

HHS COMMITTEE #1  
March 12, 2009

**MEMORANDUM**

March 10, 2009

TO: Health and Human Services Committee

FROM: Linda McMillan, Senior Legislative Analyst 

SUBJECT: **Briefing and Discussion: County Executive's Senior Summit Action Plan and Aging in Place**

Those expected for this session:

Uma Ahluwalia, Director, Department of Health and Human Services  
Parker Hamilton, Director, Department of Public Libraries  
*(Directors Ahluwalia and Hamilton are co-chairs of the Senior Sub-Cabinet)*  
Bruce Adams, Director, Office of Community Partnerships  
Gabe Alborno, Director, Department of Recreation  
Rick Nelson, Director, Department of Housing and Community Affairs  
Arthur Holmes, Director, Department of Transportation  
John Kenney, Chief, DHHS Aging and Disability Services  
Patrick Lacefield, Public Information Officer  
Kenneth Hartman, Director, B-CC Regional Service Center

At this session the Committee will be provided with an overview of the outcomes from the County Executive's Senior Summit which was held in November 2008. The Executive has established a Sub-Cabinet on Senior Vital Living. As noted in the summary provided (© 3), the senior population is projected to double from the year 2000 to 2030. The County has received two consultant studies, "Imagining an Aging Future for Montgomery County, Maryland" (Towson University Center for Productive Aging), and "Senior Outreach Strategic Plan" (Reingold, Inc.) that have been used as strategic planning tools. The studies, while indicating there is widespread satisfaction among seniors regarding programs and services, indicate the need to, "(1) improve both internal and external communication about the range of available

services to seniors and caregivers, and (2) establish a mechanism for improving coordination and collaboration among County departments and with private partners responsible for delivering senior services.

The Executive has provided the following which are attached to this packet:

Executive Summary of Senior Summit	© 3-5
Senior Summit Follow-up Action Steps	© 6-9
Cross Cutting Initiatives to Achieve Objectives	© 10-12
Matrix of Summit Recommendations	© 13-14
Recent Improvements in Senior Transportation	© 15-16
Rank Order Results of Senior Summit Voting	© 17-18

The Executive branch has also been helping with a pilot “Village” (aging in place) program through the Bethesda-Chevy Chase Regional Center. A memo outlining the “Village” concept and efforts in the Burning Tree community is attached at © 19-20. A summary of the January 2009 “Villages” forum is attached at © 21-24 and the “Village Exchange Resource” is attached at © 25-31.

In addition to these efforts by the Executive branch, the Council included in the Office of Legislative Oversight’s workplan a project on the County’s role in supporting naturally occurring retirement communities (NORCs). A memo from Leslie Rubin (OLO) on the status of the project is attached at © 32. OLO anticipates submitting the final report to the Council in April.

The Public Information Office has created a link from the County Government homepage to a senior resources webpage:

<http://www.montgomerycountymd.gov/sentmpl.asp?url=/content/pio/senior/index.asp>

Attached at © 33-44 are excerpts from this senior site.



DEPARTMENT OF HEALTH AND HUMAN SERVICES

Isiah Leggett  
*County Executive*

Uma S. Ahluwalia  
*Director*

March 9, 2009

TO: George Leventhal, Chair, Health and Human Services Committee

FROM: Uma S. Ahluwalia, Director, Department of Health and Human Services  
Parker Hamilton, Director, Montgomery County Public Libraries

SUBJECT: County Executive's Senior Summit Action Plan and Aging in Place

Thank you for the opportunity to provide the Health and Human Services Committee with an update on the implementation of recommendations from the County Executive's November 20, 2008 Senior Summit. As Co-Chairs of the County Executive's Sub-cabinet on Senior Vital Living, we have been actively collaborating with our department head colleagues, staff and community stakeholders from the Commission on Aging and the Vital Living Committee, to organize, categorize and simplify the 177 action steps that resulted from the Summit activities. Members of the Senior Sub-cabinet will be in attendance to address any specific questions or concerns the Committee may have relative to the role a particular department is playing in advancing the recommendations of the Summit.

Our briefing includes the following documents:

- Executive Summary of the Senior Summit with an introduction to the background for the Summit as well as pre-Summit, Summit and post-Summit activities
- Senior Summit Follow-Up Action Steps which summarizes and condenses the action steps within the eight major recommended topic/service areas
- Major Cross-Cutting Initiatives to Achieve Objectives of the Senior Summit-a document prepared for the Sub-cabinet to highlight the need for interdepartmental collaboration to successfully achieve stated goals
- Goals By Process Matrix of Summit Recommendations
- Transportation Improvements Update
- Rank Order Results of Senior Summit Voting

Office of the Director

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March 9, 2009  
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Regarding specific efforts underway to promote “Aging in Place,” the Office of Community Partnerships, Bethesda-Chevy Chase (B-CC) Regional Services Center and the Department of Health and Human Services have been collaborating since the Fall of 2007 to assist communities that have expressed an interest in developing “Villages” to assist aging individuals in remaining in their neighborhoods. Facilitating the ability of older adults to age in place was the top priority identified by participants in County Executive Leggett’s Senior Summit. The following documents are included to help facilitate a discussion on this important and promising development:

- A memorandum from Kenneth Hartman, Director, B-CC Regional Services Center, providing an overview of the public-private partnership occurring in the B-CC region to support “village initiatives”
- Announcement and invitation to the January 21, 2009 Community Outreach Forum focusing on Aging in Place initiatives in the Bethesda-Chevy Chase area
- Notes from the January 21<sup>st</sup> forum including the Burning Tree Village presentation on the strategic challenges facing these efforts
- The “Villages Resource Exchange” newsletter hosted by the B-CC Regional Services Center

We look forward to discussing these issues of mutual interest with members of the Health and Human Services Committee.

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Attachments

# Executive Summary

## County Executive Leggett's Senior Summit

### Introduction

Preparatory work for the Senior Summit included two strategic planning processes conducted in collaboration with outside consultants. Phase I (completed in May 2007) was a report titled *Imagining an Aging Future for Montgomery County, Maryland*, developed by Towson University Center for Productive Aging. Phase II (completed October 2007), titled *Senior Outreach Strategic Communications Report*, was developed by Reingold, Inc. Both reports found "widespread satisfaction among seniors and their caregivers with the programs and services the County provides" (Reingold, 2007). However, both reports underscored the need to (1) improve both internal and external communication about the range of available services to seniors and caregivers; and (2) establish a mechanism for improving coordination and collaboration among County departments and with private partners responsible for delivering senior services.

In light of the findings of these reports and the awareness that the senior population is projected to nearly double between 2000 and 2030, County Executive Leggett convened department directors for a day long retreat on May 14, 2008 to focus on how Montgomery County Government, in partnership with private providers and the faith community, can promote vital aging for all its seniors. On this date, he also established the Senior Sub-cabinet on Vital Aging and directed that a Senior Summit be convened in November 2008. The purpose of the summit would be to identify priority issues affecting the senior population, develop strategies and action plans to meet current and future needs, and take the first steps towards developing collaborative relationships between County departments and community stakeholders to ensure that Montgomery County is a good place for older adults to live and retire.

### Process

#### *Pre-Summit*

Under the leadership of the Senior Sub-cabinet on Vital Aging, preparations for the Senior Summit began in June 2008. White Papers on critical issues were developed modeled after the national *Blueprint for Action: Developing a Livable Community for All Ages*, a joint product of the National Association of Area Agencies on Aging and Partners for Livable Communities with funding from the MetLife Foundation. The eight topic areas addressed were: Health and Wellness, Housing and Zoning, Home and Community Supports, Civic and Social Engagement, Transportation, Safety, Employment, and Communication and Outreach. Pre-summit work groups comprised of public and private stakeholders were convened on each of these eight topics to brainstorm and prioritize recommendations. The result of this process was that the work groups developed a total of 188 unique recommendations, with 87 of them collapsed by participants into 28 broad recommendations for further discussion and prioritization at the Summit.

### ***Summit***

The actual Senior Summit was a daylong event held on November 20, 2009, on the University of Maryland at Shady Grove campus attended by nearly 300 stakeholders. County Executive Leggett devoted his entire day to attending the Summit, sharing his vision of the County as it relates to senior issues and learning from other participants. County Council members George Leventhal and Roger Berliner spoke on behalf of the County Council, and U.S. Senator Barbara Mikulski had a staff member speak on her behalf. The invited luncheon speaker was Sandy Markwood, Chief Executive Officer, National Association of area Agencies on Aging; whose presentation was titled, ***The Maturing of Montgomery County: How The County Can Prepare to Effectively Meet the Needs of its Aging Population.***

Participants at the Summit prioritized the 28 recommendations by popular vote, then broke up into work groups to brainstorm action steps that could help the County achieve the goals of the recommendations. This process produced 177 different potential action steps for further consideration.

### ***Post-Summit***

In order to move forward with a coherent and organized implementation plan, the Senior Sub-Cabinet tasked the Consolidation and Feasibility Task Force to review all the Summit and Pre-Summit materials and submit a list of consolidated and integrated recommended action steps that are feasible and realistic.

The Task Force in reviewing the materials found that the actions steps produced at the Summit were in reality a mixture of: action steps, principles and additional recommendations. Given the mandate to identify specific and concrete implementation steps, the Task Force went through the material item by item to collapse them into discrete action steps. As a result of this process the 177 recommendations emerging from the Summit were initially consolidated into 123 discrete action steps.

As part of the review process it also became apparent that the work produced by participants in the Summit and Pre-Summit process represented an integrated mixture of two intimately related concepts: 1) goals and outcomes related to improved quality of life for the senior population, and 2) processes and actions that enable those goals and outcomes to be achieved. It was deemed essential to take both factors into consideration because goals without steps to achieve them were insubstantial, and actions without goals were a recipe for inefficiency. Through this process the 177 Summit recommendations, which were consolidated into 123 action steps, were further distilled into 46 potential action items; with the awareness that many of these items were applicable across multiple goals. For example, “*investigate best practices and determine if they can be applied in County*” was a single action bullet but it could reasonably be applied to each of the substantial outcome categories developed.

The final step undertaken by the Task Force was to look for cross cutting initiatives that were feasible given current constrained resources that would allow for realization of the principle goals while addressing the issue of sub-optimal collaboration among County departments. Upon review, nine major potential initiatives emerged from the mass of recommendations. These nine

initiatives, along with the major recommendations of each of the topical workgroups are submitted as part of this final report.

## Principles

It is important to note that aside from the discrete recommendations and action steps, the Senior Summit process elicited a number of consistent principles or themes that should be inherent in any steps taken by the County. The major principles identified were:

- **Diversity:** Any actions must be sensitive to the diversity of the senior population. The senior population (regardless of whether defined as age 60+ or age 65+) is extremely diverse, with diversity to be understood not merely in terms of race and ethnicity, but also along the lines of language, disability, age, income and resources.
- **Partnerships:** County government cannot and should not expect to do this work alone. In order to achieve the goals and outcomes stated, the County must have the active involvement of its private sector partners (non-profits, business community, faith communities, etc.) and residents.
- **Civic Engagement:** The skills, time, and wisdom of older adults represents one of the growing renewable resources available to our communities. Given the projected increase in needs for some of our most vulnerable residents, and the constraints on public dollars, many of the proposed efforts will require volunteer commitments in order to create a stronger and more responsive community.
- **Planning:** In order to optimize the effectiveness and efficiency of services the County must make every effort to identify and implement evidence based and best practices.
- **Accountability:** Mechanisms must be in place to ensure that action steps are implemented and progress toward goal attainment measured. Implicit in these recommendations is that actions are inter-departmental in nature; hence some centralized oversight process must be in place to ensure that actions do not “fall between the cracks.”

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## SENIOR SUMMMIT FOLLOW-UP ACTION STEPS

### TRANSPORTATION

- Current:
  - Continue free Ride-On for seniors
  - Continue to support senior transportation initiative in collaboration with Jewish Council on Aging (JCA) Roundtable
  - Continue to support to Senior Connection, which provides transportation assistance to the senior population as well as assisting emerging village models
- Short-Term:
  - Work with Montgomery County Public Schools to increase use of service credits by high school students to assist seniors in utilizing the internet to identify transportation resources
  - Communication & outreach efforts including: what transportation options/resources exist,
  - Driver safety programs including adaptation and training
  - Research and planning: Study unmet and undermet needs, best and promising practices in other communities, and special needs of vulnerable and diverse populations
  - Change taxi regulations to allow for door-to-door service
- Longer-Term
  - Liability insurance for volunteers
  - Investigate feasibility of Independent Transportation Network (ITN) model in county
  - Support development of walkable communities

### HEALTH & WELLNESS

- Current
  - Continue to support chronic disease self-management programs in collaboration with JCA
  - Continue to provide nutrition education classes through senior centers
  - Continue to support exercise and bone health programs (i.e., Bone Builders) for seniors
- Short-Term
  - Communication and outreach efforts to educate public about various heath topics, including; importance of exercise, proper nutrition, normal aging process, health benefits of volunteerism, etc
  - Research and Planning: investigate best and promising practices that can be applied to Montgomery County
  - Community Health Improvement Process (CHIP) to assess and monitor health status of residents
  - Collaborate with community partners to provide and expand multi-component exercise programs as well as fall prevention programs

- Encourage development of “shared care” models that support neighbors help neighbors(aging in place), utilizing community and seniors centers, senior web site, faith based groups)
- Longer-Term
  - Computer access and training via senior and community centers

## **HOME AND COMMUNITY BASED SUPPORTS**

- Current
  - Continue support for home delivered meals and groceries
  - Continue support to existing village models in county
- Short-Term
  - Collaborate with partners, such as Montgomery College, to support development of workforce training programs to increase supply of workers that provide essential services to seniors
  - Research and Planning: investigate best and promising practices that can be applied to Montgomery County
  - Communication and outreach efforts to educate public about issues that can help them remain in community
- Longer-Term
  - Enhance supportive services such as chore, personal care, and home modifications
  - Increase funding for adult day service and respite care
  - Investigate the possibility of creating a service credit model where people can accrue credits by providing assistance to others that they can use for themselves or family members

## **HOUSING**

- Current
  - Continue and expand Neighbors helping neighbors initiative
- Short-Term
  - Research and Planning: investigate best and promising practices that can be applied to Montgomery County, as well as identify naturally occurring retirement communities (NORCs)
  - Communication and Outreach efforts to educate public about various housing options, “right sizing”, services available in community to assist with goal of Aging in Community, planning to mitigate future problems
  - Provide village concept in other communities, with County taking a leadership role
- Longer-Term
  - Expand opportunities for assisting living to moderate and low income seniors, including those with mental illness
  - Revise tax policies (such as property taxes and fees) to reduce impact on seniors and give incentives to those providing services to vulnerable seniors
  - Modify zoning regulations to favor walkable communities
  - Work with United States Postal Service to have mail carriers check on seniors that are most vulnerable

## **CIVIC AND SOCIAL ENGAGEMENT**

- Current
  - Continue to support inter-generational programs
  - Continue to support the Ambassador Outreach program to help recruit older adults, and enhance use of senior centers and other resources
  - Continue to support congregate meal programs that bring together seniors in a social setting for meals; including the wide range of ethnic meal sites
  - Continue to provide wide range of programming and activities at senior centers
- Short-Term
  - Expand Pro Bono program
  - Research and Planning: investigate best and promising practices that can be applied to Montgomery County
  - Communication and Outreach efforts to educate seniors about the multiple benefits of volunteerism, including the importance of social connectivity to quality of life; as well as the wide range of activities currently available in the community
- Longer-Term
  - Tax credits to seniors for volunteer work in high priority community activities
  - Computer access and training via senior and community centers

## **EMPLOYMENT**

- Current
  - Continue support for successful job fair for seniors
  - Continue workshops provided by Commission for Women
  - Continue workforce development programs
  - Continue the senior fellows program
- Short-Term
  - Participate in statewide Policy Academy process that is addressing older adult employment issues, and implement recommendations in County
  - Collaborate with partners, such as Montgomery College, to support development of workforce training programs to increase supply of workers that provide essential services to seniors
  - Research and Planning: investigate best and promising practices that can be applied to Montgomery County
- Longer-Term
  - Provide transition training (work to retirement) for seniors contemplating leaving the workforce
  - Recognize and award local businesses and organizations that engage in senior friendly employment practices
  - Promote trainings to help seniors better prepare for the current job market- strategies to provide equitable and rewarding employment opportunities for seniors

## **SAFETY**

- Current
  - Continue to implement recommendations of Pedestrian Safety and Fire Safety task forces
  - Continue to support efforts by partners to provide supports to caregivers, as well as identifying and returning to their families individuals with dementia who wander away
- Short-Term
  - Develop and implement fall risk and fall prevention programs
  - Research and Planning: investigate best and promising practices that can be applied to Montgomery County
  - Communication and Outreach efforts to educate public about range of safety issues
- Longer-Term
  - Consumer protection initiative to reduce financial exploitation of seniors

## **COMMUNICATION & OUTREACH**

- Current
  - Maintain and enhance new senior website as single source of information
- Short-Term
  - Establish work group to identify range of methods to effectively provide information to senior (examples include: newspaper inserts, speakers bureau, ads on Ride-On buses, radio ads, ethnic media)
  - Establish a single point of entry for seniors attempting to communicate with the County (for example the upcoming 3-1-1 initiative)
  - Have libraries set aside special space for senior information
- Longer-Term
  - Cross market and cross train across all departments/services
  - Partner with healthcare providers to systematically dissemination information to seniors and caregivers

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## Major Cross Cutting Initiatives to Achieve Objectives of Senior Summit

- **Education and Outreach:** pro-active dissemination of information to the public in order to help people make decisions and take actions on their own behalf. The Summit process contained a broad variety of recommended messages and methods for disseminating this information. Educational efforts should be centralized to prevent over-saturation of the public with messages.
  - **Lead agency:** A continuing work group (chaired by Public Information Office, PIO) should be created to help coordinate this effort – will also handle Single Source of Information initiative.
  - **Feasibility/cost:** Dependent on types of communication methods employed, some being low/no-cost (e.g., speakers bureau, Ride-On bus posters) and others expensive (e.g., Senior Beacon).
  - **Performance Measurement:** outputs can be recorded in terms of volume of educational outreach (both in English and other languages). Outcome(s) can be reflected in surveys of general community knowledge of various resources, and volume of people making use of given services/resources after education campaigns. For example if there is a campaign planned on the benefits of exercise, we'd look at number/percent of people enrolled at local fitness facilities or doing mall walking, and then re-evaluate it after the campaign (controlling for factors that might influence it independently).
  
- **Single (Primary) Source of Information:** improve the County's capacity to respond to citizen's requests for information. Development of Senior Website is first step in this process. Introduction of 3-1-1 number will be next step in the process. Additional steps such as cross training of staff should be explored. Outreach to let people know about website and 3-1-1 number also needs to be included in achieving this recommendation.
  - **Lead agency:** A continuing work group (chaired by Public Information Office, PIO) should be created to help coordinate this effort – will also handle Education initiative.
  - **Feasibility/cost** of website and 3-1-1 are not an issue since they are already commitments of the County. Outreach about website can be incorporated into the Education efforts listed above.
  - **Performance Measurement:** outputs measured in terms of volume of calls to 3-1-1 (this will likely occur regardless of Senior Summit initiative; the other addition would be to analyze the data to see if patterns of use by seniors was any different than those for other age or demographic groups). Outcomes can be reflected by degree to which callers to 3-1-1 have their information needs met.
  
- **Planning:** County should invest in efforts to identify the most effective, and cost-effective, means to achieve stated goals. Given the likely future needs and demands of the growing elder population, combined with stagnant or reduced resources, it is essential that the County identify and promote cost effective strategies that are coordinated across different departments.
  - **Lead:** TBD - on-going workgroup of planning staff from different departments be identified and meet regularly to coordinate efforts. Sharing of expertise and resources can help with identification of transferable best practices. Specific tasks of workgroup would revolve around development of "Senior Agenda"

- Feasibility/cost of recommendation is negligible if existing staff are utilized. Requires coordination. Responsible agency TBD.
  - Performance Measurement reflected in number of programs that are utilizing evidence based approaches and/or extent to which long-term plans are in place to address specific types of issues and concerns.
- **Expansion of Village Model:** Multiple recommendations touch upon the emerging concept of “village models” that incorporate volunteerism, collaboration, housing, transportation, home and community based support services, etc. in a unified attempt to assist older adults to remain in the setting/home of their choice. The County can play a role in this effort by providing technical guidance to neighborhoods that want to attempt to replicate this model in their community.
    - Lead agencies: Regional Service Centers (RCS) and Office of Community Partnership (OCP).
    - Feasibility/cost of recommendation depends on actual steps that County agrees to undertake. Technical assistance would be low cost. Providing resources and start up grants would have increasing costs.
    - Performance Measurement: outputs in terms of number of “villages” in operational mode, number of people being served, and number of community members participating (i.e., volunteers). Outcomes can be measured in terms of: percent of people that feel that services have helped them remain in their homes, quality of life for seniors, degree of community cohesiveness.
- **Expand Volunteerism and Civic Engagement:** Given fiscal constraints resulting from economic downturn, many recommendations are dependent on the leveraging of increased volunteerism. Also, seniors engaged in volunteer activities report better overall physical and mental health. Various models have been proposed including: Service Credits, Neighbors Helping Neighbors, young people via Montgomery County Public Schools obligations, intergenerational models, etc.
    - Lead agencies: Volunteer Center and the Department of Health and Human Services
    - Feasibility/cost of recommendation depends on the modality of implementation that is put forth by the work group. It would be important to see whether private-public partnerships can be used to guide these efforts.
    - Performance Measurement: outputs in terms of number/percent of people engaging in volunteer activities and amount of time spent volunteering. Number of organizations using volunteers, and more specifically senior volunteers. Outcomes: satisfaction with volunteering, degree to which community needs are being met via volunteer efforts, degree of community cohesiveness and engagement.
- **Employment of Seniors:** County is actively working with larger statewide workgroup on an employment initiative. County intends to participate in whatever recommendations/process evolves from that larger effort.
    - Lead: Office of Human Resources and Department of Economic Development/Workforce Development
    - Feasibility/cost: TBD



- Performance Measurement: Number/percent of seniors in workforce (controlling for factors such as economic climate and changing demographics), degree to which senior friendly employment practices (as outlined in Statewide policy academy report) are implemented in public and private sector workplaces, degree to which seniors face ageism in the workplace.
- **Workforce Training:** Need to explore means of ensuring that there is an adequate workforce to provide the types of service that might be needed by older adults. One recommendation involved working with Montgomery College to develop and encourage training programs for Certified Nursing Assistants and other healthcare workers. As these issues are largely controlled by market forces (i.e., wages) that are out of direct control of public sector, the County should work with the private sector to explore steps that can be taken.
  - Lead agency: Department of Economic Development.
  - Feasibility/cost depends on actual steps that County agrees to undertake.
  - Performance Measurement: Number of people getting training and certification for services that target needs of seniors; degree to which positions serving seniors are able to hire qualified candidates (needs to be controlled for economic conditions).
- **Transportation:** Enhancing access to transportation options and resources. Initiative can build upon existing work being done by the Provider's Roundtable that is chaired by JCA. Goals of this group are to: coordinate and enhance transportation resources, and ensuring that seniors are aware of the options that exist in the County.
  - Lead Agency: Department of Transportation
  - Feasibility/cost: Varies depending on specific action steps
  - Performance Measurement: Number/percent of seniors that utilize variety of different transportation services; timeliness of transportation services, satisfaction with services, others TBD.
- **Safety:** The County is already committed to a variety of safety initiatives including: Fire Safety and Pedestrian Safety. Additional efforts should be focused on developing consumer protection initiative to combat exploitation in the marketplace, as well as fall prevention programs.
  - Lead: Individual initiatives led by relevant departments (Montgomery County Police Department, Department of Fire and Rescue Services)
  - Feasibility: Varies based upon the specific initiative
  - Performance Measurement: Number/percent of seniors that are victims of: fire, accidents, falls, exploitation. Degree to which seniors have the perception of safety and vulnerability (after controlling for external factors such as economic crisis).

Goals across the top (What) & Processes by which goals can be achieved (How) in rows

Red font provides commentary on actions that are applicable across multiple topic areas (listed in only one column but are in relevant in others also)

GREEN = feasible in short term (next 1-2 yrs given limited additional resources)

BLACK = important but longer-term due to staffing, fiscal constraints or other barriers

	HEALTHY	HOUSING	ENGAGEMENT	TRANSPORTATION	SAFETY	EMPLOYMENT
<b>VOLUNTEERISM</b>		<ul style="list-style-type: none"> <li>• Tax credits for people providing services to others</li> <li>• Inter-generational education and programming (applicable across other outcomes)</li> <li>• Neighbors helping neighbors – volunteerism as means to help people remain in their home of choice (Service Credit model)</li> </ul>	<ul style="list-style-type: none"> <li>• Use/encourage volunteerism as a means to get people more engaged with other individuals in their community (applicable across other outcomes)</li> <li>• Ambassador program to help recruit older adults and facilitate use of senior centers and other resources</li> </ul>	<ul style="list-style-type: none"> <li>• Work with MCPS to increase use of service credits to assist seniors – for example helping seniors in identifying web based information (applicable across other outcomes)</li> <li>• Liability insurance for volunteers (applicable across other outcomes)</li> </ul>		
<b>COMMUNICATION</b>	<ul style="list-style-type: none"> <li>• Educate about importance of exercise including walking</li> <li>• Educate about proper nutrition</li> <li>• Educate about the aging process and what is normal vs. what is disease</li> <li>• Educate about value of volunteerism in promoting health of volunteers (applicable across other outcomes)</li> </ul>	<ul style="list-style-type: none"> <li>• Educate seniors about various housing options available and pro's &amp; con's of each</li> <li>• Education about "right sizing"</li> <li>• Education about services already available in the community</li> <li>• Education about planning in advance to mitigate future problems (applicable across other outcomes)</li> </ul>	<ul style="list-style-type: none"> <li>• Educate about importance of social activity for quality of life – including value of volunteering in increasing social engagement</li> <li>• Educate people about the various activities available in the community (enrichment, learning, etc)</li> <li>• Provide single source of information (applicable across other outcomes)</li> </ul>	<ul style="list-style-type: none"> <li>• Education about transportation options, including encouraging people to use fixed route services</li> <li>• Inform drivers of programs that help that remain driving safely (adaptations and training)</li> <li>• Explore potential of internet to provide information about options (applicable across other outcomes)</li> </ul>	<ul style="list-style-type: none"> <li>• Education to seniors and their caregivers on a range of safety topics (variety of methods can be employed)</li> </ul>	<ul style="list-style-type: none"> <li>• Provide transition training (work to retirement) for seniors contemplating leaving the workforce</li> </ul>

	<b>HEALTHY</b>	<b>HOUSING</b>	<b>ENGAGED</b>	<b>TRANSPORTATION</b>	<b>SAFETY</b>	<b>EMPLOYMENT</b>
<b>HOME AND COMMUNITY BASED SERVICES</b>	<ul style="list-style-type: none"> <li>• Provide computer accessing &amp; training in senior centers</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance supportive services (chore, personal care, OT, etc)</li> <li>• Increase funding for group homes, assisted living</li> <li>• Increase funding for Adult Day Care &amp; Respite Care</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>		<ul style="list-style-type: none"> <li>• Develop and implement program to assess fall risk and fall prevention (applies also to Health &amp; Housing outcomes)</li> <li>• Consumer protection safety initiative to address exploitation</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>PLANNING / RESEARCH</b>	<ul style="list-style-type: none"> <li>• Investigate best practices and whether they can be applied in County (applicable across other outcomes)</li> <li>• Develop Senior Agenda to favor budget prioritization (applicable across other outcomes)</li> <li>• CHIP assessment (Community health assessment)</li> </ul>	<ul style="list-style-type: none"> <li>• Identify NORC's and neighborhoods in need of assistance</li> <li>• Identify special needs of ethnic groups (applicable across other outcomes)</li> <li>• Change zoning regulations to favor walkable neighborhoods (benefits apply to other outcomes such as health and transportation)</li> </ul>		<ul style="list-style-type: none"> <li>• Investigate ITN model</li> <li>• Study unmet &amp; under met need (applicable across other outcomes)</li> <li>• Change taxi regulations to allow door to door service</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>COLLABORATION &amp; PARTNERSHIPS</b>	<ul style="list-style-type: none"> <li>• Collaborate with partners to provide &amp; expand multi-component exercise programs</li> </ul>	<ul style="list-style-type: none"> <li>• County to provide technical assistance to help communities develop "village" models (applicable across other outcomes)</li> <li>• Work with USPS to have mail carriers check on people</li> <li>• Work with partners to expand affordable assisted living for low and moderate income seniors</li> </ul>			<ul style="list-style-type: none"> <li>• Implement recommendations of Senior Fire Safety Task Force</li> <li>• Implement recommendations of Pedestrian Safety Task Force (applicable across other outcomes)</li> </ul>	<ul style="list-style-type: none"> <li>• County is working with the State of Maryland and the National Governor's Association in a policy academy to address recruiting &amp; retaining older workers by public &amp; private employers.</li> <li>• Encourage Montgomery College to offer training programs for CNAs and other skills needed to serve aging population</li> </ul>



DEPARTMENT OF TRANSPORTATION

Isiah Leggett  
County Executive

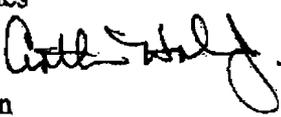
Arthur Holmes, Jr.  
Director

MEMORANDUM

March 6, 2009

TO: Uma S. Ahluwalia, Director  
Department of Health and Human Services

Parker Hamilton, Director  
Department of Public Libraries

FROM: Arthur Holmes, Jr., Director   
Department of Transportation

SUBJECT: Recent Improvements in Transportation/Mobility for Seniors

As presented at our recent Senior Sub-cabinet on Vital Living meeting, Department of Transportation (DOT) staff, in collaboration with other County departments, recently identified and implemented various transportation/mobility related initiatives focused on improved service to seniors. As you are aware, transportation, including pedestrian safety, was among the top priorities identified by the Commission on Aging and by participants in the County Executive's "Senior Summit" held last November. A key theme emerging from the Summit was that mobility is essential for seniors in Montgomery County to maintain an active, engaged lifestyle and be able to age in place.

An interdepartmental work group, consisting of staff from DOT, Department of Health and Human Services (HHS), Recreation, Office of Community Partnerships, Regional Services Centers and the Office of the County Executive, identified transportation needs and selected options that are frequently used by seniors, low in cost and could be completed this fiscal year with minimal or no impact on existing budgets. The following improvements and enhancements have been accomplished:

- Rerouted the Silver Spring Van Go bus (Silver Spring's free downtown circulator bus) to stop at Charter House Senior Apartments. Many of the residents of Charter House receive a housing subsidy.
- Installed directional signs along East-West Highway directing people to the Coffield Community Center in Silver Spring. Illuminated the Center's sign. Replaced nearly 5000 feet of sidewalk and ADA ramps in the vicinity of the Center.

Office of the Director

101 Monroe Street, 10th Floor • Rockville, Maryland 20850 • 240-777-7170 • 240-777-7178 FAX  
www.montgomerycountymd.gov

Located one block west of the Rockville Metro Station

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Uma S. Ahluwalia and Parker Hamilton  
March 6, 2009  
Page 2

- Installed pedestrian countdown signals at the intersection of Cherry Hill Road and Clover Patch/Plum Orchard in Silver Spring to benefit seniors at Riderwood retirement community.
- Made improvements for senior drivers on Arcola Avenue in Wheaton by enlarging street name signs and installing brighter, more durable pavement markings. Enhanced access for senior pedestrians by improving access to bus stops, installing pedestrian refuge islands, installing bump outs and enhancing signs at crossings.

Other improvements DOT and HHS will make in April are:

- Reroute the Silver Spring Van Go bus to stop at Elizabeth House, a Housing Opportunities Commission property for low income independent seniors.
- Reroute a Ride On bus to provide better transportation options for Blair Park Apartments in Silver Spring.
- Add a bus stop on Father Hurley Boulevard in Germantown to stop within the Churchill Senior Living apartment complex, which has 120 apartments for seniors.
- Enlarge a bus shelter at Waverly House (another Housing Opportunities Commission property) in Bethesda.

If you have questions regarding any of these improvements or enhancements, please contact Al Roshdieh, Deputy Director, at 240-777-7175. Thank you.

AH/h

**Recommendations (Priority Order) from County Executive Isiah Leggett's  
November 20, 2008 Senior Summit**

<b>Recommendation</b>	<b>Votes</b>	<b>Work group</b>
<b>Expand home based services to seniors in their homes in the community (#15)</b>	<b>142</b>	Home Supports
<b>Develop outreach strategies and programs that address the needs of diverse groups of seniors (#13)</b>	<b>109</b>	Engagement
<b>Educate seniors about services/resources that already exist to help people age in the setting of their choice (#7)</b>	<b>101</b>	Housing
<b>Expand opportunities for assisted living to low and moderate income seniors (#4)</b>	<b>91</b>	Housing
<b>Promote "village concept" for supporting seniors in existing communities (#5)</b>	<b>89</b>	Housing
<b>Public education to seniors and caregivers about issues that can help them remain in community (#18)</b>	<b>81</b>	Home Supports
<b>Work with community partners to coordinate and enhance transportation resources (#1)</b>	<b>79</b>	Transportation
<b>Increase the availability of respite care and adult day care (#16)</b>	<b>72</b>	Home Supports
<b>Network/process that authenticates businesses and professionals who serve senior citizens (#19)</b>	<b>71</b>	Safety
<b>Active dissemination of information via outreach (#23)</b>	<b>69</b>	Communication
<b>Strategic partnerships to increase capacity to communicate information to public (#25)</b>	<b>66</b>	Communication
<b>Investigate programs and models that have been implemented in other jurisdictions (#12)</b>	<b>61</b>	Engagement
<b>Encourage "shared care" models that support neighbors helping neighbors (#8)</b>	<b>58</b>	Health
<b>Conduct community health improvement process (CHIP) (#9)</b>	<b>56</b>	Health
<b>Study the level of unmet, or undermet, transportation needs (#2)</b>	<b>56</b>	Transportation
<b>Workforce training programs to encourage younger workers to get training in careers that serve seniors (#17)</b>	<b>54</b>	Home Supports
<b>Educate people about the need for exercise, including walking. (#11)</b>	<b>51</b>	Health
<b>Single source where seniors could learn about all recreation and socialization options (#14)</b>	<b>50</b>	Engagement
<b>Marketing/outreach campaign to educate people how to identify and use existing transportation services (#3)</b>	<b>50</b>	Transportation
<b>Implement new strategies that provide employment opportunities for seniors (#26)</b>	<b>49</b>	Employment
<b>Enhance capacity to respond to requests for information, with emphasis on infrastructure (#24)</b>	<b>49</b>	Communication

<b>Recommendation</b>	<b>Votes</b>	<b>Work group</b>
<b>Education to seniors and caregivers on range of safety topics #22)</b>	<b>48</b>	<b>Safety</b>
<b>Recognize local businesses that engage in senior friendly employment practices. (#28)</b>	<b>41</b>	<b>Employment</b>
<b>Revise tax policies to reduce impact on seniors (#6)</b>	<b>41</b>	<b>Housing</b>
<b>Advocate that seniors age 75+ be tested to ensure they are safe drivers (#20)</b>	<b>38</b>	<b>Safety</b>
<b>Benchmark best practices related to senior employment (#27)</b>	<b>33</b>	<b>Employment</b>
<b>Provide nutrition education to all age groups (#10)</b>	<b>24</b>	<b>Health</b>
<b>Plans to manage and reduce wide-ranging safety risks which often accompany dementia (#21)</b>	<b>22</b>	<b>Safety</b>



BETHESDA-CHEVY CHASE REGIONAL SERVICES CENTER

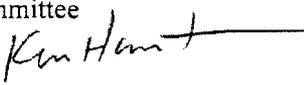
Isiah Leggett  
County Executive

Kenneth B. J. Hartman  
Director

**MEMORANDUM**

March 9, 2009

TO: George Leventhal, Chair  
Health and Human Services Committee

FROM: Kenneth B. J. Hartman, Director   
Bethesda-Chevy Chase Regional Services Center

Subject: Villages in Montgomery County

Thank you for this opportunity to provide information to the Committee on the status of Villages in Montgomery County and County department efforts to support them.

A "Village" is a community-based and operated organization dedicated to helping residents remain in their homes as they age ("aging in place"). Villages accomplish this by organizing and delivering programs and services that allow residents to lead safe, healthy productive lives in their own homes. Villages provide services through a range of models including fee-based, membership, and volunteer.

The Burning Tree Village in Bethesda is the only known Village in operation in Montgomery County. At least a dozen other communities throughout the County are in some stage of exploring or implementing a village model. The Burning Tree Village provides services through volunteer activities and through partnerships with other organizations that complement volunteer activities.

We have witnessed accelerating interest in this subject both in Montgomery County and nationwide since late 2007. Beginning in the fall of 2007, the Office of Community Partnership (OCP) initiated discussions on aging in place with the Burning Tree community leaders. During the course of 2008, OCP hosted several additional sessions involving other communities primarily in the Bethesda area to facilitate the sharing of information. These sessions included a number of providers of services to seniors, as well as representation from Rockville and Gaithersburg. The Bethesda-Chevy Chase Regional Services Center (BCCRSC) also became involved in supporting these communities in late spring of 2008.

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George Leventhal  
March 9, 2009  
Page 2

OCP and BCCRSC staff maintained regular contact with the leadership of the Burning Tree Village throughout 2008 and provided knowledge and referral support. BCCRSC provided a small grant and in-kind support to Burning Tree Village to assist in start-up needs including printing and 501(c)3 filing costs. Similar support has since been provided to Bannockburn Neighbors Assisting Neighbors, a Village model that coordinates volunteer services for any resident in need. OCP, the Department of Health and Human Services (DHHS), and BCCRSC also supported Burning Tree Village by assisting them with developing their survey and its printing.

Facilitating the ability of older adults to age in place was identified as a top priority by participants in the County Executive's November 20, 2008 Senior Summit. Summit participants further identified the need for technical support to neighborhoods interested in creating a Village model for facilitating neighbor-to-neighbor help as a short-term goal towards addressing this priority.

In response to this goal, BCCRSC and OCP hosted a "Villages" forum on January 21, 2009 to create an opportunity for residents to become familiar with County resources; learn about existing community efforts; and discuss opportunities for partnerships with the County, private service providers, and other communities. The forum included a presentation by the Burning Tree Village on the strategic challenges facing Village initiatives. Other communities spoke briefly on the status of their initiatives and challenges they faced. See the attached notes for more information.

Based on feedback received, a follow up will be scheduled in late April. In addition, BCCRSC has established a web resource for Villages. Notes and presentations from the January 21 meeting can be found there. The BCCRSC has also created a Villages newsletter and is compiling a "toolkit" that will provide tips, resources, and other information for communities considering establishing a Village.

The Regional Services Centers, OCP, and DHHS will continue to work in partnership with emerging Villages to connect these efforts with existing County and non-profit resources. We will help facilitate information sharing between communities, training, and the evaluation of Village models.

Thank you again for this opportunity to provide this information to the committee. I look forward to discussing our efforts further on March 12.

KH

Attachment

**Villages Meeting** - January 21, 2009

**Attendees:** Margit Meissner, Carderock Springs Citizens Association; Edith Miles Bannockburn Citizens Association; Joan Urban, Town of Chevy Chase; Helen Pelikan, Bannockburn's Neighbors Assisting Neighbors Program; Charles Kauffman, Aging in Place Strategy; Captain Betsy Davis and Captain Nancy Demme, Montgomery County Police; Robette Gooding, Suburban Hospital; Ruth Skolnick and Signe Wetrogan, Stonegate Citizens Association; Gwen Haney, East County Regional Services Center; Elizabeth Boehner, Health and Human Services; Sam Korper, Commission on Health; Miriam Kelty, Bannockburn Neighbors Assisting Neighbors; Austin Heman, Office of Community Partnership; Elin Haaga and Birgit Anderlan, Fleming Park Community Association; Harry Rosenberg, Leslie Kessler and Anne Golightly, Burning Tree Village; Ilaya Hopkins, East Bethesda Community Association; Jesse Etelson and Nancy Carter, Fallsmead Homes; Char Resnick and Claire Wernstedt-Lynch, Congressman Crhis Van Hollen's Office; Barbara Zeughauser and Phyllis Wiesenfelder, Helping Hands - Town of Somerset; Joe Hailey-Gonzalez, Department of Human Resources; Rev. Tim Warner, Office of Community Partnerships; Eric Aldrette, LEDC; Marcia Pruzan, Montgomery County Commission on Aging; Mier Wolf, Office of Community Partnerships; Dwayne Jenkins, Silver Spring Regional Services Center; Lien Tran, MD Vietnamese Mutual Association; Hee-Kyoo Park and Jongsun Park, Korean-American Senior Citizens Association, Inc.; Karla Silvestre, Office of Community Partnerships; Cyrus Behrooz, Department of Technology Services; Marcy Drozdowicz, OASIS; Jim Marrinan, Fallsmead Homes Corporation; Lorraine Schack, Rockville Senior Services; Judith Welles, Cabin John; Lynette Conrad; Jennifer Renkeman and Leslie Rubin, Office of Legislative Oversight; Simin Rasolee, Department of Permitting Services; Carolyn Stilwell, Conflict Resolution Center of Montgomery County; Nguyen Minh Chau, Statewide Empowerment Zones for Seniors Commission; Elaine Binder, Commission on Aging; Beth Shapiro, Community Partners - Jewish Federation of Greater Washington; Odile Saddi, Health and Human Services; Natalie Cantor, Mid-County Regional Services Center; DeVance Walker, Department of Economic Development; Lori O'Brien, Office of Management & Budget; Rachel Glass, Montgomery Coalition for Adult English Literacy (MCAEL); Jay Kenney, Health and Human Services; Jewru Bandeh, UpCounty Regional Services Center; Myriam Torrico, Housing and Community Affairs; Bruce Adams, Office of Community Partnerships; Eleanor Wallace, Community Use of Public Facilities; Catherine Matthews, UpCounty Regional Services Center; Roger Berliner, Montgomery County

Councilmember; Gertrud Mergner, Takoma Park; Robert Tiller; Cindy Gibson, Office of Councilmember Berliner; Ken Reichard, US Senator Cardin's Office

## **Welcome**

Kenneth Hartman, Director of the Bethesda-Chevy Chase Regional Services Center, welcomed the audience to the meeting. He explained the purpose of the meeting was to build upon priorities established in the County Executive's Senior Summit held in November, 2008. He said the meeting was an opportunity for communities to share information and brainstorm approaches to the challenges inherent in establishing a "Village" model.

Montgomery County Councilmember Roger Berliner (District 1 - Bethesda, Chevy Chase, North Bethesda, Potomac) welcomed those present. Mr. Berliner pointed out that many of the communities present were constituents of District 1. He said that supporting villages and aging-in-place was a top priority of his and that he looked forward to working to support the initiatives getting underway.

Nguyen Minh Chau, with the Maryland's Statewide Empowerment Zones Seniors Commission, spoke briefly about the Commission which was established last year to develop recommendations for an "Empowerment Zones for Seniors" program that directs financial and regulatory incentives to local communities that offer Aging-in-Place services and facilitate the personal independence, and civic and social engagement of seniors in the community.

## **Presentation**

A presentation was given by the Burning Tree Village on the strategic challenges facing village initiatives.

Other communities spoke briefly on the status of their initiatives and challenges they faced.

## **Discussion**

### **Challenges facing new Villages.**

- Website Development

- Liability Insurance
- Volunteer coordination
- Meeting Space
- Leadership
- Survey Response
- Comfort in receiving services
- Safety & Security
- Economy
- Know limits of the initiative's capabilities
- Some do not wish to self identify as "seniors"
- Lacking "organic" nature of relationships - need to foster a spirit of community

### **Elements of a Successful Initiative**

- Build Relationships between neighbors
  - Social interaction
  - Home visits
  - Individual outreach
  - Publicize resident profiles
  - organize Neighborhood Watch
- Include focus on helping seniors in neighborhood communications
- Require a nominal membership fee.

### **Potential Roles for Montgomery County in Support of Villages**

- Technical assistance in developing questionnaires to establish need and to identify neighborhood volunteers, and helping disseminate the questionnaire.
- Technical assistance in analysis of the survey.
- Assistance with photocopying.
- Start-up grants.
- Legal technical assistance to establish non-profit organizations and to help develop documents to achieve tax-exempt status.
- Workshops for problem solving and information exchange.
- Technical assistance in developing software to maintain and update a data base on volunteer capabilities, volunteer assignments, requested services, and request dispositions.
- Emergency preparedness training.
- Connect students who need community service credits.
- Open lines of communication with communities

- Facilitate utilization of existing public/private infrastructure
- Provide consumer information
- Legal resources - templates for by-laws, 501(c)3 filings, etc.

### **Next Steps**

Communities agreed to meet quarterly to share their experiences. Mr. Hartman announced the Bethesda-Chevy Chase Regional Services Center would look at creating a "toolkit" or "guidebook" for communities interested in beginning a village initiative. The B-CC center would also establish a resource for villages on its website:  
[www.montgomerycountymd.gov/bcc](http://www.montgomerycountymd.gov/bcc).



# Villages Resource Exchange

*March 2, 2009*

## **Security for Seniors in an Uncertain Time – Friday, March 6, 2009**

The Anastasia Room, Bethesda-Chevy Chase Rescue Squad  
5020 Battery Lane, Bethesda, MD 20817  
(Corner of Old Georgetown Road and Battery Lane)  
(240) 777-7828

Councilmember Roger Berliner invites you to a free forum on *Security for Seniors in an Uncertain Time* on Friday, March 6 from 2:00 – 4:00 pm. The forum will address financial, personal, and home security with special guest speaker U.S. Senator Ben Cardin as well as Mr. Stan Hinden, former *Washington Post* financial writer and author of *How to Retire Happy* and Commander Russ Hamill, Montgomery County Police.

Please call (240) 777-7828 for more information.

## **File of Life**

Montgomery County Department of Health and Human Services  
Senior Resource Line  
240-777-3000 (TTY 240-777-4575)

The Montgomery County Department of Health and Human Services, in partnership with Montgomery County Fire and Rescue Services, is offering County residents a free **'File of Life'**, a communication tool that emergency medical personnel can use to get quick information about an individual's medical history. The **'File of Life'** is a red plastic magnetic pocket that attaches to a refrigerator. Inside the pocket is information about health history, medications, allergies, and emergency contact information. Rescue workers are trained to look for the **'File of Life'** and report finding it can save valuable time, enabling quick assessments of medical situations. For more information, visit:

[http://www.montgomerycountymd.gov/apps/News/press/PR\\_details.asp?PrID=5319](http://www.montgomerycountymd.gov/apps/News/press/PR_details.asp?PrID=5319). To request a free '**File of Life**', call the Department of Health and Human Services, Senior Resource Line at 240-777-3000 (TTY 240-777-4575).

### **Montgomery County Senior Site**

Looking for services for seniors in Montgomery County? This website is designed to provide information on County services in one easy-to-find place. The Montgomery County Senior Site will provide information on a variety of topics.  
<http://www.montgomerycountymd.gov/sentmpl.asp?url=/content/pio/senior/index.asp>

### **Home Delivered Groceries**

Top Banana Home Delivered Groceries  
Phyllis Courlander, Executive Director  
301-372-FOOD (3663)  
FAX: 301-372-3662  
<http://topbananagrocer.org>

Get shopping help with an extra touch. Easy ordering by phone. Drivers shelve groceries, open stubborn jars and more. Wide selection of brand-name products, meats, dairy, produce, "heat & eat" favorites and home/pet /personal items. Competitive prices. Fee based on affordability. Accepts EBT/food stamps. Delivering since 1982. **301-372-FOOD(3663)**. A not-for-profit organization funded, in part, by Montgomery County, Aging & Disability Services.

### **Montgomery Coalition for Adult English Literacy - updated**

Address: 10605 Concord Street, Suite 440, Kensington, MD 20895  
Rachel Glass, Executive Director Phone: 240-514-0172  
Email: [rglass@mcael.org](mailto:rglass@mcael.org) Website: [www.mcael.org](http://www.mcael.org)

MCAEL is dedicated to strengthening the county-wide adult English literacy network with resources, training, collaborations and advocacy to support a thriving community and an optimal workforce. Their vision is that all adult residents are employable, engaged, and empowered by literacy to achieve their full potential.

For information on adult ESOL and literacy programs available in your community or to get involved as a volunteer, please visit [www.mcael.org](http://www.mcael.org), where you can view a listing of services provided around the county by more than 50 partner organizations.

### **50+ Employment Expo – Friday, May 15, 2009**

Marriot Bethesda North Hotel & Conference Center  
5701 Marinelli Road (Across from White Flint Metro)  
Call (301) 299-2017 to register

Over 50 and looking for the next step? The Jewish Council for the Aging is sponsoring a free 50+ Employment Expo on Friday, May 19 from 10:00 am – 3:00 pm. Meet recruiters from dozens of companies, including non-profits, government, healthcare, retail, technology and others ready to hire. For more information call (301) 299-2017 or visit: [www.AccessJCA.org](http://www.AccessJCA.org) (JCA News & Events). Free parking!

### **RSVP - Responding to the Call to Serve**

Montgomery County Volunteer Center  
401 Hungerford Drive, 1st Floor Rockville, Maryland 20850  
(240) 777-2610, Fax: (240) 777-2601  
<http://www.montgomerycountymd.gov/mcgtmpl.asp?url=/Content/Volunteer/RSVP.asp>

RSVP, the Retired and Senior Volunteer Program, is a nationwide volunteer program for individuals over the age of 55 which is sponsored locally by the Montgomery County Volunteer Center. RSVP assists seniors in finding interesting and rewarding volunteer opportunities based on their skills, interests, life experience, geographic preference and time availability. Currently, over 600 RSVP members volunteer in over a wide variety of local public and private nonprofit organizations throughout the county. RSVP volunteers can:

- Improve the environment
- Write grant proposals
- Help the homeless
- Be mentors
- Tutor children
- Promote literacy
- Help low-income seniors prepare their taxes
- Help children and adults learn English
- And much, much more!

For an appointment to see what volunteer opportunities are available or for more information about RSVP, please call 240-777-2610.

*February 3, 2009*

In an effort to support the many volunteers who are striving to make their neighborhoods a better place for all residents to live and thrive, we are piloting the **Villages Resource Exchange**. Organizations interested in reaching out to the Villages communities and those interested in the Villages model can submit a short description of available programs and services to Leslie Hamm at [Leslie.Hamm@montgomerycountymd.gov](mailto:Leslie.Hamm@montgomerycountymd.gov) or call 240-777-8207. The Villages Resource Exchange will be posted online under "Partners" at: <http://www.montgomerycountymd.gov/bcctmpl.asp?url=/content/rsc/bcc/Seniors/index.asp>.

The Bethesda-Chevy Chase Regional Services Center reserves the right to reject any entry at its discretion and the inclusion of resources on this list should not be construed as an endorsement by Montgomery County Government, the Bethesda-Chevy Chase Regional Services Center or its staff.

### **Community Partners**

The Jewish Federation of Greater Washington  
Beth Shapiro, Project Manager  
(240) 283-6100

In 2003, Community Partners was created as a demonstration project with the financial support of the U.S. Department of Health and Human Services Administration on Aging. Over time, we have also been generously supported by grants from the state, the county and foundations.

Our mission is to "help seniors live well and live longer at home and in their community." In order for us achieve this mission, we offer seniors a variety of social, recreation, and educational programs all designed to make aging in place easier. By merely participating, many have met and developed friendships not only with their immediate neighbors, but with others from nearby towns. Inevitably, participation in our programs has supported aging in place by connecting, if you will, neighbors with neighbors. If you are interested in discussing a partnership, please call (240) 283-6100. It may be just what the doctor ordered to enhance our mutual goal of supporting aging in place.

**The Conflict Resolution Center of Montgomery County (CRCMC)**

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Address: 2424 Reedie Dr. Suite 301, Wheaton, MD 20902

Phone: 301-942-7700

Email: [info@crcmc.org](mailto:info@crcmc.org) Website: [www.crcmc.org](http://www.crcmc.org)

The Conflict Resolution Center of Montgomery County (CRCMC) offers free, quality dispute resolution services. If you find yourself in a conflict with a neighbor, friend, business, client, or friend, consider using mediation as an alternative to resolving your dispute through court. Mediation is free, neutral, confidential, and is aimed at reaching a solution that works! Services offered in English and Spanish.

### **Montgomery Coalition for Adult English Literacy**

Address: 10605 Concord Street, Suite 440, Kensington, MD 20895

Rachel Glass, Executive Director Phone: 240-514-0172

Email: [rglass@mcael.org](mailto:rglass@mcael.org) Website: [www.mcael.org](http://www.mcael.org)

MCAEL is dedicated to strengthening the county-wide adult English literacy network with resources, training, collaborations and advocacy to support a thriving community and an optimal workforce. Their vision is that all adult residents are employable, engaged, and empowered by literacy to achieve their full potential.

### **Columbia Association - Community Exchange Time Banking program**

The Community Exchange is a local Time Banking program offered through a partnership of the Columbia Association and the Horizon Foundation that **provides an opportunity for neighbors to help neighbors through the mutual exchange of everyday services.** Using Time Dollars as an exchange instead of money allows a member to earn a Time Dollar for every hour of service provided, and then use the Time Dollars to purchase services from any member in the network through the sharing of our needs and gifts, we sustain a member-driven community exchange where everyone can be a contributor, turning "you need me" into we need each other."

Visit <http://www.columbiaassociation.com/pdfs/getinvolved/CCEBrochure.pdf> or <http://www.camonthly.org/html/5.08/CCE.html> for more information.

### **Home Security Survey**

The Montgomery County Police Department offers a free service to the residents of Montgomery County, in which an Officer will walk around the exterior and interior of your home to assess your security risks. The Officer makes recommendations on how to properly secure your home. To schedule a Home Security Survey, please contact:

Rockville District Station (serving Rockville & Potomac), Officer Michael Prather,  
(240) 773-6070

Bethesda District Station (serving Bethesda-Chevy Chase and North Bethesda),  
Officer Dana Matthis, (301) 657-0119 or (240) 876-1277.

### **Neighborhood Watch Training**

The Rockville and Bethesda Districts also offer free Neighborhood Watch Training to communities.

Neighborhood Watch is one of the most effective and least costly ways to prevent crime and reduce fear. Neighborhood Watch fights the isolation that crime both creates and feeds upon. It forges bonds among area residents, helps reduce burglaries and robberies, and improves relations between police and the community we serve.

The training consists of a three-hour session one evening a week, for three weeks. The training will provide a history of Neighborhood Watch as well as create awareness, help to organize citizens, teach you how to coordinate with law enforcement, identify concerns, issues and problems, and develop strategies.

If your community is interested in having this training, please contact:

Rockville District Station (serving Rockville & Potomac), Officer Michael Prather,  
(240) 773-6070

Bethesda District Station (serving Bethesda-Chevy Chase and North Bethesda),  
Officer Dana Matthis, (301) 657-0119 or (240) 876-1277.

### **Cell Phones for Seniors**

The 2nd District (Bethesda, North Bethesda) is offering cell phones to senior citizens.

**The cell phone will allow the caller to call 911 only.** For more information, please contact Officer Dana Matthis at (301) 657-0119 or go to:

<http://www.montgomerycountymd.gov/poltmlpl.asp?url=/content/Pol/districts/FSB/2d/cellphones.asp>

### **Senior Forum- Free Movie**

Join Officers Dana Matthis for a morning of safety information, door prizes and a **FREE** movie. This program is sponsored by the Montgomery County Police, P&G Theaters and Westfield Montgomery Mall.

**Location:** P&G Theaters Westfield at Montgomery, 7101 Democracy Blvd,  
Bethesda, Maryland

**Time:** 9:30 a.m.

**February 4, 2009** *Momma Mia*  
(Musical)

**March 4, 2009** *Made Of Honor*  
(Comedy)

**April 1, 2009** *Sex in the City*  
(\*\*Tentative\*\*)

**May 6, 2009** *Leatherheads* (Period  
Drama)

**June 3, 2009** *Miss Pettigrew*  
(Drama/Comedy)

For more information go to:

<http://www.montgomerycountymd.gov/poltml.asp?url=/content/POL/districts/chief/communityservices/seniorforum.asp>

### **Community Toolkit**

Healthy community associations are vital to our civic life in Montgomery County. They are partners with local government in identifying needs, solving problems and setting priorities. This toolkit is designed to help you and your neighbors form associations and provide established neighborhoods with a wide variety of resources.

To view the Community Toolkit, please visit:

<http://www.montgomerycountymd.gov/bcctmpl.asp?url=/content/rs/bcc/ToolKit/index.asp>

## MEMORANDUM

March 9, 2009

**TO:** Health and Human Services Committee

**FROM:** <sup>LR</sup> Leslie Rubin, Legislative Analyst  
Office of Legislative Oversight

**SUBJECT:** **OLO Project on Naturally Occurring Retirement Communities (NORCs)**

The Office of Legislative Oversight's (OLO) FY09 Work Program, approved by the Council last July, includes a project on the County's role to support residents in naturally occurring retirement communities (NORCs). This assignment was included on OLO's Work Program at the recommendation of Council Vice President Berliner. The work on this project is currently underway and OLO anticipates submitting a final report to the Council in April.

NORCs are communities not originally designed for seniors, but which naturally evolve over time to include a relatively large concentration of senior residents. Across the country, numerous programs have been developed to capitalize on the naturally-occurring concentration of seniors in NORCs and to help them age-in-place by providing services to seniors in their homes.

In addition to reviewing the County Government's role in supporting services to seniors in NORCs, OLO's report will also describe the County Government's role in supporting the development of neighborhood "villages" in the County. Several Montgomery County neighborhoods have begun to develop villages, which are grassroots groups in individual neighborhoods that coordinate neighborhood volunteers to provide assistance to seniors who live in the neighborhood.

To provide context, the report will include general background information on common needs of seniors who are aging-in-place and on providing services to seniors in NORCs and villages, as well as a summary of relevant demographic data on seniors in Montgomery County.

Please contact me (7-7998) if you have any questions. I also plan to attend the HHS Committee meeting and will be available then to answer questions.



## Senior Site - Caregivers



- Family Caregiver Support
- Helpful Organizations and Websites for Seniors
- Resources



## Support for Family Caregivers

Caring for a family member? You're not alone. One in four adults provides assistance to a disabled family member or friend. The best way to help those you love is to recognize it's not all up to you. Ask for help.

To talk to someone about specific services available right here in Montgomery County, call the Aging and Disability Resource Center at 240-777-3000 (TTY 240-777-4575).

Many of the resources on the Senior Site offer the kinds of support caregivers need: information, encouragement, respite, and more. But caregivers also have unique needs best met by connecting with other caregivers and professionals familiar with the demands of family caregiving.

### For Caregivers

Caring for a family member? You're not alone. One in four adults provides assistance to a disabled family member or friend. Caregivers report that the best way to help those you love is to recognize it's not all up to you. Ask for help.

### Online Resources for Caregivers

- [Family Caregiving brochure](#) 
- [List of Helpful Organizations and Websites for Seniors](#)
- [Disability Resource Center](#).
- [Caregivers Friend](#)

### Advice From Other Caregivers

- **Information.** Learning about disabling conditions can help you know what to expect and how to deal with it. You can find useful information through doctors, libraries and on-line.
- **Skills.** Caring for another adult may involve learning new skills. Practical training on how to assist someone with daily tasks (bathing, dressing, transferring) can increase safety and save time and energy.
- **Feelings.** Caregiving can inspire a range of emotions from fulfillment to frustration, guilt and anger. Talking to other caregivers experiencing similar feelings can be helpful.

### Practical Tips

- Individuals with dementia (Alzheimers) can become agitated when confused or unsure of what is going on around them. If you have to move them, or change something (even bed linens), it helps to explain to them in advance what and why you plan to do it.
- Writing things out helps! You may want to create lists of tasks or errands (which you can share with family members to help distribute the workload), list of medications that the person may be taking, in case of an emergency, critical phone numbers (write in big lettering), list of things that need to be checked before leaving the house (e.g., keys, eyeglasses, locking the door)

### Advice For Caregivers - From Professionals

- It's okay, and even necessary, to talk with friends, coworkers, members of your congregation and others to learn from their experiences with caregiving. In fact, not asking for help often limits the quality of care a caregiver can provide.
- Talk to your boss at work. Many employers are willing to make arrange for flexible schedules to meet the needs of their employees who are caregivers.
- There are community organizations that specialize in supporting caregivers. They can supply services in your home for your loved one, plus provide you with new ideas for improving your own efforts. They can even tell you if you're eligible to receive financial aid from the government.
- To make the best of your efforts as a caregiver, think of changing your role from "personal nurse" to "compassionate manager" in charge of directing a group of support services for your loved one.
- Often, there is extra support available from within your own family. Have you spoken with relatives about getting them more involved?
- Approaching your caregiving role as a "one-man job" only limits the level of care you can provide.

This statement must be linked to another page at the MongtoCo Seniors Site – perhaps the Helpful Organizations and Websites for Seniors page I sent on 11-17-08

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### Helpful Organizations and Websites for Seniors - top

- Montgomery County Senior Resource Line 240-777-3000 (TTY 240-777-4575)  
Find out about senior services available in your community. If in doubt, call us!
- Holy Cross Caregiver Resource Center 301-745-7152. The Caregiver

## Resource Center offers:

- Caregiver support groups
- Caregiver education programs
- A resource library with books, audiotapes and videotapes on caregiving issues and health-related topics
- Brochures from local service providers
- Pamphlets, AARP publications, reprints of health-related articles and information on upcoming seminars and lectures
- A free caregiver newsletter
- The caregiver telephone helpline

Visit the [Holy Cross Caregiver Resource Center online](#) to learn more, including the meeting times for support groups.

- Alzheimer's Association 24-hour Free Hotline 1-800-272-3900  
The Alzheimer's Association 24/7 Helpline provides reliable information and support to all those who need assistance. Call toll-free anytime day or night. The Hotline is designed for caregivers, people with memory loss, health care professionals, and the public. Highly trained and knowledgeable staff can help you with:
  - Understanding memory loss, dementia and Alzheimer's
  - Medications and other treatment options
  - General information about aging and brain health
  - Skills to provide quality care and to find the best care from professionals
  - Legal, financial and living-arrangement decisions

## Resources - [top](#)

### Support Groups - Online

Many people find the flexibility and anonymity of online support groups (which are available 24 hours a day, 7 days a week) to be more useful than in-person gatherings. Below are several on-line support groups that might be beneficial to you. Read a 2007 Orlando Sentinel article about support groups: "[The stressed, ill and alone find solace in online support groups.](#)"

- [Alzheimer's Association Online Community](#) Share your thoughts and needs with other caregivers. This site offers information and support from people who are in similar situations.
- [StrengthforCaring.com's Connecting Caregiver Message Board](#) allows you to post a message, ask for advice, or talk to other caregivers on message boards.
- [Griefnet.org's list of 50 facilitated e-mail support groups](#) covering topics such as loss of a parent, spouse or partner, sibling or friend, and the spiritual aspects of loss.
- [Caring from a Distance](#) This organization provides information on financial management, institutional options, diseases/conditions and treatments, insurance, and end-of-life care.

- Family Caregiver Alliance This website provides advice, fact sheets, disease information, and access to online discussion groups and audio presentations.

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# Maryland Senior Legal Hotline

(410) 951-7750 or 1-800-896-4213 ext. 7750 (in Maryland outside of Baltimore City)

**A service for all residents in Maryland aged 60 years or older**

## WHAT IS IT?

The Senior Legal Hotline is a free telephone service for persons living in Maryland aged 60 years or older.

## WHO DEVELOPED IT?

The service is provided by the Legal Aid Bureau, Inc. and the Maryland Legal Assistance Network (MLAN), in cooperation with the Maryland Department of Aging, the Maryland Association of Area Agencies on Aging, and the Maryland State Bar Association. The Senior Legal Hotline is implemented in coordination with the Older Americans Act Title III-B legal services providers and local Area Agencies on Aging.

## HOW DOES IT WORK?

When you call the Senior Legal Hotline, you talk to a lawyer who gives you legal advice, brief legal services, or may refer you to another lawyer or to an appropriate public or private agency.

The types of legal services we provide most often involve:

Public benefits	Medicare	Medical assistance
Long term care	Access to health care	Third-party decision making
Neglect	Exploitation	Landlord/Tenant
Home ownership	Utilities	Consumer problems

We do not provide services in:

Criminal cases	"Fee-generating" cases	Traffic court cases
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## HOW DOES IT HELP?

The Hotline supplements the work of the Title III-B legal services programs by offering additional opportunities for legal assistance for seniors who ordinarily do not have ready access to a lawyer. By providing these services over the telephone, seniors may get some help for their legal problems without having to leave home. The Hotline will also coordinate existing sources of assistance to help resolve the legal problems of older people.

## WHEN CAN I CALL?

**Monday, Tuesday, Wednesday and Friday: 9:30 a.m. to 3:00 p.m.**

**Thursday: 9:30 a.m. to 1:00 p.m. and 6:00 p.m. and 8:00 p.m.**

Telephone translation is available for speakers of 140 different languages.  
TTY Users, call the Maryland Relay at 711.

*This information sheet is distributed by the Legal Aid Bureau, Inc. The Senior Legal Hotline is partially funded by a grant from the U.S. Department of Health and Human Services, Administration on Aging. The content herein does not necessarily reflect the opinions or policy of any federal or state government agency.*



Department of Health and Human Services

Programs

[Senior Services Home](#)

## SENIOR SERVICES

### NURSING HOMES

#### Nursing Homes

**240-777-3000 (Voice)**

Before a nursing home placement is considered, family members may want to explore the feasibility of utilizing alternative services such as home care, adult day care, homemaker services, meals on wheels, respite care, senior centers, assisted living.

If nursing home care is being contemplated while a patient is in a hospital, consult the hospital social services office for guidance in placement decisions. Medicare pays only for skilled nursing care following hospitalization, not for long term, custodial care.

#### Licensure and Regulatory

**240-777-3986 (Voice)**

#### Healthcare Inspections

The state licenses nursing homes in Maryland and requires two inspections annually. One is the annual survey and certification required if the nursing home receives payments for resident care from the Medicaid or Medicare Programs. Montgomery County has a team of Nurse Health Care Facilities Inspectors based in DHHS, Licensing and Regulatory Services.

To report complaints in regards to a nursing home, call **240-777-3986 (Voice)**.

#### Nursing Home Ombudsman

**240-777-3369 (Voice)**

The nursing home ombudsman program operates through a cadre of four professional staff and trained volunteers each assigned to one of the 39 nursing homes in Montgomery County. The nursing home ombudsman identifies, investigates and resolves complaints made by or on behalf of residents that relate to the action, inaction or decisions in the nursing home that may adversely affect the health, safety, welfare or rights of the residents. The nursing home ombudsman also provides information and assistance to help families make informed decisions before selecting a nursing home.

SEARCH:

TEXT  
SIZE:**JCA™****THE JEWISH COUNCIL FOR THE AGING™**  
*Helping All Seniors Thrive™*[HOME](#) [ABOUT US](#) [PROGRAMS](#) [AGING Q & A](#) [PUBLICATIONS](#) [LINKS](#) [CONTACT US](#) [DONATE NOW](#)**EMPLOYMENT SERVICES & EXPOS**[Email page](#) | [Print page](#)**THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM**

SCSEP is a national program, and JCA manages its Montgomery County, Maryland site.

SCSEP provides on-the-job training for low-income, older adults in Montgomery County. Participants receive minimum wage plus certain benefits for the authorized hours they work at nonprofit and public organizations while they ready themselves for unsubsidized, "regular" jobs.

Non-English speaking participants are required to enroll in ESOL classes, which are offered by a variety of organizations throughout the county.

Training location:  
The Bethesda Vital Living Center for Seniors  
4805 Edgemoor Lane  
Bethesda, MD 20814

Call: 240/395-0918

**GENEROUS  
SUPPORTERS:**

Senior Service America, Inc.

Montgomery County Health & Human  
Services Department

Montgomery Works

**MONTGOMERY WORKS**

We serve as the older worker expert at the Montgomery Works' "One-Stop" Employment Center in Wheaton, Maryland. This Montgomery County program features free and personalized job coaching and resume preparation at Wheaton Plaza.

11160 Veirs Mill Road, 1st Floor  
Wheaton, MD 20902

Call: 301/946-1806 (Wednesday mornings are the best time to call)

**SENIOR EMPLOYMENT EXPO**

JCA's 50+ Employment Expo is Slated for May 15, 2009, from 10:00 a.m. - 3:00 p.m. at the North Bethesda Marriott Hotel & Conference Center. There is easy access from the White Flint Metro on the Red Line and there will be

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ample free parking.

All job seekers age 50 and older can attend this event for free to speak with recruiters, identify resources and to gain practical knowledge about finding and securing a new job. Montgomery County is sponsoring this event to help older people thrive!

#### FEATURES:

- Meet recruiters from dozens of companies, including non-profits, government, healthcare, retail, technology and others ready to hire full and part time employees.
- Register onsite for a resume critique session
- Attend a resume writing workshop
- Visit the Internet cafe and discover information resources
- Attend a variety of informational seminars.

Metro area employers and non-profits are welcome to exhibit at no charge. For details contact Micki Gordon by phone: 301/255-4231 or **by email**.

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### Send an email

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Notice: Within the limits of its resources, JCA serves people of all faiths and from all walks of life. Indeed, we try to be as inclusive as possible in all that we do. Sometimes, however, JCA may deny a person or group the option to enroll or to continue to participate in all or particular programs and services. We reserve the right to do so, at our sole discretion, should we believe that our action is in the best interest of the individual or program or for any other reason not precluded by applicable law.

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## Senior Site - Safety



- Abuse, Neglect, Financial Exploitation
- Crime Prevention
- Emergency Planning and Preparation
- Police
- Fire and Safety Links and Fact Sheets
- Senior Citizen Fire Safety Task Force Report



### Abuse, Neglect, or Financial Exploitation - [top](#)

When you report abuse, neglect, or financial exploitation, you will speak with an intake screener at Adult Protective Services about your concern that a vulnerable adult is being mistreated. Your report is confidential and can be made anonymously. Any person who in good faith makes a report is immune from any civil liability.

Health practitioners, police officers, and human services workers are required to notify Adult Protective Services if they have reason to believe that a vulnerable adult has been subjected to abuse, neglect, self-neglect, or financial exploitation.

Reporting for Vulnerable Adults Living in the Community or in Assisted Living Homes or Facilities To report the abuse, neglect, self-neglect, or the financial exploitation of a vulnerable adult call 240-777-3000 (24-hour service).

#### Reporting for Nursing Home Residents

To report abuse of a nursing home resident, call one of the following:

- Montgomery County Police Department at 301-279-8000 (24-hour service)
- Maryland Department of Health and Mental Hygiene's Office of Health Care Quality at 1-877-402-8219
- Long-Term Care Ombudsman at 240-777-3369 (Monday through Friday from 8:30 a.m. to 5:00 p.m.)

To report the financial exploitation of a nursing home resident call Adult Protective Services at 240-777-3000 (24-hour service).

Reporting for Adults with a Developmental Disability Residing in a Developmental Disabilities Administration (DDA) Funded Program: Call the Office of Health Care Quality at 1-877-402-8219 to report any of the following:

- Psychological or physical abuse
- sexual abuse
- seclusion
- unauthorized or inappropriate use of restraints
- violation of civil rights
- inhumane treatment

### Definitions

- **Vulnerable adult:** Someone age 18 or older who lacks the physical and/or mental capacity to provide for his or her daily needs and is at risk in the community.
- **Abuse:** The sustaining of any physical injury by a vulnerable adult as a result of cruel or inhumane treatment or a result of a malicious act.
- **Neglect:** The willful deprivation of adequate food, clothing, essential medical treatment, shelter, or supervision of a vulnerable adult.
- **Self-Neglect:** The inability of a vulnerable adult to provide services that are necessary for physical and mental health, the absence of which impairs or threatens his or her well being.
- **Exploitation:** Any action which involves the misuse of a vulnerable adult's funds, property, or person.

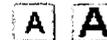
### Fire and Safety Links and Fact Sheets - [top](#)

- [Safety at Home](#) – tips on choking, emergency supplies, falls, water safety, and more.
- [Safe Seniors](#) – tips on preventing falls, motor vehicle accidents, burns, and fires
- [Prevent Carbon Monoxide Poisoning](#) 
- [How to Prevent Candle Fires](#) 
- [High Rise Fire Safety Tips](#) 
- [What to Say When You Call 911](#) 
- [Cooking Safety Tips](#) 
- [Fire Extinguishers](#) 
- [Fire Safety for Older Adults](#) 
- [Develop and Practice a Home Fire Escape Plan](#) 
- [Vacation Fire Safety – in Your Home or in a Hotel](#) 



## Senior Site - Tax & Finance

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- Tax Credits 
  - Credit Counseling
  - Property Tax Information
  - Social Security Administration
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## Senior Site - Transportation

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- Transportation Information for Seniors
  - Transportation Options for Senior & People with Disabilities 
  - Metro Access Paratransit Services
  - Metro Senior Smart Trip Cards
  - Pedestrian Safety Information
  - Ride-On
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