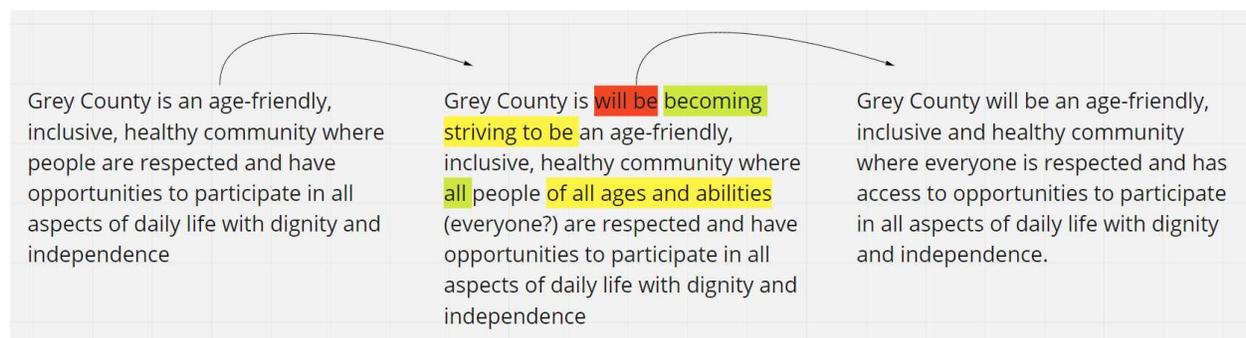
1. Grey County is an age-friendly community that is safe, promotes health and independence and includes equitable opportunities to participate;
2. Grey County is a community where all members feel empowered and valued and have access to resources that support participation and opportunity;
3. Grey County is an inclusive community where all residents are respected, treated with dignity and respect and have opportunities to participate in living a healthy life; and
4. Grey County is an age-friendly, inclusive, healthy community where people are respected and have opportunities to participate in all aspects of daily life with dignity and independence.

Through a voting exercise, it was determined that most Stakeholder Committee Members resonated with the 4th potential vision statement. The Project Team encouraged the Stakeholder Committee Members to work together to refine the statement by adding any missing words or themes to ensure the statement reflects their ideal future for Grey County. The following section outlines some of the discussion that took place while refining the vision statement:

- The phrase “all ages and abilities” doesn’t necessarily consider all ages and abilities. Instead, it may be better to use “everyone” or “all people”;
- The phrase “daily living” is usually used to refer to people in long-term care. It might be better to use the phrase “all aspects of daily life” instead;
- It is important to recognize that the Strategy and Action Plan is not restricted to age – there are other groups of people that should be considered such as newcomers, Indigenous communities, etc.; and
- There was discussion about whether the vision statement should use the phrase “striving to become” rather than “is”. Some Stakeholder Committee Members suggested that the vision statement should be Grey County’s ‘desired state’, so “is” might work well. The examples highlighted by the Project Team had used both “striving to become” and “is”. The Project Team highlighted that it really depends on what we want the vision statement to represent for Grey County. Collectively, the Stakeholder Committee determined that “will be” is a good alternative to include in the vision statement.

Through this discussion, the Stakeholder Committee revised the 4th vision statement. Figure 1 shows the evolution of the vision statement during the Visioning Workshop.

Figure 1: Evolution of the Draft Vision Statement During the Stakeholder Committee Workshop



Therefore, the Stakeholder Committee agreed upon the following draft vision statement:

- **Grey County will be an age-friendly, inclusive and healthy community where everyone is respected and has access to opportunities to participate in all aspects of daily life with dignity and independence.**

Municipal Staff Visioning Workshop

Description of Event

A virtual Visioning Workshop was also held with Municipal Staff on July 6, 2021 from 2:00 pm to 4:00 pm and 9 participants attended. Participants included staff from the following local municipalities in Grey County: the Town of The Blue Mountains, the Township of Southgate, the Township of Georgian Bluffs, the Municipality of Grey Highlands, and the City of Owen Sound.

Summary

Together as one group, the municipal staff were asked to use Miro to list words and short phrases to answer the question “What would an age-friendly Grey County look like to you?”. The words and phrases are listed in Table 3:

Table 3: Key Words and Phrases from Municipal Staff

Words and Phrases

-
- Mobility (ease of accessing daily needs)
 - Opportunity and access
 - Equal opportunities
 - Accessible and connected communities
 - Inclusive community
 - Social cohesion
 - Social participation
 - All abilities/everyone
 - Work, play, and live well
 - Climate resilience
 - Mental wellbeing
 - Live well
 - Health and wellbeing
 - Opportunity for positive influence
 - Thrive
 - Dignity
 - All ages and abilities
 - Spaces for all ages
 - Stages of life
 - Celebrate all ages
 - Physical, financial, etc.

Once again, the municipal staff were asked to categorize the words and phrases into groups that share similarities and provide a theme for each group. The municipal staff established the following themes:

- Opportunity;
- Inclusive;
- Balance;
- Ages and Stages;
- Thriving; and
- Climate Resilience.

The municipal staff were then asked to use these themes to draft their own vision statements for an age-friendly Grey County. The municipal staff produced the following potential vision statements:

1. Grey County will be a community of opportunity for all ages and stages living and thriving with balance, inclusiveness and resilience;
2. The communities of Grey County will create opportunities for all ages to thrive, in all stages of life, with balance and resilience;
3. Grey County is a thriving inclusive community of all ages that has opportunities and balance of life;
4. The County of Grey will be an inclusive community, providing opportunities, accessibility, mental health and well being and balance for all stages of life;
5. The communities of Grey County will be inclusive, resilient and age-friendly by providing opportunities, resources, and infrastructure to address the needs of residents at all stages of life;
6. Grey County will be an age friendly Community that is resilient, inclusive and Thriving place that will provide balanced opportunities for all ages and stages of life;
7. The communities of Grey County will be inclusive and thriving, full of opportunities for all ages and stages of life, with balance and resilience; and
8. Grey County is an age friendly community that celebrates all ages and life stages by providing inclusive opportunities to thrive through balance.

Through a voting exercise, it was determined that most municipal staff resonated with the 2nd draft vision statement. The Project Team encouraged the municipal staff to work together to refine the statement by adding any missing words or themes to ensure the statement reflects the future for Grey County. The following section outlines some of the discussion that took place while refining the draft vision statement:

- Many municipal staff like the reference to “the communities of Grey County”, rather than simply “Grey County”;
- There was a discussion about what it means to thrive “with balance”. Some municipal staff suggested altering the order of the statement so that the statement could end with “to thrive and have balance within our communities”, to better reflect what this means;
- Many municipal staff emphasized that they like the 2nd vision statement because it is concise;
- One municipal staff member suggested including the word “inclusive” before “opportunities”;
- One municipal staff member questioned whether the statement should incorporate “built infrastructure”, since a lot of action occurs through spending and improving the built environment. The Project Team reminded the municipal staff that the 8 Community Dimensions are related to both hard and soft infrastructure – specifically, 3 are related to hard infrastructure and the remaining 5 are related to soft. The concept of age-friendly is at the intersection of the 8 Community Dimensions. The municipal staff determined that the statement doesn’t necessarily need to include the words “built infrastructure” to capture these ideas; and
- There was a discussion about whether the word “will” is the best option for the vision statement or whether a word like “is” would better demonstrate what Grey County is envisioning for the future. Similar to the Stakeholder Committee Visioning Workshop, the Project Team highlighted that it really depends on what we want the vision statement to represent for Grey County. Collectively, the municipal staff determined that “will” is the preferred wording as it highlights that Grey County is working towards this vision for the future.

Through this discussion, the municipal staff were able to adjust the 2nd vision statement, as shown in Figure 2.

Figure 2: Evolution of the Draft Vision Statement During the Municipal Staff Workshop



The result from the Municipal Staff Visioning Workshop was the following revised draft vision statement:

- **Grey County will create inclusive opportunities for all ages, in all stages of life, to thrive and have balance within our communities.**

Agency Partner Visioning Workshop

Description of Event

A third Visioning Workshop was held with Agency Partners on July 14, 2021 from 3:00 pm to 5:00 pm. Two (2) Agency Partners attended including a representative from the Bruce Trail and a representative from the Grey Bruce Community Foundation.

Summary

The agency partners were asked to identify words and short phrases to answer the question “What would an age-friendly Grey County look like to you?”. The agency partners listed the following words and phrases (Table 4):

Table 4: Key Words and Phrases from Agency Partners

Words and Phrases
– Inclusive
– Accessible
– Interconnected
– Community-Oriented
– Welcoming
– All ages have opportunity to shape and engage in developing their community
– Utilizes expertise and experience of all parts of the community (more than government agencies)
– Provide opportunity for all ages to contribute and grow economically, physically and spiritually

The agency partners were asked to highlight the common themes that emerged through the words and phrases. The agency partners identified the following themes:

- Everyone can participate;
- Everyone’s voice is heard; and
- Community-oriented.

The Project Team showed the agency partners the draft vision statements from the Stakeholder Committee and Municipal Staff Visioning Workshops to outline the direction and input received so far. The draft vision statements are included below:

- **Stakeholder Committee Vision Statement:** Grey County will be an age-friendly, inclusive and healthy community where everyone is respected and has access to opportunities to participate in all aspects of daily life with dignity and independence; and
- **Municipal Staff Vision Statement:** Grey County will create inclusive opportunities for all ages, in all stages of life, to thrive and have balance within our communities.

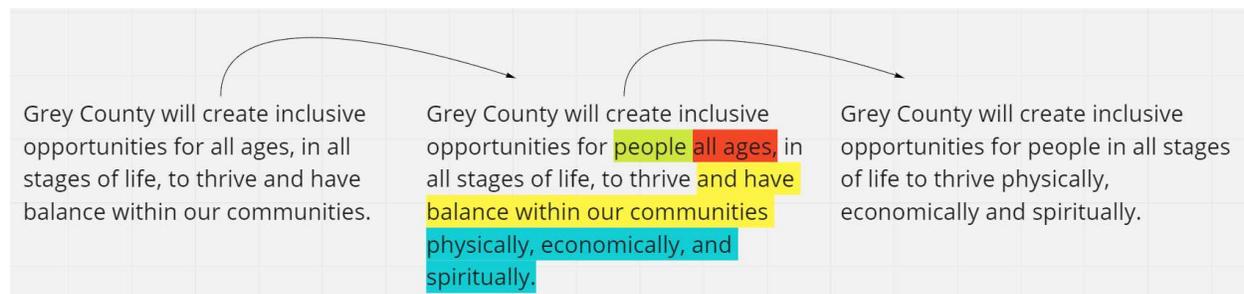
After reviewing these draft vision statements, the agency partners discussed what they liked, what they didn’t like, and what they would want to change to better reflect their ideas for the vision. The following section summarizes some of the discussion that took place while refining the vision statement:

- One agency partner asked whether there was a way to bring the community into the statement by adding “all communities in Grey County” or a word such as “together” or “collaboratively”. It was later determined that leaving it as “Grey County” would capture the intended audiences and keep the statement concise;
- It was noted that the wording “have balance” is a bit unclear and a word like “thrive” might be better. It was suggested that the phrase “thrive economically, physically, and spiritually” could be added to the end of the statement to provide clear direction for the future;

- The phrase “all ages, in all stages” sounds redundant. The agency partners decided to remove “all ages” as the phrase “all stages” encompasses different age groups;
- There was a discussion about whether the vision statement should include an environmental piece. The Project Team mentioned that the natural environment is captured within the Outdoor Spaces Community Dimension and is one component of an age-friendly community. It was determined that the vision statement doesn’t need to explicitly state the word “environment” as the word “opportunities” implies that Grey County will foster a positive environment for its community members. The agency partners agreed that the word “opportunities” is a good word to orient the statement around the people in the community;
- One agency partner noted that the word “inclusive” encapsulates other important ideas like respect, welcoming, etc. The Project Team emphasized that these words don’t necessarily need to be added to the statement but can be considered for the goals of the Plan;
- The agency partners agreed that the draft vision statement they had created is effective because it leads the community towards achieving age-friendliness.

Through this discussion, the participants were able to adjust the Municipal Staff draft vision statement and develop a revised version of the draft vision statement, as shown in Figure 3.

Figure 3: Evolution of the Draft Vision Statement During the Agency Partners Visioning Workshop



Therefore, the agency partner’s draft vision statement is:

- **Grey County will create inclusive opportunities for people in all stages of life to thrive physically, economically and spiritually.**

Public Visioning Workshop

Description of Event

The Project Team held a virtual Visioning Workshop with the Public on July 15, 2021 from 6:00 pm to 8:00 pm and 3 members of the public attended. The participants included residents, members of Grey County’s Accessibility Committee, and a local councillor.

Summary

The Project Team used a virtual survey tool called Menti to receive input from the participants. The Project Team presented some of the common themes that had been identified during the previous Visioning Workshops, and asked participants to identify which themes resonate with them. As shown in Figure 4 and Figure 5, participants ranked the following themes fairly high in terms of importance:

- Community Safety and Wellness;
- Generational Acceptance and Respect;
- Inclusivity;
- Resilient; and
- Equitable Opportunities to Participate.

Figure 4: Common Themes Survey Question Results

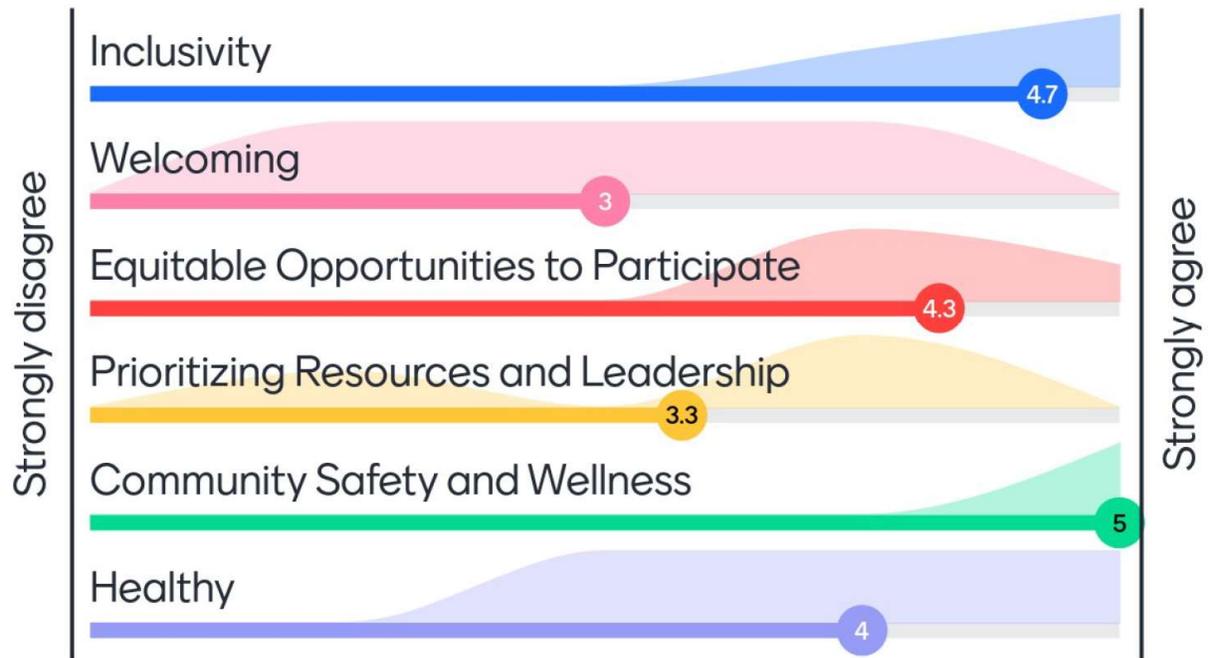
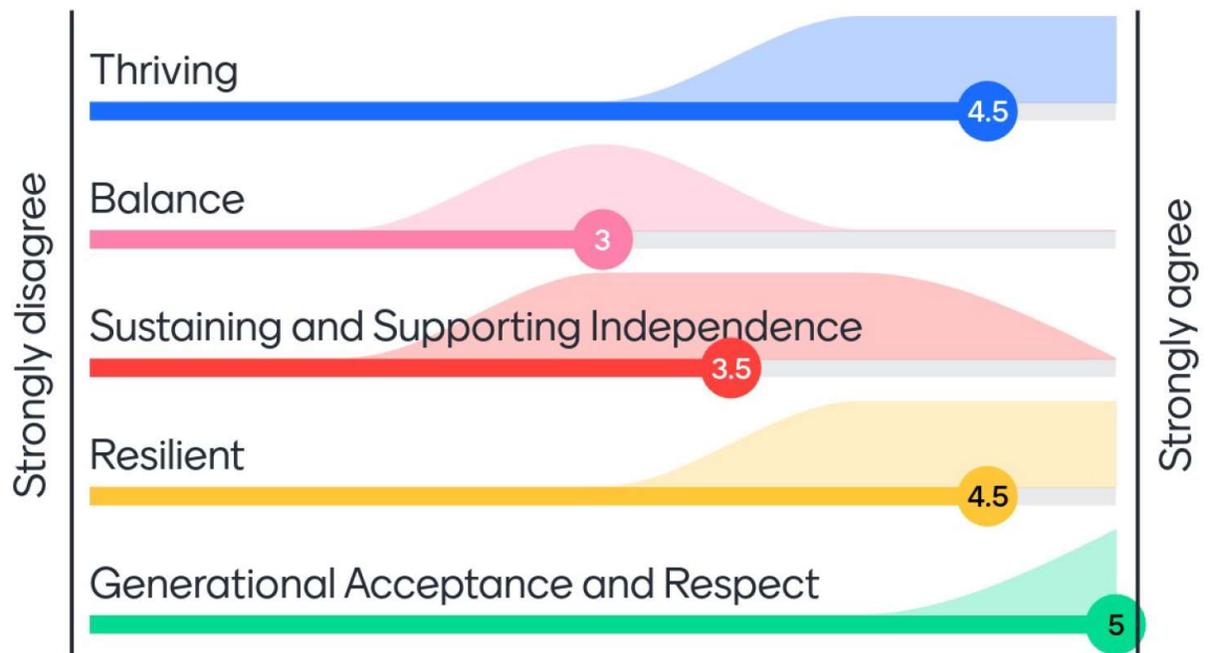


Figure 5: Common Themes Survey Question Results (Continued)



The Project Team also asked participants if there were any themes that they felt were missing after reading through the common themes from the previous Visioning Workshop. A participant identified the following word:

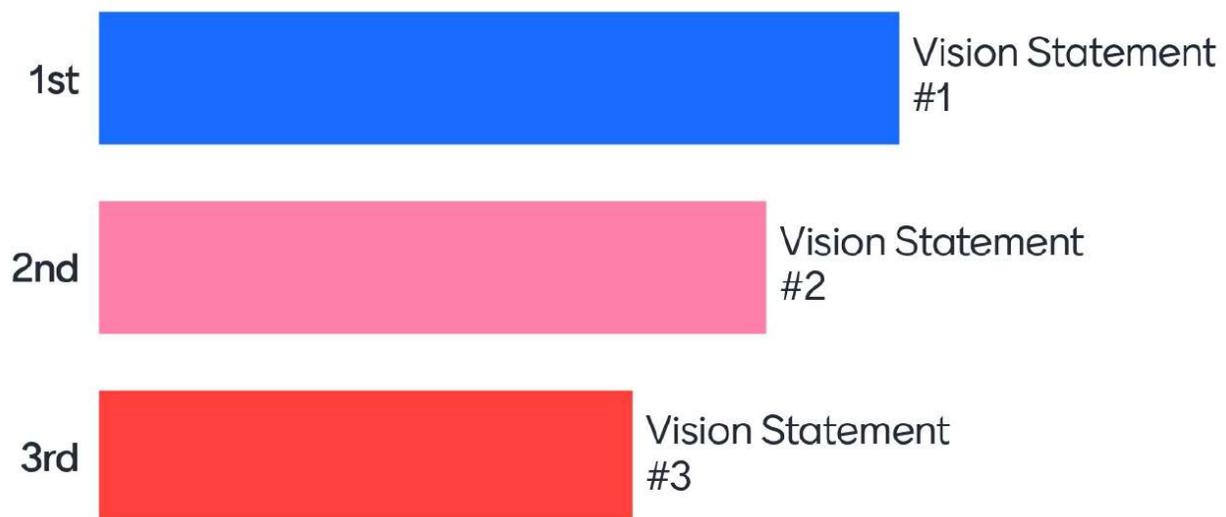
- Consistency.

The Project Team then presented the draft vision statements from the previous three Visioning Workshops, summarize below:

- **Draft Vision Statement #1 (Stakeholder Committee Visioning Workshop):** Grey County will be an age-friendly, inclusive and healthy community where everyone is respected and has access to opportunities to participate in all aspects of daily life with dignity and independence;
- **Draft Vision Statement #2 (Municipal Staff Visioning Workshop):** Grey County will create inclusive opportunities for all ages, in all stages of life, to thrive and have balance within our communities; and
- **Draft Vision Statement #3 (Agency Partners Visioning Workshop):** Grey County will create inclusive opportunities for people in all stages of life to thrive physically, economically and spiritually.

When asked to vote for their preferred vision statement, most participants selected Draft Vision Statement #1, as shown in Figure 6:

Figure 6: Preferred Vision Statement Survey Question Results



After reviewing these three draft vision statements, the participants discussed what they liked, what they didn't like, and what changes they could make to develop an ideal vision for Grey County. The following section summarizes some of the discussion that took place while refining the vision statement:

- One participant noted that they prefer words like “supports, fosters, etc.” over “will be”. As a result, the participants added “work together” to the draft statement;
- The participants agreed that incorporating “all communities in Grey County” would help to better centre the people in Grey County, rather than the institutional body of Grey County;
- The participants agreed that the word “inclusive” is representative of what they want the vision to reflect in terms of creating a community that is accessible, for everyone of all ages and abilities, etc. The Project Team emphasized that other words like “accessible” were considered, but are less broad than “inclusive”; and
- One participant highlighted that the concept of an age-friendly community should incorporate ideas like reliability, consistency, sustainability, etc. The participants agreed that the vision statement does this fairly well in a broad sense.

Through this discussion, the participants decided that the 3rd draft vision statement was preferred, as shown in Figure 7.

Figure 7: Evolution of the Draft Vision Statement



Therefore, the final version of the public’s draft vision statement is:

- **All communities in Grey County work together to create inclusive opportunities for people in all stages of life to thrive physically, economically and spiritually.**

The results of the Visioning Workshops, including the draft vision statements will be reviewed to determine if there are common themes that could be used to develop one (1) Draft Vision Statement. The ultimate Draft Vision Statement will form part of the Community Survey for input. The vision statement will remain in draft form until the Strategy and Action Plan are near completion, at which time it will be reviewed to confirm it is still valid.