Steering Committee Meeting

Tuesday, July 21, 2015
2:00 PM – 4:00 PM

Health Foundation of South Florida
2 South Biscayne Blvd., Suite 1710
Miami, FL 33131
Dial In Option: 305-330-4986, Pin: 28369
INITIATIVE MISSION

“Create a community for all ages, where older adults in Miami-Dade can stay active and healthy with dignity and enjoyment.”
MIAMI-DADE AGE-FRIENDLY INITIATIVE
BACKGROUND & HISTORY

2011
2012
2013
2014
2015
GIA Community AGEnda
Grant Recipients

Community AGEnda is funded by Grantmakers in Aging through a generous grant from the Pfizer foundation. Ultimate goal is to create communities for all ages.

1. City of Atlanta, Georgia
2. Maricopa County, Arizona
3. Greater Kansas City Region
4. City of Bloomington, Indiana
5. Miami-Dade County, Florida

www.AgeFriendlyMiami.org
Year 3 Projects

- Technical Assistance
- Leadership Development
- Project Expansion & Vitality
- Priorities & Action Plan
- Awareness Campaign & Age-Friendly Summit

Miami-Dade Age-Friendly Initiative

www.AgeFriendlyMiami.org
Leadership Development
Leadership Development

- Collective Impact Framework
  - Results Based Accountability
- Steering Committee Leadership
- Lead Agency Leadership & Sign MOUs

Miami-Dade Age-Friendly Initiative
- Leadership Development
  - Technical Assistance
  - Project Expansion & Vitality
  - Awareness Campaign & Age-Friendly Summit
  - Priorities & Action Plan
LEAD AGENCIES & MOU

- Alliance for Aging
- AARP
- Health Foundation of South Florida
- Miami-Dade County
- Urban Health Partnerships
- United Way
Priorities & Action Plan
Priorities & Action Plan

- RESULTS-BASED ACCOUNTABILITY FRAMEWORK
- IDENTIFY PRIORITIES FOR INITIATIVE
- DEVELOP 3-YEAR ACTION PLAN
AGE-FRIENDLY DOMAINS

AGE-FRIENDLY COMMUNITY

- Transportation
- Housing
- Outdoor Spaces & Buildings
- Respect & Social Inclusion
- Civic Participation & Employment
- Communication & Information
- Social Participation
- Community & Health Services

Adapted from: Suzanne Garon, University of Sherbrooke
ACTION PLAN FOR AN AGE-FRIENDLY MIAMI-DADE
OUTDOOR SPACES & BUILDINGS

1 PARKS & PROGRAMMING

Establish Safe Parks and Programs that meet Age-Friendly Park standards through proximity, standards, and promotion.

2 AGE-FRIENDLY BUSINESSES

Increase the number of age-friendly businesses in Miami-Dade County.

3 PLACEMAKING

Improve the sense of place, comfort, and interconnectedness of communities by promoting age-friendly amenities and events, as well as connectivity between public spaces and neighborhoods.
**TRANSPORTATION STRATEGIES**

1. **ACTIVE TRANSPORTATION & SAFE STREETS**
   
   Advocate for and Implement Complete Streets for safer, usable streets for all modes, users and mobility

2. **ON-DEMAND TRANSPORTATION**
   
   Ensure older adults have knowledge of and access to on-demand transportation services.

3. **BETTER ACCESS & QUALITY OF TRANSIT STOPS**
   
   Ensure that older adults have knowledge of resources for transit and how to use it, as well as have better access to quality transit stops
1 **AFFORDABILITY**

Provide affordable housing options and availability to older adults through education, policy, and an increase in affordable options.

2 **ACCESSIBILITY & ADAPTABILITY**

Ensure that older adults are able to live in homes that are accessible or able to be modified and adaptable to their needs.

3 **PROGRAMS & SERVICES**

Ensure that services and programs meet the housing needs of older adults.
Awareness Campaign & Age-Friendly Summit
Awareness Campaign & Age-Friendly Summit

- Develop & Implement Awareness Campaign
- Age-Friendly Summit on May 12, 2015
- Learning Circles
- Discussion Groups & Stories
AGE-FRIENDLY SUMMIT

TUESDAY, MAY 12, 2015
8:30 AM - 2:00 PM
Newman Alumni Center, Coral Gables

150 attendees including elected officials, department heads, leaders, & older adults representing more than 50% of municipalities

Materials are available at AgeFriendlyMiami.org/Age-Friendly-Summit
AGE-FRIENDLY SUMMIT
1. PUBLIC RELATIONS
Publicity generation activities will include the distribution of a media alert, distribution of press releases, and ad hoc pitching to generate feature coverage.

2. COLLATERAL
Development of collateral items will include 3 essential pieces such as a simple brochure, fact sheet, and updated website.

3. EMAIL COMMUNICATIONS & DIRECT MAIL
Develop a database of contacts, send email and direct mail versions of summit invitations and collateral printed pieces.

4. ADVERTISING
Seek in-kind advertising from The Miami Herald and El Nuevo Herald to promote the Age-Friendly Summit. In addition, will seek in-kind outdoor advertising through relationship with Clear Channel Outdoor.

5. SOCIAL MEDIA & ENGAGEMENT
Development of LinkedIn and consolidated management of Facebook, Twitter on Hoot Suite as a shared responsibility.

6. METRICS
In order to evaluate the progress and effectiveness of our campaign, track metrics on Media Outreach, E-mail Reach, Social Media and Website analytics.
FEATURE COVERAGE
COLLATERAL & ADVERTISING
WEBSITE & SOCIAL MEDIA
MAYOR’S CHALLENGE
AWARENESS CAMPAIGN:
OTHER PROJECTS

LEARNING CIRCLES

STORIES & DISCUSSION GROUPS

www.AgeFriendlyMiami.org
PROJECT EXPANSION & VITALITY
PROJECT EXPANSION & VITALITY

POLICY COMPONENT

NEIGHBORHOOD COMPONENT: BUSINESS DISTRICT PROMOTION, EVALUATION, TOOLKIT

OLDER ADULTS TRANSPORTATION PLANNING GUIDE

PARKS COMPONENT: DEVELOP AN AGE-FRIENDLY PARKS TOOLKIT

Miami-Dade Age-Friendly Initiative

Technical Assistance
Leadership Development
Priorities & Action Plan
Awareness Campaign & Age-Friendly Summit
Project Expansion & Vitality
LRTP

The Miami-Dade MPO Governing Board adopted the 2040 Long Range Transportation Plan (LRTP) during their Oct. 23, 2014 meeting which included age-friendly considerations, language and objectives.

Crosswalks

FDOT recently completed a pedestrian safety and mobility study along SW 8th St from SW 27th Ave to Brickell Ave. The study recommended new marked crosswalks, including some with RRFB (Rectangular Rapid-Flash Beacons). Some coincide with the area we worked with in Little Havana for Safe Routes to Age in Place.

CDMP

On Nov. 19, 2014, the BCC unanimously approved the proposed amendments as is for transmittal to the state of Florida for review. The application being sponsored by Chairwoman Rebeca Sosa and co-sponsored by Commissioner Daniela Levine Cava.

Publication

The paper "An Audit of a Diverse Community for Safe Routes to Age in Place: Environmental Policy Implication" was accepted for publication in the Journal of Gerontological Nursing for the Public Policy Section and will appear in the March 2015 issue.
AGE-FRIENDLY BUSINESS DISTRICT

BUSINESS EVALUATION
Business survey evaluations to be requested with each of the 25 current businesses collected via phone or in person from June 16th until July 31st

OLDER ADULT EVALUATION
Older adult survey evaluations to be collected in person from June 16th until July 31st

COLLABORATION
Seek collaboration from Little Havana Community and Faith Based Organizations to promote initiative

PROMOTION
Ongoing promotion of district in Little Havana with assistance from community organizations

OUTREACH
TOOLKITS & GUIDES
TECHNICAL ASSISTANCE

Pfizer Foundation
Grantmakers in Aging
Generations United
Executive & Steering Committee
Our Age-Friendly Network
TECHNICAL ASSISTANCE

- PROVIDE TECHNICAL ASSISTANCE TO INTERESTED ORGANIZATIONS & MUNICIPALITIES
- WORK WITH HEALTHY COMMUNITY PARTNERSHIPS (LITTLE HAVANA & MIAMI GARDENS)
- PROVIDE ASSISTANCE & COLLABORATE WITH OTHER COMMUNITY AGEnda SITES
EVALUATION

Miami-Dade Age-Friendly Initiative

Technical Assistance

Leadership Development

Project Expansion & Vitality

Priorities & Action Plan

Awareness Campaign & Age-Friendly Summit

www.AgeFriendlyMiami.org
SUMMIT EVALUATION

Sectors Represented at the Summit
- Non profit: 5%
- Government: 7%
- Private: 20%
- Other: 11%
- Missing: 57%
SUMMIT EVALUATION

Government affiliation

- Elected official: 4%
- Non-elected: 5%
- Missing: 91%
SUMMIT EVALUATION

How willing are you to help implement local strategies in MDC to make it more age friendly?

- Looking forward to leading: 47%
- Sign me up: 23%
- Cheer you on: 21%
- Endorse: 7%
- Missing: 2%

www.AgeFriendlyMiami.org
SUMMIT EVALUATION

Who bears greatest responsibility for well being of older adults?

- Everyone: 91%
- Federal Government: 3%
- State: 2%
- City: 2%
- County: 1%
SUMMIT EVALUATION

Summit met expectations about what you were going to learn from it

- To a great extent: 62%
- Somewhat: 27%
- Neutral: 5%
- Not at all: 2%
- Very little: 4%
SUMMIT EVALUATION

Summit increased awareness of older adult issues and strategies to address them

- Very little: 2%
- Somewhat: 25%
- Neutral: 7%
- To a great extent: 66%
SUMMIT EVALUATION

Summit presented best practices in developing age-friendly communities

- To a great extent: 52%
- Somewhat: 34%
- Neutral: 11%
- Very little: 3%
SUMMIT EVALUATION

Summit demonstrated need for investment in development of age-friendly environments, transportation, and housing.
EVALUATION PLAN

Age-Friendly Business District

Action Plan Development

Age-Friendly Summit

Awareness Campaign
GOING FORWARD: WHAT’S NEXT?

- CONTINUED LEADERSHIP
- FINANCIAL & IN-KIND SUPPORT
- PRIORITY AREAS & POTENTIAL PROJECTS
PRIORITY AREAS & POTENTIAL PROJECTS

Outdoor Spaces & Buildings

Parks & Programming
- Toolkit Promotion
- Parks Standards Workshop
- Parks Programming Workshop
- Education/Awareness for Community

Transportation

Active Transportation & Safe Streets
- Complete Streets Promotion & Adoption
- Walking Audits
- Safe Routes to Age in Place
- Better Data on Public Transportation
- Partner with Trolley & Other Transit Services

Housing

Affordable Housing
- Develop Education Materials
- Provide Education to Key Stakeholders
- Research & Advocate for Policy Modifications
MEETINGS & NEXT STEPS

Look for our Emails, Updates & Requests for Feedback
We look forward to your input

Let us know what you are working on!
Help us share our age-friendly achievements through our network

Next Steering Committee Meeting
October 2015
WEBSITE & SOCIAL MEDIA

www.AgeFriendlyMiami.org
Facebook.com/AgeFriendlyMiami
Twitter.com/AgeFriendlyMIA
THANK YOU!

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