



City of Phoenix Age-Friendly Communities Initiative

Age-Friendly Communities Plan

Mission: To establish the city of Phoenix as a model for an Age-Friendly Community improving the quality of life for older adults.





City of Phoenix

OFFICE OF THE MAYOR

November 1, 2016

Ms. Dana Marie Kennedy
State Director, AARP Arizona
16165 N. 83rd Avenue, Suite 201
Peoria, Arizona 85382

Dear Ms. Kennedy:

On behalf of the City of Phoenix, we are excited about the opportunity to partner with AARP Arizona and the World Health Organization (WHO) to become an Age-Friendly Community. Last week, the Phoenix City Council voted 7 to 1 to have the city join the AARP Network of Age-Friendly Communities.

Phoenix is one of the world's great cities because we provide opportunity and vibrant lifestyle options for residents of all ages. We will continue to build a sustainable innovation-based economy that works for everyone, modernize our transportation system and revitalize Downtown. It is important that we keep an age-friendly perspective to move Phoenix forward.

The City of Phoenix, as the newest member of the national network of communities, will join a number of large U.S. cities that have pledged to plan and prepare for worldwide trends of rapid population aging and urbanization. As a participant, it is the intent of the City of Phoenix to:

- Identify and involve stakeholders, including older adults in the Ad Hoc Committee.
- Establish a Plan of Action that responds to the needs identified by older adults in the community.
- Commit to measuring activities, reviewing action plan outcomes and reporting on them publicly.

I look forward to working with the AARP Arizona State Office, its members and volunteers, and community stakeholders to create a plan of action that responds to the needs in the community. The city of Phoenix is committed to becoming a leader in Age-Friendliness.

Respectfully,

Greg Stanton
Mayor, City of Phoenix

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City of Phoenix

Age Friendly Communities

Executive Summary

The City of Phoenix, is excited about the opportunity to partner with the AARP Arizona and the World Health Organization (WHO) to become an Age-Friendly Community. On October 25, 2016, the Phoenix City Council approved joining the AARP Network of Age-Friendly Communities. Phoenix Mayor Greg Stanton appointed Councilwoman Thelda Williams from District 1 and Councilwoman Kate Gallego from District 8 to Co-Chair the Age-Friendly Ad Hoc Committee.

WHO defines an Age-Friendly city that adapts its structures and services accessible to and inclusive of older people with varying needs and capacities. The goal of this Action Plan is to strengthen Phoenix, Arizona's age friendliness.

Communities in more than 20 nations including New York city, Los Angeles, San Francisco, Portland and Washington D. C. in the U.S. are members of the network, which is part of the WHO's Global Age-Friendly Cities and Communities Program. The WHO Age-Friendly cities guide highlights 8 domains that cities and communities can address to better adapt their structures and services to the needs of older people: the built environment, transport, housing, social participation, respect and social inclusion, civic participation and employment, communication, and community support and health services.

Phoenix is one of the world's greatest cities because we provide opportunity and vibrant lifestyle options for residents of all ages. We will continue to build a sustainable innovation-based economy that works for everyone, modernize our transportation system and revitalize downtown. It is important that we keep an age-friendly perspective moving forward.

The City of Phoenix, as the newest member of the national network of communities, will join a number of large U.S. cities that have pledged to plan and prepare for worldwide trends of rapid population aging and urbanization. As a participant in the national network of communities, the City of Phoenix began to:

- Identify and involve stakeholders, including older adults in the Ad Hoc Committee.
- Establish a plan of action that responds to the needs identified by older adults in the community.
- Commit to measuring activities, reviewing action outcomes and reporting on them publicly.

Phoenix

The population of Phoenix is 1,563,025 which makes it the sixth largest city in the United States. With approximately 300 days of sunshine and an average temperature of 86 degrees the climate of Phoenix makes living here very appealing. Phoenix is also known for a wide variety of recreational opportunities including hiking, bike riding, and many other outdoor activities.

There are 189 spacious parks located across the city, with South Mountain Park being the largest municipal park in the United States.

Phoenix is in close proximity to several lakes which provide opportunities for fishing and boating. Arts & Culture also provide our residents leisure opportunities. The Heard Museum located in downtown Phoenix showcases the art and history of our region's Native American and Hispanic cultures and the Phoenix Art Museum which features art from around the world and hosts traveling exhibits. The Desert Botanical Garden which encompasses 50 acres showcases a variety of regional plants for visitors to see and hosts seasonal events like concerts.

Phoenix is the vibrant center of one of the fastest growing job markets and economies in the United States. Phoenix is emerging in the new economy with strength in high technology, manufacturing, bioscience research and advanced business services. As a top market for skilled and available workforce, companies are growing in Phoenix because it's not only a thriving business environment, but a great place to live your life.

Issue

A livable community provides resources that allow residents to age-in-place, and foster residents' engagement in their community's civic, economic, and social life. According to the "2016 AARP Age-Friendly Community Survey of Phoenix, Residents Age 50-plus" was commissioned to help Phoenix decision makers achieve the goal of livability. Based on data from 323 completed surveys, the following was shown:

Phoenix residents age 50-plus have deep roots in their community. Nearly two-thirds (65%) have lived in their community for 15 years or more. Most do not plan to move, almost nine in ten (86%) say their community is a good place for older people to live.

Job training opportunities for older adults was the top community needs gap (80%) followed by transportation to and from volunteer activities for those who need it (76%), community information that is delivered in person to people who have difficulty or may not be able to leave their home (75%), and a range of flexible job opportunities for older adults (75%).

The largest unmet need in social participation, inclusion and education opportunities is accurate and widely published information about social activities, (93%) say it is important to have accurate and widely published information about social activities. Only (34%) say this is present in their community: resulting in a gap is (59%).

Arizona State University Study

The 2017 City of Phoenix Senior Center Utilization Survey was conducted to gain a better understanding of the reasons that seniors attend senior centers, explore which senior center programs were utilized, and reasons why they may not use the senior centers in their area. The purpose of this study is to provide the City of Phoenix with information to understand the perspectives of seniors who utilize the City of Phoenix senior centers and insights from seniors living in City of Phoenix senior housing who do not utilize the City of Phoenix senior centers.

This study describes an effort by the City of Phoenix to obtain new insights into the utilization of their senior centers and opinions of non-senior center users (from City of Phoenix senior housing) on ways to get increased participation. This report will help to guide the City of Phoenix in the next steps of developing senior center programming and program development. Seniors at all of the City of Phoenix senior centers and thirteen senior housing programs were invited to participate in this study through completing a short 2-page survey. Surveys were completed by 1,024 seniors. The following information was collected from the surveys:

- ❖ Only 31.9% ($n= 44$) of the seniors living in City of Phoenix senior housing reported that they used a City of Phoenix senior center.
- ❖ The top reason for utilizing the City of Phoenix senior centers identified by the participants was for socialization (65.3%), followed by the programs offered (40.2%), and the food provided (37.2%).
- ❖ The most popular activities at the senior centers identified by the participants were exercise groups (37.8%), bingo (37.6%), and music/dances (30.9%).
- ❖ The top reasons why other seniors do not attend senior centers suggested by the participants were; they were unaware of the senior centers (42.9%), limited transportation (39.5%), and costs (13.5%).
- ❖ 84% of the participants that utilized senior centers reported that they were being offered the programs and activities that they wanted.
- ❖ 30.5% of the participants reported that by offering more programs attendance at the senior centers would increase.
- ❖ 23% of the participants reported that the City of Phoenix should offer different programs, which would help to increase attendance to the senior centers.

Senior Center Utilization Survey Report

The survey answered the following questions:

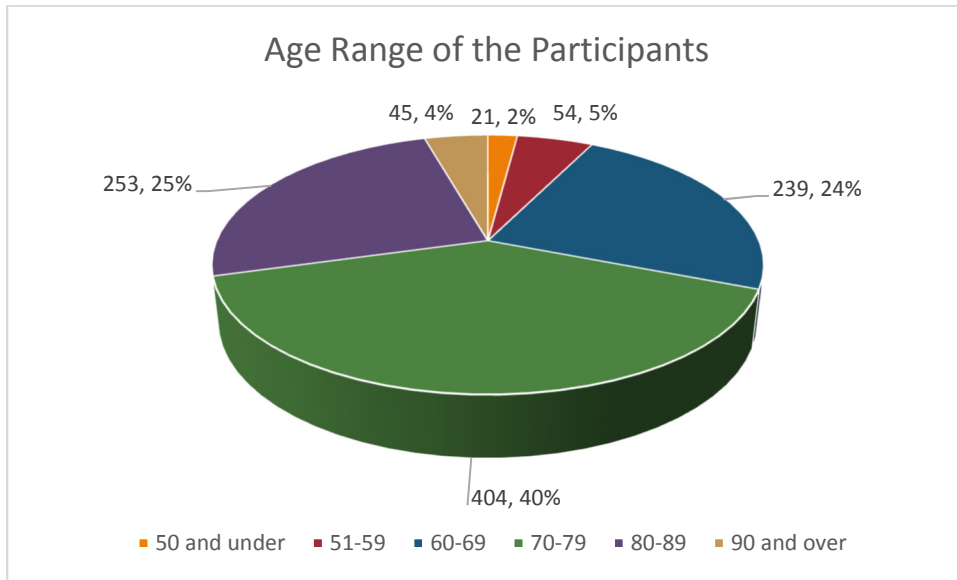
1. What are the reasons seniors attending senior centers?
2. What activities do the participants attend and participate in at the senior centers?
3. Are the seniors being offered the programs and activities they want to participate in?
4. What do they think is keeping new members from joining the senior centers?
5. What do they suggest to gain greater participation in the City of Phoenix senior centers?
6. Do residents in City of Phoenix senior housing utilize City of Phoenix senior centers?

Participants

The 2017 Phoenix Senior Survey was completed by attendees of the fifteen City of Phoenix senior centers and thirteen City of Phoenix senior housing programs. A total of 1,024 surveys were completed by 842 (82.2%) City of Phoenix senior center participants, and 182 (17.7%) by residents in City of Phoenix senior housing. The 182 participants who lived in City of Phoenix senior housing reported that 31.9% (n =44) utilize a City of Phoenix senior center.

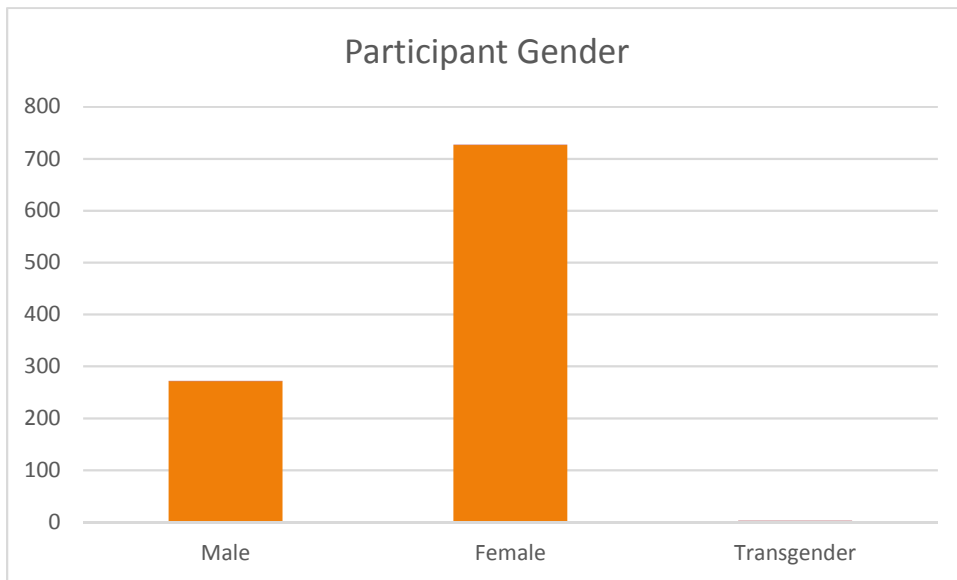
Centers Name or Housing	# of Surveys completed	% of Surveys
Adam Diaz	42	4.2%
South Mountain	19	1.9%
Devonshire	57	5.7%
Desert West	37	3.7%
Chinese	102	10.2%
McDowell	51	5.1%
Pecos	44	4.4%
Senior Opportunities West	60	6.0%
Paradise Valley	95	9.5%
Helen Drake	98	9.8%
Marcos de Niza	13	1.3%
Deer Valley	50	5.0%
Shadow Mountain	110	11.0%
Sunnyslope	41	4.1%
All Senior Housing	182	18.1%
Total	1,001	100%

The participants reported their age by category (under age 50, 51-59, etc.).



The largest age group of participants was from 70-79 (40%).

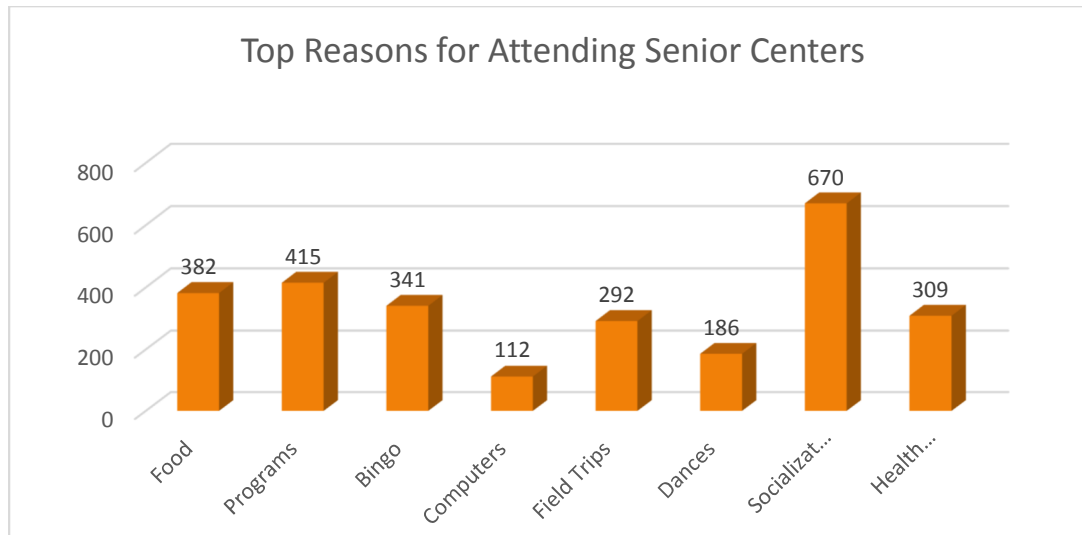
Participants reported their gender as female (n =726, 72.7%), male (n =271, 27.1%), and transgender (n =2, 0.2%).



Top Reasons for Attending Senior Centers

The 1,024 participants reported their top reasons for attending a City of Phoenix senior center. Participants chose multiple answers from eight provided options. The number one reason reported by the participants for attending the senior centers was for *socialization* (65.3%). The second reason many attended was for the

programs put on by the senior centers (40.2%). The third reason was for the food provided by the centers (37.2%).



Activities Participated in on a Regular Basis

One-thousand twenty-four senior center participants were surveyed regarding the activities at the senior centers that they participated in regularly. The most popular activity was participating in exercise programs, closely followed by Bingo. Nearly a third (30.9%) reported regularly attending music/dance events.

Activities Participated in on a Regular Basis	Frequency	Percentage
Exercise programs	388	37.8%
Bingo	386	37.6%
Music/Dances	317	30.9%
Volunteers	302	29.3%
Field trips	301	29.3%
Art classes	159	15.5%
Site council	93	9.1%
Pickle ball	22	2.1%

Programming Satisfaction

Eighty-four percent of the participants reported that they were being offered the programs and activities at the City of Phoenix senior centers they wanted to participate.

Are You Currently Being Offered the Programs/Activities You Want to Participate In?		
No	132	15.5%
Yes	718	84.5%

Things that Keep New Members from Attending

According to the seniors surveyed, there are obstacles to other seniors joining the senior centers. More than 40% of the participants reported that they did not think that other seniors knew about the centers. Another 40% reported that transportation was a barrier to participation at the senior centers.

Reasons preventing seniors from attending senior centers	#	%
Unaware of Senior Centers	440	42.9%
Transportation	405	39.5%
Cost	139	13.5%
Food	114	11.1%
Lack of Activities	102	9.9%
Hours of Operation	52	5.1%

Suggestions for Ways to Rebrand the Senior Centers for Higher Participation

Thirty percent of the participants suggested that offering more programs would increase participation at the senior centers. Similarly, almost a quarter of surveyed seniors suggested that offering different programs would encourage greater participation in the senior center. One fifth of the participants (22.6%) recommended that the senior centers offer a different food selection.

Ways to Rebrand the Senior Centers for Higher Participation	Frequency	Percentage
Offer more programs	313	30.5%
Offer different programs	236	23%
Offer other food selection	232	22.6%
Change the name	51	5%

Conclusion

The study findings indicate that seniors surveyed from the senior centers and from City of Phoenix housing who utilized the senior centers were satisfied with their experience. Less than a third of the seniors in senior housing surveyed utilize the

City of Phoenix senior centers. The senior center participants enjoyed meeting other seniors, participating in bingo activities, and the food offered at the senior centers.

Suggestions on improving attendance to the senior centers included better informing the community about what is being offered, offering new programming, finding new transportation options, and decreasing the cost of attending certain programs at the senior centers. Specifically, stronger outreach and marketing to the City of Phoenix senior living centers and seniors in the community to inform about what the senior centers offer was recommended by the survey completers. Creating new and diverse classes and activities for different age groups may also increase the utilization of the senior centers. Transportation challenges were identified as a barrier to attendance to senior centers and the development of specific transportation tools from senior living may assist in resolving this barrier. Finally, the types and diversity of food being offered at the senior centers should be evaluated and expanded.

EXISTING INFRASTRUCTURE

The City of Phoenix has long been recognized as a leader in addressing our aging population by providing strong foundational infrastructure. Significant progress has also already been made in the 8 domains that cities and communities can address to better adapt their structures and services to the needs of older people: the built environment, transport, housing, social participation, respect and social inclusion, civic participation and employment, communication, and community support and health services. These are a few examples of what the city is already doing:

- The Street Transportation Department currently monitors the condition of its streets and performs maintenance and rehabilitation in order to maintain a satisfactory condition. In addition, as part of the Transportation 2050 initiative, the total number of miles of rehabilitated pavement is scheduled to increase.
- Phoenix Sky Harbor Airport offers a special needs permit as a tool utilized by airport staff to assist elderly or ADA conditions on terminal curbs.
- The Human Services Department provides members of Senior Centers flexible transportation through the use of taxi service between their personal residence and their nearest senior center. The Senior Cab program provides taxi vouchers for Phoenix residents 65 and older to travel wherever they choose.
- The Housing Department provides more than 800 units of senior Public housing in addition to the 350 affordable senior units. Each site provides

transportation twice-weekly to local grocery and medical facilities at no charge to residents.

- The Neighborhood Services Good Neighbor Program works to increase resident participation in their neighborhood improvement activities by creating opportunities in which all residents feel comfortable with each other and their neighborhoods.
- Human Services operates 15 senior centers providing an integrated system of services and resources for older adults. Senior centers offer a variety of opportunities for individuals to share their time and talents, learn new skills, and get to know members and the community.
- The Public Works Department City Hall Connectors program is a volunteer program that assists visitors with way-finding at City Hall by connecting Phoenix residents and visitors to all the services the city has to offer.
- The Navigator Volunteer Program located at Sky Harbor Airport consists of a group of volunteers whose mission is to make guests' experience at PHX faster, easier and more enjoyable.





- In partnership with AARP, the Education Office leads Experience Corps, an evidence-based, award winning AARP Foundation literacy program. Experience Corps recruits, trains and supports adults 50 years and older to become literacy tutors in 1st-3rd grade classrooms.
- Human Services Department’s Senior Intake Line offers seniors an opportunity to access emergency financial assistance services through a designated phone line.
- The Fire Department has an online “Issue Tracker” system which connects observations by fire fighters in the field with the responsible party. For example, if a fire crew responds to a 911 call in a nursing home and observes an issue with elder care, the crew can input the issue in the Fire Department’s electronic system.

THE PHOENIX RESPONSE

Understanding the severity of the problem, Mayor Stanton decided that having an Age-Friendly Community must be a city priority. The Mayor formed a multi-disciplinary and diverse workgroup of community leaders in the form of a 19 member Ad-Hoc Committee. The Ad Hoc Committee worked with city staff and other community based organizations to develop and present a plan to enhance Phoenix as an Age-Friendly community.

The City of Phoenix understands AARP has been working in the area of aging for many years, and thus formed a partnership with AARP to assist in developing a dynamic and bold plan for the city. The Ad Hoc Committee reached out to the private sector, the community, and included the voice of the over 50 years of age population to become actively involved in addressing this problem.

The attached Action Plan outlines actions across the city and the community which will make the City of Phoenix a national model for best practices in creating an Age-Friendly city. The Action Plan will be managed and implemented by the Ad Hoc Committee, is intended to be used as a tool for the community, and will

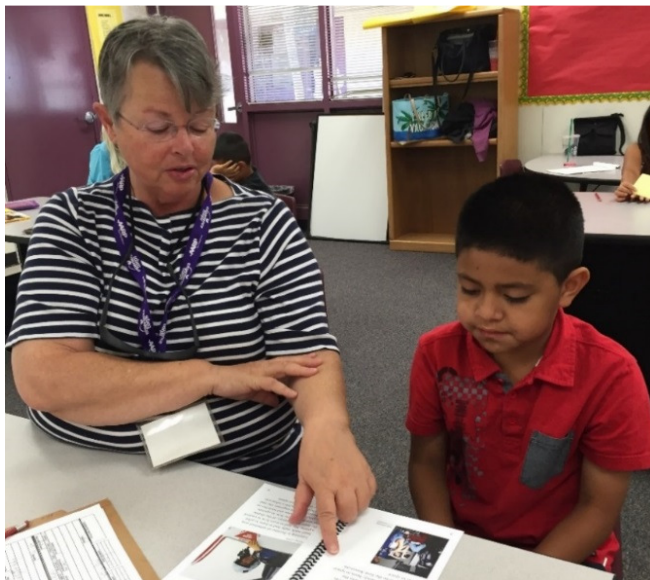
continue to evolve as new information is gained. This Action Plan is not all inclusive in hopes the community, including all people regardless of age will contribute to and make Phoenix a place for all ages.

RECOMMENDATIONS

Building on successful systems already in place and best practices from around the country, the Ad Hoc Committee and community members met to develop the following recommendations focusing on three areas:

The three focus areas are:

1. Civic Engagement - Lift the quality of living for everyone in the community by offering volunteer opportunities and serving on boards.
2. Employment - Capitalize on opportunities to increase knowledge in our community of older adult's experiences and talents for employment.
3. Social Participation – The Ad Hoc Committee will develop a wide variety of activities to appeal to a diverse population of older individuals. The focus will be on the 15 senior centers based on recommendations from the Age-Friendly work groups and survey.



Age-Friendly Civic Engagement Goals

Vision: Lift the quality of living for everyone in the community.

Goal	Measurement
<ol style="list-style-type: none">1. Develop a link on AARP 's website directing participants to volunteerphoenix.gov to identify and provide volunteer opportunities within the city of Phoenix.2. Conduct an analysis of programs currently recruiting retired professionals in the community to utilize their skills in schools.3. Enhance an intergenerational program providing high school students the opportunity to be mentored by an older adult and volunteer with an older adult program.	<ol style="list-style-type: none">1. Determine the number of people 50 and older who are currently registered and increase that number by five percent.2. Increase the number of participants by ten percent in the schools which utilize these professionals.3. Support three schools with a minimum of 10 to15 students per school.

Age-Friendly Employment Goals

Vision: Capitalize on opportunities to increase knowledge in our community of older adult experiences and talents for employment.

Goal	Measurement
<ol style="list-style-type: none"> 1. Research which programs are currently recruiting and training older adults for employment. 2. Develop partnerships with local businesses to recruit, hire and retain older adults. 3. Develop and implement skill building classes to include resume writing, computer classes and job-readiness trainings including city and other nonprofit organizations. 4. Research opportunities to create a *Sharing Economy/Entrepreneurial opportunities, and offer support for entering those type of endeavors. 	<ol style="list-style-type: none"> 1. Identify, research, and establish partnerships with 7 to 10 local programs to recruit older adults for employment. 2. Create 3 to 5 new training and employment opportunities in year one. 3. Establish 3 to 5 new classes on skill building located in the Libraries, Parks and Senior Centers and other partners. 4. Create one partnership that utilized the Sharing Economy model and one partnership with entrepreneurial opportunities

*A sharing economy is an economic model in which individuals are able to borrow or rent assets owned by someone else.

Age-Friendly Social Participation Goals

Vision: A wide variety of activities and opportunities are offered to engage a diverse population of older individuals to improve their health and well-being.

Goal	Measurement
<ol style="list-style-type: none"> 1. Survey the older adults at the 15 Senior Centers and Senior Housing facilities to determine how to increase participation in activities. 2. Develop and implement a marketing campaign to increase participation in three Senior Centers, Deer Valley, South Mountain and Desert West, with declining memberships. 3. Survey older adults on meal options and satisfaction at the Senior Centers. 4. Analyze and determine WIFI and computer accessibility at 15 Senior Centers. 	<ol style="list-style-type: none"> 1. Based on the survey results coordinate with City Departments and community based organizations to develop activities to increase participation by ten percent at the 15 Senior Centers. 2. Increase attendance by ten percent in year one at the three Senior Centers. 3. Based on survey results implement strategies to provide meal options at Senior Centers. 4. Ensure WIFI and computer access is available at 15 Senior Centers.

City of Phoenix Age-Friendly Ad Hoc Committee

Thelda Williams, *Co-Chair, Councilwoman, City of Phoenix*

Kate Gallego, *Co-Chair, Councilwoman, City of Phoenix*

Rod Bailey, *Senior Vice President, Beatitudes*,

Jack Davis, *Community Advocate, Deer Valley Senior Center member*

Sherry Dudek, *Community Advocate, Helen Drake Senior Center member*

Tom Egan, *President and CEO, Faith Service Life*

Marisue Garganta, *Director of Community Health Integration, Dignity Health*

Richard Hansen, *Community Advocate*

Val Iverson, *Executive Director, AZ Housing Alliance*

Marylin Kasunic, *President and CEO, Area Agency on Aging Region One, Inc.*

Dana Kennedy, *AZ State Director, AARP*

Gail Knight, *Engagement Advisor, Experience Matters*

Dr. Richard Knopf, *Director School of Community Resources & Development, ASU/Osher Life Long Learning*

Pam Koester, *Chief Executive Officer, Arizona LeadingAge*

Terri Leon, *Program Officer, Virginia G. Piper Foundation Charitable Trust*

Brande Mead, *Human Services Manager, Maricopa Association Governments (MAG)*

Melanie Mitros, *Director of Strategic Community Partnerships, Vitalyst Health Foundation*

Robert Orf, *Community Advocate, Sunnyslope Senior Center member*

Oye Waddell, *Executive Director, Hustle PHX*