



Staff Report

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TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Center 50+ Advisory Commission

SUBJECT:

Center 50+ Advisory Commission Age-Friendly Initiative Update January 2018

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

ISSUE:

The Center 50+ Advisory Commission launched the Age-Friendly Initiative Assessment process in September 2017.

RECOMMENDATION:

Information only.

SUMMARY AND BACKGROUND:

Salem is one of Oregon's largest cities and has an ever increasing older adult population. The population of those age 65 and older saw an increase of nearly 3 percent from 2010 to 2015, and now represent 16.4 percent of the total population. With 7,100 people turning 65 each day in the United States we can conclude we will also see a continued annual increase of those aged 65 and older in Salem for many years to come.

The World Health Organization (WHO) conceived the idea of Age-Friendly Communities in June 2005. WHO realized that communities need to prepare for the rapid aging of our population by paying increased attention to the environmental, economic, and social factors that influence the health and well-being of older adults. By doing so, these communities are better equipped to become great places, and even lifelong homes, for people of all ages.

The WHO has identified eight domains of livability that influence the quality of life for all residents. These are:

- Outdoor Spaces and Buildings
- Transportation
- Housing
- Social Participation
- Respect and Social Inclusion
- Civic Participation and Employment
- Communication and Information
- Community Support and Health Services

The Age-Friendly Assessment Team is comprised of a diverse make-up including local seniors, executives from non-profit providers, policy makers, funding agencies, County, City and State representatives and academia.

Project updates, calendar, and surveys can be found at:
<https://www.cityofsalem.net/Pages/age-friendly-initiative.aspx>

FACTS AND FINDINGS:

Following is a summary of Assessment Team activities since September 2017.

September

The launch party at Broadway Theater on September 19, 2017, involved over 100 community members and included live polling and viewing of the documentary *Old*.

November: Transportation

The Transportation Public Forum on November 8, 2017, included 67 community participants and involved a panel discussion of organizations involved in transportation and pedestrian connectivity options.

Panel: City of Salem, Salem/Keizer Transit, Marion County, Safe Routes to Schools and Lyft

Identified Barriers:

- Bus routes and schedule (no weekend or night service)
- Advanced technology difficult to navigate
- Sidewalks (condition and location)
- Bus shelters (location-not all accessible).

Follow up Activities:

- Online Transportation Survey:

<https://www.cityofsalem.net/Pages/age-friendly-initiative.aspx>

- Bus Rider Experience Survey
- Volunteer led neighborhood walkability assessments
- One-on-one community member interviews.

Next Step:

The group will continue to gather more information for the remainder of the evaluation process with the primary goal of assessing: How does the community support people moving freely around Salem to connect to goods and services without the reliance on personal automobiles?

January: Social Participation

The Social Participation Public Forum on January 17, 2018, included 62 community participants and involved a panel discussion of organizations helping seniors connect socially. Following their discussion each agency staffed an information table and hosted a spaghetti dinner.

Panel: Travel Salem, YMCA, Elsinore Theater, Northwest Senior and Disability Services, Center 50+ Friendly Caller and OTAGO in-home fitness program, Salem Public Library, State of Oregon Talking Books, Art From the Heart and Salem/Keizer Public Schools.

Identified barriers:

- Health and physical issues
- Lifelong social phobias
- Lack of inclusion at events because of physical inaccessibility, parking or transportation issues.

Follow up Activities:

- Social Participation Survey
- One-on-one community member interviews.

Next Step: The group will continue to gather more information for the remainder of the evaluation process with the primary goal of assessing: How does the community engage older adults in social activities? Why do some older adults not participate in social opportunities-what are the barriers to full social inclusion?

February: Communication and Information (Technology)

The Communication and Information Public Forum on February 21, 2018 from 2 to 4 p.m. will involve agencies discussing their communication methods and techniques used to better communicate with the older adult population. Agencies will provide a list of barriers to good communication and how they are addressing these barriers.

Panel: Northwest Senior and Disability Services, 211, Marion County Emergency Management.

Follow up: Communication survey, one-on-one community member interviews. Tech Con 50+,

Technology Fair-February 24th, 8:30 a.m. at Center 50+.

Center 50+ Manager, Marilyn Daily, will provide the Mayor and City Council with an Age-Friendly Salem progress report in May.

Attachments:

1. None.