

# Age Friendly Montgomery County, Maryland Domain Action Plans

July 2020





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# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## CIVIC AND SOCIAL INVOLVEMENT

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
<p>1. VOLUNTEERING: Increase the number of volunteer opportunities for older adults to help them maintain social, physical, and mental engagement.</p>	<p>After investigating various programs and models for harnessing the experience and skills of older adults, the Civic and Social Involvement Workgroup determined that leveraging and expanding the Montgomery County Volunteer Center's Pro Bono and Senior Corps RSVP (Retired and Senior Volunteer Program) Programs through the use of Senior Fellows would be the most effective means for increasing senior volunteerism with agencies. As a result, the Volunteer Center has:</p> <ul style="list-style-type: none"> <li>▪ Created a unique new program, the <b>Montgomery County 50+ Volunteer Network</b>, that connects, through personal consultation, skilled volunteers aged 50 and older with nonprofit and government agencies needing assistance.</li> <li>▪ Hired two Senior Fellows to manage, develop, and implement the initiative.</li> <li>▪ Conducted extensive outreach to agencies to secure a broad range of opportunities and promotional efforts to recruit volunteers, including those who can serve as program Advisors.</li> <li>▪ Incorporated the Senior Corps RSVP Program partners into the <b>50+ Volunteer Network</b>, and right-sized and re-aligned the program to meet federal grant guidelines and focus areas by concentrating on the Senior Corps RSVP/AARP Tax-Aide Program and Bone Builders. (Montgomery County was awarded a new RSVP grant effective 04/01/18.)</li> <li>▪ Received overwhelmingly positive feedback from both agencies and volunteers in the target demographic – all of whom reported appreciation for this assistance.</li> </ul> <p>Through personal consultations, the program, which launched in January 2018, has already connected many skilled volunteers aged 50 and older seeking purposeful opportunities with numerous nonprofit and government agencies needing assistance, including for on-going organizational support, short-term consulting projects, and direct services to clients.</p> <p>In FY19, with a staff that includes two Senior Fellows and 3 part-time volunteers, the program has placed volunteers into over 170 positions, including tutors and mentors, program managers, board members, grant writers, administrative personnel, accountants, social media experts, graphic designers and many more activities that fit with a particular volunteer's skills and interests. Going forward the program will continue to increase our inventory of opportunities and conduct additional outreach into the community.</p>

	<p>Since launch have interviewed 212 volunteers</p> <p>120 are active, including many who have taken on more than one volunteer activity, which comes to 171 volunteer placements</p> <p>Another 27 have already been connected to various agencies; 21 volunteers have received emails from us with suggestions and we are awaiting their response.</p> <p>We have 141 partner organizations, which have sent us 323 unique opportunities (220 currently open).</p> <p>Montgomery County Volunteer Center’s 50+ Volunteer Network was awarded a NACo Achievement Award in June 2019.</p> <p>In FY 19, Senior Corps RSVP/AARP Tax-Aide Program provided free tax preparation assistance to those in need with special attention to older adults age 60+. Volunteers assisted 6,217 clients by filing 4,780 tax returns, generating over \$4.4 million in refunds. The dollar value of tax preparation fees saved in \$1.3 million. There was a total of 156 volunteers; 127 were Senior Corps RSVP volunteers (age 55+).RSVP volunteers recruited the non-RSVP-eligible volunteers, thereby expanding the capacity of the program to meet community needs.</p>
<p>2. DIVERSE COMMUNITY INVOLVEMENT: Include more members of culturally diverse populations and communities in area activities and programs and increase the number of older residents from culturally diverse communities who can take part and volunteer in county programming, volunteer opportunities, and in villages, and help reduce social isolation among these populations and their families.</p>	<p>Using the Nancy Dacek North Potomac Community Recreation Center as a model for engaging older adults from diverse cultures, a new initiative led by Vivian Hsueh partnered with the County’s Indian community to replicate the successful volunteer-led engagement approach that originated with the Chinese American Senior Services Association (CASSA). The goal of this effort is to include more members of culturally diverse populations and communities in area activities and programs, including by establishing an environment at local community centers where people from different ethnic communities feel comfortable. Preliminary discussions with five enthusiastic but initially hesitant Indian older adults have blossomed into a group called Jai Ho that has now grown to over 50 regular active and 150 occasional participants. The program is run entirely by community volunteers, who put together their own discussion topics, Bollywood dancing classes, and food sharing program. The group meets every Monday, from 10 am to 2 pm. The group has also organized their own Indian Spring show and participated in Multicultural Festival programs with other diverse cultural groups. Participants have also started to engage in other Center activities, including Bone Building exercise, Senior Fit, Line Dancing, and the Center’s “Let’s Share” Program, which provides seminars about County news, health-related programs, and other topics of interest to older adults. Increased use of the Center by the older adults has also led to greater utilization by family members, who have made increasing use of the Center’s after school programs and evening sports activities. The initial skepticism expressed by the older adult volunteers who run the program has given way to confidence—with the number of volunteers rising from 2 to 20—while participants have developed new friendships and relationships through increased networking and socializing, both inside and outside the Senior Center. The Workgroup aims to replicate this work with other ethnic communities in new recreation centers such as Wheaton and upcoming Silver Spring.</p>
<p>3. ACCESS TO TECHNOLOGY: Improve understanding of and access to newer technologies that older adults can use for daily living, to live independently longer, to earn</p>	<p>Montgomery County and its robust nonprofit partners continue to expand and enhance technology training for older adults. Several County government entities now provide training in and access to technology for older adults, including the Department of Technology Services, Public Libraries (MCPL), the Gilchrist Immigrant Resource Center, offering computer classes in English and Spanish and the Department of Recreation. The primary addition is the Senior Planet Montgomery initiative launched by the Department of Technology Services in partnership with Older Adults Technology Service (OATS), which offers multi-week trainings and single day Tech Explore workshops and lectures, including in partnership with Libraries and Recreation. Offerings include basic and immediate courses to use the Internet and digital economy applications, privacy and safely using the Internet,</p>

income, to be healthier and happier, and to reduce social isolation.	enhancing digital skills for employment, money management, and entrepreneurship. Training from Senior Planet Montgomery and other government and community partners are offered at JCA Career Gateway, Washington Metro OASIS, Gilchrist Immigrant Resource Centers, Rockville Senior Center, and over 10 County libraries and Senior Centers. A number of Senior Planet Montgomery sites target low-income residents, and some classes are offered in Spanish. In addition, the Department of Technology Services continues to implement and improve Wi-Fi connectivity at Recreation and Senior Centers. Lastly, the Workgroup worked with CountyStat to develop a more comprehensive understanding and catalog of what organizations in the County offer related to technology training for older adults.
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## 2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

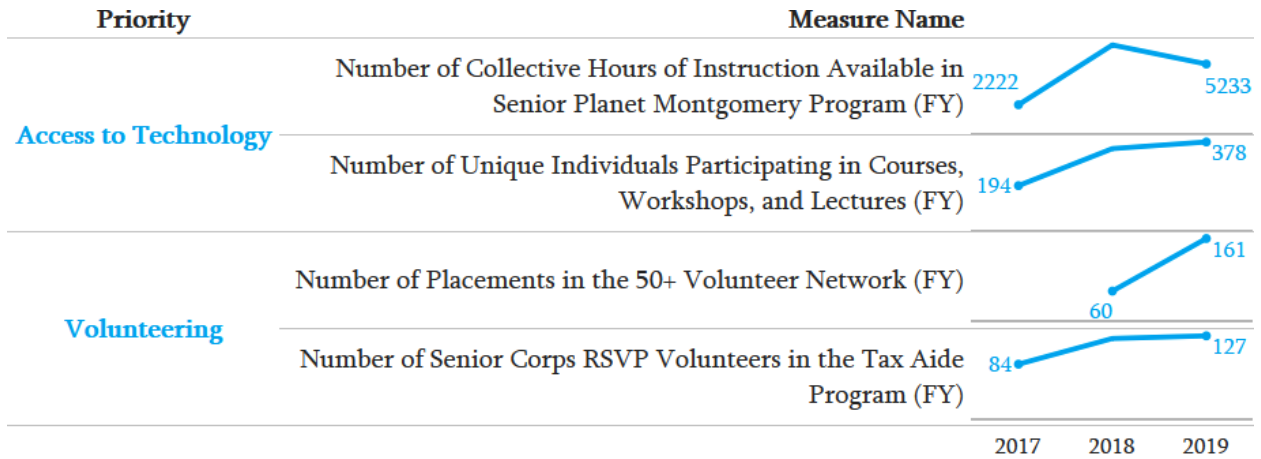
**Question to answer:** *What else has the County accomplished in this domain beyond the planned activities?*

Activity / Initiative	Narrative
TECHNOLOGY TRAINING AND ACCESS	<p>The County continues to see growth in technology training offerings, including by a number of community partners that include: the Jewish Council for the Aging (JCA) at 4 Library branches through their Career Gateway employment program; the Rockville Senior Center, offering 120 technology courses; Montgomery College’s Information Technology Institute, Bender JCC of Greater Washington, with a focus on intergenerational technology classes; and classes and training provided by Live and Learn Bethesda, TechMoxie, Washington Metro OASIS, the Chinese American Senior Services Association, AARP TEK Academy, and other learning providers.</p> <p>In FY 19, JCA Heyman Interages TechConnect Program provides technology support for older adults, reporting 22 different sites with 34 youth site visits with a total of 220 programs offered and 1,728 total participants since its inception.</p> <p>In 2018, OASIS offered 36 technology classes engaging 448 unique students, many of whom took more than one class.</p> <p>In addition, to improve access to technology, Public Libraries launched a pilot in April 2018 which loans laptops and mobile hotspots to customers to enable them to take the Internet home. Select branches have laptops with wireless hotspots that can circulate outside the branch. These laptop and hotspot combinations -- which can be checked out for two weeks -- are available at four branches: Aspen Hill, Gaithersburg, Maggie Nightingale and White Oak. In FY 19, the total number of checkouts for “Internet-to-Go!” was 902; this was not limited to older adults. Laptops and hotspots must be checked out from, and returned to, their home branch. As mentioned, it is a pilot.</p>
LIFELONG LEARNING	<p>The County also continues to see growth in general lifelong learning opportunities, including from such providers as Public Libraries, Recreation, Osher Lifelong Learning Institute at Johns Hopkins, Live and Learn Bethesda, and Montgomery College’s Lifelong Learning Institute.</p> <p>In 2018, Washington Metro OASIS proudly offered over 427 individual classes serving a community of 2,600 lifelong learners who collectively filled more than 24,923 class slots. Popular discussion groups met over 360 times, covering compelling topics while strengthening social connections.</p> <p>In FY19, 4,491 students ages 50+ took classes at Montgomery College’s Lifelong Learning</p>

	<p>Institute; the Program offered 383 sections in variety of disciplines: Arts/Art History, Politics/History, World Cultures, Social and Natural Science, Brain Fitness, Careers/Employment, Literature/Music, Personal Finance, and Wellness. Additionally, many other programs, such as Information Technology Institute, World Language Program, Writing Program, etc. serve individuals aged 50+ as a part of their overall student population. The total number of students aged 50+ who took at least one course at Montgomery College is 12,900.</p>
INTERGENERATIONAL PROGRAMS	<p>There has been added emphasis on the benefits of intergenerational programs both for older adults and youth. Two leaders in this area are JCA Heyman Interages Center and the Washington Metro OASIS Intergenerational Program.</p> <p>In FY 19, JCA Heyman Interages Center engaged 293 active older adult volunteers (age 50+) with diverse backgrounds for 27 innovative and diverse programs at 118 intergenerational locations. These volunteers impacted the lives of 4,141 youth from toddlers to high school. And through programs engaging 596 youth volunteers with diverse backgrounds, 1238 frail older adult lives were touched.</p> <p>In 2018, OASIS had more than 280 volunteers who shared their time and talents by teaching classes, supporting daily operation or working with elementary school children through the OASIS Intergenerational Tutoring Program. The Intergenerational Tutoring Program engaged 177 active older adult volunteers (age 50+) to volunteer at 24 schools with 540 children in grades K – 3 as their tutors, mentors and friends.</p>
VILLAGES	<p>The Villages movement continues to flourish in Montgomery County, with significant contributions to the social and civic involvement of older adults. Progress includes:</p> <ul style="list-style-type: none"> <li>▪ Continued expansion of the network of area Villages.</li> <li>▪ Increased leadership among diverse communities (ongoing), including with growing diversity among the leadership teams of local Villages.</li> <li>▪ Partnered with Community Action Agency, TESS Center, and National Hispanic Council on Aging to offer two-day intensive leadership training in Spanish.</li> <li>▪ Held educational events on topics such as transportation and consumer protection.</li> </ul> <p>In 2018, there were 24 active Villages and four additional in development. In Montgomery County, 43% of all residents age 60+ live within the area of an active or developing village.</p>
DIVERSE COMMUNITY INVOLVEMENT	<p>In addition to the Age-Friendly Montgomery group's efforts at the Nancy Dacek North Potomac Community Recreation Center, other community partners worked to promote diverse community involvement, drawing from and contributing to the County's emerging best practices. Partners include the African American Health Initiative and the American Muslim Senior Society (AMSS) Some AMSS accomplishments include graduating 37 Health and Long Term Care Outreach Ambassadors; hosting four Countywide Healthy Aging Community Dialogues with 235 participants and distributing more than 2,000 pamphlets on County resources. They also opened an office in Rockville in June 2019.</p>

### 3. METRICS TO PROVIDE CONTEXT

**Question to answer:** Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?



## II. WHAT HAVE WE LEARNED?

### 4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

**Question to answer:** *What have we learned over the past three years that should inform future activities?*

#### Narrative

##### VOLUNTEERING:

- Based upon feedback thus far, many older adults who are looking for on-going, meaningful volunteer opportunities have little idea of where to begin. Guiding them through the process is key to bridging this gap and highly appreciated.
- The existing Montgomery County Senior Fellow Program has been an effective resource for developing and implementing a new Volunteer Center program that has increased volunteerism by older adults in nonprofit and government agencies.
- In partnership with MCPL, “50+: Vital Living through Volunteering” workshops have increased the number of older adults exploring volunteer opportunities and has also increased awareness of the Montgomery County Volunteer Center.

##### DIVERSITY:

- Emerging best practices for successfully promoting more culturally diverse participation include:
  - Ensure the commitment and engagement of the Site Director—whose active support and cooperation are crucial for success.
  - Identify and select the densest diverse population in the surrounding community
  - Identify and train 2-3 ethnic volunteer leaders to initiate the group
  - Make the new group feel at ease and encourage them to put together their own programs
  - Ideally, locate at new sites where it is easier to put in new programs and set tone
- A key challenge is identifying community leaders and gaining the trust of older adults. Moreover, immigrants have grown increasingly distrustful of government in general and have started to disengage from government-run activity due to fears related to their immigrant status and other concerns.

##### TECHNOLOGY:

- One of the biggest challenges in finding locations and facilities for training is the lack of reliable Wi-Fi and Internet connectivity with sufficient bandwidth to support a class.



- Organizing locations, coordinating with facility staff, recruiting training, managing volunteers, and other logistical challenges consume a significant amount of time that must be properly budgeted and planned for.
- Decisions on curriculum face inherent tension between the depth and intensity of the training on the one hand and convenience and retention of participants on the other. For instance, Senior Planet aims for 10-week long training sessions based on best practice, but Public Libraries can better accommodate 5-week training sessions due to staffing and scheduling constraints and consistency with other offerings.
- For participants, one of the largest challenges for low-income older adults is being able to afford and maintain a Wi-Fi-enabled tablet, computer, or smart phone. Refurbished hardware may be a cost-effective option but presents challenges in terms of maintenance and durability. Another roadblock is establishing Internet connectivity in the home, with some residents resorting to Wi-Fi at libraries and coffee shops.
- Inconsistencies in how devices operate—i.e. Apple iOS vs. Microsoft Windows vs. Google Android—can pose challenges in terms of offering uniform training.
- A key success factor is the presence of a champion at the training site who can assist with planning, coordination, marketing, and recruitment.
- Use of best-in-class but proprietary curriculum limits reuse by community partners.
- Identifying, recruiting, and retaining trainers in languages other than English and Spanish can be challenging, particularly when considering the importance of also having backup trainer(s) conversant in the language in case the primary teacher falls ill or is otherwise unable to continue with the course.
- Comprehensively cataloging, tracking, coordinating, and building awareness of the dozen plus organizations that offer technology and digital literacy training for older adults in the County is challenging. For instance, the Workgroup has found it difficult to collect comprehensive statistics on how many older residents are collectively being serviced by these various programs. On the demand side of the equation, limitations in Census and survey data makes it difficult to accurately estimate the degree of digital literacy of older adults in Montgomery County, which in turn limits our ability to estimate the potential gap between need and availability of training.

## 5. WHAT'S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS

**Question to answer:** *Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

### Narrative

The Workgroup continues to pursue its goals and objectives and incorporate lessons learned, with a focus on the following:

#### VOLUNTEERING:

- Continue operating ongoing efforts, investigating what is working well, and looking for ways to apply what works well to ongoing programming or ideas for new programming.
- Support increased engagement of older adults and reduce social isolation through continued growth of villages and the 50+ Volunteer Network, encouraging intergenerational programs to support the County Executive's Early Childhood Initiative especially in diverse communities. For example, JCA Heyman Interages Center plans to expand early childhood opportunities for ongoing intergenerational engagement.
- Support unique Senior Fellow Program by exploring ways to grow and promote the program, by capturing uniqueness, successes, and advantages of the program and share widely among departments

and with other jurisdictions. Engage the Commission on Aging to make a case for restoring the cuts and expanding the Senior Fellow Program.

- Establish satellite locations for 50+ Volunteer Network to meet prospective volunteers where they live.
- Continue outreach efforts in partnership with MCPL to offer workshops on vital living and volunteering.
- Seek opportunities for presentations to ready-for-retirement groups, independent living facilities, etc.

#### DIVERSITY:

- Continuing to expand outreach to diverse communities.
- Using the Nancy Dacek Community Recreation Center program as a model for similar programs in other diverse communities, with a focus on the upcoming community recreation centers and the surrounding Latino community.
- Work to expand the Let's Share" program to engage more older adults and leaders from diverse communities throughout the County and support the continuing diversity of villages and their leadership
- Encourage Holiday Park Senior Center to expand their leadership development efforts for the Latino population, aligned with leadership development successes with Jai Ho. Increase partnership with Council President Navarro's office to address civic engagement.
- Consider creating a forum of diverse community volunteers to talk about best practices and lessons learned.
- Support increased engagement of older adults and reduce social isolation through intergenerational programs, new housing opportunities, and the development of diverse leadership.
- Encourage American Muslim Senior Society's plan to increase the number of Ambassadors
- Encourage AMSS plan to offer community services such as transportation, friendly visits and referrals in five initial areas: Aspen Hill, Burtonsville, Gaithersburg, Rockville and Silver Spring

#### TECHNOLOGY:

- Extending Senior Planet Montgomery and identifying the best utilization of County funding and resources to address issues of equipment, diverse and low-income participation, and volunteer support for technology training—including by identifying partnership opportunities to scale up training in languages other than English.
- Exploring greater corporate philanthropy and partnerships to provide additional funding for device distribution programs and expanded trainings.
- Expanding Wi-Fi and internet connectivity at Recreation and Senior Centers and equipment loan programs through Public Libraries.
- Collecting additional statistics and insights on County and partner digital literacy and lifelong learning endeavors (ex: number of residents trained, satisfaction ratings, confidence outcomes, etc.).
- Provide programs for older adults to support access to and understanding of technology that can be used for daily living, to live independently longer, to earn income, to be healthier and happier, and to reduce social isolation.
- Provide training to help older adults protect their information online and use online services more safely.
- Focus scarce resources on underserved populations, including low-income residents and immigrants.
- Explore greater corporate partnerships for funding for technology devices.
- Collect statistics on the efficacy of County programs to provide high quality technology training that improves the quality of life for older adults.

**COMMUNICATIONS/OUTREACH:**

- **The Beacon Newspaper (County ad, Beacon Bits and online events)**
- **Seniors Today cable opportunities**
- **Montgomery County Website, especially Senior Site**
- **The Villages**
- **Senior Forums sponsored by Council Members**
- **50+ events and expos**
- **Staff presentations at libraries and other sites**
- **Department Newsletters, e.g. Office of Community Partnerships**
- **Commission on Aging Communications Committee**
- **GROWS**
- **Community Listserves**
- **NextDoor (both local and County-wide)**
- **Presentations through MC Lifelong Learning and Washington Metro OASIS**

**MISSION STATEMENT**

Encourage and support vital living and reduce social isolation for all older adults in Montgomery County by providing opportunities for physical, mental, and social engagement.



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## COMMUNICATIONS AND OUTREACH

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

*Question to answer: To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).*

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
1. Raise awareness of County Communication Channels	<ul style="list-style-type: none"> <li>PIO promoted “311” and “240-777-3000” via print, online, social, e-newsletters, broadcast, staff outreach, etc.</li> <li>Community ambassador program was not launched due to resource constraints. However, this tactic is being considered as part of a broader, more targeted outreach strategy.</li> </ul>
2. Raise Awareness of County Programs, Services & Resources	<ul style="list-style-type: none"> <li>PIO, HHS, and other County departments provided information about County programs, services and resources to age 55+ residents via the County website, social media, Seniors Today, Montgomery al Dia, MyMC Media, Paperless Airplane, and other online newsletters, mailings, paid ads, public forums, posters, and other communication channels.</li> <li>PIO, in collaboration with County departments, strengthened content for seniors on the County website.</li> <li>PIO, HHS and other County departments made content available in Spanish and Chinese and languages, as capacity allowed.</li> </ul>

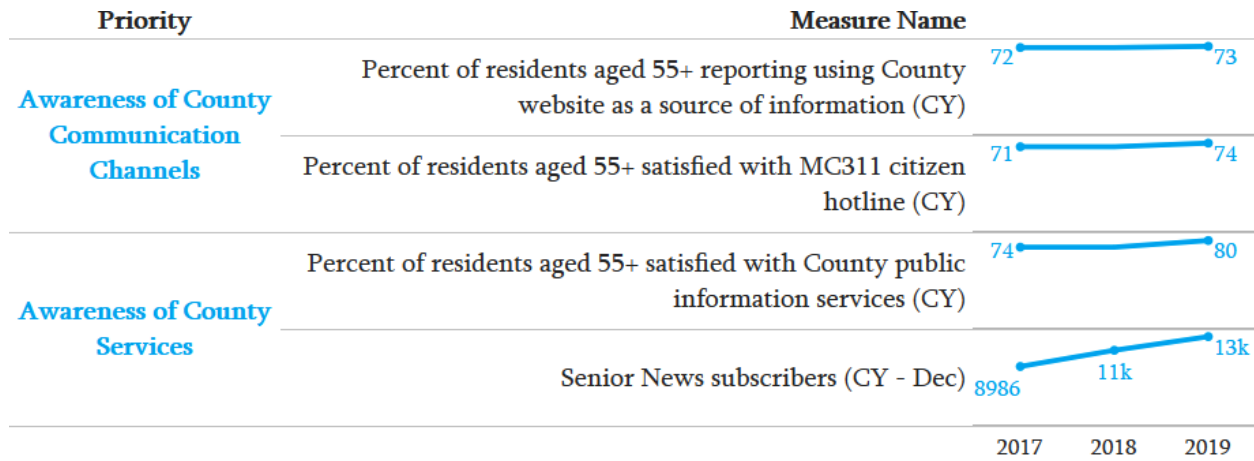
#### 2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

*Question to answer: What else has the County accomplished in this domain beyond the planned activities?*

Activity / Initiative	Narrative
New Communications Strategy in development	PIO and the Commission on Aging initiated development of a communications plan that will better reach constituents using more targeted messages, via more targeted channels of communication.

3. METRICS TO PROVIDE CONTENT

*Question to answer: Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?*



*Satisfaction measures are from the County’s Resident Livability Survey conducted every 2 years.*

II. WHAT HAVE WE LEARNED?

4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

*Question to answer: What have we learned over the past three years that should inform future activities?*

Narrative
<p><b>We focused our efforts on developing and promoting general content regarding County programs, services and resources via print and online. Sharing of content occurred mainly in-person, online and via word-of-mouth – generally beyond our ability to quantify.</b></p> <p><b>In the future, we should promote County programs, services and resources in a more targeted way, using communication channels appropriate to identified audiences. That strategy should include measures of success.</b></p>

5. WHAT’S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS

*Question to answer: Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

Narrative
<p><b>We can promote County programs, services and resources more effectively by designing and implementing a targeted communications strategy that delivers messages to targeted audiences via appropriate communication channels. Such a strategy is being developed by PIO, in collaboration with the Commission on Aging.</b></p>



# ACTION PLAN

## ELDER ABUSE PREVENTION

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** *To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).*

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
1... Improve information sharing among county agencies	The Elder & Vulnerable Adult Abuse Task Force (E/VAATF) updated its MOU in 2017 to include Fire & Rescue Services. The task force continues to be an important collaborative resource. The task force regularly discusses difficult cases of abuse/neglect/financial exploitation involving senior and vulnerable adults. Task force members problem-solve and share information to advance individual and public safety. In 2019, the task force began incorporating elder and vulnerable fatality review cases to their agenda on an as-needed basis to better learn how the participating agencies can respond and provide resources to this population.
2... Increase staffing to meet needs of community	<p>APS obtained additional funds in the budget to hire a new Supervisor as well as to create a new investigations unit to help address the increasing number of APS intakes. Also in FY19, APS is slated to create and hire a new social worker and nurse investigator position to embed in the Mobile Integrated Healthcare team (EMS/FRS), under the supervision of Health and Human Services, APS.</p> <p>The SAO continues to track all APS intakes and investigations and updates E/VAATF members of successful prosecutions.</p>
3... Continued coordination of community outreach and education among county agencies	Outreach efforts remain a priority with the SAO, APS, OCP and FRS all jointly presenting information about elder/vulnerable adult abuse to various senior groups, ALF’s, SNF’s, senior centers, villages, etc. in all segments of the county. The community response has been overwhelmingly positive. We also are committed to providing presentations in languages other than English. To date, we have presented in Spanish, Mandarin, Korean and Chinese. SAO has its brochure printed in multiple languages. SAO and APS have also participated in multiple radio and television programs in an effort to spread awareness on elder abuse and county resources. The SAO has also participated in several Senior Forums that were hosted by Montgomery County Councilmembers and delegates.

#### 2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

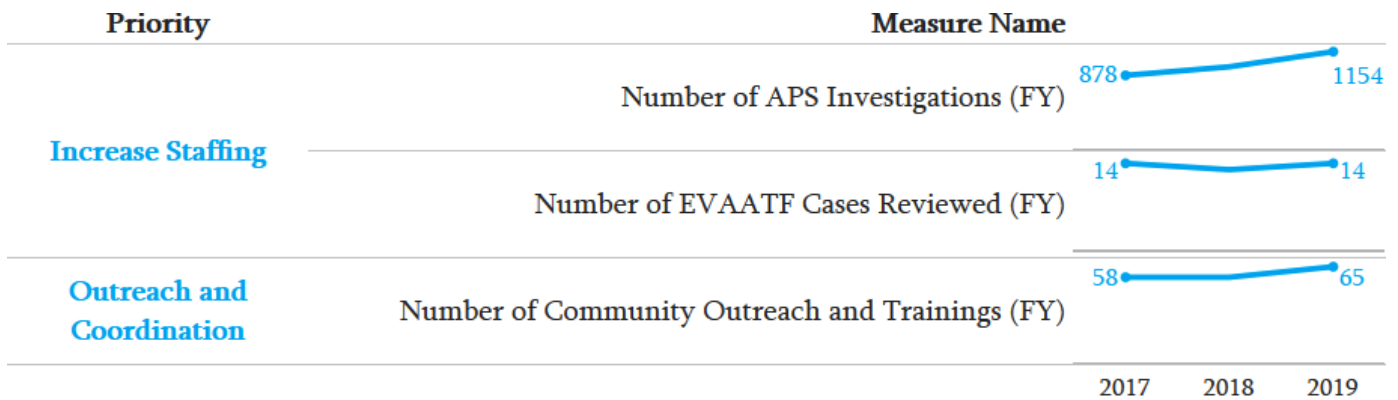
**Question to answer:** *What else has the County accomplished in this domain beyond the planned activities?*

Activity / Initiative	Narrative
CASVA 3-year report	The CASVA unit of the SAO has completed a 3-year report to highlight their successes since

	<p>the unit was established. The county council authorized funding for two new positions in 2017. The report demonstrates the direct positive impact this increased capacity has had for our community; specifically, increased capacity to investigate and prosecute perpetrators of elder/vulnerable adult abuse.</p>
Training/Education	<p>SAO Prosecutor attended the National Clearinghouse on Abuse in Later Life’s (NCALL) National Institute for Prosecution of Elder Abuse conference</p> <p>SAO and APS participated in the IACP Roll Call video which will be utilized nationwide, highlighting our successful cases and program</p> <p>Members from the SAO and APS presented on a webinar titled “Investigating Sexual Assault of Elder Victims” which was hosted by the National Institute of Justice</p> <p>Prosecutor from the SAO presented at a fraud conference in Virginia on “Woodchuck Scams”</p> <p>Members of the task force, including APS managerial and line staff, have presented or participated in the national NAPSA (National Adult Protective Services Association) conference over the last several years sharing multi-disciplinary cases, task force process and staying abreast of new developments in APS. The APS administrator is an active member of the NAPSA Education Committee. The 2017 Montgomery County “mini-documentary” on the Elder/Vulnerable Adult Abuse Task Force is linked within the new NAPSA course entitled, ABCs of APS.</p>
Coordination with DC	<p>SAO has been working with members in the DC government to help them try and establish their own version of the CASVA unit. We have also hosted multiple members of other county agencies from within Maryland to show them how our task force works and to stress the importance of a Multi-Disciplinary approach.</p> <p>SAO testified on a bill in DC to have them start an Elder Abuse MDT team similar to Montgomery County’s Elder &amp; Vulnerable Adult Abuse Task Force</p>

**3. METRICS TO PROVIDE CONTEXT**

*Question to answer: Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?*



## II. WHAT HAVE WE LEARNED?

### 4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

**Question to answer:** *What have we learned over the past three years that should inform future activities?*

#### Narrative

Open and regular communication between county agencies is critical to addressing and preventing elder abuse in our community. Increasing staffing for all agencies is necessary to respond to a rise in the number of reports of abuse, neglect and exploitation. Adding capacity at APS and SAO has made a positive impact on our collective ability to address individual and public safety concerns and to hold criminal offenders accountable for their actions. Continuing to monitor caseload and outcomes will inform our future staffing needs. Outreach to new communities and diverse populations is critical to decreasing the incidence of elder abuse.

### 5. WHAT'S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS

**Question to answer:** *Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

#### Narrative

We want to continue to maintain open communication between agencies. We hope to establish an elder fatality review process to monitor and learn from elder deaths in our community. We hope to continue to build capacity to meet the increasing number of reports of abuse, neglect and exploitation, including adding staffing at SAO to investigate financial exploitation cases. Increase access to a forensic accountant as financial exploitation cases grow would also be beneficial. We hope to engage the medical community in the efforts of our task force, as medical professionals are in a good position to identify and combat elder abuse. The addition of a forensic nurse in the Mobile Integrated Healthcare team would be an example of this.

Adult Protective Services has experienced almost a 30% growth rate over last 2 fiscal years in new investigations and are now strongly advocating for a 3rd APS investigation unit. APS investigations have doubled from FY12 (593) to FY19 (1,154).





# AGE-FRIENDLY MONTGOMERY

## EMPLOYMENT

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** *To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).*

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
<p>1. ENHANCE SKILLS</p> <p>Goal: <b>To enhance job-seeker skills to enable Montgomery County jobseekers age 50+ to land the jobs they need and want.</b></p> <p>Objective: <b>To improve life planning and job-seeking skills through at least three annual trainings (to targeted publics) on job-search skills, entrepreneurship, computer literacy, industry-based technology and life/retirement planning</b></p>	<p>❶ Our first step was determining what resources exist in Montgomery County. Through interviews and online research, the Employment Work Group initially identified 20 local organizations that provide a wide array of workshops and in some cases other resources for older job seekers. We created a <b>directory of the resource organizations</b>, which included contact information and a brief description of the workshops and tools available, and then enhanced that directory by including web and other resources such as those of AARP that are not specific to Montgomery County but might help older County-based job seekers.</p> <p>The challenge this past year has been to make it easy for job seekers to learn about the directory. WorkSource Montgomery (WSM) now enables visitors to its website to read or download the directory from the site’s newly created 50+ Services section at <a href="https://worksourcemontgomery.com/career-support/who-we-serve/50-plus/">https://worksourcemontgomery.com/career-support/who-we-serve/50-plus/</a>. In addition, WSM has taken the lead in keeping the list up to date, periodically contacting each of the listed organizations to confirm that postings are accurate. The Jewish Council for the Aging (JCA) offers the directory on its website, too, at <a href="https://accessjca.org/jca-and-worksource-montgomery/">https://accessjca.org/jca-and-worksource-montgomery/</a>. We are seeking other organizations to do likewise.</p> <p>❷ In Fiscal Year 2019, WSM tested a <b>50+ Job-seekers Club</b>. WSM offered six special workshops to Club members while introducing them to the many other programs that WSM offers. WSM, however, found that older job seekers were better served by their inclusion in various programs of its nonprofit partners as well as in its own, regular programs and workshops. Thus, it focused on job seekers’ occupational interests, skill sets and desired work (for example, part time vs. full time) rather than age. It increased its program marketing while discontinuing the pilot 50+ Club.</p>

③ JCA ran several senior-specific employment programs.

- **The Career Gateway program**, now in its 10<sup>th</sup> year, offers 30 hours of intensive classroom training, take-home materials and long-term mentors – compassionate and committed volunteers -- who work one-on-one with each participant. JCA designed the program for mid-level managers and other professionals age 50 or better who are seeking employment.
- On April 15, 2019, JCA convened its annual **50+ Employment Expo**. There, job seekers age 50+ networked with area employers and community resource organizations, received a free résumé review and learned new job-search skills.
- For more than four decades, JCA has run the **Senior Community Service Employment Program (SCSEP)**, which is the County’s only on-the-job training program for low-income job seekers age 55 or older. It serves job seekers with incomes at or below 125 percent of the federal poverty line, and JCA pays the SCSEP interns minimum wage while they work 20 hours a week at local nonprofits and government agencies that provide them guidance and supervision. Through their assignments and individual development plans, the interns improve their skills, confidence and job-search networks. To improve the likelihood of SCSEP participants finding and keeping jobs, JCA welcomes them at its 50+ Employment Expo and in the CareerTech programs of The Career Gateway. In addition, JCA sometimes can secure grants or forge program partnerships to help SCSEP participants even more. Currently, for example, the Food Stamp Employment and Training Program (FSET) covers training and employment-specific costs for eligible interns. That may include covering the costs of GED, college or specialized training courses, books, transportation, background checks, fingerprinting and more. In addition, the new Preparing Older Workers for Age-Friendly Professions (POWAP) program – a programmatic partnership with WSM -- provides specialized training on customer-service skills, industry-specific technical skills and more. The program’s pilot industry is Insurance, with participants ultimately seeking a Property & Casualty Producer License and a Certification in Work Ethic Proficiency.
- Each year, JCA co-publishes with *Washington Jewish Week (WJW)* at least one **Senior Resources Guide on employment**. WJW and JCA then post digital versions on their websites. Titles include *Older Workers are Here to Stay* (published in 2017), *A New Gig for Senior Adults* (2019) and *Financial Planning for Retirement* (2019). These and other titles are available at <https://accessjca.org/publications/>.
- Throughout the year, JCA used **social media** to provide news and tips about job search, age discrimination in employment and other topics important to mid-life and older job seekers as well as the organizations

	<p>that might employ them.</p> <p>④ The <b>2020 Census</b> has opened opportunities for people 50+ seeking employment. It must fill 600 jobs in Montgomery County and for many positions, it is offering an hourly wage of \$21. Our Work Group compiled a list of upcoming information workshops at public libraries or WSM. JCA shared the list via email with people who attended its 50+ Employment Expo as well as SCSEP participants and Career Gateway students and graduates. In addition, our Work Group shared the information with the County village coordinator so she could send it to village members.</p> <p>⑤ The Montgomery County Public Libraries continue to expand their <b>collections of job-search resources, access to online courses and outreach to mid-life and older workers</b>. See <a href="https://montgomerycountymd.libguides.com/jobhunting">https://montgomerycountymd.libguides.com/jobhunting</a>.</p> <p>⑥ AARP-Maryland joined our Work Group and has enabled us to reach its members and others more effectively Countywide.</p>
<p>2. IMPROVE EMPLOYER ENGAGEMENT</p> <p>Goal: <b>To increase the number of age-friendly employers that adopt sound practices for recruiting, training and retaining an older workforce</b></p> <p>Objective: <b>To identify County employers that are willing to champion the advantages of hiring and retaining older workers and manage a multi-generational workforce and then to share commendable employer practices</b></p>	<p>① The Alliance for Workplace Excellence (AWE) is a nonprofit organization that for many years has presented awards to employers in Montgomery County and elsewhere. The awards commend employer excellence in a variety of areas. In FY 2018, AWE agreed to a new category, honoring employers for <b>“Best Practices Supporting Workers 50+.”</b> They offered the award again in FY 2019.</p> <p>As an enhancement to the awards presentation, in both years AWE ran a workshop for employers attending the awards ceremony. In 2018, the topic was “Age is More than a Number; A Roadmap to the Research, Resources, and Rewards of Successful Inclusion.” In FY 2019, the workshop was entitled “Five Generations of Excellence: Valuing Age-Diversity in the Workplace.” Lori Trawinski, PhD, CFP of the AARP Public Policy Institute, conducted the 2019 program.</p> <p>We are interviewing the winners of Best Practices Supporting Workers 50+ to learn specific practices that benefit employers with regard to hiring, engaging and retaining the 50+ workforce as well as practices in supporting a multigenerational workforce and culture.</p> <p>② With help from AARP Maryland and others, the Employment Work Group is <b>collaborating with varied employer organizations</b> to help them design, conduct, expand or promote programs about the business case for being an age-</p>

	<p>friendly employer. For example, we reached out to Nonprofit Montgomery (NM) because Montgomery County nonprofits employ 43,000 people – 10 percent of the workforce. NM agreed to spotlight the issue of age discrimination, and we supported the Montgomery County Office of Human Rights (MCOHR) in its preparation and placement of an article in NM’s digital newsletter. In addition to reaching NM members, the newsletter reached hundreds of other local nonprofits.</p> <p>● <b>Making presentations</b> to employer groups at their gatherings is another approach that provides access. In May 2019, our Work Group co-chair, David Gamse, participated in a panel presentation at the Wharton D.C. Innovation Summit, which convened in North Bethesda. About 40 Summit participants attended the breakout session, where David addressed intergenerational work force issues, older worker attributes and the employment-related goals of Age-Friendly Montgomery.</p> <p>We have encouraged the president of the Montgomery County Chapter of the Society for Human Resource Management (SHRM) to work with MCOHR on an all-day MCOHR workshop.</p> <p>We have begun to <b>identify experts in age-friendly employment issues</b>, especially those knowledgeable about the benefits of hiring workers 50+, so that we could encourage employer organizations to arrange for them to speak to their members.</p> <p>④ We are working with the Montgomery County Commission on Aging to determine stakeholders and decision makers who are critical to answering the question: “How is the County preparing for and adapting to the needs of a <b>four-generation workforce?</b>”</p>
<p>3. COMBAT AGE DISCRIMINATION</p> <p>Goal: <b>To improve the knowledge of employees, jobseekers and employers of age protections under the law to combat age discrimination in employment</b></p> <p>Objective: <b>To educate employers as well as employees and jobseekers age 50+ about the basic provisions of the Age Discrimination in Employment Act, the</b></p>	<p>① MCOHR offers an all-day <b>employer workshop</b> each year and in 2017, it conducted its first-ever session on age discrimination in employment. It continued the subject at its 2018 and 2019 workshops, the latter with David Gamse as presenter.</p> <p>MCOHR is active in other ways, too.</p> <ul style="list-style-type: none"> <li>▪ As noted previously, its <b>article about age discrimination</b> for the Non-profit Montgomery newsletter reached many local employers.</li> <li>▪ It developed a 15-second <b>ad about age discrimination</b> that preceded feature films in movie theaters. The ad provided the County’s definition of age discrimination, which differs from the state and federal definition, and encouraged viewers to contact MCOHR for additional information or assistance.</li> <li>▪ It will feature information about age discrimination on its <b>website</b>.</li> </ul>

<p><b>Federal Employee Retirement Income Security Act (ERISA) and other laws designed to protect the rights of older Workers</b></p>	<ul style="list-style-type: none"> <li>▪ It <b>exhibited at the JCA 50+ Employment Expo.</b></li> <li>▪ It has developed a <b>fact sheet</b> for older workers for distribution at future Expos and in other ways, including via the workforce development programs of Montgomery College.</li> </ul> <p>② As noted above, the <b>JCA Expo</b> offered a workshop to help older workers and job seekers understand and take action to combat age discrimination in employment.</p>
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**3. METRICS TO PROVIDE CONTEXT**

*Question to answer: Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?*

Priority	Proposed Metric
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**Enhance skills and access to job-related resources for 50+ job seekers**

Although we had hoped to get an accurate count of the **number of workshops** offered to older job seekers, we found that impossible to do because many of the organizations that provide those workshops do not maintain comparable or precise data or do not share that data. We believe that it is more reasonable and practical to count only the number of County-funded workshops for job seekers age 50+, and we present those below with additional, pertinent information as available.

**① The JCA Career Gateway**

	FY 2016/2017	FY 2017/2018	FY 2018/2019	FY2019/2020 Projected
<b># of Gateway series</b>	5	6	6	6
<b># of participants</b>	58	98	95	90+

JCA’s most recent survey of Career Gateway graduates, conducted in August 2018, showed that 65 percent had found a job post-graduation although most had been unemployed for one to two years before starting the program. Respondents said they especially benefitted from

- Doing person-to-person networking,
- Receiving a resume review,
- Learning how to use social networking tools and job-search sites,
- Discovering ways to build self-confidence when presenting themselves in a resume and in person, and
- Learning how to adapt one’s resume to a specific job announcement.

Many also said how important it was to learn or improve skills in Microsoft Excel, PowerPoint or Word via **CareerTech**, an optional series of classes that JCA introduced two years ago.

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### 📍 The JCA 50+ Employment Expo

	FY 2017	FY 2018	FY 2019	FY 2020 Projected
<b>On-site Seminars</b>	<ol style="list-style-type: none"> <li>1. <i>Tips for Success When Interviewed by Someone Younger</i></li> <li>2. <i>LinkedIn</i></li> <li>3. <i>Whip Your Business Plan into Shape</i></li> <li>4. <i>Make Your Move Toward Employment</i></li> <li>5. <i>Volunteering as a Strategy to Employment</i></li> <li>6. <i>AARP -- Job Search in the Digital Age</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Networking Tips: How to Effectively Use Networking to Find a Job</i></li> <li>2. <i>Your Resume, Cover Letter and Elevator Speech</i></li> <li>3. <i>AARP- "Reframing My Future"</i></li> <li>4. <i>Using LinkedIn Like a Pro</i></li> <li>5. <i>Overcoming the Age Factor</i></li> <li>6. <i>What's Next After the Expo</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Discrimination in the Workplace</i></li> <li>2. <i>How to Network for Success</i></li> <li>3. <i>Leveraging LinkedIn –Basic</i></li> <li>4. <i>Leveraging LinkedIn – Intermediate</i></li> <li>5. <i>AARP – Disrupt Aging</i></li> <li>6. <i>2020 Census Employment Opportunities</i></li> <li>7. <i>Your Resume, Your Cover Letter and Elevator Speech</i></li> </ol>	6, to be determined
<b>Keynote Speaker</b>	Jim Handy, Anchor News4 at 5 and 11	Leon Harris, WRCTV Anchor	Barbara Harrison, WRCTV Journalist	To be determined

	FY 2017	FY 2018	FY 2019	FY 2020 Projected
<b># of Resume Reviews</b>	92	142	148	150
<b># of Job Seekers Registered</b>	700 <sup>1</sup>	1,350	1,335	1,375
<b>% of Job Seekers Rating the Event Very Good or Better<sup>2</sup></b>	82%	90%	90%	90%
<b># of On-site Volunteers</b>	78	75	65	70+
<b># of Photos Taken by AARP for Job Seekers' Use on Social Media</b>	Unknown	100+	220+	Will request

<sup>1</sup> JCA believes this relatively low turnout stemmed from several factors including inclement weather, problems with the Metro Red Line and construction of the Marriott Hotel & Conference Center Parking Garage.

<sup>2</sup> JCA collects data through exit interviews of 90-100 attendees and brief follow-up conversations by telephone with 200.

### ③ The JCA Senior Community Service Employment Program

	2017		2019		2019		2020	
	Actual	% of Goal	Actual	% of Goal	Actual	% of Goal	YTD Actual <sup>3</sup> (projected)	% of Goal (projected)
<b>Service Level<sup>4</sup></b>	94	101.1%	92	100%	83	100%	60 (83)	72.3% (100%)
<b>Unsubsidized Employment<sup>5</sup></b>	12	60.0%	11	57.9%	7	38.9%	1 (14)	5.5% (75%)
<b>MIN<sup>6</sup></b>	3.16	107.1%	3.14	106.4%	3.25	110.2%	2.84 (3.25)	94.7% (108%)
<b>Employment Rate (2<sup>nd</sup> Quarter after Exit)</b>	N/A	N/A	N/A	N/A	31.6%	80%	0 (35.7%)	85%
<b>Employment Rate (4<sup>th</sup> Quarter after Exit)</b>	N/A	N/A	N/A	N/A	18.2%	52%	0 (22.2%)	60%

### ④ The JCA Senior Resources Guides

*Washington Jewish Week* estimates that the print version of each guide reaches 26,300 readers as a newspaper insert, which it distributes metro-wide but primarily in Montgomery County. In addition, JCA distributes as many as 3,000 print copies of each employment guide, mostly via the 50+ Employment Expos and other events.

<sup>3</sup> As of August 14, 2019

<sup>4</sup> This is essentially the number of persons that JCA can serve or that has served under the SCSEP grant.

<sup>5</sup> These are “regular jobs,” i.e., those not supported by SCSEP or another federal program.

<sup>6</sup> The grant requires JCA to serve an extraordinary number of persons who are Most In Need (MIN), which U.S. Department of Labor defines as person who are age 65+ or persons who are veterans, homeless or who have a disability, limited English proficiency, low literacy skills, low employment prospects, etc.



### 5 WSM Technology Workshops

WSM with Senior Planet, tech-themed nonprofit organization that supports computer training for people age 60+, presented 15 technology workshops covering cloud storage, job searching in the digital age, money management and protecting personal information as well as an introductory program for people who may be interested in starting their own business. In addition, during FY 2019, WSM hosted 94 recruitment events and 400+ workshop and training sessions. These were open to all adults but marketed through its partners, communications strategies and other means to the 50+ population.

### Improve Employer Engagement

Reaching out to employers through the organizations they trust is proving to be a productive strategy.

1 The AWE competition entitled “**Best Practices Supporting Workers 50**” had eight winners in 2018, and seven of those were from Montgomery County -- Chevo Consulting, LLC; CBIZ; Family Services, Inc.; Holy Cross Health; Marriott International, Inc.; Maryland National Capital Park & Planning Commission; and the Montgomery County Government. In 2019, there also were eight winners of this award, seven of which were from Montgomery County – CBIZ; Chevo Consulting, LLC; Holy Cross Health; Marriott International, Inc.; Montgomery County Government; QIAGEN; and Sheppard Pratt Health System. The winners that respond to our data-gathering questionnaire will enable us to report commendable practices that other employers might emulate.

2 The **article** we placed in the Nonprofit Montgomery newsletter reached not only the 154 NM members but also other nonprofit leaders.

3 JCA has compiled data showing the number of exhibitors overall and employers specifically at its 50+ Employment Expo of Montgomery County, which it conducts annually.

### 50+ Employment Expo

	FY 2017	FY 2018	FY 2019	FY 2020 Projected
# of Employers Registered <sup>7</sup>	41	63	47	48
# of Registered Resource	34	42	30	35
Institutions – Training, Education, etc.				
% of Exhibitors Rating the Event Very Good or Better <sup>8</sup>	93%	90%	94%	90%

<sup>7</sup> Each employer must have at least five jobs that it is eager to fill. Most tell JCA they have dozens.

<sup>8</sup> JCA collect data through exit interviews and follow-up surveys. The organization generally reaches 70 percent or more of the exhibitors.

## Combat Age Discrimination

In addition to reaching nonprofit employers through the NM article noted above, MCOHR workshops on age discrimination in employment served 30 employers in 2017, 36 in 2018 and 50 in 2019. Its ads reached an estimated audience of 240,500 on 52 movie screens at the Regal Theater in Germantown, AMC Dine-In Rio Cinemas 18 Theater in Gaithersburg and the Regal Majestic & IMAX Theater in Silver Spring.

## II. WHAT HAVE WE LEARNED?

### 4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

*Question to answer: What have we learned over the past three years that should inform future activities?*

Narrative

### WHAT HAVE WE LEARNED?

1. No office within Montgomery County government focuses on employment issues for County residents. It would be a huge help to have a senior fellow, who reports to the County Executive, assigned to our work group. Among other things, the senior fellow could enable us to secure more visibility for the topic of senior employment and compile essential data.
2. Our Work Group suffers because it has no natural advocate in the County budget process for financial or staff resources to support age-friendly employment. We suggest that Montgomery County commit to specific funding for this area of work, and that that funding build upon -- not replace -- what is already available.
3. We believe that Montgomery County itself should become a model employer. Thus far, and despite having many exemplary programs, it has not pledged to do so, and it has not signed the AARP age-friendly pledge.
4. Although there are considerable resources and workshops available for job seekers, we have learned that information about them is difficult to find. **This is a communication problem that we intend to address.**
5. What's Next: Extending priorities, New Opportunities, and Future Aspirations

*Question to answer: Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

## Narrative

## WHAT'S NEXT

**The three priorities that have guided our work until now are still at the heart of the employment challenge, and we recommend keeping them. This means a focus on workers 50+, including job seekers and those currently employed, on employers and on fighting age discrimination.**

## 1. ENHANCE SKILLS

- a. **We must continue to expand and otherwise improve communication about available resources for job seekers while identifying organizations that could help us spread the word. Heightening visibility on the Montgomery County website is especially important. We will work with the Office of Communications to accomplish this.**
- b. **We will continue to collaborate with AARP Maryland to find ways it can help let AARP members know about the resource list. One possibility to explore is placing a link to it on their website.**
- c. **We will encourage the Montgomery County Commission on Women to explore ways to use the resource list to help their clients.**
- d. **With support from WSM, we must ensure that the list of resources we prepared is updated regularly to ensure its continuing accuracy and relevance.**
- e. **We will work with institutional leaders at Montgomery College and other regional educational institutions to identify and report curricula of key interest to older workers and older job seekers.**
- f. **We will explore working with public and private lifelong learning institutions to foster employment opportunities.**
- g. **We will reach out to Montgomery College Workforce Development to explore ways to better share resources for job seekers.**

## 2. IMPROVE EMPLOYER ENGAGEMENT

- a. **We have developed talking points about the benefits of 50+ workers for Work Group members to use. The next step is to share them with County-based employers, chambers of commerce, labor unions and associations that work with County employers.**
- b. **Arranging presentations at meetings of employer organizations is an effective way to reach them with credible information about the benefits of hiring, engaging, and retaining the 50+. We are developing a speakers' bureau and are identifying expert speakers to serve on it *pro***

*bono.*

- c. **We will seek to garner support from the incoming head of the Montgomery County Economic Development Corporation (MCEDC), striving to ensure that MCEDC sees older workers as a resource. Helping them to share the information about the AWE winners is a simple first step.**
- d. **We will continue our collaboration with AWE to recognize employers with “Best Practices for Workers 50+” and we will encourage awardees to become ambassadors to other employers.**
- e. **We will continue to support AARP as it strives to increase the number of local age-friendly employers.**
- f. **We will continue to encourage Montgomery County government to be a model of an age-friendly employer.**
- g. **We will continue to connect to the organizations that work with employers to encourage their age-friendly strategies. These include the Greater Bethesda Chamber of Commerce, Bioscience Alliance, American Society of Association Executives, Nonprofit Montgomery, Montgomery County Commission on Aging, Maryland Women’s Business Center, Montgomery County Business Innovation Network and local chapter of SHRM.**
- h. **We will explore the feasibility of holding a forum for County employers to share case studies of best practices supporting a multigenerational workforce and culture and to enlist a stable of “champion/ambassador” age-friendly employers. Potential forum sponsors would include the Montgomery County Commission on Aging and Commission on Women, MCOHR, the Maryland Women’s Business Center, Rockville Economic Development, Inc., Leadership Montgomery, Nonprofit Montgomery, SHRM and AARP Maryland.**

### 3. COMBAT AGE DISCRIMINATION

- a. **We will continue to work with the MCOHR to include information about age discrimination as a regular part of their briefings for both employers and employees.**
- b. **We will test the efficacy of reaching out to law firms that deal with employment issues to encourage them to include age discrimination in their briefings of employers.**
- c. **We will seek to share the age discrimination fact sheet with students at the Montgomery College Work Force Development unit.**

## CASE STUDIES

### CASE STUDIES

Christina came to Montgomery County from Gambia and set off to start her life anew. She joined the Senior Community Service Employment Program (SCSEP), a program of JCA – the Jewish Council for the Aging. SCSEP provides paid, on-the-job training for job seekers age 55 and older with incomes at or below 125 percent of the federal poverty line. Through SCSEP, Christina was able to make ends meet as she improved her skills and confidence as a receptionist. When she attended the JCA 50+ Employment Expo, she found a job at Sunrise at Montgomery Village.

### 2

Many mid-life and older workers need help to understand the job-search process, which has changed dramatically over the years. “Bill” at 62 years old is a good example. As a high-level professional in the previous Presidential administration, he lost his job in the transition to a new President. After a year of looking for work, he was despondent and overwhelmed. It took The Career Gateway program of JCA – the Jewish Council for the Aging—to turn his life around. Shortly after he graduated from Gateway, he landed a job as Executive Director of a nonprofit organization. “I have no doubt that the JCA workshop gave me the skills, focus and tenacity to land this position,” he said.



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

HEALTH AND WELLNESS

## I. WHAT HAVE WE ACCOMPLISHED?

### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
<p><b>1.Early Stage Memory Loss</b></p>	<p>In November 2016, JCA and the Department of Recreation opened a social day club at the Germantown Community Center for persons with early-stage memory loss. With support from private foundation funding secured by JCA, we offered individuals with early-stage memory loss an enriched therapeutic program in a non-stigmatized setting, providing much-needed respite for families and camaraderie and coping for those with a diagnosis. The Thome Kensington Club is offered two days per week currently and is doing very well with the maximum of 10 participants each day. This success is due to the Recreation Center Director, Early Stage Memory Loss Program and Thome Kensington Club Manager's collaboration. Since its inception, there has been over 60 people served at this Germantown site.</p> <p>In 2019, the program received \$40,000 in county funding to open a second location at the Margaret Schweinhaut Senior Center in Silver Spring, one-day per week. This Club, in its first six months, has served 12 older adults and caregivers thus far. (maximum number per day is 8). At the neighborhood senior center offers abundance of resources, support groups, classes and activities for the caregiver as well.</p> <p>In 2020, an additional one-day program will open at the White Oak Senior Center with a combination of county funding and private grant funding being used to start the Club. This will provide social day clubs for early stage memory loss, a much-needed service, at three county recreation center locations, covering upper Montgomery County (Germantown) to down county (Silver Spring).</p>
<p><b>2.Falls Prevention</b></p>	<p>With falls affecting over 25% of seniors, Montgomery County has conducted</p>

many Fall Prevention classes and programs over the past several years. The venues have varied from low income privately and county-run senior residences to community recreation centers, libraries, and churches. Participation is varied; from as few as 10 for a Falls Prevention class, to over 100 for a lecture and demonstration type of and Evidence based program. Among the classes offered is a class called Stepping On. It has been offered at five locations, with over 60 individuals participating with more to be offered in the future. The class is designed and geared to assist individuals that may have fallen within the last year or would like to have instruction on preventing falls. Based upon the pre-surveys, most listed their health as good or better and said fear of falling did not limit any activities on their part. Many started the program unsure of their ability to recover after a fall. Across the board, all the post-surveys indicated the clear majority were sure or very sure of the benefits of the program and felt greater confidence that they could reduce their risk of falling. A majority felt they were now better equipped to improve their physical strength, intended to continue with the exercises, and would recommend the class to a friend. Unique to the recreation center group was a consensus that strongly agreed they had more confidence in recovering from a fall. This group also found the session on home improvements most useful leading to the majority saying they had made safety-oriented changes. In 2019, classes and programs were offered in increasing numbers at many locations, particularly at county senior centers and Active Adult Program locations, with many senior centers offering both Fall Prevention classes and lectures several times per year. Many exercise instructors are now incorporating fall prevention demonstrations and exercises within their classes. For 2018 we had 60 participants in the Stepping On class in addition to 20 Fall prevention classes averaging 15 people per class around the county during Falls prevention month in September.

2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

**Question to answer:** *What else has the County accomplished in this domain beyond the planned activities?*

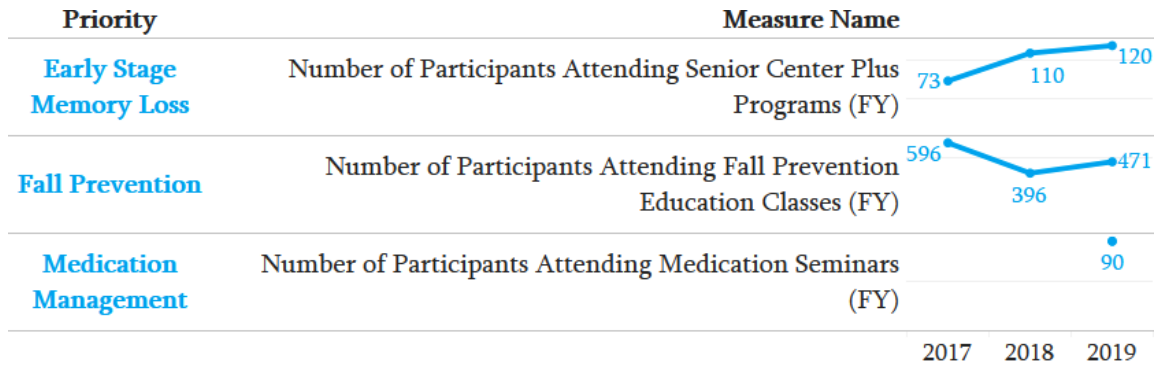
Activity / Initiative	Narrative
	<p>The Washington Metropolitan Oasis program has been promoting healthy aging and active lifestyles for over 25 years. Research indicates each year, one of four adults age 65 and older fall. Oasis’s goal for its Fall Prevention Program is to offer exercise classes that improve balance and mobility as well as fall prevention education to the older adult residents of Montgomery County. During the 2017 fiscal year, Oasis offered a total of 34 fall prevention education and exercise classes and had 859 participants sign-up. Since then, Oasis and many other organizations have held Fall Prevention Awareness events, programs, and classes. The objective is to make seniors aware of the services and programs available to them to help prevent falls, and if they do happen, on ways to treat and recover</p>

	<p>from them and prevent them in the future. These events included demonstration and lectures on subjects including: Tai Chi demonstrations, fall risk screenings, community resource table stands, available resources &amp; classes, and demonstrations teaching participants how to correctly get up from a fall. Partners included local hospitals, doctor's offices, physical therapists, and others that treat injuries related to falls. These program offerings continue to grow and are now a part of all county-sponsored senior programs and many other non-county sponsored programs as well. Montgomery County Recreation offered over 20 Fall Prevention programs, classes, or special Fall Prevention events in 2019, with over 350 individuals participating.</p> <p>Bone Builders is a class that has been operating in the County for over 14 years. Currently, there are 41 classes with over 125 volunteer leaders and at least 900 participants. Holy Cross Hospital also implemented their Better Bones class in 2019 with over 7,000 encounters. This class helps community members who have osteopenia or osteoporosis to exercise safely using approved activities that help to improve strength, balance and bone density and ultimately to prevent falls.</p>
<p><b>3. Medication Management</b></p>	<p>The county continues to expand Medication Awareness events at multiple locations around the county- from libraries and senior centers to senior housing facilities, community centers, and non-county sponsored programs for seniors. A special event at the Holiday Park Senior Center in November 2017, included an opportunity for safely turning in unused, unwanted medications, one-on-one consultation with a pharmacist for medication review, and educational presentations on topics like drug interactions, and questions to ask your pharmacist. Since that time, the program has expanded to all the other county sponsored senior centers and several Active Adult Program locations. The County Police, Fire &amp; Rescue Services, and the HHS Aging &amp; Disability Services Team, and local pharmacists have all contributed to the success of these programs. During this time, the Medication Management Program served over 60 participants. Plans also included translating a Medication Fact sheet into multiple languages if funds are available. In FY 2019, we began working with Senior Care Services within Department of Health and Human Services. We were provided Medication Management to older adults that were on the wait list for services. In FY 2019, we served a total of 24 older adults from Senior Care Services and a new partner Bethesda Wellness and Nutrition Center</p>
<p><b>4. Social Isolation (New Priority)</b></p>	<p>This is a new priority as of September 2019. Goal: Prevent Social Isolation One Building at a time. The plan is to promote and schedule programs that will have a long-lasting effect on the residents of Churchill Apartments. There are 400+ residents of Churchill Apartments. We will have more than 14 community partners working together to provide services. The first activity planned is a Health Fair on November 4, 2019.</p>



3. METRICS TO PROVIDE CONTEXT

**Question to answer:** Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?



Data for medication management will be reported from FY19 forward.

II. WHAT HAVE WE LEARNED?

4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

**Question to answer?**

Narrative
<p><b>Additional funding for the Health and Wellness programs mentioned is always helpful.</b></p> <p>One factor to consider is when the Recreation coordinator identifies a senior with memory loss in the free MCR 55 + Program and would like to refer he/she into the social day program for memory loss. Since the social day club for early stage memory loss is fee-based, the biggest challenge a senior might face would be paying for it. It is likely that 40% or more of their total income is being spent on housing. Many seniors 65 and older are surviving on only Social Security month-to-month. The remaining money goes to transportation, healthcare and food. A county voucher program (like Head Start for children) so that all seniors diagnosed with memory loss in MC, despite income level, could then transfer from their MCR 55+ Program to the memory loss program, tailored to their needs, without interruption. Recreation directors and program are identifying seniors with dementia at their centers every day. It is essential that a plan for referral is established right away in order to meet the need of the whole active senior in Montgomery County.</p> <p>Another factor is that it takes up to three years for a new social day club for early stage memory loss to build a steady referral base. (especially in an under-served area). It is important for the county and JCA to establish communication and possible partnerships with area healthcare/agencies/businesses serving older adults in order to ensure everyone is aware of the continuum of activity for seniors who want to remain at their community/senior center.</p>

Before opening a site in any county recreation location, space/time slots for future additional days, should be identified right away, should there be a need for expansion based on demand. The building/space must be dementia friendly.

Transportation is a barrier for participation for many seniors in Montgomery County. It is essential that there be bus transportation coordination with the county, contractors, the county recreation director and the early stage memory loss club manager.

#### 5. WHAT'S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS

**Question to answer:** *Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

#### Narrative

This Committee has taken on a new Priority- Social Isolation. As the county prepares for more older adults to access services, we are working closely with WISH ([Wellness and Independence for Seniors at Home](#)) a program of the Nexus Montgomery Regional Partnership and is supported by the six hospitals in Montgomery County, including MedStar Montgomery Medical Center. WISH aims to reduce avoidable hospital visits by connecting people age 65-plus living in Montgomery County and parts of Prince George's County to the support and services they need to remain healthy and independent at home.

If successful, the Committee will work with additional senior apartment buildings in the County. We continue to have language barriers as we try to implement our programs. For FY20, will coordinate closely with the Asian and Latino health initiatives to provide language appropriate materials and interpreters for programs.

For FY20, we will continue our Dental Program for Seniors, Active Aging Week activities and Walk MD Day. In 2018, we had over 90 programs highlighted during our first Active Aging Week and in 2019, we have over 95 programs. In addition, we held our first Walk Md Day- Active Aging Week Kick off event at Brookside Gardens where over 150 participants enjoyed walking, community services providers and program demonstrations. We plan to continue this successful program every year.



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## HOME AND COMMUNITY-BASED SERVICES

Mission: To better support MC residents and caregivers to access: coordinated, personalized, community-based support that allows them to age safely and with dignity in their communities.

Priorities:

- Home and Community Based Services: Raise awareness of County and other provider supports
- Navigation: Optimize navigation of HCBS resources
- Affordability: Expand access to affordable HCBS resources for residents and caregivers

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
<p>1</p> <p>Home and Community Based Services Support</p>	<p><b>Montgomery County’s HHS A&amp;DS Caregiver Support Program:</b></p> <ul style="list-style-type: none"> <li>• Published monthly caregiver support eNewsletter</li> <li>• Established the Montgomery County Caregiver Coalition and LGBTQIA+ Caregiver Advisory Group</li> <li>• Conduct/ed Caregiver Support Outreach events in the community</li> <li>• Partnered with County Council President to convene a caregiver advisory group to help determine needs of caregivers and better outline roles of care managers.</li> <li>• Developed “Hire Elder Care Support” brochure and an expanded online elder care support resource guide. Brochure was printed in English and available on the County’s Caregiver webpage June, 2018.</li> <li>• Translated “Hire Elder Care Support” brochure into: Spanish, Russian, Vietnamese and Chinese, printed and available on the County’s Caregiver webpage January 2019.</li> <li>• Developed “A Guide to Caregiver Supports in Montgomery County” resource guide. Guide was printed in English and available on the County’s Caregiver webpage June, 2019.</li> <li>• Translate “Hire Elder Care Support” brochure into: Spanish, Russian, Vietnamese and Chinese, print and available on the County’s Caregiver webpage FY2020.</li> <li>• Prepared an advertisement for the Beacon newspaper designed to educate readers about: caregiving services and how to access them; geriatric care manager services; and the County’s 3000 number.</li> </ul>

Priority	Narrative Status Update
2  Navigation	<p><b>Montgomery County's HHS A&amp;DS Caregiver Support Program:</b></p> <ul style="list-style-type: none"> <li>Expanded County's Caregiver eNewsletter to include a blog and podcasts available via subscription and 24/7 on the County's Caregiver webpage.</li> <li>Hosted a major public-private caregiver outreach event, June 2019. Included: provider resource fair, informative workshops and a listening session.</li> </ul> <p><b>County and Age Friendly H&amp;CBS Workgroup</b></p> <ul style="list-style-type: none"> <li>Identify services that encourage cross sector referrals among H&amp;CBS provider organizations</li> <li>Raise public awareness of H&amp;CBS in environments among audiences previously not connected to services</li> </ul>
3  Affordability	<ul style="list-style-type: none"> <li>Promote access to affordable HCBS resources for residents and caregivers</li> <li>Identify and stimulate a workforce pipeline of service providers to meet growing need</li> <li>Encourage innovation and sustainable funding strategies</li> </ul> <p><b>County's HHS A&amp;D's Nutrition Program:</b></p> <ul style="list-style-type: none"> <li>Provided home delivered and lunch meals in senior centers for County residents. Meals are provided at no cost with a voluntary donation</li> </ul>

## 2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

**Question to answer:** What else has the County accomplished in this domain beyond the planned activities?

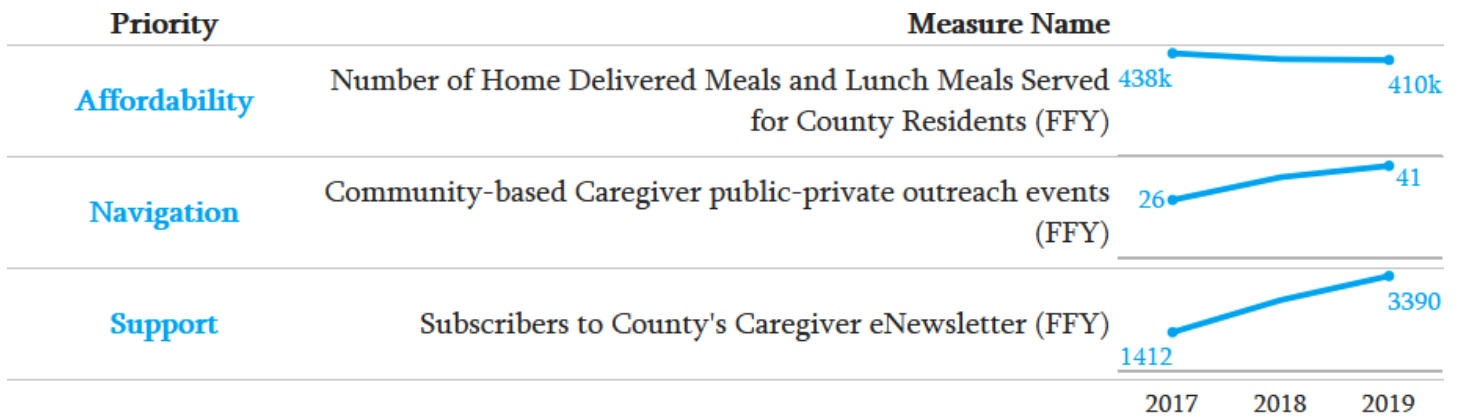
Activity / Initiative	Narrative
Home and Community Based Services Support	<ul style="list-style-type: none"> <li>County's Caregiver Support program developed new print and online resources for Caregivers: Expanded Caregiver eNewsletter integrating it into a 24/7 blog accessible via the County's Caregiver webpage</li> <li>Launched a Caregiver Podcast series featuring interviews and shared caregiver resources</li> <li>Updated Caregiver Fact Sheet</li> <li>Increased dementia awareness through the County's Dementia Friendly America Initiative</li> </ul>
Navigation	<ul style="list-style-type: none"> <li>Launched outreach with local medical and education providers. With the goal to increase awareness of the needs of caregivers and older adults.</li> <li>Collaboration with faculty and industry providers to stimulate workforce pipeline that reflects the culturally diverse of Montgomery County.</li> </ul>
Affordability	<ul style="list-style-type: none"> <li>County Council providing Community grants for services for the older</li> </ul>

	<p>adults and caregivers provided by non profit organizations</p> <ul style="list-style-type: none"> <li>Number of meals providing by County – deliver in-home and served in senior centers</li> </ul>
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# AGE-FRIENDLY MONTGOMERY AARP RECERTIFICATION REPORT

**TO BE ADDED TO UPDATED AND REVISED REPORTS**

*Question to answer: Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?*



All measures are on the federal fiscal year (Oct – Sep).

**TELL YOUR SUCCESS STORY**

*Question to answer: What are some examples of how the initiative has directly helped older adults, and how?*

Narrative

Instructions: If possible, supply a broad picture of the activity/initiative, then tell a story that personalizes it—brings it to life. Supporting photos would be helpful. (Persons shown in the photo should give permission for its use.)



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## HOUSING

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
<p><b>1... Expand Affordable Housing Options for Seniors</b></p> <p><b>Home Share Program</b></p>	<p>New Senior Communities Opened in 2019: 1 – Community, 120 units, 108 affordable</p> <p>Senior Communities Financing Approved 2019: 1 – Community, 94 units</p> <p>Senior Communities, Construction Started 2019: 4 – Communities, 769 total units, 372 affordable</p> <p>A pilot program was approved for the 2020 County budget. An RFP s in process of being published for response. The goal is to have the pilot program in place by February 2020. The goal for placement of home seekers with homeowners is 5 for the six months it is anticipated the program will be in place for the 2020 budget.</p>
<p><b>2... Introduce Aging in Place &amp; Wrap Around Services for Tax Credit Affordable Senior Living Communities</b></p> <p><b>Institute a Weatherization Program for Senior Home Owners</b></p>	<p>There are currently 26 communities taking advantage of the W.I.S.H. (Wellness &amp; Independence for Seniors at Home) program. There are currently 34 individual residents who live in 26 communities that are receiving services from W.I.S.H. Health Coaches. There is one community, Homecrest House, that has a wrap around service program for the entire independent living portion of the community in collaboration with Premier Homes of JSSA. W.I.S.H. is working on expanding its programs to new communities as well as increasing the number of participants in the current communities they serve.</p> <p>The goal for 2019 for enrolling people in the weatherization program is 120 homes. Of the 120 homes, 50% of the total is for senior homeowners. As of June 2019, a total of 85 homes are enrolled in the program and 36 of the 85 are senior home owners 62 and older.</p> <p>In 2020, the goal is between 100 – 120 program participants. Of that number, the goal for senior homeowners is 50%.</p>
<p><b>3... Aging in Place with Wrap Around Services</b></p>	<p>There are 26 communities taking advantage of the W.I.S.H. (Wellness &amp; Independence for Seniors at Home) program. There are currently 34 individual residents who live in the 26 communities that are receiving services from W.I.S.H. Health Coaches. There is one</p>

<p><b>Explore the creation of an affordable assisted living program for Montgomery County Seniors</b></p>	<p>community, Homecrest House, that has a wrap around service program for the entire independent living portion of the community in collaboration with Premier Homes of the Jewish Social Service Agency (JSSA).</p> <p>The Department of Housing &amp; Community Affairs has convened a work group to look at the issue of affordable assisted living. Currently affordable housing is addressed through inclusionary zoning. This tool does not work for assisted living or for Continuing Care Retirement Communities (CCRC). The work group will explore other avenues to provide affordable assisted living. The first meeting was held on September 25, 2019. The goal is to have a final report by May 2020 and identify any proposed legislation by June 2020.</p>
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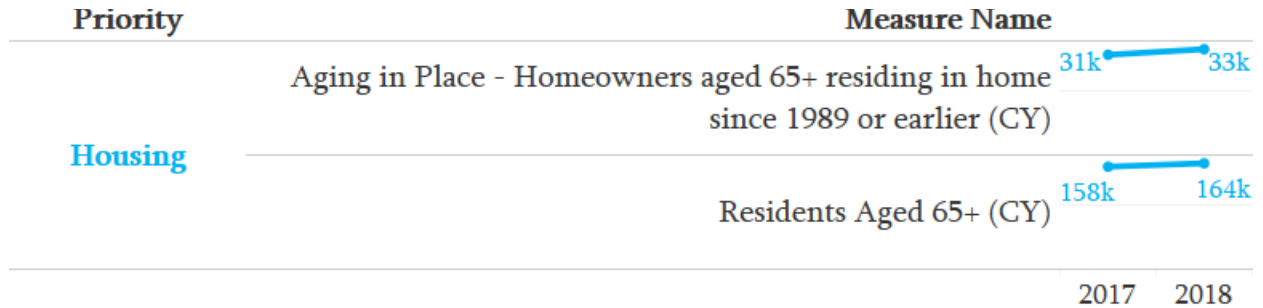
## 2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

**Question to answer:** *What else has the County accomplished in this domain beyond the planned activities?*

Activity / Initiative	Narrative
<p><b>Round Table Education</b></p>	<p>DHCA continues to sponsor Round Table Education. A Round Table program about Elder Abuse was scheduled for October 30, 2019</p>
<p><b>Certification Training Program</b></p>	<p>DHCA in collaboration with Montgomery College completed the offering a 12-session class to 40 staff members of affordable senior living communities. Registrants attending all 12-sessions received a Certificate from Montgomery College.</p> <p>Based on the evaluations and feedback from class attendees the Steering Committee is pursuing continuing education program, broadening it to include market rate senior buildings in the Montgomery County and affordable senior communities in the metro area. The new education program will be launched by a 1-day seminar in March 2020 with another Certificate Class to start in September of 2020.</p>

3. METRICS TO PROVIDE CONTEXT

**Question to answer:** Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?



II. WHAT HAVE WE LEARNED?

4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

**Question to answer:** What have we learned over the past three years that should inform future activities?

Narrative
<ol style="list-style-type: none"> <li>1. There is a continuing and growing need for affordable senior housing in Montgomery County</li> <li>2. There is a critical need for affordable assisted living</li> <li>3. Forming partnerships with public and private entities enriches program opportunities</li> <li>4. Communication with staff from affordable senior communities creates an important link in the creation of a strong and effective senior living experience for seniors in Montgomery County</li> <li>5. The County needs to get more involved in the design of senior living buildings in order to mitigate falls, particularly in bathrooms</li> </ol>

5. WHAT'S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS

**Question to answer:** Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?

Narrative
<ol style="list-style-type: none"> <li>1. To continue to support the development and construction of affordable housing for seniors.</li> <li>2. Launch a successful Home Share Program and monitor its successes and challenges in order to continue the program</li> <li>3. Encourage developers of senior buildings to address fall challenges particularly in bathrooms of senior buildings by providing more showers and grab bars</li> </ol>



**4. Explore opportunities to provide affordable assisted living units for seniors requiring housing with support services**



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## PLANNING, OPEN SPACES, PARKS AND COMMUNITY BUILDINGS

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
1. Explore how to address senior facilities in community planning documents and the general plan.	The General Plan is underway at the County Planning Department with a Countywide outreach and public input initiative. Themes of the General Plan include a vibrant economy, equity for all residents, and a healthy environment. The Planning Department is also developing a Pedestrian Master Plan to improve pedestrian conditions countywide. The plan will complement the 2018 Bicycle Master Plan and plans for other modes of transportation through strategies for making streets safer and more accessible. Planner recommendations will support making walking universally accessible to county residents of all ages and abilities and will consider walking by foot (including with a cane, a walker or a stroller), by wheelchair or by mobility scooter.
2. Continue participation on county-wide task forces developing initiatives and programs that enhance the quality of life for Montgomery County residents who are 60 and better.	Staff from the Planning and Parks Departments are currently involvement in task forces including, but not limited to: Age-friendly Montgomery and Healthy Montgomery.
3. Continue additional consideration during the design process to ensure new facilities are age-friendly through inclusive, universal design practices.	The Department of Parks is adding multi-generational fitness equipment to all playgrounds in the playground renovation program.

4. Hire an Inclusion Services and Outreach Specialist	The Montgomery County Department of Parks has hired a specialist who will be coordinating inclusive programs and events throughout the park system to be welcoming to all citizens.
5. Explore potential opportunities for co-location of senior centers in multi-purpose space or co-location with compatible public facilities	Referencing studies examining types of public facilities in the County that could benefit from colocation of senior activities, in support of the concept of building complete communities such as the “Colocation White Paper” (2015) and the “Colocation of Public Facilities” (April 2018) commissioned by the Montgomery County Planning Department.

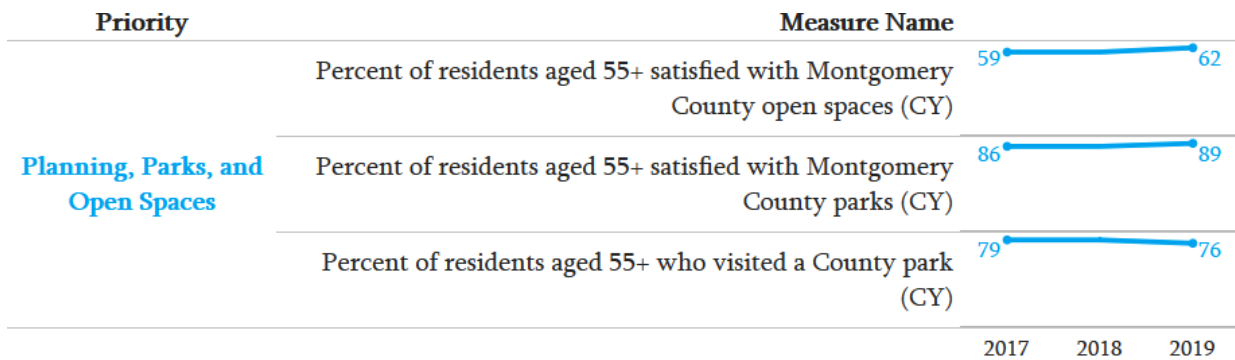
**2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN**

**Question to answer:** *What else has the County accomplished in this domain beyond the planned activities?*

Activity / Initiative	Narrative
Completed the Energized Public Spaces Plan	The Montgomery County Department of Parks recently completed this plan that identifies walkable open space needs in highly populated areas and recommends solutions to allow access and recreation for all ages.

**3. METRICS TO PROVIDE CONTEXT**

**Question to answer:** *Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?*



*Satisfaction measures are from the County’s Resident Livability Survey conducted every 2 years.*

Priority	Notes
1.Update the 2017 Park, Recreation and Open Space (PROS) plan	This plan is updated every 5 years as required by the state for program open space funding.
2. Removal of barriers to accessibility throughout our park system	As part of the Americans with Disabilities (ADA) Transition Plan, Montgomery County Parks identifies barriers and updates its list of project accomplishments every six months on its website located here: <a href="https://www.montgomeryparks.org/about/parks/accessibility/">https://www.montgomeryparks.org/about/parks/accessibility/</a>

**II. WHAT HAVE WE LEARNED?**

**4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME**

**Question to answer:** *What have we learned over the past three years that should inform future activities?*

Narrative
<p><b>Partnering with other county agencies or private companies will be essential to delivering new facilities and programs. Also, in general, the programs and amenities provided need to be inclusive to all ages and abilities and not specifically geared to one segment of the population.</b></p>

**5. WHAT’S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS**

**Question to answer:** *Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

Narrative

**To identify initiatives and programs that enhance the quality of life for Montgomery County residents who are 60 and better as a part of every community master plan, sector plan, the General Plan Update, and the Maryland National Capitol Park and Planning Commission/Vision 2050 Montgomery plan.**

**To increase communication about available programs and amenities.**

**To stay informed about the latest trends in senior friendly design and programming.**



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## SENIOR PUBLIC SAFETY

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

*Question to answer: To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).*

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority: Coordinated Awareness Campaign	Narrative Status Update
<b>1. Develop a master calendar for events and outreach (OCP)</b>	<p>OCP has worked with DTS personnel on designing a master calendar. The initial phase was fact gathering on participants, parameters of calendar needs, and technological limitations. A special focus was paid to security concerns if the calendar would include non-governmental participants. It has been determined that a Sharepoint calendar can be used to accommodate County participants, but a Google or other external calendar would be required if nonprofit and other third-party participants were to be included. A decision was made by the Work Group’s leadership to use Google for its calendar. This Calendar has been created.</p>
<b>2. Develop a public safety master checklist/brochure (MCPD)</b>	<p>MCPD’s Keeping Seniors Safe program has a <a href="#">website</a> that contains numerous brochures and links on a myriad of senior topics. OEMHS similarly has a <a href="#">website</a> with its numerous brochures and links. The OCP primarily uses third-party brochures (from FTC, CFPB, Consumers Union, etc.) on topics relevant to the senior community. Its own brochures and materials on topics of general interest to the public at large is available on its <a href="#">website</a> under the “Media” tab. Similarly, <a href="#">FRS</a> and <a href="#">OEMHS</a> have their materials for seniors on their respective websites. The plan was to collect all these materials to have a “checklist” of all</p>

	possible educational materials to be used in outreach events. That way, at an event held by FRS, materials available from OEMHS, MCPD and OCP could be immediately retrieved to supplement the educational curriculum. However, given budget cuts impacting the ability to order free dissemination of materials, as well as revisions by third-party content providers, the master checklist could not be realized and the priority has been modified for the next reporting period.
<b>3. Initiate a Public Safety Senior Forum for agencies (FRS)</b>	The Public Safety Task Force held a senior safety forum at PSHQ on October 19, 2016. This forum was a breakfast event and invited numerous agencies and programs, including KSS, SAO, and HHS. This event served as a great starting place for networking outside the task force and better alerted the participants to “cross-pollination” opportunities in helping the senior community.

## 2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

*Question to answer: What else has the County accomplished in this domain beyond the planned activities?*

<b>Activity / Initiative</b>	<b>Narrative</b>
<b>Home Safety</b>	<p>FRS, OCP, and OEMHS promoted the new smoke alarm law through a number of communication strategies, social media and other outlets. Since the inception of Senior Outreach Program (Sept. 2014 through May 2018), MCFRS:</p> <ul style="list-style-type: none"> <li>• 1890 Home Safety Checks performed</li> <li>• 3274 Smoke Alarms Installed</li> <li>• In the last 12 months (May 2017 through May 2018):</li> <li>• 638 Home Safety Checks performed</li> <li>• 1467 Smoke Alarms Installed</li> </ul> <p>OEMHS has utilized the NextDoor platform, in addition to more traditional social media platforms, to promote home safety initiatives.</p>
<b>Education</b>	<p>This workgroup coordinated education seminars and workshops and did joint presentations to senior centers, civic associations, Villages, tenant groups, Montgomery College students, health fairs, over-50 employment fairs, retirement communities, assisted living facilities, etc. Outreach and education also included resource fairs planned by County Councilmembers, County agencies, and local non-profits. Lastly, the workgroup has coordinated with non-County outlets for education, such as, Meals on Wheels, Sen. Van Hollen and Attorney General Frosh.</p>
<b>Pedestrian Safety</b>	<p>MCPD, along with MCDOT and HHS have historically worked towards providing resources for older drivers, by providing presentations and information</p>

<b>Driver Safety</b>	<p>regarding resources for keeping older drivers safe on the roads. The Traffic Division of MCPD is always available to provide resources and presentations. This included a presentation at the Age-Friendly Montgomery Advisory Group Meeting in January 2018 given by Shawn Brennan, Sam Oji and Det. Michael Polcsa. In April 2018, HHS presented a talk titled “Older Adults, Families and Friends Stay Safe on the Roads” at the Rockville Senior Center to discuss local resources for keeping older drivers safe on the roads, and about venues for spreading the word about them.</p>
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3. Metrics to provide context

*Question to answer: Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?*



Priority	Proposed Metric
<p><b>1. Develop a master calendar for events and outreach (OCP)</b></p>	<p>Ad hoc coordination with agencies and nonprofits, primarily operating via word-of-mouth and researching/networking has greatly increased the outreach to the community and the service provided. Without statistics gathering by <i>all</i> workgroup members on outreach, and a comparison of statistics before and after the start of this ad hoc coordination, only experiential data and subjective assessments are possible.</p>
<p><b>2. Develop a public safety master checklist/brochure (MCPD)</b></p>	<p>The purpose of this checklist is simply for internal convenience and efficiency. Metrics are not strictly necessary. However, website analytics could be used to see how often the relevant website pages have been accessed, if needed.</p>
<p><b>3. Initiate a Public Safety Senior Forum for agencies (FRS)</b></p>	<ul style="list-style-type: none"> <li>▪ The first Meet &amp; Greet Workshop for the Public Safety Working Group (PSWG) of Age Friendly Montgomery County was held on 10/19/2016 in the lobby auditorium of the Public Safety Headquarters in Gaithersburg. More than 50 attendees representing all Departments and Agencies that service in the PSWG heard from speakers from each of the member organizations, and that was followed by a Q &amp; A session and then a chance to meet and discuss issues “across Department lines”. The goal of this Workshop was to foster an understanding of the range of services offered by each Department to</li> </ul>



address the special needs of vulnerable seniors. The post-workshop evaluations demonstrated that this was accomplished.

- A follow-up Meet & Greet Workshop should be held in 2020, depending on the availability of funds.

## II. WHAT HAVE WE LEARNED?

### 4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

*Question to answer: What have we learned over the past three years that should inform future activities?*

#### Narrative



#### **Montgomery County Fire Rescue Services (MCFRS)**

When it comes to Senior Public Safety, the power and importance of partnerships cannot be overemphasized. This must occur at all levels of government. There must be a sustained, thoughtful, results-driven effort to embrace and expand upon the collaborative and cooperative, wholistic approach to Senior Public Safety. This must be reflected in the leadership of County departments that provide Senior Public Safety services, and those that work for those departments.

There is a need to sustain and expand upon the ability for all Departments involved with Senior Public Safety to provide “crossover” of information and resources for those seeking or in need of services or information. When a representative of one of the Senior Public Safety departments has an interaction with a vulnerable senior resident, it is imperative that those providing the services be (1) aware of the range of risks that the resident is facing, and (2) that the representative be aware of the Departments that can provide services to address the specific need(s) of the resident. This can occur at community events such as senior health and safety fairs, or in more personal settings such as an Adult Protective Services evaluation or a home safety check survey by FRS or MCP. In fact, the

priorities and projects of Public Safety often require working with agencies outside this task force. For example, education and financial safety might require coordination with HHS's Aging and Disability Services or its Adult Protective Services departments. Working on pedestrian and driver safety requires coordination with Department of Transportation.

Historically, tracking of activities using data to direct educational efforts has been a time-consuming and challenging process due to reporting systems that were not integrated. MCFRS is in the final stages of implementing an App that will address these challenges and will provide a smart system to capture real-time, geo-based data and intelligent metrics and analytics to efficiently and strategically document efforts by area, street address, organization and demographic. The use of "big data" has been shown to be a highly effective means of bringing the correct resources to the right place and providing critical data to direct resources to better serve vulnerable populations in Montgomery County. This needs to be an on-going, funded priority.

The department's priority on creating a culture of community safety starts with the recruits. Since 2017, the FRS Community Risk Reduction (CRR) Section has provided a full day of educational training in CRR (with an emphasis on fire and injury prevention for seniors) to every recruit class. Over 150 new, career firefighter/rescuers have received both classroom and field experience on senior fire safety. Because seniors are the most frequent users of MCFRS fire and EMS services, this critical program must be sustained and expanded.

The department will continue to build on and expand its collaborative approach partnering with other organizations such as Meals on Wheels, Faith-based organizations, Rebuilding Together, hospitals, home/visiting nursing programs, the Villages, and other agencies that have a trusted, well-established relationships with seniors and vulnerable, high-risk populations.

There has been a growing focus on reducing the number of frequent users of the 911 Emergency System as a means of decreasing healthcare costs and reducing the strain on EMS resources. Frequent, repeat use EMS users are a diverse group of individuals including senior citizens with a wide range of medical, behavioral and social challenges and account for a disproportionate number of non-urgent EMS calls and transports. MCFRS has done extensive work to pre-plan for the future of "paramedicine" by partnering with local hospitals and County agencies to address the needs of the County's aging population. The department has successfully deployed a multi-disciplinary team as part of the overall initiative to reduce the impact of "frequent users" of the 911 system for non-emergency situations, providing further evidence that senior safety is not "one size fits all" and that thinking progressively and focusing on high-risk audiences collaboratively will result in lives saved.

Statistically, senior citizens are more likely to die in home fires than the rest of the population and the risk more than doubles for people 75 and older. As the fire department focuses on the County's rapidly growing population of seniors who are choosing to "age in place" and are often the largest users of the 911 system, the fire chief has instituted an "Every Call/Every Alarm" initiative which results in first responders checking a home's smoke alarms to ensure they are working and up-to-

date following the medical call.

Solutions to fire and injury problems can be complex. Community engagement and partnerships serve as a force multiplier to reach high-risk residents. Through the Senior Public Safety Work Group of the Age Friendly Montgomery County program, staff have worked diligently to ensure progressive public education and community risk reduction programs are in place despite the staffing reductions and budgetary challenges of the current fiscal year.

- Since 2008, MCFRS has focused resources and talent toward reducing the likelihood and the impact of fires on the senior community. This has been a multifaceted, sustained effort has focused on “The Five E’s” of Community Risk Reduction. Those efforts include Education, Enforcement, Engineering, Emergency Response, and Economic Incentive.
- Focusing on Education, MCFRS Senior Outreach has recorded that from FY16-FY19 it had directly reached out and made contact with 7197 County residents 55+ years old, or approximately 5% of the senior population or perhaps close to 10% of those seniors that are living independently. These contacts included small, medium, and large group settings with the primary focus of meeting seniors where they congregate, including Senior Centers, places of worship, community associations and other settings where they can learn the importance of simple but vital fire prevention and fire safety lifestyles. Emphasis has been and continues to be on three primary fire safety steps; having working smoke alarms in the home, having a realistic fire escape plan, and sleeping with the bedroom door closed.
- Montgomery County continues to experience a remarkably overall low rate of fire fatalities and specifically fire fatalities involving older adults. From 2013-2017 the National Fire Protection Association (NFPA) determined that nationwide the Fire Death Rate per Million Population was 9.9 deaths/million, and that Maryland averaged 9.6 fire deaths per million population over the same period. Comparatively, Montgomery County (population 1.1 million) experienced 3 fire deaths in CY2017 and 2 fire deaths in CY2018. As of 12/2/2019 there have been no fire deaths reported in Montgomery County for CY2019.

During FY16-FY19, the MCFRS Senior Outreach and Education Program provided outreach and content to 198 total senior programs with an audience of 7,197 Montgomery County residents ages 55+. 38 of these programs were joint presentations with at least one other Montgomery County Department or Agency represented, including MCP Keeping Seniors Safe, the Office of Emergency Management and Homeland Security, the Office of Consumer Protection, States Attorney’s Office, and others. Locations of these presentations included senior centers, Villages, and other civic organizations. In the photo shown below, attendees at a fire safety education event at the Holiday Park Senior Center in August 2019 are viewing the new MCFRS Community Risk Reduction van and are learning about the important fire safety message of “Close Before You Doze”.

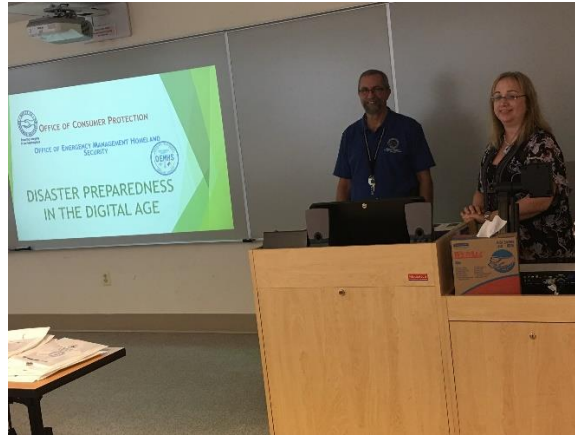


Also, during the period of FY16-FY19, MCFRS Senior Outreach conducted 1,958 home safety checks (600+ per year) and in that time we installed 2,331 smoke alarms and provided significant in-home, personalized fire and injury prevention education and resources to thousands of County residents in the location where they are most vulnerable from the effect of fires – in their homes. More than 80% of these home safety checks were conducted in the homes of self-identified “seniors”. In the photo shown below, an MCFRS Community Risk Reduction team including a seasoned, experienced firefighter and fire safety educator and members of a Firefighter/Rescuer Recruit Class meet with a Derwood resident in his home in March 2019. This photo demonstrates multiple Senior Fire Safety initiatives; direct outreach and education to vulnerable seniors in their homes and the hands-on, engaged learning of Community Risk Reduction by the next generation of MCFRS firefighters.



### **Office of Consumer Protection (OCP)**

Shared education and outreach has operated on an ad hoc basis which developing a shared calendar will greatly assist.



This is in addition to outreach and education seminars at Villages, houses of worship, retirement communities (e.g., Homecrest House, Ingleside and Asbury, etc.), senior centers, civic groups, etc.



Coupled with the Office of Consumer Protection's ("OCP") "Language Friendly Hours" initiative, the OCP was able to address seniors in Mandarin and Korean at the Chinese Senior Center and the Korean Senior Center as well as in Vietnamese to the Vietnamese American Senior Association.





**Metrics:** The OCP collects data on its outreach and education efforts, including requests for speakers or participation in consumer education fora. Comparing data from FY16 to FY17 and FY18, demonstrates a 40X increase (from less than 10 to over 40) in such outreach requests and opportunities due in part to these collaboration efforts. For that reason, the Workgroup should continue to coordinate and network with other agencies to support the work and expand its reach. While the Department of Technology Services recommended the Sharepoint calendar for internal users, the Public Safety Taskforce recommended, and the Workgroup leadership approved, the Google calendar function so that external stakeholder-members of the Workgroup could participate. This Google environment has been created and AFMAG Workgroup members were encouraged to use them.

OCP has reviewed its outreach records for FY16-FY19 and has determined it attended 67 “senior” events. However, given that there is no consistent definition of “senior” within and without the County, it is possible that additional programs could have qualified impacting this metric. Moreover, given that “seniors” attend programs aimed at broader audiences, a metric is not possible to collect the data on the number of discrete individuals who have been assisted by OCP’s efforts. In the future, OCP will collect the number of attendees and interactions at purely “senior” programs for reporting purposes but will not be able to include the number of “seniors” who attended mixed-age programs.

#### **Office of Emergency Management and Homeland Security**

The Montgomery County Office of Emergency Management and Homeland Security (OEMHS) often partners with the other member departments of the Senior Public Safety Workgroup by providing the personal preparedness perspective at various outreach events, including those targeting the County’s senior population.



OEMHS has participated in tabling events geared toward seniors, including the 50+ Employment Expo and the World Elder Abuse Awareness Day event, and continues to seek opportunities to reach out to the County’s aging population to help them be better prepared for emergencies.



OEMHS supports the shared Google calendar that will enable each of our member organizations be informed and aware of upcoming outreach opportunities.

One of OEMHS' most popular publications is the Community Preparedness Workbook, which provides County residents with an easy-to-use template for developing a basic personal emergency preparedness plan.

In addition, the agency has developed an expanded version that addresses the unique planning needs of those with access and functional needs. OEMHS recognizes that many seniors who have immigrated from other countries are not proficient in the English language. To address this, both publications are available, both in hard copy and on the OEMHS website, in Spanish, French, simplified Chinese, Amharic, Korean, Russian, and Vietnamese. Finally, the Access & Functional Needs Preparedness workbook is also available in hard copy in Braille.

As part of National Preparedness Month, OEMHS has partnered with several Montgomery County Food Assistance providers that deliver food to homebound residents to include its Community

Preparedness Workbooks as part of their deliveries. This resulted in the distribution of over 500 workbooks to homebound residents.

**Metrics:**

The following statistics represent in-person presentations or tabling events where seniors were either the focus of the event or a substantial part of the audience. These figures don't include social media outreach or those reached through distribution of outreach materials mailed to county facilities:

FY2016: 25

FY2017: 39

FY2018: 32

FY2019 (as of 11/6): 41

**Montgomery County Police Department**

Keeping Seniors Safe (KSS) is a program that has been developed in conjunction with the Volunteer Resources Section (VRS) of the Montgomery County Police Department (MCPD). The KSS program was established to increase awareness of safety issues within the senior community and to provide guidance and resources to senior's issues. The program draws its origins from AmeriCorps, a voluntary civil society program supported by the U.S. federal government.



While the charter and focus of the team are for the county's senior population, the information provided by KSS would generally apply to any adult. Topics included in a KSS presentation include safety tips, fraud, scam and identity theft identification and prevention, who to call for services in Montgomery County and home preparedness in case of a sudden emergency.

All administrative functions for the team are handled by VRS. While the VRS Director has management and oversight responsibilities, the KSS team operates almost entirely without MCPD civilian nor sworn-officer presence. This unique situation exists due to the sheer number of KSS presentations and the fact that they can be held anywhere in the county at practically any time.



Currently there are 10 volunteer members of the KSS team. Each member is responsible for participating in two (2) team events per quarter, each calendar year.

Because the KSS team does not meet on a regular schedule and yet must communicate effectively, each team member is required to have a valid email address (either personal or county) and to check their email regularly.

#### Training:

The goal of the KSS team is to raise awareness of the topics presented and supplement the presentation with educational brochures, handouts, website links, etc. for the audience to then use at their discretion afterward.

Although there is no formal training program nor certification process there are multiple training materials available for each team member. These include the KSS website which has multiple resources including a template of a presentation script, and numerous links to law enforcement and other organizations with tips and information on KSS-related topics. The brochures and handouts the team provides to the public in its presentations can also be used as training materials. Team members are encouraged to be aware of current frauds and scams and to do their own research on those topics.

Occasionally, organizations such as AARP, FINRA (Financial Industry Regulatory Authority), and other partner organizations will provide professional training for law enforcement entities, including KSS. This training may be available either on-site or on-line. KSS members are also eligible for any/all training offered to MCPD volunteers and interns.

#### Customers:

Approximately 75% of the KSS team events are presentations given to a variety of citizen groups throughout Montgomery County. Those citizen groups are made up of retiree organizations, churches and religious organizations, community activist groups, and senior groups that meet at county recreation and senior centers. Those presentations reach over 1,000 county citizens per year.



The remaining 25% of the team's events are those where KSS staffs vendor tables to hand out team advertisement materials and engages with the general public. Those events can be hosted by either State and/or County government organizations or community groups. Hundreds of citizens may visit our table at any one of those events. In addition. Those events have proven very valuable in increasing community awareness of the KSS program.



#### Mission Partners:

The KSS team interacts with several entities in performing its duties. Included (but limited to) are MCPD Community Services Officers (CSOs), MCPD Financial Crimes, MCPD Community Engagement, Montgomery County Fire and Rescue Services (MCFRS), United States Postal Inspector Service (USPIS), and Montgomery County city police departments of Takoma Park and Gaithersburg.

#### Statistics:

The KSS team began collecting statistics regarding its events in 2014.

	<u>Total KSS Events</u>	<u>Event Breakdown</u>	<u>County Citizens Presented To</u>
2014	26	20 Presentations; 6 as Vendor or other	Unknown
2015	37	30 Presentations; 7 as Vendor or other	700 +
2016	51	37 Presentations; 13 as Vendor or other	1100 +
2017	59	42 Presentations; 17 as Vendor or other	1100 +
2018	46	36 Presentations; 10 as Vendor or other	700 +
2019 (YTD)	30	17 Presentations; 13 as Vendor or other	700 +

**5. WHAT’S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS**

*Question to answer: Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

**Narrative**

Gain a better understanding of how people “hear” us and the information we need to relay. The more conduits and mechanisms for information dissemination, the more challenging it is to target the senior community. A broader survey by the County on how seniors “hear” from the County and seek information on important topics might be useful in focusing messaging.

To maximize public safety for the entire community, the PSWG will seek to reach out to community members with communication-based needs, such as those who are not proficient in English, those who receive information through non-traditional methods, and others.



# AGE-FRIENDLY MONTGOMERY ACTION PLAN

## TRANSPORTATION AND MOBILITY

### I. WHAT HAVE WE ACCOMPLISHED?

#### 1. STATUS OF PLANNED ACTIVITIES

**Question to answer:** To what extent has the County completed the planned activities for this domain as outlined in the Action Plan? (Please also credit “who” contributed to success –i.e. department, organization, etc.).

#### NARRATIVE UPDATE FOR EACH PRIORITY

Priority	Narrative Status Update
1... Public Education and Outreach	<p>Increased awareness of transportation &amp; mobility options and resources through community outreach, events and presentations; advertising; creation of marketing materials, including plain language materials and translations; social media posts; cable television, newspapers, expanded content on County website; etc.</p> <p>Publicized and encouraged use of the Connect-A-Ride program, which provides transportation information and referral for residents over 50, public transportation travel training and assistance completing applications.</p> <p><u>Partners included:</u> Departments of Transportation, Health and Human Services, Public Information Office; Jewish Council for the Aging; and Washington Council of Governments.</p>
2... Affordability	<p>Supported and help fund aging-in-place villages, many of which provide free transportation to members. Number of organizations providing volunteer rides increased from 27 in 2017 to 31 in 2019.</p> <p>Extended hours of free Ride On and Metro bus service for older adults to include Saturday hours.</p> <p><u>Partners included:</u> Departments of Transportation and Health and Human Services; Jewish Council for the Aging, County villages and non-profits, and Washington Council of Governments).</p>
3... Accessibility	<p>County remains committed to achieving a 100% accessible taxi fleet by 2025. Updated regulations governing the Transportation Services Improvement Fund further incentivize purchase and rental of accessible taxicabs by reimbursing owners and renters of those vehicles.</p> <p>Improved the built environment by continuing the County’s bus stop improvement program and reconstructing sidewalks to meet ADA standards.</p> <p>Retimed traffic signals to extend pedestrian crossing times to the latest national standards, which accommodate slower walking speeds; upgraded traffic signals to include accessible/countdown pedestrian signals; increased street name signs by 25% and added advanced street names signs using higher grade retro-reflective signs; and upgraded stop signs from 24 to 30 inches</p> <p>Extended passenger vehicle licenses to MoCo Union Taxi to provide accessible taxicab</p>

	<p>service.</p> <p><u>Partners:</u> Department of Transportation; County Council; Commissions on Aging and People with Disabilities</p>
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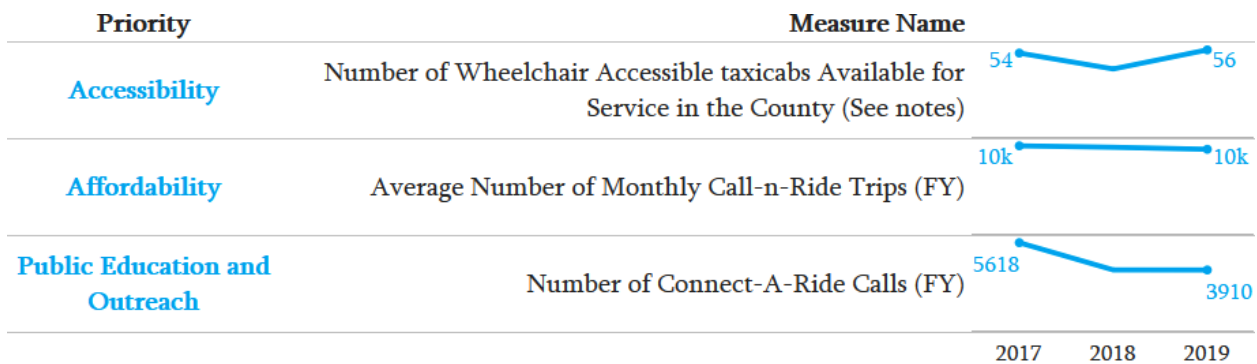
2. OTHER ACCOMPLISHMENTS WITHIN DOMAIN

**Question to answer:** What else has the County accomplished in this domain beyond the planned activities?

Activity / Initiative	Narrative
On-Demand Call-n-Ride taxi service	Awarded over half a million dollars by the Washington Council of Government, through its Enhanced Mobility Grant, to reduce participants' co-payments .
Ride On FLEX	Initiated Ride On FLEX program which eliminates need to travel to a fixed bus stop to access public transportation in certain service zones.
Escorted Transportation	Continued to fund escorted transportation program that fills gaps related to trips requiring extra assistance; long distance; non-medical in purpose, etc.
Travel Training	Change Ride Smart Travel Training from two days to one to increase participation.
Expanded outreach	Reach out to community groups serving non-English.

3. METRICS TO PROVIDE CONTEXT

**Question to answer:** Are we able to report on the metrics proposed in the Action Plan – or are there other quantitative insights / evidence that can be included to support the narratives?



## II. WHAT HAVE WE LEARNED?

### 4. LESSONS LEARNED: BUILDING FROM WHAT WORKS AND CHALLENGES TO OVERCOME

**Question to answer:** *What have we learned over the past three years that should inform future activities?*

#### Narrative

The transportation option that is complained about the least is volunteer transportation. The County should continue to support small organizations that provide it.

Taxicabs provide important on-demand transportation for older adults, but service can be unreliable. Older adults may rule it out if they have bad experiences. The County should continue to hold taxicab companies and drivers accountable for safety and quality customer service.

The built environment has become more complex and hazardous with the addition of e-scooters, dockless bikes, e-bikes, etc. The County needs to seek input from the community about the safety considerations of these devices. On the positive side, both a Vision Zero and a Pedestrian Master Plan planning process are underway which may take these issues into account.

Few drivers give up their licenses willingly. The county needs to invest in older driver safety, especially regarding to making the roads as safe as possible for older drivers.

### 5. WHAT'S NEXT: EXTENDING PRIORITIES, NEW OPPORTUNITIES, AND FUTURE ASPIRATIONS

**Question to answer:** *Building from what we have learned and accomplished (or not) over the past three years, what do we want to collectively aspire to within this domain moving forward?*

#### Narrative

Find a way to expand service to Senior Centers.

Continue all ongoing efforts; and recruit other partners in the Community, such as non-profits and volunteer services to participate in these efforts.

