



ENGAGING LOCAL GOVERNMENTS IN AGE-INCLUSIVE PLANNING



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about me



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PROGRAMS:

- Communities for All Ages
- Age Positive Conference
- Age of Celebration Health Fair
- Silver Haired Legislature
- Give 5 Volunteer Matching
- Other engagement & advocacy initiatives



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discussion



**WHAT CHALLENGES DO YOU
HAVE ENGAGING YOUR LOCAL
GOVERNMENT(S) AROUND
AGING ISSUES?**



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session goals

- 1 Learn about the Communities for All Ages program and the Age-Friendly (Age-Inclusive) framework for engaging local governments.
- 2 Deep dive into best practice, city-level, policies and actions that can be implemented in any community.
- 3 Walk away with specific and broad strategies for engaging and your local government around key aging issues.

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about MARC

- Area Agency on Aging (AAA) for Cass, Clay, Jackson, Ray, Platte counties (MO)
- Metropolitan Planning Organization (MPO) - Transportation
- Other regional initiatives
 - Data & Research
 - Early Learning
 - Economic Development
 - Emergency Services / 9-1-1
 - Environment
 - Forum for collaboration
 - Housing
 - Local Government Services
 - Public Health



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communities for all ages



a regional age-inclusive city initiative that provides tools to help cities and other local governments recognize their role in supporting older residents



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communities for all ages

provides education, technical assistance and recognition to cities and counties in the region that take meaningful steps to become more inclusive of residents of all ages and, in the process, more vibrant, healthy and prosperous



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PART 1: SETTING THE CONTEXT



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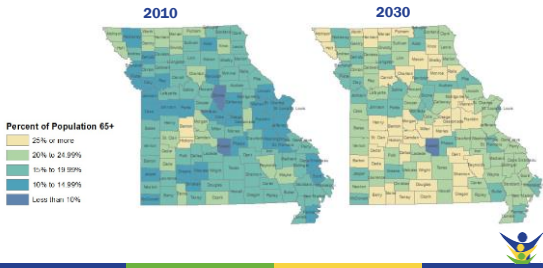
background

- 2002** Active Ageing: A Policy Framework was developed by the World Health Organization's Ageing and Life Course Program. [1](#)
- 2007** The WHO Global Age-friendly Cities Guide identified core characteristics of an age-friendly city in eight areas of urban life, based on focus groups with older people, caregivers and service providers in 33 cities in 22 countries around the world. [1](#)
- 2012** MARC launches the KC4 Aging in Community, which holds focus groups and educational workshops around the WHO age-friendly framework and how to apply in the KC region.
- 2014** The Communities for All Ages City Recognition program is developed and piloted in Mission, KS; Prairie Village, KS; Raytown, MO; and Gladstone, MO. Program materials are developed and process for recognition is formalized.



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demographic shifts



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age-friendly



"Age-friendly environments foster healthy and active ageing by building and maintaining intrinsic capacity across the life course and enabling greater functional ability in someone with a given level of capacity"

-World Health Organization ²

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age-inclusive

"Age-Related Inclusion refers to the practice of creating an environment where individuals of different age groups feel welcomed, respected, and valued."
- Oxford Review ³

"Age-Inclusive Design refers to the practice of creating products, services, and environments that consider the needs and preferences of individuals of all ages."
- Oxford Review ⁴

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local governments

ROLES

PROGRAMS POLICIES

COMMUNICATION WITH RESIDENTS

INFRASTRUCTURE

PROCESSES **TAXES**

SAFETY

DEPARTMENTS

PARKS & REC **COMMUNITY DEVELOPMENT**

PLANNING

EMERGENCY SERVICES

PUBLIC HEALTH

NEIGHBORHOOD SERVICES

PUBLIC WORKS CITY MANAGER

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communities for all ages framework

materials are structured around six key topic areas:

1. public outdoor spaces and buildings
2. housing and commercial development
3. transportation and mobility
4. social inclusion, communication and participation
5. civic participation and employment
6. community and health services

- ✓ developed to help communities respond to a rapid increase in the older adult population
- ✓ program materials are applicable outside of the region and free to use for anyone
- ✓ formal recognition is available to communities within the nine-county Kansas City metropolitan area



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communities for all ages framework

participating communities are encouraged to work through three levels of engagement:



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bronze level – awareness building

Bronze Requirements:

1. Establish a work group.
2. Adopt a resolution.
3. Make a presentation to governing bodies, department staff and commissions.
4. Take at least two of the following actions:
 - o Hold a community meeting to discuss Communities for All Ages issues and present information.
 - o Prepare written materials on age-friendly communities and distribute to the public.
 - o Conduct a resident survey to obtain resident perspectives on elements that make a city “age inclusive.”
 - o Create a Communities for All Ages section on your website.



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silver level – awareness building

Silver Requirements:

1. Establish a task force for self-assessment
 - a) cross-departmental staff
 - b) residents
 - c) subject-matter experts
2. Hold five self-assessment meetings (one on each of the on the CFAA topics) using the Self-Assessment Facilitation Tool:
 - a. Public Outdoor Spaces and Buildings
 - b. Housing and Commercial Development
 - c. Transportation and Mobility
 - d. Social Inclusion, Communication and Contribution
 - e. Community and Health Services



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gold level – implementation & action

Gold Requirements:

Adopt a Communities for All Ages plan

OR

Incorporate Communities for All Ages principles into a major city plan.

Gold-level projects should have actionable Communities for All Ages goals clearly defined.

Gold-Level Projects:

- Lens applied to:
 - Comprehensive plan
 - Parks and Recreation plan
 - Communications plan
- CFAA actions items called out



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gold level – implementation & action

SERVING ALL AGES AND ABILITIES IN PUBLIC OUTDOOR SPACES AND BUILDINGS

Excelsior Springs Parks and Recreation is a thriving department actively serving those of all ages and abilities in our community.

The Parks and Recreation Department has recently produced their 2021 strategic plan with goals set for the next five years. This plan was adopted by the Parks and Recreation Board on February 23, 2021 and presented to Excelsior Springs City Council on June 7, 2021. The City of Excelsior Springs will use this plan to guide our Parks and Recreation services for residents of all ages and abilities in the coming years.

A comprehensive community survey was used to gather data about the use of their facilities and to understand the desires of city residents when it comes to Parks and Recreation amenities. Including this data allowed the Parks and Recreation Board to establish a plan for the coming years to meet the needs of all ages and abilities.

These plans include:

1. Building additional trails with plans to accomplish a loop for the Rainbow Trail, to finish a loop around Powell Lake and connect Century Park, the community's dog park. (Social Inclusion) The Rotary Club has placed benches along the existing trail to provide a place to sit while enjoying the trail.
2. Holding the grand opening of the recently finished Rainbow Splash Park featuring a flat, accessible surface. (Social Inclusion)
3. Adding solar lighting to the trails and placing musical instruments along the trails.
4. Adding an amphitheater using the natural beauty of Century Park for movies and concerts in the park. (Social Inclusion)
5. Modernizing using the natural environment to create play spaces within the park.
6. Modernizing and improving existing playgrounds with newer designs to play equipment, and paving surfaces to make games and playgrounds accessible to all ages and abilities. (Social Inclusion)
7. Building one playground that will feature "facilities that are appropriate for All ages and abilities." Plans are in the works for the new interactive playground that will feature fully inclusive equipment and play areas for wheelchair and stroller, a protective fence, and a butterfly garden. (Social Inclusion)
8. Expansion of services to the senior community through the Excelsior Springs Senior Center housed at the Excelsior Springs Community Center.



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gold level – implementation & action

FOR ALL AGES

Overview
The City of Excelsior Springs is committed to providing a high quality of life for all residents. This includes providing a safe, healthy, and vibrant community for all ages and abilities. The City is committed to providing a high quality of life for all residents. This includes providing a safe, healthy, and vibrant community for all ages and abilities.

Strategies
The City will continue to invest in its parks and recreation facilities. This includes providing a safe, healthy, and vibrant community for all ages and abilities. The City will continue to invest in its parks and recreation facilities. This includes providing a safe, healthy, and vibrant community for all ages and abilities.



CITY OF WESTWOOD STRATEGIC COMMUNICATIONS PLAN 2024-2025

WESTWOOD, KS

KEY MESSAGES

The City will use these messages as the guide for transparent and effective communication.

1. The City is proud of the community that has been created and aims to help it continue to thrive and grow through strategic development planning.
2. The City is a well-run government operation that is here to serve its citizens, providing an extensive array of resources that are available and accessible to everyone who resides within City limits.
3. The City proactively plans, considers and accommodates both the desires and needs of all to ensure people can live and thrive here with a special lens on Communities for All Ages.
4. The City encourages resident feedback and is looking for increased civic/community engagement.
5. The City always strives to use taxpayers' resources in the most efficient way possible with the highest level of responsiveness and transparency.

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beyond gold-level

Maintenance requirements:

1. Annual update of CFAA progress to program manager (all levels).
2. Bi-annual update of CFAA progress to governing body, department staff and relevant commissions (Gold-level only).

Engagement Opportunities:

1. Develop an ongoing CFAA task force to ensure implementation of Gold-level projects and goals.
2. Attend joint meetings with other recognized cities (peer-to-peer).
3. Attend CFAA workshops.



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inclusion tool

The Communities for All Ages Inclusion Tool provides strategies and prompts for incorporating age-inclusive decision-making in strategic planning, internal working groups, community engagement exercises and individual-level projects.



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workshops



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workshops



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program impact



PROCESS



CULTURE



SERVICES



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discussion



HOW ARE YOU CURRENTLY ENGAGING YOUR LOCAL GOVERNMENT(S) AROUND AGING ISSUES?



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**PART 2:
STRATEGIES & BEST PRACTICES**



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public outdoor spaces and buildings

KEY CONCEPTS

DESIGN: safety, ramps, handrails, seating, signage

PROXIMITY: activity centers, walkability, co-location



HOBBY HILL ALL AGES PARK
GLADSTONE, MO

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public outdoor spaces and buildings

[1] policies that consider the needs of all ages in the siting, design and development of public spaces:

- parks and other outdoor spaces, walkways, outdoor seating, streetscapes and buildings
- easy-to-read signage and accessible elevators, ramps, railings and stairs, and non-slip floors

[2] constructs bike and pedestrian facilities to maximize use and safety for all users

[3] prioritizes safety in parks and neighborhoods. like good street lighting, trimmed trees and bushes

[4] city involves residents of varying ages and abilities in planning for the siting and design of public outdoor spaces and buildings.

[5] city provides seating areas in public outdoor spaces and public buildings in (residents have different levels of mobility and stamina)

[6] stairways on public property, including within park facilities, are designed and constructed to maximize safety

[7] city provides ample parking and drop-off areas near the entrances to public facilities that meets mobility and accessibility needs

[8] city considers the mobility needs and stamina of all citizens in accessing city services and provides flexible customer arrangements

[9] city encourages walkability

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housing and commercial development

KEY CONCEPTS

VARIETY: Type, cost, family makeup, Universal Design, land use

STABILITY: tax relief, property maintenance, safety, affordability

Bonus: relationships with developers



ZERO-ENTRY HOME
RAYMORE, MO

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housing and commercial development

[1] city conducts an audit of its development codes to ensure that a range of housing options are allowed, particularly in places connected to public transit, employment centers and community services.

[3] city evaluates and streamlines its building code review processes to be consistent with adopted plans and policies, including those that reduce costs and provide housing in a range of cost points.

[5] city uses its property maintenance enforcement to support neighborhood quality and assists property owners in identifying resources to maintain their homes.

[7] city has a property tax relief program for homeowners

[2] city has in place policies to allow for and encourage a range of housing options, including accessory and shared dwellings that meet the needs of all ages and generations.

[4] city evaluates its zoning and building code review processes to ensure that the siting and design of commercial properties consider the needs of users of all ages

[6] city make information available about housing options that meet different mobility needs

[8] city and its partners offer residents information about assessing and protecting their property to strengthen crime prevention.



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accessory dwelling units (ADU)



Strategy = zoning rule changes, ordinance, incentives for developers

“An accessory dwelling unit (ADU) is considered a second dwelling unit on the same lot of a principal home. ADUs are often used as rental units or for intergenerational or extended family living.”

– City of Kansas City, MO ⁶

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universal design

approach / philosophy to design and planning ...

strategy = incentives for developers

“Universal design is design that’s usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”

- Ron Mace (an architect with polio who coined the term in the 1980s)⁵



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transportation and mobility

KEY CONCEPTS

SAFETY: sidewalks, transit stops, bike lanes, trails

INFORMATION: rideshare, bus routes, paratransit, microtransit



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transportation and mobility

[1] city addresses multiple transportation modes in its comprehensive plan.

[2] city has adopted a Complete Streets resolution or comparable policy and is taking steps to implement the policy.

[3] city works to ensure public transportation stops and stations have infrastructure that meets the needs of all ages and abilities. Examples include: shelter with lighting, benches and curb cuts.

[4] city and its partners review and consider adoption of older driver and pedestrian safety provisions in the region's long-range safety plan.

[5] city works with partners, including transportation providers, to develop and implement strategies to support independence of non-drivers and those with additional needs for assistance in using transportation options.

[6] city and its partners provide resource information on where residents can find transportation options.

[7] city constructs pedestrian facilities to allow for safe travel to transit stops and stations from neighborhoods and other locations.

[8] city and its partners provide resource information for determining older driver competency and the supports available for transitioning from driver to passenger.

[9] city has considered application for or has achieved the Bicycle Friendly Community designation from the League of American Bicyclists



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complete streets

"Complete Streets are streets designed and operated to enable safe use and support mobility for all users. Those include people of all ages and abilities, regardless of whether they are travelling as drivers, pedestrians, bicyclists, or public transportation riders."

-Department of Transportation [7]



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social inclusion, communication and contribution



KEY CONCEPTS

REPRESENTATION:
photos, engagement, activities, services, emergency response

INVOLVEMENT:
Employment, volunteering, civic participation, community building

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social inclusion, communication and contribution

- [1] city understands the demographic makeup of residents, engages with the community and then designs programming that respects the needs and interests of diverse populations.
- [2] city has a comprehensive communication plan with marketing and outreach strategies and tools that include diverse public imagery, depicting all ages, cultures and abilities.
- [3] city communications plan requires that information about accessibility of facilities and transportation options is included when publishing information about city activities and events.
- [4] city has adopted and implements an emergency management plan.
- [5] city communication plan includes strategies to reach people at risk of social isolation.
- [6] city develops opportunities for utilizing and showcasing the skills and contributions of all ages, cultures and abilities.
- [7] city has a property tax relief program for Homeowners.
- [8] city has a policy in place to encourage civic participation by all age groups in the community.
- [9] city maintains and promotes a list of volunteer and employment opportunities. City provides flexible options for people of all ages and abilities.
- [10] city encourages local businesses to adopt flexible employment practices to meet the needs of citizens of all ages.



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community and health services

KEY CONCEPTS

AVAILABILITY:
Immunizations, food access, health screenings

PARTNERSHIPS:
Public health department, health clinics, elder abuse prevention agencies



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community and health services

[1] Applicable city plans recognize the need for health care services that are accessible to all residents and served by transportation options.

[3] city, in partnership with the local public health department, publicizes plans and services to improve the rate of immunizations among city residents.

[5] city promotes and enables the location of full-service grocery stores and retail establishments to expand the availability of healthy food options.

[7] city and its partners provide referrals to those residents identified as needing more intensive services.

[2] city, in partnership with area health care organizations, makes arrangements to offer health services at community facilities. Examples include: hearing tests, hearing aid cleaning, immunizations, blood pressure checks, etc.

[4] city has educated personnel to ensure those who work with the public are knowledgeable about specialized needs for citizens of different ages and abilities. Personnel are also trained in applicable reporting requirements of abuse or neglect, regardless of age.

[6] city works with local ambulance providers to ensure city demographic information is incorporated into planning for services.

[8] city has developed and implemented education programs about healthy choices and preventive services, including the benefit of smoking cessation, and offering health and wellness programs.

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broad strategies

- 1 Work with your local government to establish a multi-disciplinary commission dedicated to aging / older adult issues.
- 2 Keep your key city staff and city council informed about your work (long-term relationship building).
- 3 Educate yourself and speak their language (institute for local government handout).
- 4 Attend council meetings and discuss issues you see. Be their go-to expert (advocacy).
- 5 Use the inclusion tool in your discussion and meetings with local government.
- 6 Explore the viability of local-level initiatives or campaigns (broad-based coalition building).



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resources

1. World Health Organization Age-Friendly Cities Framework
2. AARP Liveable Communities
3. Age-Friendly Portland
4. Lifelong Colorado Initiative
5. Chicago Mayor's Caucus - Age-Friendly Communities Collaborative
6. Age Friendly New Jersey



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sources

1. [The WHO Age-friendly Cities Framework](#) | World Health Organization
2. [Age-Friendly in Practice](#) | World Health Organization
3. [Age-Related Inclusion – Definition and Explanation](#) | Oxford Review
4. [Age-Inclusive Design – Definition and Explanation](#) | Oxford Review
5. [What is Universal Design?](#) | The UD Project
6. [New Housing Options for Kansas Citians through Secondary Suites](#) | City of Kansas City, MO
7. [Complete Streets](#) | Department of Transportation



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discussion



WHAT STRATEGIES WOULD YOU LIKE TO BRING TO YOUR COMMUNITY?



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questions?

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