

MAC Strategic Action Plan

Timeframe: **January 2023 to December 2024**

Mission	We connect, engage and advocate for Whistler seniors				As At: Jan. 24, 2023
Vision	Whistler is an inclusive, supportive community where residents can actively and comfortably age in place.				
Values	Collaboration Fun Accountability Inclusion Respect				
KEY FOCUS	Supportive Services (Housing, transport, public spaces, RMOW planning)	Health and Wellbeing (healthcare, home supports, recreation, culture, educ., social)	IDEA (Inclusion, Diversity, Equity, Accessibility)	Organizational Capacity (governance, membership, volunteers, finance)	
Goals Outline where we're going and the outcomes we want to achieve for each focus areas.	<ol style="list-style-type: none"> Seniors can remain in Whistler, enabled by a range of housing options and home services Transportation options and public spaces are safe, accessible, and comfortable for seniors 	<ol style="list-style-type: none"> Health care and home health supports meet the needs of seniors and are accessible locally or via accessible transport options Recreation, culture, learning and other social opportunities connect and engage seniors in community. 	<ol style="list-style-type: none"> Seniors are valued, respected and included in all aspects of community life and decision-making. They rarely encounter ageism. MAC is committed to inclusion, diversity, equity and accessibility for the 55+ community we serve. 	<ol style="list-style-type: none"> MAC has the capacity, resources (financial, human, etc.) and strategic direction to deliver our goals, mission and vision. MAC has a comprehensive communications plan that shares purpose and programs with the 55+ community and Whistler at large. 	
Priorities High-level courses of action for moving goals forward.	<ul style="list-style-type: none"> Ensure MAC or 55+ representation on key RMOW planning and advisory committees Work with RMOW/Gov of BC to ensure safer public transit systems Continue to meet with WHA on quarterly basis & meet with WHVS 	<ul style="list-style-type: none"> Better access to medical appts (in and out of town) transport an issue Acquire seniors' gathering space/centre (youth centre sharing?) Increase social outreach with key issue leaders and potential collaborators 	<ul style="list-style-type: none"> Engage community with targeted communications plan. Foster brand awareness and increase participation. Build MAC seniors' resource hub website Rebrand MAC name and position MAC for broader appeal 	<ul style="list-style-type: none"> Communication who we are: Rebrand MAC name and logo/look Develop greater financial accountability tools and reports at board level Increase membership to ____ Advocate for paid MAC/seniors coordinator (WCSS?, RMOW?) 	
Action Steps The main tasks or actions required to achieve strategies.	<ul style="list-style-type: none"> Encourage MAC/55+ participation in RMOW planning activities Work with WHA and WVHS to explore future housing projects Continue lobbying for HandyDart of other seniors' transport support (e.g. taxi subsidy) Create seniors' co-op housing (e.g. repurpose ie: Durlacher House) Continue advocacy on 4500 Northlands project Develop Age-In-Place home guide and offer workshops Lobby for more benches on trails, safer bus access on Hwy.99 Approach cancer drivers' group for assistance with seniors appts. 	<ul style="list-style-type: none"> Meet with 360 Degree Committee Get Dementia Project up and running Host Pickleball social for member recruitment Offer speakers program to 55+ Pursue use of Youth Centre at MYAC for MAC gathering space (Pilot Project) Work with RMOW on Emergency Evacuation and Shelter plan for seniors Get on Van. Coastal Health Advisory Board Identify and advocate for gaps in social/health services for 55+ 	<ul style="list-style-type: none"> Host inter-generational events Leverage/share BC Community Resource Network's tools around ageism and isolation Use Welcome Wagon-approach to attract new 55+ to Whistler and MAC 	<ul style="list-style-type: none"> Identify skill sets in membership & engage them in projects Recruit volunteers and engage them in projects Communications needs: Newsletter Email campaign social media Phone calls Continue to find and apply for funding grants Set up and use efficient Customer Relationship Management database (CRM) program (can be Excel) Develop annual budget and three-year financial plan Work with RMOW to apply for \$25K UBCM grant 	

Still needed – MAC board must: Prioritize priorities and action steps. Quantify actions where needed. Create success assessments with Key Performance Indicators. How will you define success in each of the four areas? **Name Change Ideas:** Young Seniors | Whistler PrimeTimers
Committees Required: Governance | Finance/fundraising | Communications | Social/events | Advocacy