

SUB-CABINET ON SENIOR VITAL LIVING

Meeting Summary Notes Wednesday, March 9, 2015

Subcabinet Members

Ahluwalia, Uma
Albornoz, Gabe
Lacefield, Patrick
Snuggs, Clarence

Members Not in

Attendance

Adams, Bruce
Bahdeh, Jewru
Friedman, Eric
Hamilton, Parker
Hartman, Ken
Hughes, Jennifer
Levy, Judith
Matthews, Catherine
Rodriguez, Reemberto
Roshdieh, Al

Short, Chuck
vanBalen, Ana Lopez
Vaughan-Prather, Judith
Voss, Chris

Staff

Aviv, Pazit
Biggins, Carolyn
Brunetto, Odile
Bryant, Jennifer
Corona, Joseph
Davis, Betsy
Davis, Kelly
Feinstein, Debbie
Greene, Jay
Heiney-Gonzalez, Joe

Heyman, Austin
Huggins, Gloria
Kaufmann, Barbara
Oji, Samuel
Kenney, John
Marks, Leslie
McClelland, Jim
Nesselt, Beth Anne
Resnick, Jim
Roslund, Byron
Silberman, Rachel
Smakula, Phil
Stroman, Dana
Wawrzusin, Mario

Guests

Aurand, Andrew
DaCosta, Mason
Heyman, Noelle
Kauffman, Charles
Schoenfeld, Isabelle

CountyStat Staff

Gottesman, David
Linders, Dennis
Nordin, Jennifer

Planning for Senior Summit 2015

Uma Ahluwalia announced that Mr. Leggett has requested the County hold a second Senior Summit. The first Summit was held in November 2008 and the second will be scheduled early December 2015. The Summit will give the opportunity to highlight the work that the Senior Subcabinet has done for the past six years and lay the groundwork for the next wave of work. Senior Summit 2008 was preceded by community work sessions starting in June that helped to collect data and gauge the community's thoughts related to the eight areas:

Civic and Social Engagement	Communication and Outreach	Employment
Health and Wellness	Home and Community Basis Services	Housing and Zoning
Safety	Transportation	

Senior Summit 2015 will also include work sessions. Consultants will be hired to help and a planning committee will be formed. The budget and costs for Senior Summit 2008 were divided among the participating departments and the costs for Senior Summit 2015 will be handled similarly.

World Health Organization and AARP—"Age Friendly Community" Designation

The Commission on Aging's (COA) Senior Study explored the possibility of the County pursuing the AARP's "Age-friendly Community" designation. The World Health Organization's (WHO) checklist of essential features of the age-friendly cities was distributed. Uma mentioned that many of the features on the checklist are areas that the County has already implemented and many others will be discussed and explored during Senior Summit 2015. The question was posed whether the Subcabinet wants to proceed with pursuing the "Age-friendly Community" designation as presented or meet with AARP members to see if we could pursue a modified version of the designation to avoid duplication of work. Also, should this designation be pursued now or staggered until after the Senior Summit because of overlapping work or should we pursue the designation and align the work with the Senior Summit work sessions discussions.

Austin Heyman expressed that the work the Department has done over the last 15 years should be recognized. Staff time and costs cost must also be determined and factored into pursuing the “Age-Friendly Community” designation (community work session, data collection and analysis is costly). In addition, there needs to be more research on what this designation means for counties—the only county with the designation thus far is St. Louis County (33 jurisdictions have the designation including 1 County, 9 U.S cities, the District of Columbia and 22 cities outside of the U.S.).

Leslie shared that she and staff from the Landlord Tenant Affairs division visited property managers to share information about County services. The managers were extremely happy to have the visit and appreciated the information—much of which they did not know. Leslie recommended using the WHO’s model as a basis but to focus on talking to seniors about what they want and need and information sharing with seniors and providers about County services is essential.

Charles Kauffman shared that in talking with Gail Cohen who runs the Washington DC “Age-Friendly Community” Program that the first step for the District was to appraise and encompass the substantial work that they had already accomplished. The work that Montgomery County has done would be a platform to build upon. Charles shared that the designation of an “Age Friendly Community” would add economic and social benefits to the County. The designation will provide specific goals and criteria to measure our progress in ensuring the County is age friendly.

Odile Brunetto shared AARP National is the program that processes jurisdictions for the “Age-Friendly” designation and there is a specific process in place that jurisdictions must follow to apply.

DaCosta Mason added that WHO’s designation of an “Age-Friendly Community” would benefit by providing measures in decision making to ensure that age-friendly features are embedded in planning and processes (i.e. building constructions, locations of senior and/or recreation centers).

Isabelle Schoenfeld clarified that the COA’s Summer Study did not recommend that the County become an “Age-Friend Community” but to establish a Task Group to explore the possibility. The Task Group would gather information on what has been done, who should be involved and what are the gaps, costs and benefits. The COA wants to ensure that future work related to senior issues is done in a systematic way to ensure cross fertilization between the departments. Isabelle recommended that there possibly be collaboration between the preparation of Senior Summit 2015 and a possible “Age-Friendly Community” Task Force.

→ACTION: Uma recommended requesting a face-to-face meeting with AARP representatives to explore the process and possible flexibility in Montgomery County applying for the “Age-Friendly Community” designation.

Gabe Alborno shared that the Recreation Department goes through a similar process to obtain a national certification. There are many benefits to the certification (including media exposure) but the process is costly and any budget impacts must be sent to the County Executive for approval. Gabe agreed that a Task Force to examine the budget impact prior to the decision to seek the “Age Friendly Community” designation would be helpful.

Jay Kenney shared that obtaining the “Age-Friendly Community” designation according to the WHO’s process will take four years. In recent years, the County has obtained other accreditation where the process took several years (i.e. Rockville designated an All American City, Montgomery County designated an All American County and one of six Best Inter-generational Counties of the Country). The processes involved conducting surveys and holding Town Hall meetings to get the consumers’ input and gather needs assessments. Time and work spent writing reports and submitting documents to possibly obtain the designation. The question is the benefit worth the process. In

addition, once the designation is awarded, expectations are raised and costly measures must be taken to meet expectations.

Senior Initiative Performance Framework – David Gottesman, Dennis Linders and Jennifer Nordin, CountyStat

David Gottesman shared the new CountyStat live website homepage which shows the headline performance measures broken down into overarching priorities of the County. This live website is a site that will report performance measures in real time with the ability for the user to download, analyze and examine trends. There will be an addition of cross departmental initiatives (i.e. Positive Youth Development, Pedestrian Safety, etc.). The CountyStat website will also provide tracking data from census and other Federal data that will provide comparisons of Montgomery County with other jurisdictions.

Jennifer Nordin and Dennis Linders gave a tour of the website showing how the data is laid out and how it can be examined. For example, the open performance dashboard is based on one County map which can help pull different data to examine Senior Villages by income, languages, age, etc.

→**ACTION:** Dennis Linders will schedule meetings with the Subcabinet’s workgroups over the next three months to review the senior data points, collect comments, answer questions and brainstorm how the senior data can be useful in the CountyStat indicators, the budget process and day-to-day work.

The overarching new CountyStat website will go live the end of March or the beginning of April. The open performance dashboard part of the website will not go live for at least three or four months until after meeting with departments regarding the specific data points. The goal of CountyStat is to make the website data friendly so that private residents can find information easily.

Gabe Alborno commented that the CountyStat’s live website and data point sharing is exciting and will be valuable leading into the Senior Summit to provide contents and background. The second phase of this data collection will be to incorporate data from outside partners such as Hospitals, etc.

Dennis shared that the Community Cluster Department has Service Provider meetings that CountyStat has participated and shared with outside partners what CountyStat is doing to store and collect data.

Roundtable Discussion and Updates

Civic and Social Engagement: The workgroup will meet with CountyStat to examine data collection relevant to civic and social engagement for seniors.

Communication and Outreach: Patrick Lacefield reported that the workgroup has been working closely around senior transportation to promote and publicize senior transportation options. The workgroup has put out four papers—transportation option, caregiving, employment and driving—which are available electronically on the website.

Employment: Barbara Kaufman reported that the Department of Economic Development is again running the program “Experience Counts” to recognize local businesses that have been exemplary in recruiting, hiring and retaining senior employee. The event is scheduled March 22 during the Jewish Council for Aging 50+ Expo.

Health and Wellness: Odile Brunetto reported that the workgroup will meet next week and the group is looking at the process of a public information campaign on medication management. The group is

examining whether to hold this event as a separate event or to blend the event with the falls prevention campaign.

Home and Community Based Services: Odile shared that Jay and Ken Hartman are working to reorganize the workgroup by identifying new and additional partners.

Housing: Jay Greene reported that a proponent of the State funding has been reduced the rental housing funding. Clarence Snuggs shared that there are a number of advocacy organizations advocating for funding along with the Affordable Housing Coalition. The COA sent a letter to the State regarding this issue. There are questions as to whether the reduction of funding will jeopardize two particular projects or the timing of the projects.

Safety: Betsy Davis of the Police Department reported that the workgroup has not meet in a while but her program has visited Assisted Living Facilities presenting information on fraud, identity theft and other pertinent safety information for seniors.

Beth Ann Nesselt of the Department of Fire and Rescue Services' (DFRS) reported that DFRS continues to provide their Home Safety Check Program. The program makes home visits to seniors to check for safety (i.e. working smoke alarms, etc.) and provide information on DFRS services. Staff reports that the visits involve 80% safety information and 20% social contact because seniors are happy to know that the County Executive and DFRS make this effort to ensure their safety as they age in place.

Jim Resnick shared that FRS partners with the Homeland Security Office of Emergency Management, County Police, Rockville City Police, the Health and Human Services' Villages Coordinator, and the Senior Centers to get into the homes of seniors to ensure safety (i.e. fire prevention, fall prevention and other types of 911 emergencies). An effort is being made to partner with faith-based organizations as an avenue to contact seniors in the community.

Jim McClelland announced Joe Corona as the new Outreach Coordinator for the Office Emergency Management and Health Services. Joe distributed two documents—Senior Preparedness Brochure and the Access and Functional Needs Preparedness Brochures.

Kelly Davis of the Office of State's Attorney announced that there will be the Elder Abuse Awareness Event on June 10 at the Holiday Park Senior Center in the afternoon. This year's theme is senior exploitation and senior safety regarding finances. A brochure entitled Crimes against Seniors and Vulnerable Adults Unit was distributed.

Transportation: Carolyn Biggins announced that the Transportation Workgroup has reconvened. In May there will be advertisements on RideOn buses to publicize changes made to the Call N Ride program and to inform residents that during mid-week seniors ride free on RideOn and Metro buses. A brochure has also been produced to outline the Call N Ride changes.

Next meeting: Tuesday, June 9 from 3:00-4:30 at the Rockville Memorial Library, 21 Maryland Avenue, Rockville, Maryland.

Meeting Adjourned.