LANSING for a LIFETIME
Age-Friendly Lansing
2017 - 18 Action Plan
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Lansing is aging, with the City’s greatest increase in population coming from the 55 to 59 and 60 to 64 age brackets, according to Census data. Older adults are assets to our community, spending a high percentage of their income locally, starting businesses as well as volunteering and voting at higher than average. In order to address this demographic shift, Lansing decided to take action.

Age-Friendly Lansing was launched in collaboration with AARP Michigan in the summer of 2015. Community conversations were held in 2016 to discuss the initiative and get feedback from residents. In 2017, the City pulled together community leaders from different organizations and City departments to form work groups and brainstorm ideas to improve Lansing.

As part of the network, Lansing joins over 100 communities across the country, including seven other capital cities and seven communities in Michigan. The Age-Friendly Community program helps develop plans for the infrastructure and support systems necessary to enable people to stay in their communities as they age. The overall goal of this initiative is to help our aging population stay healthy and active.

As citizens in Lansing live longer, their hard-won wisdom, experience, skills, knowledge, productivity, energy and insights are valuable and growing resources that are helping to support our families, improve our workplaces and strengthen communities. Ethnically, culturally and economically diverse, older citizens are a vital part of the dynamic of Lansing. Ensuring that Lansing citizens can thrive as they age benefits everyone.

Age-Friendly Lansing has made significant progress toward assessing the City’s responsiveness to the needs of older citizens and developing recommendations that will allow Lansing to enhance its status as an age-friendly city. With help from the community, this Action Plan was created to outline how Lansing can become more age friendly in the next few years.

COMMUNITY PROFILE

As Michigan’s capital city, Lansing is a diverse and exciting place to live, work and play. Approximately 117,000 people call Lansing home, making it the sixth largest city in the state. “Greater Lansing” is used to describe the mid-Michigan region, composed of Eaton, Clinton and Ingham counties, in addition to being the capital of Michigan. Lansing is often associated with Michigan State University, due to its close proximity to the Big Ten university and research institution. Lansing has a very rich transportation history with the R.E. Olds Motor Car Company producing automobiles and generating jobs in the early to late 1900s and multiple GM plants in Lansing continuing to produce several hundred thousand vehicles per year. Today, the city’s economy is diversified among government service, healthcare, manufacturing, insurance and education. There’s always plenty to do in the city, with downtown events, local restaurants, and activities along the Grand River. Learn more at lansingmi.gov.
The Age-Friendly Community program emphasizes both the built and social environment. They also focus on features such as safe and walkable streets, better housing and transportation options, access to key services, and opportunities for residents to participate in community activities.

Members of the AARP Age-Friendly Communities are committed to providing the older residents in their community the chance to have fulfilling, dynamic and safe lives. The City of Lansing has identified eight domains of livability that influence the quality of life for residents of all ages. We took these eight domains and separated them into six work groups:

- Outdoor Spaces & Buildings
- Housing
- Transportation
- Volunteering / Social Engagement / Employment
- Communication & Information
- Community & Health Services
WHO DOES THE AGE-FRIENDLY PROGRAM IMPACT?

The Age-Friendly Program will affect citizens of all ages who live, work or play in Lansing. Although the main focus is on the city’s aging population, the age-friendly community concept benefits individuals of all ages.

Making improvements in these areas will not only benefit our seniors, but the entire community. The City of Lansing is dedicated to improving the lives of all our citizens so they can be prepared for future needs and enjoy aging in their homes throughout their lives.

Some action items identified in the Action Plan include increasing park accessibility and implementing an age-friendly business program. These action items will not only improve the lives of our seniors, but will improve the overall quality of life for all residents that play or shop in our community.

Implementing these action items will not be simple. Creating a successful program will take key community leadership and partnership to collaborate and create the best possible and cost-effective solution. With the help of current and new partnerships, we will be able to achieve the goals identified by our residents.

AGE-FRIENDLY LANSING LEADERSHIP TEAM

The Age-Friendly Lansing Leadership Team is a mix of City departments and community leaders who volunteered their time to oversee the creation of the Age-Friendly Lansing Action Plan. These members worked together to brainstorm ideas on how to make Lansing a more age-friendly community.

- **Karen Kafantaris** – AARP Associate State Director
- **Andrew Kilpatrick** – City of Lansing Public Service Director
- **Ellen Grimes** – Former Lansing Digital Media Intern /Action Plan Organizer & Writer
- **Elizabeth Hude** – Former Capital Area Transportation Authority Systems Planner
- **Valerie Marchand** – City of Lansing Communications Manager
- **Jeanna Paluzzi** – Former Ingham County Land Bank Executive Director
- **Joan Nelson** – Allen Neighborhood Center Director
- **Nicole Baumer** – Deputy Director, Tri-County Regional Planning Commission
- **Andi Crawford** – City of Lansing Director of Neighborhoods and Citizen Engagement
- **Jim DeLine** – City of Lansing Police Department and City Council (Retired)
Age-Friendly Lansing held six Community Conversations involving approximately 500 residents of all ages. Each Community Conversation lasted about three hours and were held from August 2016 to October 2016. Community Conversations were also held in a variety of locations. Having multiple locations and dates allowed the Age-Friendly team to gather feedback from residents in all parts of the city at their convenience. Community Conversations were advertised through flyers, social media, mailed letters and email. The events were also placed on a variety of community calendars and spoken about in radio interviews.

During the Community Conversations, the following questions were posed and then discussed:

- **Transportation** – What transportation options will you need when you can no longer drive?
- **Housing** – What will keep you from being able to stay in your current home as you age?
- **Social Participation** – How can your community improve on providing affordable, accessible and meaningful social and leisure activities for older people?
- **Outdoor Spaces** – What are your positive and negative experiences using the outdoor spaces and public buildings in your community?
- **Civic Participation and Employment** – Why does work need to be an all or nothing experience? How can your community provide ways older people can continue to work for pay, volunteer their skills and be actively engaged in the community?
- **Communication and Information** – How can your community improve on communicating information to older people?
- **Health Services** – How can your community improve on the health and community supportive/social services that are available to older people?
- **Respect and Social Inclusion** – How does your community show respect for and include older people?

After talking about these overarching questions, an Aspirations Worksheet was passed out, where people wrote down their specific desires for each section that they would like to see in their community. Follow-up questions based off these aspirations were asked after the activity to narrow down the specifics of people’s wants and needs.

It was important that we heard the community’s feedback and opinions on how local policies and programs can drive innovation within the Lansing to make it more livable. During the Community Conversations, attendees gained a better understanding of what it means to be age-friendly, learned how it could help drive economic development, and shared their input on what can be done to meet the needs of the community residents as they age.
The Age-Friendly Community program requires Lansing to create a three-year plan of action for the community based on findings from our Community Conversations and continuing assessment. Upon approval of the action plan, the community will begin implementation. After the program has been in place for five years, a progress report will be submitted to the AARP Network. Evaluation of the needs of the city of Lansing will be ongoing, involving residents of all ages to identify new priorities as the plan progresses.

The goal of these Community Conversations was to provide a way for residents to share what they will need as they age directly with those leading this initiative. Together, participants and facilitator identified goals and aspirations for a more age friendly Lansing.

The key findings of the sessions are presented in the following sections.

**KEY FINDINGS: OUTDOOR SPACES**

*Safety & Accessibility, Walkability and Social Activities*

**Improved lighting:** Attendees stated the need for improved lighting on streets and buildings. Having more lights helps them to feel safe, especially at night.

**Better signage:** There was an expressed desire for signs with larger fonts and illumination in order to see them clearly at night.

**More seating:** Individuals noted that many public buildings are accessible to enter and move around, however, there is often a lack of restrooms or places to sit and rest in convenient locations. Attendees also mentioned that there was a lack of locations to sit in City parks. They suggested more benches, preferably in shady spots.

**Bus stop improvements:** For the individuals who use CATA, the lack of benches at bus stops was raised many times. In addition, the lack of snow removal at bus stops was a frequent issue. People would like better maintenance of these stops in the winter so that they could safely walk to and from the bus.
KEY FINDINGS: TRANSPORTATION

Affordable & Accessible Transportation, Safety & Special Needs, Reimbursement, Private Transportation, Walkability and Regulations & Dependability

Improve door-to-door services: Improvements to the city’s current transportation system would help seniors stay independent longer. Attendees stated repeatedly that scheduling rides at convenient times is sometimes difficult with the current CATA door-to-door system, making them late for appointments. Participants specifically want door-to-door service, especially when they go the doctor, the grocery store and shopping centers.

Reach rural/regional regions: There is also a large desire for CATA to expand its services to include rural and regional areas. This would cut back on the amount of time spent transferring bus systems when riders get to a county line.

Walkability: Attendees were concerned about the walkability of Lansing’s sidewalks, specifically the unevenness of the pavement. There was significant interest in getting the sidewalks fixed. The majority also said that they would like to complete their daily activates without using automobiles.

Private transportation: More affordable private transportation services are highly needed. Uber, Lyft and taxis are a huge help, but new approaches are needed to make them more secure and affordable. Getting into a vehicle with a stranger can make seniors hesitant to use the service.

Overall, attendees would like the public transportation authority to focus on point-to-point access, safe buses, simpler scheduling and on-time arrival.
KEY FINDINGS: HOUSING

Affordability, Physical Assistance, Financial Assistance, Remodeling and Regulation & Policies

Affordable housing: All attendees agreed that affordable and accessible housing options are lacking. If they must move, 98% said they would like to remain in the community they currently live in.

Planning and zoning: The attendees highly recommended an increase in planning implementation and zoning regulations for age-friendly housing. They also identified the need for mixed housing and intergenerational neighborhoods.

Remodeling: Access to information about how to remodel a home to fit an individual’s needs is very important. 89% of individuals said they would like to stay in their current home if possible. As they age, they need to know which resources they should consult when making changes to their home, such as wider doorways, ramps, and first floor bathrooms and bedrooms.

Physical assistance: The third most frequent response was the need for physical assistance, such as cleaning, repairs, maintenance, specialized help and general tasks.

KEY FINDINGS: VOLUNTEERING & EMPLOYMENT

Jobs, Volunteering, Information & Communication and Training & Education

Communication system: Many attendees stated they would like to find part-time work or volunteer but they are unable to find a job or connect with a meaningful volunteer position. A significant communication system is needed to create networks to link volunteers to people in need. Providing opportunities for people of all ages to engage in meaningful volunteer work would increase civic participation for 50-plus people.

KEY FINDINGS: RESPECT & SOCIAL INCLUSION

Communication and Respect

Accessible information: A significant amount of the feedback received mentioned that seniors feel disconnected from their community from lack of accessible information. They also believe that the 50-plus community opinions are not acknowledged the way they should be, and this could be due to lack of involvement in decisions (circling back to the issue of lack of communication).
KEY FINDINGS: COMMUNICATION & INFORMATION

Accessibility and Education

Central location for information: Seniors have spent the majority of their lives relying on newspapers, TV and radio for their information. Although acknowledging the benefits of new technology, many still find it difficult to use technology; especially navigating the internet or using automated systems. It frustrates some that information, especially about local activities, is not available in one place. Because of this, they feel disconnected from their community. There is a consensus that there should be one location to find City information.

Affordability: Another issue expressed was the high cost of new communication avenues, such as the internet. Free city/community WIFI or other free communication services for people who cannot afford new technology should be considered.

Educational classes: Participants/respondents also expressed a need for classes on how to use the internet, navigate websites and use cell phones.

KEY FINDINGS: HEALTH & COMMUNITY SERVICES

Accessibility, Services, Affordability, Transportation and Education

Central location: People with health conditions are interested in centralizing health care within the community to allow for easy access to services. They would like a single place to visit the doctor, get tests, and go to therapy (not necessarily a hospital). Participants suggested adding health clinics in community centers.

Transportation: Seniors said they often have transportation trouble when traveling to their health services facility. Most stated that their only option is to ask a good friend in advance so they will set time aside to take them. More transportation services are needed so people do not miss important appointments. There was also an expressed desire for home health services, where transportation is not needed.

Exercise options: Attendees expressed a need for more exercise opportunities for seniors. This could be accomplished through inexpensive or free exercise facilities/programs.

Faster scheduling: Participants said that some physicians, especially the few geriatricians who are in the area, are so busy that it can take months to get an appointment. There needs to be an easier way to schedule prompt appointments.

Communication: The availability of health services information needs to be improved – there is a lack of knowledge of resources available.
The 2016 AARP Age-Friendly Community Survey of Lansing, Michigan Residents Age 50-Plus was commissioned to help Lansing decision makers achieve the goal of livability.

According to AARP Research, a “livable community” is a place that allows individuals to age-in-place. A comprehensive definition of a livable community is one that is “safe and secure, has affordable and appropriate housing and transportation options, and offers supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents’ engagement in the community’s civic, economic and social life.”

The formula for what makes a community livable isn’t particularly complex. For the most part, the features are fairly simple. In a livable community, people of all ages can do go for a walk, safely cross the street, ride a bike, get around without a car, live comfortably, work or volunteer, enjoy public places, socialize, spend time outdoors, be entertained, go shopping, buy healthy food, find the services they need, and make their city, town or neighborhood a lifelong home. A community that includes all of these livable community features can be great for people of all ages.

Across the nation, individuals make connections and commitments to homes, friendships, community organizations and local social ties within their community and want to age-in-place. Lansing residents are no different.

AARP Research developed a survey instrument that captures the World Health Organization’s eight areas of livability in order to: (1) help communities establish a baseline with regards to older adults being able to age in place, and (2) conduct a community needs/gap analysis to identify and prioritize areas of focus.

To identify needs/gaps, survey respondents were asked how important community features and services were to them and whether or not these features and services exist. To compare these questions, respondents who said a feature or service is extremely, very, or somewhat important are aggregated and then compared to respondents who said the feature or service was present in their community.

The report is based on data from a mail survey of 3,000 residents age 50-plus living in Lansing, Michigan. The survey was fielded from July 24 to September 4, 2015. Each sampled resident was contacted four times receiving the following pieces of mail: pre-notification postcard, the first survey, a reminder postcard, and a second survey. A total of 471 completed surveys were returned by the cutoff date of September 4, 2015.
AARP Research findings show that:

- Lansing residents age 50-plus have deep roots in their community. Three in five (61%) have lived in their community for 25 years or more. Most do not plan to move, and eight in ten (81%) say their community is a good place for older people to live.
- Overall, Transportation and Health are rated as the most important livable community features for Lansing residents among all eight domains. Transportation relates to well-maintained streets and safe and reliable transportation options. Health relates to convenient and well-maintained health care facilities and a variety of affordable health care professionals.
- The top four important community features for Lansing residents are well-maintained streets, conveniently located emergency care centers, well-maintained hospitals and health care facilities, and a variety of health care professionals.
- Clearly displayed printed community information with large lettering (77%) is identified as the top community needs gap, followed by community information that is delivered in person to people who may not be able to leave their home (75%) and an automated community information source that is easy to understand (73%).


The City used the information received from these community conversations and the survey to assist in developing the Lansing for a Lifetime Age-Friendly Action Plan. This plan outlines the City’s age-friendly priorities for the next three years. As we move forward, we will continue to gather thoughts and opinions from the members of our community. Thank you to everyone who shared their experiences and perspective on life in Lansing and how to make the city more age-friendly.

Another idea expressed repeatedly during the development of the plan was the creation of a **Senior Advisory Council**. This group would be made up of representatives of older citizens ages 50 and up. The council would work to make sure that organizations are staying up-to-date on their tasks, give input on where City efforts are most effective, represent seniors in Lansing, make sure others’ voices and concerns are heard, and oversee the implication of the Age-Friendly Action Plan as a whole.
The City of Lansing is home to 111 parks that host a variety of programs and events for all residents. The City is also home to the Lansing River Trail and Fenner Nature Center. These parks provide a number of recreational activities including disc golf, basketball, volleyball, and camping. Currently, Lansing has more than 600 miles of sidewalk and 16 miles of paved trails.

The Outdoor Spaces and Buildings domain focuses on parks walkways and buildings within the city. To be considered age-friendly, these features must be accessible and available to residents of all ages. As we have more older residents who may no longer have the ability to drive, having easy walking access to local businesses and public services will be even more important. Having a walkable community promotes healthy living for to residents of all ages.

According to AARP’s Community Survey, the largest unmet need in Lansing outdoor spaces is well-maintained public restrooms that are accessible to people of different physical abilities. One concern surrounding this is that those restrooms that do not have a park ranger or caretaker tend to be vandalized more. Other features needed include public parks with enough benches, well-maintained public buildings that are accessible to people of different physical abilities, separate pathways for bicyclists and pedestrians, and sidewalks that are in good condition (AARP Research, 2016).

### ACTION PLAN ITEM #1

**Improve the accessibility of Lansing’s outdoor spaces, including physical amenities.**

#### Task 1.1

**Activity:** Complete an inventory of existing physical amenities within Lansing parks and within the public right of way: restrooms, benches, drinking fountains, bike racks, etc.

**Lead Agency:** City of Lansing, Department of Public Service, Department of Parks and Recreation

**Timespan:** 3-6 months

**Resources and Support:** City of Lansing GIS staff, Capital Area Health Alliance, Friends of the Lansing Regional Trails, Disability Network Capital Area (organize youth volunteering opportunity)

**Potential Barriers or Resistance:** Volunteer and staff time

**Metrics:** A complete inventory

#### Task 1.1 A

**Activity:** Review assets and identify gaps by initiating a needs assessment (Where are the problems? Ask citizens for their opinion)

**Lead Agency:** City of Lansing, Department of Neighborhoods + Citizen Engagement

**Timespan:** 3-6 months

**Resources and Support:** Neighborhood groups and associations, students

**Potential Barriers or Resistance:** Citizen participation and completion of surveys

**Metrics:** Completed surveys and analysis of results
Task 1.2  
**Activity:** Develop a strategy to ensure playgrounds, parks and outdoor spaces more accessible  
**Lead Agency:** City of Lansing  
**Timespan:** 6-9 months  
**Resources and Support:** Existing City of Lansing Parks & Recreation plan and other plans  
**Potential Barriers or Resistance:** Staff time  
**Metrics:** Multi-step plan or incorporation into strategic plan which parks/spaces will be addressed each year.

Task 1.3  
**Activity:** Identify locations where benches, outdoor lighting and other amenities are needed  
**Lead Agency:** City of Lansing Parks & Recreation  
**Timespan:** 18-24 months  
**Resources and Support:** Volunteers  
**Potential Barriers or Resistance:** Cost  
**Metrics:** Number of amenities installed  
Outcome: Plan to install identified amenities with timeline for completion.

Task 1.4  
**Activity:** Make priority playgrounds handicapped accessible  
**Lead Agencies:** City of Lansing Parks & Recreation, Disability Network Capital Area  
**Timespan:** 18-24+ months  
**Resources and Support:** Volunteers  
**Potential Barriers or Resistance:** Cost  
**Metrics:** Number of playgrounds made accessible  
Outcome: Increased use of parks.

Task 1.5  
**Activity:** Improve signage for pathways, sidewalks and trails are clearly defined: large, visible fonts on park signs, map of parks with nearest cross streets, amenities, bus routes  
**Lead Agency:** City of Lansing  
**Timespan:** 18-24 months  
**Resources and Support:** Ingham County Parks and Trails Millage, Capital Area Health Alliance  
**Potential Barriers or Resistance:** Millage funding  
**Metrics:** Percentage of plan implemented

Task 1.6  
**Activity:** Institute a plan or solution for well-maintained, accessible public restrooms  
**Lead Agencies:** Disability Network Capital Area, City of Lansing Parks & Recreation  
**Timespan:** 12+ months  
**Resources and Support:** Volunteers  
**Potential Barriers or Resistance:** Staffing and use of bathrooms as shelter or a primary bath facility  
**Metrics:** Percentage of bathrooms open, accessible and well-maintained

Task 1.7  
**Activity:** Invest in a digital training program for seniors on how to navigate a smart phone app (specifically, how to use maps on a phone to find walking directions to parks)  
**Lead Agencies:** Capital Area District Library, City of Lansing Parks & Recreation  
**Timespan:** 12+ months  
**Resources and Support:** Senior centers, Tri-County Office on Aging (TCOA) Senior Dining Sites, nursing homes, students (high school and college)  
**Potential Barriers or Resistance:** Finding volunteers and staff time  
**Metrics:** Implementation of program

Task 1.8  
**Activity:** Continue to improve bus stop accessibility: install more benches, ensure bus stops are well-maintained in the winter (snow removal, paths shoveled). The expansion of the number of bench/shelter locations, in addition to the improvement of concrete conditions, will continue to occur as CATA improves its on-street facilities.  
**Lead Agency:** Capital Area Transportation Authority (CATA)  
**Timespan:** 18-24+ months  
**Resources and Support:** City of Lansing  
**Potential Barriers or Resistance:** Cost  
**Metrics:** Measure Percentage of bus stops made accessible throughout the year
ACTION PLAN ITEM #2

Increase the number of age-friendly businesses and services within Lansing.

Task 2.1
Activity: Analyze Lansing businesses and "certify" them for being age-friendly (encourage those who don't fit criteria to make their services more accessible)
Lead Agencies: AARP, Greater Lansing Convention & Visitors Bureau, Lansing Regional Chamber of Commerce
Timespan: 12+ months
Resources and Support: One-page application with criteria. Other cities that have this business program. Creative Placemaking Summit, Tri-County Regional Planning Commission, Lansing Regional Chamber of Commerce
Potential Barriers or Resistance: Businesses may need expensive updates to be suitable for all ages, businesses may not see benefits of participation, and marketing a new program to businesses will take time and resources
Metrics: Number of participating businesses in the program

Task 2.2
Activity: Create a directory of age-friendly businesses (update TCOA's existing resource directory of service providers and businesses that provide services to older adults)
Lead Agency: TCOA
Timespan: 18 months
Resources and Support: List of local businesses
Potential Barriers or Resistance: Time and cost of approving businesses and continually updating the directory
Metrics: Creation of an age-friendly business directory

Task 2.3
Activity: Partner with businesses to provide senior discounts
Lead Agency: AARP
Timespan: 18+ months
Resources and Support: Downtown Lansing Inc., Old Town Commercial Association, Lansing Regional Chamber of Commerce
Potential Barriers or Resistance: Staffing
Metrics: Number of partners

Task 2.4
Activity: Partner with stores to provide deliveries for homebound seniors
Lead Agency: City of Lansing Department of Human Relations and Community Services
Timespan: 12-18 months
Resources and Support: Local businesses that provide these services (research to see if there is an existing market)
Potential Barriers or Resistance: Staffing and cost
Metrics: Number of stores that provide deliveries for homebound seniors
Create intergenerational outdoor spaces and programs.

**Task 3.1 A**
**Activity:** Conduct inventory of accessible community gardens
**Lead Agencies:** Greater Lansing Food Bank, Ingham County Land Bank, TCOA Nutrition Program
**Timespan:** 6-9 months
**Resources and Support:** The Garden Project (Greater Lansing Food Bank), Disability Network Capital Area, Allen Neighborhood Center
**Potential Barriers or Resistance:** Staff time
**Metrics:** Completed inventory

**Task 3.1 B**
**Activity:** Modify existing community gardens with age-friendly accommodations: garden paths wide enough for wheelchairs, raised garden beds so people don’t have to bend down, etc.
**Lead Agencies:** Greater Lansing Food Bank, Ingham County Land Bank
**Timespan:** 18-24 months
**Resources and Support:** The Garden Project (Greater Lansing Food Bank)
**Potential Barriers or Resistance:** Time and money
**Metrics:** Number of accessible community gardens in Lansing

**Task 3.2**
**Activity:** Organize an Adopt-A-Grandparent Program (match a child and older person to work on community gardens together)
**Lead Agencies:** Allen Neighborhood Center, South Lansing Community Development Association (SLCDA), NorthWest Initiative, faith-based organizations, Retired Senior Volunteer Program (RSVP) Foster Grandparent Program
**Timespan:** 12 months
**Resources and Support:** Neighborhood centers, MSU Extension Master Gardeners Program
**Potential Barriers or Resistance:** Funding, management, staff time, and creation of program may be difficult
**Metrics:** Creation of program

**Task 3.3 A**
**Activity:** Identify and establish an accessible outdoor space plan (or incorporate into an existing strategic plan) to organize events (inventory of park event spaces, schools, parking lots, and other potential places to gather within the community) and develop activities in these spaces
**Lead Agencies:** City of Lansing Parks & Recreation, Ingham County Land Bank
**Timespan:** 12-18 months
**Resources and Support:** Old Town Commercial Association
**Potential Barriers or Resistance:** Staffing and funding
**Metrics:** Increased number of available outdoor spaces for events

**Task 3.3 B**
**Activity:** Identify gaps in outdoor spaces activities using public surveys at events (farmers markets, open-mic nights, food options, etc.) and develop activities to meet these gaps
**Lead Agency:** City of Lansing Parks & Recreation
**Timespan:** 12-18 months
**Resources and Support:** YMCA Healthy Living Mobile Food Kitchen, Lettuce Live Well, community and faith-based groups
**Potential Barriers or Resistance:** Staffing and funding
**Metrics:** Creation of activities

**Task 3.4**
**Activity:** Identify and develop ties within the community where information (such as outdoor programming, community gardens, other programs, activities, and information) can be dispersed
**Lead Agency:** City of Lansing, Department of Neighborhoods and Citizen Engagement
**Timespan:** 12-18 months
**Resources and Support:** Facebook
**Potential Barriers or Resistance:** Staffing
**Metrics:** Completion of information dissemination network including e-newsletter
When looking at the Transportation domain, one should consider if the current public and private transportation options are safe, available, and affordable. In some parts of the City, older residents have a difficult time walking or driving around the city safely. Others are unaware of other affordable means of transportation. In addition to these concerns, the demand for transportation resources will increase with an aging population.

Many Lansing residents drive themselves when they need to get around. More than four in five (84%) say when they need to get around for shopping, visiting the doctor, running errands, or other needs.

In the “Top 10 Overall Important Community Features” list identified by AARP Research, six of the features relate to transportation: well-maintained streets, easy-to-read traffic signs, well-lit and safe streets, safe public transportation stops and areas, special transportation services for people with disabilities, and reliable public transportation.

Lansing has a number of existing transportation programs available for senior citizens and eligible disabled individuals. The Capital Area Transportation Authority (CATA) has a discounted fare for those who are 62-plus years of age for a fixed route service. CATA buses are equipped with wheelchair ramps or lifts for accessibility. Service animals accompanying riders are welcome on all CATA vehicles. Large print and audio versions of print bus schedules are also available.

For seniors who are unable to use fixed-route services due to a disability, there is a curb-to-curb service called Spec-Tran. This affordable and accommodating service uses lift-equipped buses and vans to transport customers.

From the community’s perspective, the largest unmet need in Lansing transportation is well-maintained streets. Other needs include driver education courses, audio/visual pedestrian crossings, and affordable public parking (AARP Research, 2016).
ACTION PLAN ITEM #4

Ensure safety for all transportation modes.

Task 4.1
Activity: Develop a safe crossings plan
Lead Agency: City of Lansing
Timespan: 9-12 months
Resources and Support: Public input
Potential Barriers or Resistance: Staffing
Metrics: Completed plan

Task 4.2
Activity: Evaluate City speed limits
Lead Agency: City of Lansing
Timespan: 1-2 years
Resources and Support: Updated data
Potential Barriers or Resistance: Staffing and resistance to increases in speed limits
Metrics: Updated speed limit adjustment recommendations
Outcome: Implemented by December 2020.

Task 4.3
Activity: Provide a Car Fit Program twice per year
Lead Agency: AARP
Timespan: 6-9 months
Resources and Support: City of Lansing, faith community
Potential Barriers or Resistance: Promotion and cost
Metrics: Number of times offered, number of participants

Task 4.4
Activity: Educate people about safe walking and cycling
Lead Agencies: League of Michigan Bicyclists, Playmakers Fitness Foundation
Timespan: 6-9 months
Resources and Support: Office of Highway Safety Planning, City of Grand Rapids
Potential Barriers or Resistance: Staffing and cost
Metrics: Number of classes offered, number of participants

Task 4.5
Activity: Provide a Drive Sharp program twice per year
Lead Agency: AAA Foundation for Traffic Safety
Timespan: 6-9 months
Resources and Support: Location and space, City of Lansing, faith community
Potential Barriers or Resistance: Promotion and cost
Metrics: Number of times offered, number of participants

ACTION PLAN ITEM #5

Increase the accessibility of information regarding transportation.

Task 5.1
Activity: Develop a single transportation information resource guide
Lead Agencies: Tri-County Office on Aging (TCOA), Tri-County Regional Planning Commission (TCRPC)
Timespan: 9-12 months
Resources and Support: CATA, Central Michigan 2-1-1, Dean Transportation
Potential Barriers or Resistance: Staffing, funding
Metrics: Resource agency operating

Task 5.2
Activity: Create a mobility manager position
Lead Agency: Capital Area Transportation Authority (CATA)
Timespan: 2-4 years
Resources and Support: City of Lansing
Potential Barriers or Resistance: Staffing, funding
Metrics: Position established
Task 5.3
Activity: Promote real-time bus information in the form of app and electronic displays at bus stops.
Lead Agency: CATA
Timespan: 6-18 months
Resources and Support: Classes for seniors
Potential Barriers or Resistance: Don’t have, unable to use technology.
Metrics: Number of seniors using app.
Outcome: Created & implemented app with 250 users.

Task 5.4
Activity: Build Awareness of transportation providers and last mile options
Lead Agency: TCRPC
Timespan: 6-9 months
Resources and Support: Transportation providers
Potential Barriers or Resistance: Staffing, ability to find information
Metrics: Resource guide

Task 5.5
Activity: Provide mobility planning services, orientation and mobility instructors
Lead Agency: CATA
Timespan: 12-18 months
Resources and Support: TCOA, City of Lansing Human Relations and Community Services
Potential Barriers or Resistance: Staffing, funding
Metrics: Number of residents assisted

Task 5.6
Activity: Develop a multi-modal transportation plan to improve facilities and operations.
Lead Agency: CATA
Timespan: Ongoing
Resources and Support: TCOA, City of Lansing Human Relations and Community Services
Potential Barriers or Resistance: Staffing, funding
Metrics: Number of residents assisted
Outcome: Created & implemented app with 250 users.

Task 5.7
Activity: Build Awareness of transportation providers and last mile options
Lead Agency: TCRPC
Timespan: 6-9 months
Resources and Support: Transportation providers
Potential Barriers or Resistance: Staffing, ability to find information
Metrics: Resource guide

Task 6.1
Activity: Update the City of Lansing Non-Motorized Plan to include a sidewalk and lighting plan
Lead Agency: City of Lansing
Timespan: 6 months
Resources and Support: Public input, Lansing Board of Water and Light, neighborhood groups, Disability Network Capital Area, TCRPC
Potential Barriers or Resistance: Staffing
Metrics/Outcome: Final public input meeting, by September, 2019 to affirm draft plan. Completed plan

Task 6.2
Activity: Continue to develop a paratransit plan that connects across agencies (CATA, Clinton Transit, EATRAN) and increase services offered
Lead Agency: CATA
Timespan: 12-18 months
Resources and Support: Clinton Transit, EATRAN, Disability Network Capital Area
Potential Barriers or Resistance: Funding
Metrics: Completed plan

Task 6.3
Activity: Continue to increase the number of bus benches and shelters in partnership with local, county and State roadway owners
Lead Agency: CATA
Timespan: Ongoing
Resources and Support: City of Lansing
Potential Barriers or Resistance: Funding
Metrics: Number of benches and shelters installed

Task 6.4
Activity: Continue to increase the legibility of signage for older drivers
Lead Agency: City of Lansing
Timespan: 2-5 years
Resources and Support: Michigan Department of Transportation (MDOT)
Potential Barriers or Resistance: Funding
Metrics: Number of new signs installed, percentage meeting reflectivity recommendations
Task 6.5
Activity: Develop a maintenance or upgrade plan for paths and sidewalks.
Lead Agency: City of Lansing
Timespan: 6-9 months
Resources and Support: Disability Network Capital Area
Potential Barriers or Resistance: Staffing
Metrics: Completed plan and milestones for implementation.

Task 6.6
Activity: Identify inaccessible connections to public buildings and develop a timeline to ensure all buildings are accessible.
Lead Agency: City of Lansing
Timespan: Ongoing
Resources and Support: Disability Network Capital Area
Potential Barriers or Resistance: Funding, lack of regulatory authority
Metrics: Number of properties with barriers removed

Task 6.7
Activity: Encourage increased residential density and ancillary neighborhood services
Lead Agency: City of Lansing
Timespan: Ongoing
Resources and Support: TCRPC
Potential Barriers or Resistance: Neighborhood groups, residents
Metrics: Number of infill developments, targeted to City identified areas of focus.
DOMAIN THREE: HOUSING

The Housing domain focuses on ensuring that there are home modification programs and a variety of available housing options so residents do not feel they have to move away as they get older. As residents continue to age, there will be a demand for housing modifications and new housing to accommodate a range of physical abilities. The Housing action items focus on ensuring that our residents are able to live in their home safely without any barriers.

Lansing is home to about 117,000 residents. According to 2017 population demographics, 48,450 of the homes in Lansing are owner-occupied. Information from the Tri-County Office on Aging (TCOA) indicates that 12,650 homes in Lansing have one or more residents age 60 or older in 2016 and of these, 5,557 households have seniors that live alone.

Lansing residents age 50-plus have deep roots in their community. According to AARP Research, many older Lansing residents are unlikely to move into a different home within their community (60%) or move outside their community (50%) in their retirement years. The majority say they will need to make home modifications to enable them to age in place and that the top home modification needed will be to the bathroom.

While many respondents indicate it is important to remain in their community as they age, if residents were to consider moving when they retire and do not work, the top factors that would impact their decision would be finding a home that helps them live independently and is the appropriate size for their needs.

According to the AARP Age-Friendly Community Survey, the largest unmet need in Housing is home repair for low-income and older adults. The second largest unmet need is seasonal services such as lawn and snow removal. Well-maintained and safe low-income housing were needs identified by the community as well (AARP Research, 2016).

ACTION PLAN ITEM #7

Increase the range of housing options, including size, type and cost.

**Task 7.1 A**

**Activity:** Complete an inventory of current housing stock and types  
**Lead Agency:** City of Lansing  
**Timespan:** 9 months  
**Resources and Support:** Current plans, TCOA, Greater Lansing Association of Realtors (GLAR), Lansing Housing Commission, Michigan State University practicum  
**Potential Barriers or Resistance:** Staffing  
**Metrics:** Completion of map, list

**Task 7.1 B**

**Activity:** Identify gaps in current housing stock  
**Lead Agencies:** City of Lansing, Tri-County Office on Aging (TCOA)  
**Timespan:** 9-12 months  
**Resources and Support:** Michigan State Housing Development Authority  
**Potential Barriers or Resistance:** Standards for ideal range and distribution  
**Metrics:** Map or list of gaps
Task 7.1 C
Activity: Define “affordability” in the city of Lansing
Lead Agencies: City of Lansing, TCOA
Timespan: 9-12 months
Resources and Support: Michigan State Housing Development Authority; Capital Area United Way ALICE report https://www.micauw.org/alice
Potential Barriers or Resistance: Staffing
Metrics: Adoption of affordability standard

Task 7.2
Activity: Modify zoning standards to permit accessory dwelling units (ADU), cohousing, additional density, multi-family, etc.
Lead Agency: City of Lansing
Timespan: 12 months
Resources and Support: Other communities (e.g. Ann Arbor) that currently permit these, consultants, Michigan Municipal League, Michigan Chapter of Congress for the New Urbanism, etc.
Potential Barriers or Resistance: Neighborhood groups, City of Lansing
Metrics: Adopted zoning ordinance

Task 7.3
Activity: Develop housing retrofit building code standards
Lead Agency: City of Lansing
Timespan: 18 months
Resources and Support: Phoenix Arizona, other communities
Potential Barriers or Resistance: Current code
Metrics: Adopted code

Task 7.4
Activity: Develop an age-friendly housing score
Lead Agencies: City of Lansing, AARP
Timespan: 12 months
Resources and Support: WalkScore, BikeScore, TransitScore, neighborhood groups, Health Impact Assessment tool data
Potential Barriers or Resistance: Staffing, gathering data to create score
Metrics: Ability to calculate age friendly housing score for any parcel in Lansing

Task 7.5
Activity: Develop policies to encourage age-friendly housing (accelerate review and approval, taxable value freeze, small incentives)
Lead Agency: City of Lansing
Timespan: 6 months
Resources and Support: All review agencies
Potential Barriers or Resistance: Review agencies
Metrics: Implementation of standards

Task 7.6
Activity: Adopt age-friendly requirements for City approved housing incentives
Lead Agencies: City of Lansing, Lansing Economic Area Partnership (LEAP)
Timespan: 6 months
Resources and Support: Developers, community funders and agencies
Potential Barriers or Resistance: Developers
Metrics: Adoption and implementation of requirements and incentives
ACTION PLAN ITEM #8

Identify and develop resources to help people stay in their homes as they age.

Task 8.1
Activity: Identify current maintenance, repair and retrofit programs
Lead Agencies: AARP, TCOA, Community Development Associations, Habitat for Humanity
Timespan: 6-9 months
Resources and Support: Michigan Disability Rights Coalition, Disability Network Capital Area, United Cerebral Palsy of Michigan, Habitat for Humanity
Potential Barriers or Resistance: Staffing
Metrics: A comprehensive list of existing programs

Task 8.2
Activity: Develop programs to meet gaps in current resources and make sure programs are coordinated (e.g. housing, food, transportation, health services, home repair, home modification, utility assistance, shut off prevention and the creation of a universal grant application)
Lead Agencies: AARP, TCOA, Community Development Associations, Habitat for Humanity
Timespan: 12 months
Resources and Support: Schools, neighborhood groups, Michigan Public Service Commission, Lansing Board of Water & Light (BWL), Consumers Energy
Potential Barriers or Resistance: Staffing and funding
Metrics: Creation of programs

Task 8.3
Activity: Identify resources that address affordability
Lead Agencies: AARP, TCOA, Community Development Associations, Habitat for Humanity
Timespan: 3-6 months
Resources and Support: Energy efficiency (BWL, Consumers Energy, Michigan Energy Options)
Potential Barriers or Resistance: Difficulty gathering info
Metrics: A list of resources

Task 8.4
Activity: Increase maintenance and safety of low income housing
Lead Agency: City of Lansing Code Enforcement
Timespan: 12 months
Resources and Support: community development agencies
Potential Barriers or Resistance: Difficult to measure
Metrics: Increased safety in houses

Task 8.5
Activity: Create an age-friendly contractor list
Lead Agencies: AARP, City of Lansing
Timespan: 12 months
Potential Barriers or Resistance: Need to develop training and approval criteria
Metrics: Creation of list
Educate the community about housing options and benefits of age-friendly features.

**Task 9.1**
*Activity:* Develop age friendly housing information for residents, developers, realtors and contractors  
*Lead Agencies:* City of Lansing, TCOA  
*Timespan:* 9-12 months  
*Resources and Support:* Home Builders Association of Michigan, housing organizations, Health Impact Assessment tool, Tri-County Regional Planning Commission, TCOA Housing Directory, Lansing Community College Construction Department, MSU Construction Management, Ingham Intermediate School District (ISD) trade programs  
*Potential Barriers or Resistance:* Staffing, contractors not open to meeting needs  
*Metrics:* Completed information packet

**Task 9.2**
*Activity:* Develop an accessible housing sale and rental list  
*Lead Agencies:* City of Lansing, TCOA  
*Timespan:* 12-16 months  
*Resources and Support:* Greater Lansing Association of Realtors  
*Potential Barriers or Resistance:* Staffing  
*Metrics:* Accessible housing list

**Task 9.3**
*Activity:* Undertake a single family accessible conversion  
*Lead Agencies:* Housing organizations (Ingham County Land Bank, Habitat for Humanity)  
*Timespan:* 12-18 months  
*Resources and Support:* Lansing Community College Construction Department, MSU Construction Management, ISD trade programs, building trades  
*Potential Barriers or Resistance:* Cost  
*Metrics:* Completion of a unit

**Task 9.4**
*Activity:* Coordinate a "Parade of Accessible Homes" event  
*Lead Agencies:* Allen Neighborhood Center, Ingham County Land Bank  
*Timespan:* 12-18 months  
*Resources and Support:* City of Lansing  
*Potential Barriers or Resistance:* Staffing, sufficient number of homes  
*Metrics:* Completed event

**Task 9.5**
*Activity:* Educate code officials in the Lansing Building Safety Office about age friendly modifications and resources  
*Lead Agencies:* City of Lansing  
*Timespan:* 12-18 months  
*Resources and Support:* Home Builders Association of Michigan  
*Potential Barriers or Resistance:*  
*Metrics:* Completed training sessions
The Volunteer and Civic Engagement domain focuses on giving residents of all ages the opportunity to volunteer and engage within their community. While talking to members of the community, we discovered that some residents want more ways to volunteer and some are looking for local volunteers to assist them.

Existing volunteering services in Lansing include the Retired Seniors Volunteer Program (RSVP), a volunteer network in Lansing for people age 55-plus. This non-profit gives seniors the chance to participate in a variety of activities, learn new skills, fill volunteering needs, and stay active and engaged in the community.

According to the AARP Age-Friendly Community Survey, the largest unmet need in Volunteering is transportation to and from volunteer activities. There is also a need for easy-to-find volunteer information, training sessions, and opportunities for older adults to participate in decision-making roles (AARP Research, 2016).

**ACTION PLAN ITEM #10**

Facilitate volunteering opportunities for Lansing’s senior population.

**Task 10.1**

**Activity:** Merge inventory of agency volunteer recruitment tools and target strategies  
**Lead Agencies:** City of Lansing, Capital Area United Way, Power of We, Michigan Nonprofit Association  
**Timespan:** 6-9 months  
**Resources and Support:** Michigan State University, Old Town Commercial Association, Get Connected (need age range added), Michigan Nonprofit Association, Power of We, contact agencies to ask for tools  
**Potential Barriers or Resistance:** Agency’s capacity  
**Metrics:** Creation of inventory and centralized portal  
**Outcome:** Partnership with the United Way’s existing volunteer portal as a tool for SERVE Lansing.

**Task 10.2**

**Activity:** Create a profile(s) of senior volunteers (contact info, interests, etc.)  
**Lead Agencies:** Capital Area United Way, RSVP, City of Lansing  
**Timespan:** 6-9 months  
**Resources and Support:** Staff time needed  
**Potential Barriers or Resistance:** Staff time  
**Metrics:** Number of senior profiles created

**Task 10.3 A**

**Activity:** Create effective communication tools to reach the senior population  
**Lead Agencies:** City of Lansing, Capital Area United Way, TCOA  
**Timespan:** Ongoing  
**Resources and Support:** Staff time, media support  
**Potential Barriers or Resistance:** Digital divide  
**Metrics:** Volunteer opportunities printed in Lansing Living document and number of volunteer hours documented

**Task 10.3 B**

**Activity:** Determine outcome data to be reported and best way to gather this information  
**Lead Agency:** City of Lansing  
**Timespan:** Ongoing  
**Resources and Support:** Media, staff time  
**Potential Barriers or Resistance:** Agency pushback (used to using other programs)  
**Metrics:** Accurate report of volunteer hours using United Way/SERVE Lansing portal with age demographic analysis
DOMAIN FIVE: SOCIAL ENGAGEMENT

Social engagement refers to one’s degree of participation in a community or society. Evidence suggests that high levels of social engagement are also associated with improved individual happiness and general well-being.

Lansing citizens expressed that the largest unmet need in Social Participation is intergenerational involvement in local schools. Other needs include activities that are affordable to all residents, a variety of cultural activities for diverse populations, senior-specific activities, and widely publicized information about activities (AARP Research, 2016).

According to the AARP Age-Friendly Community Survey, many older Lansing residents are unlikely to move outside their community in their retirement years. Even with this history, seniors can still feel disconnected from society due to lack of accessible activities and information. The following action items work to address these issues.

ACTION PLAN ITEM #11

Provide a variety of appropriate and engaging activities in the metro Lansing area.

Task 11.1
Activity: Conduct a landscape analysis of existing programming
Lead Agencies: Lansing School District, RSVP
Timespan: 6-9 months
Resources and Support: Staff time, coordinator
Potential Barriers or Resistance: Staff time & resources
Metrics: Landscape of existing programming for seniors created and identify a lead for maintaining publication (electronic or in paper format)

Task 11.2
Activity: Complete a gap analysis of existing programming by survey, at events, or through partners
Lead Agencies: Tri-County Office on Aging (TCOA), Retired Senior Volunteer Program (RSVP)
Timespan: 6 months
Resources and Support: Staff time, coordinator
Potential Barriers or Resistance: Staff time & resources
Metrics: Gaps of existing programming identified

Task 10.3 C
Activity: Develop opportunities for seniors to volunteer in schools
Lead Agencies: Lansing School District, RSVP
Timespan: Ongoing
Resources and Support: Communities in Schools, Safe Routes to School, senior walking clubs
Potential Barriers or Resistance: Coordinating program, background checks, matching volunteers with needs
Metrics: Number of seniors volunteering in schools
Task 11.3
Activity: Communicate activities to the target audience
Lead Agency: Lansing Public Media Center (City TV)
Timespan: Ongoing
Resources and Support: Staff time, space on City TV, other local media, dedicated YouTube channel, City of Ann Arbor
Potential Barriers or Resistance: Staff time, human resources
Metrics: YouTube channel created, number and variety of media outlets used

Task 11.4
Activity: Encourage venue sponsors to be more age-inclusive, physically-inclusive and culturally-inclusive
Lead Agencies: Old Town Commercial Association, Lansing Regional Chamber of Commerce, Greater Lansing Sports Authority, Lansing Entertainment and Public Facilities Authority
Timespan: Ongoing
Resources and Support: Staff time
Potential Barriers or Resistance: Getting venue sponsor buy-in
Metrics: Lansing for a Lifetime criteria created, yearly count of Lansing for a Lifetime logo used, number of events, amount of users on Lansing for a Lifetime (see task 1.7)

Task 11.5
Activity: Communicate culturally specific events in the metro Lansing area
Timespan: Ongoing
Resources and Support: City of Lansing
Potential Barriers or Resistance: Language differences, staff time
Metrics: Number and variety of media outlets used

Task 11.6
Activity: Convene a senior summit for agencies to bring information about services (Lansing for a Lifetime Partner Fair, in addition to Mayor’s Senior Fair)
Lead Agencies: TCOA, Capital Area Health Alliance, City of Lansing Parks & Recreation, Senior Alliance for Education (S.A.F.E.) - partner with Living Longer, Living Better conference
Timespan: 1 year
Resources and Support: TCOA
Potential Barriers or Resistance: Potential conflict with Mayor’s Senior Fair
Metrics: Number of participating agencies each year

Task 11.7
Activity: Create a Lansing for a Lifetime logo (events that qualify can use the logo)
Lead Agency: City of Lansing
Timespan: 3 months
Resources and Support: Artistic talent and or branding agency
Potential Barriers or Resistance: Small and simple logo
Metrics: Yearly count of Lansing for a Lifetime logo used, number of events
Outcome: Logo/brand will be easily identifiable by the community as a source for information and events.

Task 11.8
Activity: Develop a live streaming mechanism for as many events as possible
Lead Agencies: City TV, City of Lansing
Timespan: 3 months
Resources and Support: Artistic talent and staff time needed
Potential Barriers or Resistance: Staff time needed
Metrics: Number of views on live stream account and number of events live streamed to account
Outcome: The City has increased live-stream access substantially since January 2018 to live stream events and for replay as well as live streaming and posting full episodes and clips from City Council and Committee of the Whole meetings.

Task 11.9
Activity: Maintain relevant Facebook group (Lansing for a Lifetime)
Lead Agencies: City of Lansing to start, further developed by members of AARP Age-Friendly work group
Timespan: 3 months
Resources and Support: Staff time and public input needed
Potential Barriers or Resistance: Staff time and public input/engagement
Metrics: Relevant Facebook group created, number of users on Facebook group and traffic on Facebook group
Seniors have a lifelong accumulation of wisdom, experience, skills and knowledge. They are a valuable and growing resource that can improve our workplaces and strengthen our community in Lansing.

According to the AARP Age-Friendly Community Survey, Employment gaps found in Lansing include job training opportunities for older adults, jobs that are adapted to meet the needs of people with disabilities, and a range of flexible job opportunities for aging individuals (AARP Research, 2016).

The following action items work to address these issues.

**ACTION PLAN ITEM #12**

Educate businesses on ways to increase employment options for seniors.

*Task 12.1*

**Activities:**
- Research and identify current and potential partners for senior employment options
- Develop an education and information plan including marketing, promotion, and follow-up ideas
- Develop a resource consortium or network to share information, opportunities and events

**Lead Agencies:** Michigan Works! Association, AARP Foundation Senior Community Service Employment Program (SCSEP)

**Timespan:**
- Research – 9 months to 1 year
- Plan development – 6 to 9 months
- Plan implementation – ongoing

**Resources and Support:** Large employers, volunteers, mayor and local elected leaders, AARP, Disability Network Capital Area, financing resource for lead agency staffing

**Potential Barriers or Resistance:** Federal regulations regarding social security caps, aging population with growing disabilities, difficulty communicating resources to the target population, heavy staff turnover in related agencies and resistance to employer buy-in

**Metrics:** Number of inquiries, successful placements or resolutions, and events held

*Task 12.2*

**Activity:** Develop plan to reach out to target market and the people who influence them

**Lead Agencies:** Michigan Works! Association

**Timespan:**
- Plan – 6 to 9 months
- Marketing activities – ongoing

**Resources and Support:** Labor unions, money for brochures, lead agency staffing, good communication mechanisms to reach this audience

**Potential Barriers or Resistance:** Tough to find good communication mechanisms, tough to get past passivity, need to create better acceptance of a paradigm shift

**Metrics:** Number of inquiries and events held
ACTION PLAN ITEM #13

Assist seniors in the transition from full-time work to part-time or retirement.

Task 13.1

Activity: Assist individuals with transition plans

Lead Agency: AARP

Timespan:
- Research existing plans – 2 months
- Develop new model, if needed – 6 to 9 months

Resources and Support: Financial Empowerment Center, TCOA, transportation alternatives, community and faith based institutions

Potential Barriers or Resistance: Hesitancy of working seniors to begin a new venture, lack of support resources

Metrics: Number of inquiries and completed plans
The Communication and Information domain gives Lansing an opportunity to examine the methods used to connect to residents. To be considered age-friendly, residents of all ages should be able to easily access the information they need. During the Community Conversations, residents suggested a number of programs and services; many of which are currently available for residents in Lansing. This indicates that there is a need to find innovative and new ways to connect with residents and share what the city has to offer.

The City of Lansing currently communicates with residents and business owners in several ways: the Metro Living Lansing magazine, social media, City TV, press releases and traffic advisories, an online events calendar and Lansing Alert. Lansing Alert is a free community notification service that allows residents to receive notifications regarding emergencies, traffic alerts, road closures and snow removal information.

According to the AARP Age-Friendly Community Survey, over four in five residents in Lansing say they would first turn to family, friends or their doctor for information on aging services such as caregiving, home repair and medical transport. The next choice for seniors searching for this information would be to contacting their local area agency on aging, senior center or government office. The third choice would be consulting the internet, faith-based organizations, AARP, the library or the phone book.

Citizens expressed that the largest unmet need in Communication is clearly displayed, printed community information with large lettering. Other needs identified were information delivered in-person to those who are homebound, access to information in one central location, an automated community information source, and information available in different languages (AARP Research, 2016).

ACTION PLAN ITEM #14
Conduct research and gather data on how seniors would like to get information.

Task 14.1
**Activity:** Send out physical surveys to residents about how they would like to receive communication (also create a form on the City website).
**Lead Agencies:** Tri-County Office on Aging (TCOA), City of Lansing, AARP
**Timespan:** 3-8 months
**Resources and Support:** Neighborhood Groups, Senior Activities Fair, Metro Lansing Living, tax forms, Nextdoor
**Potential Barriers or Resistance:** Staff time and funding, residents may not mail back surveys
**Metrics:** Number of completed surveys

Task 14.2
**Activity:** Research best practices and use social media platforms to gather information
**Lead Agency:** City of Lansing
**Timespan:** 3-8 months
**Resources and Support:** City of Lansing Facebook pages, partner pages, targeted Facebook promotions. Staff person to assist.
**Potential Barriers or Resistance:** Many seniors are not using social media
**Metrics:** Number of responses gathered online
Task 14.3  
**Activity:** Distribute physical survey forms at multiple locations and organizations  
**Lead Agency:** City of Lansing  
**Timespan:** 3-8 months  
**Resources and Support:** Capital Area District Library (CADL), TCOA, Ingham County Health Department, community centers, township halls  
**Potential Barriers or Resistance:** Forms may not be filled out because they get "lost" in all the other papers passed out at these locations  
**Metrics:** Number of organizations that will house these surveys

Task 14.4  
**Activity:** Create an email distribution list (have an opt-in email box on surveys)  
**Lead Agency:** City of Lansing Mayor's Office  
**Timespan:** 3-8 months  
**Resources and Support:** Use a digital sign-up at the Senior Activities Fair (seniors sign in on a computer instead of a small slip of paper)  
**Potential Barriers or Resistance:** Hesitancy to give out emails for privacy purposes and difficulty setting this process up at the fair  
**Metrics:** Number of emails collected

Task 14.5  
**Activity:** Evaluate results  
**Lead Agency:** City of Lansing  
**Timespan:** 6-8 months  
**Resources and Support:** Communication interns  
**Potential Barriers or Resistance:** Written surveys may be hard to read and gathering results will take time  
**Metrics:** An analysis of results

ACTION PLAN ITEM #15  
Create a printable and digitally available resource guide for community information.

Task 15.1  
**Activity:** Create an Age-Friendly Lansing website where all resources and services are listed  
**Lead Agency:** City of Lansing  
**Timespan:** 9-12 months  
**Resources and Support:** An organization or individual(s) to create and maintain the site  
**Potential Barriers or Resistance:** Difficulty maintaining and updating website  
**Metrics:** Increase in awareness of city services, number of residents using the website  
**Outcome:** The City developed a page located here: List web address

Task 15.2  
**Activity:** Create a categorized directory for organizations such as libraries, community centers, and township halls (start with senior focus, eventually city-wide)  
**Lead Agencies:** City of Lansing, TCOA, Central Michigan 2-1-1, CADL  
**Timespan:** 9-12 months  
**Resources and Support:** AARP and other Age-Friendly Communities, use wiki (searchable and categorized)  
**Potential Barriers or Resistance:** Difficulty maintaining and updating  
**Metrics:** Finished product (electronic/printable), number of people using it (re-evaluate after one year)
Task 15.3
Activity: Create a single point of contact in the form of a Central Michigan 2-1-1 expansion or new customer service department to help people find information (a one-stop, after-hours answering service for the City of Lansing)
Lead Agencies: City of Lansing Mayor’s Office
Timespan: 18-24 months
Resources and Support: ContactMSU, Central Michigan 2-1-1, TCOA Information Assistance Department
Potential Barriers or Resistance: Funding, significant investment of staff time
Metrics: Creation of phone line

Task 15.4
Activity: Develop an events calendar where it is easy to find all city events (can search by topic and has a senior-specific event section)
Lead Agencies: 517 Living, Greater Lansing Convention & Visitors Bureau, City of Lansing Communications
Timespan: 9-12 months
Resources and Support: Collaboration and participation of other organizations who host events
Potential Barriers or Resistance: Difficulty maintaining and updating, may not be fully accessible to many users if web-based
Metrics: Increase in event participation

ACTION PLAN ITEM #16
Effectively distribute information to older citizens, their dependents and organizations.

Task 16.1
Activity: Add a senior-specific page to Metro Lansing Living (build off existing senior-focused page for Parks activities)
Lead Agency: City of Lansing
Timespan: 6-9 months
Resources and Support: City of Lansing Parks & Recreation
Potential Barriers or Resistance: Ensuring newsletter reaches interested individuals, expense of printed materials
Metrics: Implementation, evaluation of reach

Task 16.2
Activity: Create radio and/or TV ads (senior spot for local channels)
Lead Agencies: Lansing Public Media Center (City TV), local radio stations
Timespan: 6 months
Resources and Support: Media outlets, WKAR
Potential Barriers or Resistance: Time and effectiveness of channels
Metrics: Implementation, then evaluation of reach (amount of people who listen or watch)

Task 16.3
Activity: Create an in-person distribution program (dependent upon results from research)
Lead Agencies: Existing door-to-door partnerships (Meals on Wheels/TCOA, visiting nurses, Spec-Tran)
Timespan: 9 months
Resources and Support: Neighborhood groups, Neighborhood Watch
Potential Barriers or Resistance: Developing an effective distribution system (volunteers, oversight, funding)
Metrics: The amount of people served

Task 16.4
Activity: Send out monthly electronic updates
Lead Agency: City of Lansing Mayor’s Office
Timespan: 3-6 months *following data collection and creation of email list
Resources and Support: Senior Advisory Council
Potential Barriers or Resistance: Seniors are more likely to refer to printed materials than electronic ones, may be difficult to compile a comprehensive and accurate email list
Metrics: Implementation, evaluation of use (how many people open the email and click on links)
The Community & Health Services domain seeks to ensure that residents have access to homecare services, clinics and programs that promote their overall wellness. Some residents have expressed a need to better understand healthcare, nutrition and health practices. As they get older, residents want to have access to education and services that will help them to live healthy lives.

According to the AARP Age-Friendly Community Survey, the largest unmet needs are affordable home health care providers, easy-to-find information on local health and supportive services, health care professionals who speak different languages, well-trained certified home health care providers, and fitness activities specifically geared toward older adults (AARP Research, 2016).

**ACTION PLAN ITEM #17**

Find and assess gaps within home health & support services. Create a plan for improvement.

**Task 17.1**

**Activity:** Conduct more research: define home health care providers, determine what resources currently exist

**Lead Agencies:** McLaren, Sparrow, Tri-County Office on Aging (TCOA), Ingham County Health Department

**Timespan:** 3-6 months

**Resources and Support:** Professional services, volunteer groups, faith-based organizations, Seniors Helping Seniors, Central Michigan 2-1-1, Senior Preferences, JRSI

**Potential Barriers or Resistance:** Staffing and time

**Metrics:** Complete guide

**Task 17.2**

**Activity:** Conduct more research: define home health care providers, determine what resources currently exist

**Lead Agencies:** TCOA, Human Relations & City Services Department, Michigan State University College of Human Medicine, Hospice of Lansing

**Timespan:** 6-12 months

**Resources and Support:** Volunteers

**Potential Barriers or Resistance:** Time

**Metrics:** A list of gaps

**Task 17.3**

**Activity:** Create a program that addresses these gaps (e.g. training of health care professionals on working with seniors)

**Lead Agency:** Human Relations & Community Services Department

**Timespan:** 12-18 months

**Resources and Support:** TCOA, professional services, volunteer groups, faith-based organizations, Seniors Helping Seniors, Central Michigan 2-1-1, Senior Preferences

**Potential Barriers or Resistance:** Staffing and time

**Metrics:** Creation of program

**Task 17.4**

**Activity:** Integrate and implement programs

**Lead Agency:** Human Relations & Community Services Department

**Timespan:** Ongoing

**Resources and Support:** TCOA, professional services, volunteer groups, faith-based organizations, Seniors Helping Seniors, Central Michigan 2-1-1, Senior Preferences

**Potential Barriers or Resistance:** Staffing and funding

**Metrics:** Number of programs implemented
Educate residents on community health services and inform people about existing resources.

**Task 18.1**
**Activity:** Help promote and distribute Senior Preferences Guide (Jackson Publishing) & TCOA online Resource Guide
**Lead Agencies:** TCOA, Sparrow/McLaren, City of Lansing
**Timespan:** 3-6 months
**Resources and Support:** TCOA, City of Lansing (Greater Lansing Living)
**Potential Barriers or Resistance:** Funding
**Metrics:** Increased distribution and reach of publication

**Task 18.2**
**Activity:** Create a Patient Navigator Program (someone who comes to their home, builds rapport with the individual and helps them connect to/understand resources)
**Lead Agencies:** Retired Senior Volunteer Program (RSVP) - Senior Companions, TCOA, Medicaid Medicare Assistance Program (TCOA)
**Timespan:** 12+ months
**Resources and Support:** Pathways for Health (Ingham County Health Department), health plans (PHP, BCBS, etc.), TCOA Medicaid Medicare Assistance Program
**Potential Barriers or Resistance:** Training costs and time
**Metrics:** Creation of program, number of participants

**Task 18.3**
**Activity:** Build off Central Michigan 2-1-1 and add to their resources
**Lead Agency:** Central Michigan 2-1-1
**Timespan:** 6-9 months
**Resources and Support:** Difficulty in expanding, compiling information
**Metrics:** Expansion of Central Michigan 2-1-1

**Task 18.4**
**Activity:** Improve the accessibility of different language options in health materials and services (identify agencies and service already available)
**Lead Agencies:** Ingham County Health Department, Bureau of Services for Blind Persons
**Timespan:** 6-9 months
**Resources and Support:** Voices for Health, Language Line Solutions, St. Vincent, Bureau of Services for Blind Persons
**Potential Barriers or Resistance:** Cost
**Metrics:** More language options available

**Task 18.5**
**Activity:** Create a guide of all Lansing’s farmers markets
**Lead Agencies:** Ingham County Health Department, Power of We, TCOA Nutrition Program
**Timespan:** 3-6 months
**Resources and Support:** Community development associations, Michigan Farmers Market Association
**Potential Barriers or Resistance:** Staff time
**Metrics:** Completed guide within a print publication (e.g. City Pulse or Lansing Living magazine)

**Task 18.6**
**Activity:** Hold multiple Senior Activities Fairs in different locations around Lansing, at different times of the year
**Lead Agency:** City of Lansing
**Timespan:** 6-9 months
**Resources and Support:** Current Senior Activities Fair partners
**Potential Barriers or Resistance:** Staff time and funding
**Metrics:** Number of additional senior fairs held and/or attendees at senior fairs and Housing & Neighborhood Resource Summits
**Task 18.7**

**Activity:** Increase the number of senior-oriented public events and educational classes put on by health care providers

**Lead Agency:** City of Lansing

**Timespan:** 12-18 months

**Resources and Support:** McLaren, Sparrow

**Potential Barriers or Resistance:** Staffing, cost and attendance

**Metrics:** Number of new events and classes held

### ACTION PLAN ITEM #19

Provide community engagement focused on healthy living.

**Task 19.1**

**Activity:** Build up small communities: create intimate connections and networking opportunities through faith-based organizations, neighborhood groups and community centers

**Lead Agencies:** Lansing community centers and neighborhood associations

**Timespan:** 6-12 months

**Resources and Support:** AARP, community partners, TCOA senior dining sites, interfaith coalitions

**Potential Barriers or Resistance:** Staffing

**Metrics:** Number of villages created in Lansing

**Task 19.2**

**Activity:** Increase access to physical activity opportunities

**Lead Agencies:** Playmakers Fitness Foundation, YMCA, TCOA

**Timespan:** 6-12 months

**Resources and Support:** Scholarships

**Potential Barriers or Resistance:** Funding, establishing sufficient participation

**Metrics:** More people participating in these activities and classes

**Task 19.3**

**Activity:** Implement programs revolving around healthy living and partner with existing organizations to promote and broaden these classes

**Lead Agencies:** MSU Extension (Market Fresh), TCOA Nutrition Program and Evidence-based Programs

**Timespan:** 6-12 months

**Resources and Support:** Grants and sponsorships to provide funding, TCOA Senior Proxy Program

**Potential Barriers or Resistance:** Getting sustainable funding or sponsorship

**Metrics:** Increase in number of programs focused on healthy living

**Task 19.4**

**Activity:** Spread awareness about options to order grocery food from home

**Lead Agency:** City of Lansing

**Timespan:** 6-12 months

**Resources and Support:** Contact with grocery stores (Meijer, Kroger, Amazon), TCOA Senior Proxy/Nutrition Program

**Potential Barriers or Resistance:** Willingness of stores to deliver food, cost

**Metrics:** List of providers, resident participation
Task 19.5
Activity: Install outdoor exercise equipment and increase accessibility within parks
Lead Agency: City of Lansing Parks & Recreation
Timespan: 12-18 months
Resources and Support: Grants and sponsorships to provide funding
Potential Barriers or Resistance: Funding
Metrics: Increase in the use of outdoor fitness equipment

Task 19.6
Activity: Promote classes focused on cooking with healthful food
Lead Agencies: YMCA Healthy Living Mobile Food Kitchen, MSU Extension, TCOA Nutrition Program
Timespan: 6-12 months
Resources and Support: Lettuce Live Well, Community Development Associations, Sparrow, Northwest Lansing Healthy Communities Initiative
Potential Barriers or Resistance: Resistance to eating healthy foods.
Metrics: Number of attendees and classes held

Task 19.7
Activity: Identify food deserts and develop a plan to reduce or eliminate them
Lead Agencies: City of Lansing, Ingham County Health Department, NorthWest Initiative
Timespan: 12-18 months
Resources and Support: TCOA (Meals on Wheels), Capital Area Food Council
Potential Barriers or Resistance: Funding
Metrics: Creation of plan

Task 19.8
Activity: Create walking and biking classes
Lead Agency: Tri-County Bicycle Association
Timespan: 6-12 months
Resources and Support: City of Lansing, Friends of the Lansing Regional Trails
Potential Barriers or Resistance: Coordination of classes
Metrics: Creation of classes
CONCLUSION

As we move into this next phrase of the Age-Friendly Communities Program, we are excited to have the opportunity to make a positive impact for residents of all ages. This plan will help us to gauge the progress we make over the next three years and ensure that we are doing what we can to improve the overall quality of life and make Lansing a community for a lifetime.

Thank you to everyone, especially our residents, for helping to make this Action Plan. Your willingness to participate in the process and have your voice heard is the foundation for all the initiatives that we will be implementing for the next three years. To learn more about the Age-Friendly Lansing Initiative, visit lansingmi.gov/AgeFriendly.

AGE-FRIENDLY LANSING PARTICIPANTS

Thank you to all of our residents, business partners and community leaders that helped us create our action plan! Special thanks to Ellen Grimes for developing this document. With your help, we were able to formulate a plan that will create a community for all ages.

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Appendixes

Lansing Community Conversations

- August 30, 2016 | 3:30 – 6 PM | Peckham Inc.
- August 31, 2016 | 5 – 8 PM | Capital Area Disability Network
- September 8, 2016 | 1 – 4 PM | Oak Park YMCA
- September 21, 2016 | 9AM – 12 PM | Gier Community Center
- September 27, 2016 | 5:30 – 8:30 PM | Impression 5 Science Center
- October 3, 2016 | 1 – 4 PM | First United Methodist Church
- October 5, 2016 | 6 – 9 PM | Cristo Rey Church

AARP Survey of Lansing


Age-Friendly Auburn Hills


Outdoor Spaces & Buildings

- Michigan Fitness Foundation. Promoting Active Communities (PAC) Program.
  - Helps communities create vibrant places for all ages and abilities.
- Capital Area Health Alliance. Tri-County Parks and Trails Map.
  - A map showing the parks and trails throughout the Tri-County area. Includes a description of certain amenities and icons that show if the park is handicap accessible. Available at local parks and parks departments, community centers, health departments and neighborhood organizations.
- Greater Lansing Food Bank. The Garden Project.
  - An impact analysis and inventory of community gardens in Lansing. Helpful maps on pages 5, 58 and 59 featuring garden locations, distance gardeners travel to gardens, and distance traveled by gardeners to gardens and grocery stores.
- Ingham County Land Bank. Garden Program.
  - Encourages and supports community-based beautification and gardening projects on the Land Bank's vacant lots. Projects include small household gardens, community gardens and larger-scale urban farming efforts.
  - The 2015-2020 Parks and Recreation Five Year Master Plan was developed as a guide for the City as they work to fulfill the Department’s mission over the next 5 years. The plan not only provides guidance, but is necessary to be eligible for grant funding through the Michigan Department of Natural Resources (Recreation Inventory on page 26).
Transportation

- City of Lansing. *Non-Motorized Plan: Walk and Bike Lansing!*
  - A project of Walk and Bike Lansing and the Transportation and Non-motorized Section of the City of Lansing Public Service Department.
  - A profile and assessment that covers multiple counties and included input from a lot of different sources. Transportation is mentioned on the following pages: 75-76, 84, 94, 96, 119.
- Tri-County Regional Planning Commission. *2040 Regional Transportation Plan: Non-Motorized System Plan*.
  - Identifies the Tri-County Region’s adopted regional non-motorized investment strategies and direction of future planning efforts.
- Michigan Department of Transportation. *University Region Non-Motorized Master Plan*.
  - The main goals of this plan are to identify opportunities to enhance non-motorized transportation, prioritize non-motorized investment in the region, and provide a vision for a non-motorized network to guide public and private initiatives.

Housing

- Greater Lansing Housing Coalition. *ICE Fair and Affordable Housing Initiatives: The Next Five Years*.
  - Though diverse, the three counties in the Tri-County region are coming together as one to take on fair and affordable housing issues in this comprehensive report.
- Michigan State Housing Development Authority. *2012 MSHDA Senior Housing Market Study*.
  - This study explores the future multifamily housing needs and preferences of Michigan seniors in Michigan. The purpose of the study is not to try to predict specific numbers of housing units that will be needed in specific markets, but to gain a general understanding of the conditions, expectations and realities that will impact decisions on specific multifamily housing decisions.
  - Design Lansing addresses a broad range of topics that influence quality of life with a focus on land use, development and infrastructure issues on which the City of Lansing can have a direct impact.

Housing and Population Statistics

Volunteering, Social Engagement & Employment

- Capital Area United Way. Volunteer Center – Lansing, MI.
  - The City set up an account on the Capital Area United Way Volunteer Center site: micauw.galaxydigital.com. This allows people to find volunteering opportunities around Lansing.

Communication & Information

  - One of TCOA’s goals is to ensure older adults have access to information and services to improve their ability to make an educated decision regarding their independence through improving transportation options and usability, focusing on TCOA’s consumer demographic needs.
  - This resource directory was created for service providers, older persons and individuals requiring long-term care and their families so that they could stay in touch with the many services available in the tri-county area.
- 517 Living. Lansing Area Living Event Calendar.
  - Their mission is to connect Lansing area adventurers with unique, life-enhancing events and activities hosted by local businesses and organizations.
- ContactMSU.
  - Provides a one-stop contact for MSU, making it easier for customers to obtain information and connect with the campus community. Using a network of resources, the staff can help get the assistance and answers needed about anything MSU: academic programs, athletics, culture, service and support units. Either they know it or they can direct to the people who do.
  - The Communications Team met with ContactMSU and got a tour of the facilities. They discovered it was a great model for a future contact center for Lansing.

Health & Support Services

  - A comprehensive referral resource for discharge planners, health care professionals and patient advocates.
- Tri-County Office on Aging. Home Health Agencies.
  - A list of home health agencies with their contact information.
- Sparrow Health System. 2016 Sparrow Hospital Community Health Needs Assessment.
  - Every three years the Community Health Needs Assessment focuses an essential light on issues of disparity for the under-insured, impoverished and disadvantaged of the mid-Michigan region.