Year Two Report and Action Plan

December 2019

Prepared by Age-Friendly Oxford
In partnership with:

AARP Ohio
City of Oxford, Ohio
Oxford Seniors, Inc.
Oxford Township
Oxford VILLAGE Network
Scripps Gerontology Center, Miami University
... and many other dedicated individuals and organizations!
Acknowledgements
Age-Friendly Oxford wishes to recognize the organizations that have been instrumental in the establishment and continuation of Age-Friendly Oxford, an initiative to improve livability of the Oxford area for residents of all ages.

Age-Friendly Oxford Leadership Advisory Group formed in January 2018. This task force of stakeholders from across the community meets monthly and has worked tirelessly to create the action plan.

City of Oxford, as our local municipality, serves as the official member of AARP Network of Age-Friendly States and Communities. City Manager Doug Elliot and former Mayor Kate Rousmaniere serve on the Age-Friendly Oxford Leadership Advisory Group. City Council Members unanimously voted to approve the Age-Friendly Oxford application to AARP for membership.

Coalition of Age-Friendly Communities of Ohio, an informal association of leaders of Ohio’s Age-Friendly Communities have support Age-Friendly Oxford in an advisory role and through sharing resources and best practices and encouragement.

Scripps Gerontology Center, Miami University is an Ohio Center for Excellence in Cultural and Societal Transformation. Scripps research staff and Miami University gerontology faculty and students have been involved in every step of Age-Friendly Oxford. Researchers from Scripps designed and conducted the AFO Community Needs Assessment and will conduct the Cycle 1 evaluation of Age-Friendly Oxford in late 2022.

AARP Ohio, is AARP’s state office. Nicole Ware, Associate State Director serves in an advisory role to Age-Friendly Oxford. Ms. Ware and AARP Ohio will continue to guide AFO through the stages and process of the initiative.

Oxford Seniors, Inc., is a non-profit service provider and community center operating in Oxford since 1953. It is the backbone of social and support services for older adults in the Oxford area. Daily operations include congregate meals, home delivered meals, transportation services and social, health and educational programs, outreach and benefits counseling. Oxford Seniors serves as the fiscal agent for Oxford VillAGE Network, the coordinating organization for Age-Friendly Oxford initiative. Executive Director Steve Schnabl and Outreach Coordinator Sabrina Jewell have been instrumental in the inception and continuation of Age-Friendly Oxford.
Oxford Township Trustees are represented in this initiative through Trustee Norma Pennock who is active on the Leadership Advisory Group. Kate Rousmaniere, former Oxford Mayor who sponsored AFO into the network in 2017 as Mayor of Oxford, is a newly elected Oxford Township Trustee and will continue with the AFO work in that capacity.

Oxford VillAGE Network (OVN) Steering Team and Events, an all-volunteer grassroots organization, has provided advocacy and information to the community and generates, programs and events for older adults in the Oxford area since 2013. OVN Co-Chairs Jessie Leek and Ann Whelpton serve as the coordinating body for Age-Friendly Oxford. The OVN Steering Team and Domain Teams were the initial Leadership Team for Age-Friendly Oxford and are dedicated to this work for the long term.
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AGE-FRIENDLY OXFORD
YEAR TWO REPORT AND ACTION PLAN

PART 1: INTRODUCTION AND BACKGROUND

Age-Friendly Oxford Creating Livability for All! (AFO) is a five-year community improvement initiative for the City of Oxford, Ohio and Oxford Township. The mission of AFO is to help improve quality of life in the Oxford area for older adults and help prepare the community and its residents for greater longevity and an aging society.

Oxford is a small, rural town in southwest Ohio with a total population of 8,000 year-round residents. It is home to Miami University and a population of 19,900 students. Oxford’s remote location and a community culture geared to a young population pose challenges to creating those community characteristics that lead to quality of life for Oxford residents age 50+.

AFO formed in late 2017 and was created by the combined efforts and advocacy of volunteers from Oxford VillAGE Network; staff and members of Oxford Seniors, Inc.; and faculty and staff from Miami University’s Scripps Gerontology Center. AFO is endorsed by the City of Oxford which serves as the official member of the World Health Organization (WHO) and AARP Network. Oxford was the third city in Ohio and one of over 400 communities in the U.S. to join the World Health Organization Global Network for Age-Friendly Cities and Communities and AARP Network of Age-Friendly States and Communities.
Mission – Vision – Values

The **MISSION** of AFO is to create and sustain a more livable Oxford and Oxford Township community for retirees and older adults who choose to age in place in their current home or in this community.

Our **VISION** is an Oxford and Oxford Township that is livable and sustainable, is safe and secure, has affordable and appropriate housing and transportation options, and supportive community features and services. These resources will enhance personal independence; allow residents to thrive as they age in place; foster residents’ engagement in the community’s civic, economic, and social life, and support individuals and families when a loved one needs additional care.

AFO Leadership has identified a set of **VALUES** we are committed to practicing throughout the planning and implementation of our work and in our collaboration with partners. Those values are:

- **respect** for older adults as experienced, vital contributors to the social, economic, civic, life of the community
- **inclusion** of voices and needs of ALL older adults in our planning, programs, and policies
- a **shared vision** and **common agenda** for quality of life in Oxford
- **collaboration** with local, regional, and national stakeholders doing related work
- **use of current data and information** to guide the work
- **promotion of existing** programs and services
- **piloting of best practices** from other Age-Friendly communities
- seeking **new technology**
- **inter-generational solutions** and community improvements which benefit multiple generations
PART 2: RATIONALE FOR AGE-FRIENDLY OXFORD

According to the World Health Organization (WHO), the global population of persons aged 60 and over is expected to grow from 600 million in 2000 to almost 2 billion by 2050. In the United States, the population of persons aged 60 and over is expected to grow from 35 million in 2000 to 88.5 million by 2050, taking the total share of the 65+ population from 12 percent to 20 percent. Demographic centers indicate the strains of this demographic shift are already being felt and will increase significantly by the year 2030. Governments, organization and citizens across the globe, the U.S., the region, and in Ohio are hastening to prepare for the economic, housing, transportation, social, civic and health changes that will create both challenges and opportunities for cities and towns in the coming year and decades.2, 3

WHO research concluded that “making cities and communities age-friendly is one of the most effective policy approaches for responding to demographic aging.”4 Recognizing that cities and communities have different needs, resources, and varying capacities to engage their resources to take action and facilitate active aging, they took action in 2010, and established a framework and network for communities worldwide to increase the number of cities and towns that support healthy aging and thereby improve the health, well-being, satisfaction and quality of life for older adults. In 2012, the AARP became the U.S. affiliate of the WHO Age-Friendly Initiative. Today, over 400 cities, towns and communities are members of the AARP Network of Age-Friendly States and Communities.5

Locally, the Oxford/Oxford Township area is predicted to experience a demographic change similar to the rest of the nation. The demands on the built, social, and support environments will increase with the changing needs of older adults.6 Unique to the Oxford area is the impact of Miami University’s student population. This segment of Oxford influences the vast majority of the Oxford area’s economic, housing, social, and service resources, especially during the academic year. The dynamic presents challenges to increasing or re-directing resources needed for quality of life for Oxford’s growing population of older adults.

Oxford’s Story - Assets and Challenges for Older Adults

Oxford and Oxford Township have many assets that contribute to its livability (quality of life) for retirees and older adults. It is safe, picturesque, and surrounded by a state park, farmlands, and the beauty of Miami University’s Campus. Oxford enjoys easy access to outdoor recreation, has an excellent regional hospital, a continuous care retirement campus and an active Senior Center. Miami University and its students create many opportunities for people of all ages in the Oxford area.
Among Oxford’s assets are several partners who work together to support the AFO:

- **Oxford Seniors, Inc.** is a 400-member multi-service senior center offering adult day care, congregate meals, home delivered meals, benefits counseling, outreach, transportation, and health screenings. It also offers social, wellness, cultural and arts events, and travel programs.

- **Miami University** provides enrichment for older adults through its Institute for Learning in Retirement, tuition-free classes for retirees, and senior citizen discounts for a wide variety of events in the arts, athletics, recreation, and lecture series.

- **Scripps Gerontology Center, Miami University**, is nationally recognized for education, research, and leadership in the field of aging.

- **The City of Oxford** has recently completed safe sidewalks and walkability improvements, provides a building and space for Oxford Seniors, Inc., is building a large recreational trail system through and around the City, and has adopted policies of conservation for neighborhoods concerned with encroaching student housing. The City has recently conducted a housing affordability report, and in 2020 the City will conduct a housing study to guide a housing plan.

- **The Knolls of Oxford**, a continuing care retirement community located in Oxford, is home to approximately 250 residents ages 60+ and offers independent living, assisted living, rehabilitative care, memory support, and long-term care.

However, challenges exist for older adults living in Oxford and Oxford Township who plan to age in place in their current home or in this community. Older adults facing the most intensive struggles include those needing in-home assistance, family caregivers who need respite and support, those of moderate and extreme financial need who require affordable housing options, those who are alone, those who do not drive, and those who need employment. These challenges include:

- Economy and culture driven by Miami University student population and visitors
- Student housing demands inflate the market rate, dominate walkable locations, and result in limited housing options to meet the needs of older adults
- Oxford’s remote location in Butler County makes access to regional and county resources, and non-student retail difficult
- Shortage of locally-based home care workers and difficulty finding home care workers willing to travel to Oxford
- Oxford is car dependent, making non-drivers subject to isolation
PART 3: WHO/AARP FRAMEWORK AND PROCESS

The WHO and AARP Network of Age-Friendly States and Communities is a worldwide movement with over 40 countries participating across the globe.\(^7\) AARP is the U.S. affiliate and currently has over 400 communities in its membership network.\(^8,^9\) The Network supports members through research, materials, and tools on best practices, professional development opportunities, technical assistance, and mini grants.

Principles for Creating an Age-Friendly Community

In a recent blog post, AARP provided guidance to assist communities as they strive to create livable communities by developing and implementing age-friendly policies and practices:\(^10\)

1. **Leverage the current and potential contributions of older adults in your community.** Look for opportunities to engage older adults as volunteers, entrepreneurs, or contributors to the local arts scene.
2. **Recognize the value of retaining older adults' connections to both people and place.** These associations are valuable to both the individual and the community and cannot be quickly or easily replicated in a new environment.
3. **Ensure access to the built environment.** Poor design of our homes, parks, streets, walkways, and transit infrastructure prevents access and engagement.
4. **Support housing affordability and choice.** Housing options should be available and affordable to people at all income levels.
5. **Invest in a range of transportation options.** One in every five persons age 65+ does not drive. Many need to use public transportation; others will need the additional support of paratransit, reduced fare taxis, or volunteer driver programs.
6. **Improve health.** Communities benefit when residents have access to healthy food options, opportunities for walking, biking and exercising, and access to health facilities.
7. **Foster safety and personal security.** Community safety and security initiatives prevent injuries, promote neighborhood cohesion and maximize opportunities for residents to be active and engaged.
8. **Support older adults and their family caregivers through long-term supports and services (LTSS).** LTSS programs enable residents to stay in their homes as they age.
9. **Coordinate planning processes.** Community land use, housing, transportation, supportive services, and community health care planning should be interconnected.
10. **Engage residents of all ages in community planning.** Decisions regarding land use, housing, transportation, and services have broad effects on the lives of residents. The entire community must be represented in the process and costs and benefits must be shared across the entire community.

**Eight Domains of Livability**

The WHO and AARP framework is based on eight domains of community life. These Eight Domains of Livability intersect with affordability, accessibility and the ability to thrive within the community. Within each domain are identified features which, if in place, enhance health and well-being across the course of life. Age-Friendly Oxford strives to develop capacity in Oxford/Oxford Township in these domains:

**Domains in the Built Environment**

1. Outdoor Spaces and Buildings
   - Livability = safe, accessible places to gather
2. Transportation
   - Livability = options for non-drivers
3. Housing
   - Livability = variety of options and price points

**Domains in the Social Environment**

4. Social Participation
   - Livability and Aging in Community = social activities to combat isolation
5. Respect and Social Inclusion
   - Livability and Aging in Community = generations work/learn together
6. Civic Participation and Employment
   - Livability and Aging in Community = volunteerism and working for pay

**Domains in the Service Environment**

7. Communication and Information
   - Livability and Aging in Community = coordinate, centralize and print
8. Community and Health Services
   - Livability and Aging in Community = home-making, maintenance, health care
WHO and AARP present the Age-Friendly process in four stages and indicate that these stages be pursued sequentially over a period of five years. AFO is following this process and has completed Year Two, Stage 2 of the process. Implementation of the AFO Action Plan will occur during the 2020, 2021, and 2022 calendar years.
Figure 2. Four Stages of WHO/AARP Process

CYCLE 1 - 2017-2022

X STAGE 1: 2017-2018 Join Network and establish Leadership Team

X STAGE 2: 2019 Needs Assessment and Action Plan

___ STAGE 3: 2020-2021 Implement Action Plan

___ STAGE 4: 2022 Evaluation Survey and Recommendations

CYCLE 2 - 2023-2027 To be determined from the 2022 evaluation
PART 4: AFO COMMUNITY NEEDS ASSESSMENT

Joining the AARP Network of Age-Friendly States and Communities and developing the Age-Friendly Oxford Leadership Advisory Group represents the completion of stage one of the Age-Friendly process. The second stage of the Age-Friendly process—conducting a community needs assessment—began in early 2018. The needs assessment was designed and conducted by a research team from Miami University’s Scripps Gerontology Center. The final report was presented in May 2019 and can be accessed at the Scripps Gerontology Center and AFO websites. The Executive Summary is included in Figure 4.

Figure 4. Executive Summary of Age-Friendly Oxford Community Needs Assessment Report

Executive Summary

In November 2017, Oxford, Ohio formally joined the AARP Network of Age-Friendly States and Communities, a national network committed to the design and implementation of community-level actions to enhanced age-friendliness. After the first formal step of acceptance into the AARP Network of Age-Friendly States and Communities, the second step—community needs assessment—began. The needs assessment focused on eight major domains of livability developed by the World Health Organization (WHO) and utilized by many of the towns, cities, and counties in the AARP Network: transportation, housing, social participation, outdoor spaces, health and wellness, volunteering and civic engagement, employment opportunities, and communication.

A randomly selected sample of Oxford and Oxford Township residents age 50 and older provided valuable information about elements of an age-friendly community. Their responses allowed us to quantify the extent to which there is alignment between what services and amenities are important and what is available. When gaps between importance and availability were revealed, we distinguished two different kinds of gap: “important, but not available,” and “important, but I’m not sure if Oxford has it.” We assumed that this distinction will be valuable as the leadership advisory group for the Age-Friendly Oxford Initiative begins its deliberations about priorities and possible solutions. Respondents who do not know whether the community has a desired feature may not have had the occasion to need or to seek out that particular amenity, or they may not know where to find the information. Possible responses to these gaps are likely to be significantly different from the potential solutions for gaps that exist because our community lacks an important service or amenity.
Key Findings for Domains of Livability

When survey respondents were asked to choose the three most important areas for Oxford to address in its age-friendly planning, housing emerged as the top priority. Accessible and affordable homes, and affordable housing dedicated to older adults are significant gaps in Oxford.

Transportation and streets was identified by respondents as the second most important priority area and ranked highly among the domains on which Oxford residents perceive a gap between importance and known availability. High proportions of respondents identified gaps related to accessible, convenient, reliable, and affordable public transportation.

Respondents identified health and wellness as the third highest priority for the Oxford community. There is good alignment between importance and availability of some health and wellness services. For example, health and wellness programming, high-quality hospitals, respectful and helpful hospital/clinic staff, and variety of health care professionals were identified as important and available by more than 70% of survey respondents. On the other hand, information about health and supportive services and the availability and affordability of well-trained home care providers were almost unanimously identified as important, but more than half of survey respondents did not know if these services were available.

Communications and community information was also ranked highly as an area of priority. Due to the structure of the questions in that section of the survey, a gap score could not be calculated. However, respondents’ provided insights about the information sources that they currently utilize and the importance of access to various communication channels. Technology and the Internet were frequently mentioned, but respondents also acknowledged that not everyone owns a computer or uses social media.

Social participation, inclusion, and educational opportunities are another important dimension of age-friendly communities. Oxford residents see a strong alignment between the importance and availability of social opportunities such as continuing education, cultural activities, activities for older adults specifically, and activities for people of all ages. Some concerns were expressed about the availability of information about social activities, and the affordability of activities.
Key Findings for Domains of Livability (continued)

A subset of survey respondents (those currently employed or seeking employment) provided their perspective about **job opportunities**. A range of flexible job opportunities, job training, and jobs that are adapted to meet needs of workers with disabilities were all rated as important by more than 80% of respondents. For all three of these items, the majority of respondents did not know if Oxford had these features.

Respondents identified fewer gaps related to Oxford’s **outdoor spaces and buildings**. More than half saw no gap between the importance and availability of well-maintained and safe parks, benches in parks, and bike paths.

Having opportunities for **volunteering and civic engagement** was rated as important by a majority of respondents, and there was little gap on the range of volunteer activities available. There was a significant “don’t know if we have it” gap on the availability of information about, and transportation to, volunteer opportunities.

The next step in Oxford’s journey to status as an age-friendly community will be taken by the Age-Friendly Oxford Leadership Advisory Group as they create an action plan. The findings from this survey will provide a foundation for their efforts to establish priorities, set goals, and decide action steps.

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Demographics of Residents Age 50+ in Oxford and Oxford Township

The AFO Community Needs Assessment surveyed 700 residents and provided a snapshot of older adults in Oxford/Oxford Township that was valuable in guiding AFO’s next steps. In general, Oxford/Oxford Township residents age 50+ are well educated and have lived in Oxford a long time. Tables 1 and 2 show the residency and other demographic characteristics of those who responded to the survey.
<table>
<thead>
<tr>
<th>Table 1. Respondents Residency Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How long have you lived in the Oxford area?</strong></td>
</tr>
<tr>
<td>Less than 5 years</td>
</tr>
<tr>
<td>At least 5 years but fewer than 15 years</td>
</tr>
<tr>
<td>At least 15 years but fewer than 25 years</td>
</tr>
<tr>
<td>At least 25 years but fewer than 35 years</td>
</tr>
<tr>
<td>At least 35 years but fewer than 45 years</td>
</tr>
<tr>
<td>45 years or more</td>
</tr>
<tr>
<td><strong>Which of the following describes how you reside in Oxford?</strong></td>
</tr>
<tr>
<td>Year round, do not reside anywhere outside of Oxford</td>
</tr>
<tr>
<td>Seasonally, reside outside of Oxford on a regular basis</td>
</tr>
<tr>
<td><strong>Where in the Oxford area do you reside?</strong></td>
</tr>
<tr>
<td>Within the Mile Square (mile around center of town)</td>
</tr>
<tr>
<td>Outside the Mile Square but still within city limits</td>
</tr>
<tr>
<td>In Oxford Township but outside city limits</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>

Table 2. Demographic Characteristics of Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>50 - 59 years old</td>
<td>18.8%</td>
</tr>
<tr>
<td>60 - 69 years old</td>
<td>34.5%</td>
</tr>
<tr>
<td>70 - 79 years old</td>
<td>31.8%</td>
</tr>
<tr>
<td>80+ years old</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>37.7%</td>
</tr>
<tr>
<td>Female</td>
<td>62.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>74.7%</td>
</tr>
<tr>
<td>Not married, never married, or divorced</td>
<td>13.4%</td>
</tr>
<tr>
<td>Widowed</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>92.8%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>2.5%</td>
</tr>
<tr>
<td>Other</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest Level of Education Completed</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>High school graduate or less</td>
<td>10.5%</td>
</tr>
<tr>
<td>Some post-high school education to 2-year college</td>
<td>15.0%</td>
</tr>
<tr>
<td>4-year college degree</td>
<td>19.0%</td>
</tr>
<tr>
<td>Post graduate study (no degree)</td>
<td>7.5%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>48.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50,000</td>
<td>17.6%</td>
</tr>
<tr>
<td>$50,000 - $99,000</td>
<td>27.8%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>32.9%</td>
</tr>
<tr>
<td>No response</td>
<td>21.7%</td>
</tr>
</tbody>
</table>

In the survey, respondents were asked how they felt about Oxford as a place to live as people age. The majority rated Oxford as a “Good” or “Very Good” place to age (see Table 3).

<table>
<thead>
<tr>
<th>Table 3. Respondent Ratings of Oxford as a Place to Live as People Age</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How would you rate the Oxford area as a place for people to live as they age?</strong></td>
</tr>
<tr>
<td>Excellent</td>
</tr>
<tr>
<td>Very good</td>
</tr>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Fair</td>
</tr>
<tr>
<td>Poor</td>
</tr>
</tbody>
</table>


Over 75% of respondents reported that it is important to them to remain in the Oxford community throughout their lifespan and 68% indicated a desire to remain in their own home as they age (see Tables 4 and 5).

<table>
<thead>
<tr>
<th>Table 4. Importance of Remaining in Oxford</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How important is it for you to remain in the Oxford area as you age?</strong></td>
</tr>
<tr>
<td>Extremely important</td>
</tr>
<tr>
<td>Somewhat important</td>
</tr>
<tr>
<td>Not important</td>
</tr>
<tr>
<td>Not at all important</td>
</tr>
<tr>
<td>Not sure</td>
</tr>
</tbody>
</table>

Table 5. Respondent Likelihood of Moving to a Different Home

<table>
<thead>
<tr>
<th>Likelihood of Moving to a Different Home</th>
<th>Within Oxford</th>
<th>Outside Oxford</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely</td>
<td>28.2%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Not likely</td>
<td>58.8%</td>
<td>59.8%</td>
</tr>
<tr>
<td>Not sure</td>
<td>13.1%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>


Additionally, respondents were asked about factors that might impact their decision to move out of their current home and/or out of the Oxford area and whether they viewed Oxford as a retirement destination (see Figure 5 and Table 6).
Figure 5. Factors that Impact the Decision to Move

<table>
<thead>
<tr>
<th>Factor</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wanting a home that will help me live independently as I age</td>
<td>74.0%</td>
<td>19.4%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Having a different size home that better meets my needs</td>
<td>71.1%</td>
<td>25.3%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Wanting to be closer to family</td>
<td>46.5%</td>
<td>44.7%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Needing more access to public transportation</td>
<td>40.0%</td>
<td>46.3%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Wanting to live in an area that has better health care facilities</td>
<td>32.7%</td>
<td>54.3%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Wanting to live in a different climate</td>
<td>27.4%</td>
<td>55.6%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Wanting an area that has a lower cost of living</td>
<td>26.9%</td>
<td>59.9%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Maintaining my current home will be too expensive</td>
<td>25.3%</td>
<td>58.6%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Fearing for my personal safety or having security concerns</td>
<td>20.6%</td>
<td>71.0%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

Table 6. Oxford as a Retirement Destination

Would you recommend the Oxford area as a retirement destination?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>63.4%</td>
</tr>
<tr>
<td>Not sure</td>
<td>21.9%</td>
</tr>
<tr>
<td>No</td>
<td>14.7%</td>
</tr>
</tbody>
</table>


Most importantly, the findings of the survey provided guidance for the AFO Leadership Advisory Group to work toward an action plan and prioritize efforts for Stage 3 implementation. Table 7 shows respondents’ views on the most important areas for Oxford to address.

Table 7. Most Important Areas for Oxford to Address According to Respondents

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>65.0%</td>
</tr>
<tr>
<td>Transportation &amp; Streets</td>
<td>55.6%</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>51.6%</td>
</tr>
<tr>
<td>Communication</td>
<td>30.3%</td>
</tr>
<tr>
<td>Social Participation, Inclusion, &amp; Educational Opportunities</td>
<td>27.4%</td>
</tr>
<tr>
<td>Job Opportunities</td>
<td>17.0%</td>
</tr>
<tr>
<td>Outdoor Spaces &amp; Buildings</td>
<td>14.4%</td>
</tr>
<tr>
<td>Volunteering &amp; Civic Engagement Opportunities</td>
<td>12.3%</td>
</tr>
<tr>
<td>Other</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

Additional Data Sources

In addition to the AFO Community Needs Assessment, sources of local, current information were analyzed to identify community needs and develop the AFO Action Plan. These sources provided data and findings not captured in the AFO Community Needs Assessment, such as qualitative reporting on the quality of life in Oxford, housing affordability data, health needs as reported by local health officials, and perspectives from low income community residents. The sources are:

- **Age-Friendly Oxford: A Qualitative Study Conducted by the Miami University First Year Research Experience (FYRE) Class of 2017-18 (May 2018)** [13]


- **McCullough-Hyde Memorial Hospital/TriHealth 2019 Community Health Needs Assessment (July 2019)** [15]

- **Oxford VillAGE Network, Community Conversations (September 2019)** [16]

PART 5: AGE-FRIENDLY OXFORD ACTION PLAN

The needs of Oxford/Oxford Township residents in all Eight Domains of Livability are important. Based on the findings of the AFO Community Needs Assessment and other community assessments and reports, the AFO Leadership Advisory Group developed Domain work teams around the four Domains that were identified as immediate priorities:

**Built Environment**  
- Housing  
- Transportation

**Service Environment**  
- Communication and Information  
- Community and Health Services

Throughout 2019, the Domain teams met and developed goals, strategies, and actions to address each of the prioritized Domains. The Cycle 1 Action Plan presented here represents the efforts of those teams and contains 18 goals, 49 strategies, and 108 actions.

<table>
<thead>
<tr>
<th>Domain of Livability</th>
<th>Goals</th>
<th>Strategies</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>5</td>
<td>15</td>
<td>35</td>
</tr>
<tr>
<td>Transportation</td>
<td>3</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Community and Health Services</td>
<td>6</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Communication and Information</td>
<td>4</td>
<td>15</td>
<td>36</td>
</tr>
</tbody>
</table>

Included in each section of the AFO Action Plan is the gap analysis constructed from the AFO Community Needs Assessment which shows the average percentage of items within the Domain that were perceived as gaps by respondents to the Needs Assessment Survey.

Domains not specifically addressed in this AFO Action Plan are: *Outdoor Spaces and Buildings, Social Participation, Respect and Social Inclusion, and Civic Participation and Employment*. Plans for those Domains will be developed as resources become available or will be addressed in Cycle Two of the AFO initiative. The AFO Leadership Advisory Group anticipates that as improvements in access to housing, transportation, health and community services, and communications are made, there will be increases in the respect, inclusion, participation, and civic involvement of older adults in Oxford/Oxford Township.
AFO Housing Action Plan
December 2019

AFO HOUSING VISION

The City of Oxford and Oxford Township will have increased housing options to rent or own which are suitable for a wide range of incomes, ages, and stages of life. Oxford/Oxford Township’s housing stock will provide safe, affordable, housing located close to services and transportation.

Home is where the heart is – housing matters!

The goals, strategies, and actions presented in this AFO Housing Action Plan have been developed by the AFO Housing Domain Team and are approved by the AFO Leadership Advisory Group. The plan is based on findings and data from the following sources:

- AARP Policy Book 2019-2020
- 2008 Adopted Comprehensive Plan, City of Oxford

Figure 6 shows the gap analysis for Housing domain items constructed from the findings of the AFO Community Needs Assessment.
### Figure 6. Gap Analysis for Housing Domain Items

<table>
<thead>
<tr>
<th>Item</th>
<th>No perceived gap (not important OR important and Oxford has it)</th>
<th>Perceived gap: it is important but Oxford doesn't have it</th>
<th>Perceived gap: it is important but I don't know if Oxford has it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing options for adults of varying income levels</td>
<td>25.4%</td>
<td>36.2%</td>
<td>38.3%</td>
</tr>
<tr>
<td>Accessible homes with universal design features</td>
<td>32.2%</td>
<td>20.1%</td>
<td>47.7%</td>
</tr>
<tr>
<td>Affordable housing dedicated to older adults</td>
<td>38.0%</td>
<td>32.4%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Home repair contractors who do quality work</td>
<td>69.0%</td>
<td>3.8%</td>
<td>27.2%</td>
</tr>
<tr>
<td>Affordable seasonal services such as lawn work or snow removal</td>
<td>69.0%</td>
<td>6.4%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Well-maintained homes and properties</td>
<td>82.1%</td>
<td>6.4%</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

**HOUSING GOAL #1:**
The City of Oxford/Oxford Township will have adequate and comprehensive housing options to rent and/or own which are suitable for a wide range of incomes, levels of ability, and across stages of life.

**Desired Outcomes:** Adequate housing options that will:
1. foster more economic diversity in Oxford
2. assure that older adults, lower and middle income families and workers can live/remain in the Oxford area if they so desire

**Strategy 1.1** Support City efforts to conduct broad-based housing needs study to instruct the City Comprehensive Plan update
- Obtain technical assistance from AARP for a housing consultant to help refine the City Request for Proposals (RFP) for housing study

**Strategy 1.2** Explore formation of a non-governmental lead entity to catalyze housing development
- Develop charter for Task Force to implement AFO Housing Action Plan
- Identify and recruit dedicated staff for housing catalyst agency

**Strategy 1.3** Support City efforts to set goals for new/rehabilitated housing units to meet needs identified from the assessment and other sources of information
- Use identified needs and to set thresholds for needed housing for all income levels

**Strategy 1.4** Support City staff in identifying existing barriers to development/rehabilitation of adequate supply of needed housing
- Gather and use data from 1.1 study and 1.3 thresholds, financiers, property owners and developers to identify barriers to building needed housing

**Strategy 1.5** Support City efforts to incentivize development of needed new/rehabilitated housing as identified in housing study
- Identify incentives to be leveraged for projects that meet thresholds
- Publicize thresholds and incentives to spur development of diverse, needed housing types
HOUSING GOAL #2:
Increase home modifications in existing residences for older adults living in Oxford/Oxford Township by supporting them in understanding and accessing home modification resources (builders, products, and funding).

Desired Outcomes:
1. Residents, property owners and builders living/working in Oxford/Oxford Township are aware of home modification options and resources
2. Increased number of homes modified for safety, comfort and health

Strategy 2.1 Identify gaps and strategies to improve home modification capacity and assistance
- Work with team from 1.2 to identify and list gaps in home modification services and resources
- Identify best practices for home modification program from the AARP Network of Age-Friendly Cities and Communities which are suitable for Oxford/Oxford Township
- Identify underutilized local and county sources of assistance for home modifications services (gaps and sources of funding, materials, builders)

Strategy 2.2 Improve residents’ knowledge of home modification benefits and resources
- Conduct community learning sessions on best practices for home safety and modification for existing homes
- Work with Oxford Seniors, Inc. to inventory, categorize and automate home modification information into an expanded resource guide

Strategy 2.3 Explore development of local programs and partnerships to help fill home modification needs gaps identified in 2.1
- Create a local home modification guide of local resources
- Offer HomeFit workshop and home safety inspection in conjunction with occupational therapists and builders
HOUSING GOAL #3:
Home owners, builders, and realtors of new home construction in Oxford/Oxford Township will enhance safety for all ages and promote aging in place for older adults by understanding and adopting features of universal design.

Desired Outcomes:
1. Residents, realtors, property owners and builders in Oxford /Oxford Township are aware of the costs/benefits and features of Universal Design
2. Increase in supply and demand for features of Universal Design in new home design and construction

Strategy 3.1 Identify gaps in/barriers to implementation of features of Universal Design (UD) in new and existing construction
Survey realtors, property owners, managers, and home builders to establish:
- Estimates of costs to implement features UD
- Current levels of understanding of suppliers of features of UD
- Current levels of consumer demand for features of UD
- Points in the building design and construction process where UD should be determined

Strategy 3.2 Develop a strategy to address supply-side implementation barriers to UD (e.g., workshop/seminar) for area builders and realtors
- Depending on barriers identified in 3.2, develop program to address supply-side barriers (e.g., knowledge of features, benefits, costs, funding, and process)

Strategy 3.3 Develop and implement marketing strategy to address UD knowledge on the demand side
- Identify Miami University partners (e.g., Gerontology, Architecture, Marketing Interactive Media Studies) to develop a smart marketing plan

Strategy 3.4 As guided by strategies above, conduct appropriate workshop and meetings, and resources on UD features and funding on both supply and demand sides (e.g., site visits, workshops, Partner with Whole Home, HouseFit)
- Develop UD training as continuing education credit for local realtors and make available on an on-going basis
- Recruit host for supply side training
**HOUSING GOAL #4:**
Design and pilot a best practice home-sharing program for older adults living in the Oxford/Oxford Township area.

**Desired Outcome:** Oxford/Oxford Township residents will have the opportunity to experience home-sharing on a trial basis through an organized pilot program.

**Strategy 4.1** Identify the simplest, best practice home-sharing programs through AARP Network of Age-Friendly Communities
- Work with AARP Advisors and review literature

**Strategy 4.2** Design home-sharing program to be piloted

**Strategy 4.3** Implement home-sharing program for a trial period
- Recruit volunteers
- Provide orientation including legal advice and match-making services
- Provide monthly monitoring
- Evaluate and modify for Improvement

---

**HOUSING GOAL #5:**
Partner with senior housing developers and specialists in a proactive, enterprise-focused approach to determine options for senior independent living apartments with a meal amenity and space for Oxford Seniors, Inc. and Oxford Community Adult Day Care.

**Desired Outcome:** A completed concept and feasibility proposal by community for developers for a senior housing complex with security, including space for the senior center and community adult day care center accessible to transportation and services.

**Strategy 5.1** Create partnership tasked with developing a Senior Housing proposal for Oxford
- Establish leads, timelines and tasks for partnership

**Strategy 5.2** Develop a feasibility plan for senior apartment building with senior center and adult day care
➤ Define goals for complex
➤ Conduct market feasibility study

**Strategy 5.3** Based on 5.2, develop an enterprise-focused proposal for senior housing complex including financing mechanisms and potential sites
➤ Compile finance mechanisms and incentives
➤ Create specification sheets with opportunities, constraints and potential development incentives and potential sites

**Strategy 5.4** Develop and implement marketing strategy to court senior housing developers with the goal of entering into a planning partnership to build senior housing/senior services facility
➤ Identify leader from 5.1 to be in charge of outreach
➤ Identify listing of developers of senior housing for outreach
➤ Complete outreach
AFO Transportation Action Plan
December 2019

________________________________________________________________________

AFO TRANSPORTATION VISION

Driving and non-driving residents of Oxford/Oxford Township will have access to affordable transportation to local and regional destinations for work, education, recreation and health through a variety of coordinated private and public transportation options.

A mobile community is a healthy community!

________________________________________________________________________

The goals, strategies and actions presented in this AFO Transportation Action Plan have been developed by the AFO Transportation Domain Team and are approved by the AFO Leadership Advisory Group. The plan is based on findings and data from the following sources:

- Age-Friendly Oxford: A Qualitative Study Conducted by the Miami University First Year Research Experience (FYRE) Class of 2017-18 (May 2018)
- AARP Policy Book 2019-2020
- McCullough-Hyde Memorial Hospital/TriHealth 2019 Community Health Needs Assessment (July 2019)
- 2008 Adopted Comprehensive Plan, City of Oxford
- Biking and Parking Plan, City of Oxford 2014

Figure 7 shows the gap analysis for Transportation domain items constructed from the findings of the AFO Community Needs Assessment.
### Figure 7. Gap Analysis for Transportation and Streets Domain Items

<table>
<thead>
<tr>
<th>Item</th>
<th>No perceived gap (not important OR important and Oxford has it)</th>
<th>Perceived gap: it is important but Oxford doesn't have it</th>
<th>Perceived gap: it is important but I don't know if Oxford has it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable public transportation</td>
<td>26.2%</td>
<td>27.2%</td>
<td>46.6%</td>
</tr>
<tr>
<td>Affordable public transportation</td>
<td>26.7%</td>
<td>26.7%</td>
<td>46.6%</td>
</tr>
<tr>
<td>Accessible and convenient public transportation</td>
<td>27.8%</td>
<td>39.8%</td>
<td>32.4%</td>
</tr>
<tr>
<td>Well-maintained public transportation vehicles</td>
<td>31.0%</td>
<td>16.7%</td>
<td>52.3%</td>
</tr>
<tr>
<td>Safe public transportation stops or areas</td>
<td>31.3%</td>
<td>18.9%</td>
<td>49.8%</td>
</tr>
<tr>
<td>Special transportation services for older adults</td>
<td>53.0%</td>
<td>9.3%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Public parking lots, spaces, and areas to park</td>
<td>53.7%</td>
<td>34.2%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Driver education/refresher courses</td>
<td>54.0%</td>
<td>7.7%</td>
<td>38.2%</td>
</tr>
<tr>
<td>Streets and intersections that are safe for all users</td>
<td>56.5%</td>
<td>25.1%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Affordable public parking</td>
<td>58.4%</td>
<td>20.4%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Pedestrian crossings with countdown timers and auditory…</td>
<td>63.3%</td>
<td>18.7%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Enforced speed limits</td>
<td>63.9%</td>
<td>17.8%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Well-maintained streets</td>
<td>65.8%</td>
<td>23.1%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Easy to read traffic signs</td>
<td>85.7%</td>
<td>8.6%</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

TRANSPORTATION GOAL #1:
Maximize awareness and use of existing transportation and mobility options for residents by Oxford/Oxford Township.

**Desired Outcome:** Oxford/Oxford Township residents are aware of existing transportation options.

**Strategy 1.1** Communicate availability and cost of buses and cars: BCRTA fixed routes, on-demand, travel train, and Barons Bus, private and small-organization vans and cars and other transports serving Oxford/Oxford Township

- Meet with diverse service providers to inventory existing services
- Develop and distribute transportation directory
- Organize transportation fair to promote existing services

**Strategy 1.2** Document and promote use of active transportation options: walking, biking and E-Scooters

- Work with local partners to Coalition to inventory and promote existing opportunities for active transportation (e.g., pedestrian and biking safety workshops)
- Explore walking and biking clubs for transportation and health

**Strategy 1.3** Promote driving independence and safety

- Sponsor local Senior Driver Education and CarFit
- Promote AARP’s safety technology programs
- Work with health care providers to be proactive with clients about safe mobility and managing retirement from driving
TRANSPORTATION GOAL #2:
Increase transportation options for all ages, abilities and an aging population in Oxford/Oxford Township.

Desired Outcome: Increased connectivity and use of existing transportation by Oxford/Oxford Township older adults.

Strategy 2.1 Identify means to coordinate existing means of transportation
- Convene transportation providers
- Strategize ways to coordinate services
- Explore best practices for coordinating services
- Make recommendations to City, Miami and BCRTA

Strategy 2.2 Explore expansions of local transit routes through public and private partnerships
- Feasibility proposal to pilot west side and park bus route
- Sustain and expand Oxford Seniors transportation service
- Explore funding sources

Strategy 2.3 Explore expansions of inter-city travel options both regional and national (BCRTA, Amtrak)
- Lobby regional officials to support expansion of inter-city transportation to and from Oxford/Oxford Township

Strategy 2.4 Explore bike and car sharing programs
- Review best practices from Age-Friendly Network and national programs

Strategy 2.5 Explore strategies for making campus events more accessible for drivers of limited walking mobility
- Explore with Miami the use of golf carts and shuttles from parking areas to university events

TRANSPORTATION GOAL #3:
Promote development and infrastructure which ensures safe accessibility and connectivity for all ages.

Desired Outcome: Increased connectivity and use of transportation options by Oxford/Oxford Township older adults.
**Strategy 3.1** Promote Complete Streets planning so our streets accommodate all modes and users of all ages and abilities, with an emphasis on aging populations (e.g., accessibility, intersection timing, signage/wayfinding, lighting, water fountains and restrooms

- Develop team to engage and advocate for the needs of seniors in planning and development of Complete Streets (e.g., Oxford Parking and Transportation Advisory Board)

**Strategy 3.2** Promote inclusion of age-friendly aspects of the Oxford Area Trail System (OATS) (e.g., connection to senior housing, benches)

- Review best practice for older adults on walking and biking trails
- Make recommendations to the City for the OATS

**Strategy 3.3** Promote walkable, accessible transit oriented toward residential, commercial and mixed use developments

- Work with planners of walkable, transit-oriented development and age-friendly street design
AFO Community and Health Services Action Plan
December 2019

AFO COMMUNITY AND HEALTH SERVICES VISION

Oxford/Oxford Township older adults will be aware of and have access to a variety of local and regional community supports and health services that help them remain independent and thriving as they age. These supports and services will enable them to remain in their own home and/or the Oxford/Oxford Township community for as long as they so desire.

*A healthy community is a livable community!*

The goals, strategies and actions presented of this AFO Community and Health Services Action Plan have been developed by the AFO Community and Health Services Domain Team and are approved by the AFO Leadership Advisory Group. The plan is based on the following sources of information:

- AARP Policy Book 2019-2020
- McCullough-Hyde Memorial Hospital/TriHealth 2019 Community Health Needs Assessment (July 2019)

Figure 8 shows the gap analysis for Community and Health Services Domain items constructed from the findings of the AFO Community Needs Assessment. *Note:* In the AFO Community Needs Assessment, this Domain was identified as “Health and Wellness.”
### Figure 8. Gap Analysis for Health and Wellness Domain Items

<table>
<thead>
<tr>
<th>Item</th>
<th>No Perceived Gap (Not Important OR Important and Oxford Has It)</th>
<th>Perceived Gap: It Is Important But Oxford Doesn't Have It</th>
<th>Perceived Gap: It Is Important But I Don't Know If Oxford Has It</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable home health care providers</td>
<td>13.5% 9.6%</td>
<td>76.9%</td>
<td></td>
</tr>
<tr>
<td>Well-trained home health care providers</td>
<td>23.7% 7.4%</td>
<td>68.9%</td>
<td></td>
</tr>
<tr>
<td>Home care services including health, personal care, and…</td>
<td>27.0% 10.6%</td>
<td>62.4%</td>
<td></td>
</tr>
<tr>
<td>Easy to find information on local health and supportive services</td>
<td>32.6% 12.9%</td>
<td>54.5%</td>
<td></td>
</tr>
<tr>
<td>Easily understandable and helpful hospital or clinic answering…</td>
<td>45.7% 5.8%</td>
<td>48.6%</td>
<td></td>
</tr>
<tr>
<td>A service that helps seniors find and access health and…</td>
<td>46.6% 5.0%</td>
<td>48.4%</td>
<td></td>
</tr>
<tr>
<td>Healthcare professionals who speak different languages</td>
<td>52.8% 4.6%</td>
<td>42.6%</td>
<td></td>
</tr>
<tr>
<td>Conveniently located health and social services</td>
<td>59.9% 5.4%</td>
<td>34.8%</td>
<td></td>
</tr>
<tr>
<td>Fitness activities geared towards older adults</td>
<td>64.5% 6.1%</td>
<td>29.4%</td>
<td></td>
</tr>
<tr>
<td>Medical specialists</td>
<td>66.3% 10.9%</td>
<td>22.8%</td>
<td></td>
</tr>
<tr>
<td>A variety of health care professionals</td>
<td>70.2% 10.6%</td>
<td>19.3%</td>
<td></td>
</tr>
<tr>
<td>Health and wellness programs</td>
<td>72.4% 1.4%</td>
<td>26.2%</td>
<td></td>
</tr>
<tr>
<td>High-quality hospital and health care facilities</td>
<td>73.4% 8.9%</td>
<td>17.7%</td>
<td></td>
</tr>
<tr>
<td>Conveniently located emergency care centers</td>
<td>78.2% 7.6%</td>
<td>14.2%</td>
<td></td>
</tr>
<tr>
<td>Respectful and helpful hospital/clinic staff</td>
<td>82.2% 2.1%</td>
<td>15.7%</td>
<td></td>
</tr>
</tbody>
</table>

COMMUNITY AND HEALTH SERVICES GOAL #1:
Identify three categories of \textit{formal} home- and community-based services in the Oxford/Oxford Township area:

1) Home health care services 
2) Companion and homemaker services 
3) Services for individuals living with dementias and their families

\textit{Formal} services are those that are for pay, regulated, insured and name recognized.

\textbf{Desired Outcome}: Know what \textit{formal} resources/services currently exist in the Oxford/Oxford Township area so that they can be compared to identified community needs to determine gaps.

\textbf{Strategy 1} Create one comprehensive list of all available \textit{formal} home health care, companion and homemaker and dementia services that serve the Oxford/Oxford Township area

- Request current referral lists from key stakeholders
- Confirm who they refer clients to in the Oxford/Oxford Township area
- Consolidate referrals into a single list
- Validate and distribute list

COMMUNITY AND HEALTH SERVICES GOAL #2:
Analyze the three categories of providers to identify gaps between the \textit{formal} available services inventoried in Goal #1 and identified community needs.

\textbf{Desired Outcome}: Identify service gaps in \textit{formal} services the Oxford/Oxford Township area.

\textbf{Strategy 2.1} Conduct SWOT (Strength, Weaknesses, Opportunities, Threats [SWOT]) analyses on Oxford as a location and currently available providers for \textit{formal} services

- Contact \textit{formal} home care providers and other home service providers for \textit{formal} services for input into the SWOT analysis

\textbf{Strategy 2.2} Compile and review available community need assessment data related to health and community services
COMMUNITY AND HEALTH SERVICES GOAL #3:
Enhance and/or expand available *formal* home- and community-based services in the Oxford/Oxford Township area.

**Desired Outcome:** Enhanced and/or added *formal* home- and community-based services in the Oxford/Oxford Township area.

**Strategy 3.1** Use information from SWOT analyses (see Goal #2) to engage current providers in enhancing services and attract new providers to fill identified gaps in *formal* services

- Communicate/meet with current *formal* providers to discuss opportunities for enhancing services to fill gaps
- Outreach to providers not yet serving the Oxford/Oxford Township area who could potentially fill identified gaps to discuss opportunities for community and business partnerships, education and training, and employment

COMMUNITY AND HEALTH SERVICES GOAL #4:
Identify categories of *informal* home- and community-based services in the Oxford/Oxford Township area.

*Informal* services may or may not be paid, and typically are not contracted, regulated, or name-recognized.

**Desired Outcome:** Identify types of *informal* resources/services/activities that currently exist in Oxford/Oxford Township compare them to identified community needs and to determine gaps.

**Strategy 4.1** – Create one comprehensive list of all *informal* resources/services/activities in the Oxford/Oxford Township area

- Review AARP/Livable Community website, blog, reports
- Network with other age-friendly communities to learn best practices
- Connect with Oxford/Oxford Township community, faith-based and university service organizations and others to discuss opportunities
- Consolidate referral list
- Validate and distribute referral list
HEALTH AND COMMUNITY SERVICES GOAL #5:
Enhance, support, and/or expand informal home- and community-based resources/services/activities in the Oxford/Oxford Township area.

Desired Outcome: Enhanced and/or added informal resources/services/ activities in the Oxford/Oxford Township area.

Strategy 5.1 Conduct SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses on Oxford as a location for services and currently available services
➢ Contact current informal home care providers and other service providers for input into the SWOT analysis

Strategy 5.2 Revisit current community needs assessment data related to health and community services

COMMUNITY AND HEALTH SERVICES GOAL #6:
Enhance, support and/or expand available informal home- and community-based services in the Oxford/Oxford Township community.

Desired Outcome: Oxford/Oxford Township older adults will benefit from enhanced supported and/or added informal services in the community.

Strategy 6.1 Use information from SWOT analyses and identified gaps from and Goal#5 to engage current informal service providers in enhancing existing services and attract new informal providers to fill identified gaps
➢ Communicate/meet with current informal providers to discuss opportunities for enhancing services to fill gaps
➢ Outreach to informal providers not yet serving the Oxford/Oxford Township area who could potentially fill identified gaps to discuss opportunities for community and business partnerships, education and training, and employment
AFO Communication and Information Action Plan
December 2019

AFO COMMUNICATION AND INFORMATION VISION
An informed and engaged Oxford and Oxford Township community where residents have convenient access to multiple channels of communication for receiving and sharing up-to-date information about local news, events, announcement, and services. These channels of communication will include methods of communication for those who do not have smart phones or computers.

An informed community is an engaged community!

The goals, strategies and actions presented of this AFO Communication and Information Action Plan have been developed by the AFO Communication and Information Domain Team and are approved by the AFO Leadership Advisory Group. The plan is based on the following sources of information:

- Age-Friendly Oxford: A Qualitative Study Conducted by the Miami University First Year Research Experience (FYRE) Class of 2017-18 (May 2018)
- AARP Policy Book 2019-2020

Due to the structure of the questions in the Communication and Community Information section of the AFO Community Needs Assessment, a gap analysis could not be conducted. Table 8 shows respondents’ responses to the importance of various community information sources.
Table 8. Communication and Community Information

<table>
<thead>
<tr>
<th>How important do you think it is to have the following in the Oxford area?</th>
<th>Important</th>
<th>Neutral</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to community information in one central source</td>
<td>80.3%</td>
<td>16.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Free access to computers and the Internet in public places such as the library, senior centers, or government buildings</td>
<td>79.4%</td>
<td>17.0%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Signs and posters that are publicly displayed and easy to read</td>
<td>75.9%</td>
<td>20.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Community information that is delivered in person to people who may have difficulty or not be able to leave their home</td>
<td>71.5%</td>
<td>23.7%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Free access to Wi-Fi via hotspots or free neighborhood networks</td>
<td>71.1%</td>
<td>23.1%</td>
<td>5.8%</td>
</tr>
<tr>
<td>An automated community information source that is easy to understand like a toll-free telephone number</td>
<td>62.9%</td>
<td>30.2%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Community information that is available in a number of different languages</td>
<td>50.4%</td>
<td>38.0%</td>
<td>11.6%</td>
</tr>
</tbody>
</table>


COMMUNICATION AND INFORMATION GOAL #1:
Develop a network of communication channels in the Oxford/Oxford Township area, including details of access and use, for both receiving and sharing information such as community news, events, notifications and services.

Desired Outcomes: Area organizations and residents will:
1. Know what channels of communication are available to them
2. Know how to receive and share information through those channels
3. Be better informed and up-to-date on local news, notification, events and services
Strategy 1.1 Inventory Oxford area stakeholders for their existing official and unofficial channels of communication

- Create master partner and stakeholder list
- Establish contact person/role and method of contacting for exchange of information with formal and informal organizations and groups
- Secure stakeholder’s agreement to be part of the local communication network

Strategy 1.2 Create electronic directory of communication channels and network stakeholders in a data base/spreadsheet

- Create data base of partners
- Develop directory from data base
- Distribute electronically and via hard copy

Strategy 1.3 Create central repository for community studies, survey and reports

- Inventory local anchor institutions and primary partners for participation
- Secure host and site
- Assist host in populating and advertising repository

COMMUNICATION AND INFORMATION GOAL #2:
Create a local inclusivity plan to address the digital divide to a) increase access to internet-based information and b) provide non-digital methods for accessing local information for those who do not have or are not able to use the internet.

Desired Outcome: Alternatives to home-based electronic communication will be available for community members without access to the internet so they are also able to receive and share information on news, events, notifications and services. Oxford and Oxford Township residents will not be excluded from information due to lack of internet access.

Strategy 2.1 Research Best Practices

- Review age-friendly community action plan/report and implement best practice for addressing the digital divide

Strategy 2.2 Advocate a community norm to include non-digital avenues of information sharing
Create and share a simple guide to help local organizations provide non-digital communication
Establish and maintain public posting sites, including additional kiosks in strategic locations

Strategy 2.3 Community Learning Sessions on technology use and safety
- Identify best practice intergenerational technology teaching programs
- Promote programs offering technology training and troubleshooting for older adults
- Explore procurement and use of electronic tablets at Oxford Seniors

COMMUNICATION AND INFORMATION GOAL #3: Increase awareness of existing resources that support older adults as they age in place in their home or this community.

Desired Outcome: Area residents of all ages will better understand what local resources exist and how to connect with them when an older adults need additional or different support.

Strategy 3.1 Align with goals of Oxford Seniors to further support their services
- Meet with Oxford Seniors Board of Trustees twice a year to review goals
- Collaborate with Oxford Seniors on projects and events

Strategy 3.2 Strengthen partnership with Southwest Ohio Council on Aging (COA) to advocate for resources in the Oxford/Oxford Township area
- Meet with COA administrators to explore support for Oxford area initiatives and collaborate

Strategy 3.3 Finalize and distribute 2020 AFO Community Resource Directory
- Coordinate with Coalition for a Healthy Community, Family Resource Center, and Oxford Seniors to merge resource information
- Finalize content, format, and proof
- Secure funding for printing
- Post on websites and distribute hard copies

Strategy 3.4 Co-host and provide communication assistance to community programs that advance Age-Friendly values and practices
- Coordinate with other AFO Domains
Outreach to partnership network sharing best practices relevant for their organization (e.g., Age-Friendly Business Certification program with Chamber of Commerce)

COMMUNICATION AND INFORMATION GOAL #4:
Develop a visible, recognizable Age-Friendly Oxford brand and presence for communicating our work, advocacy, partnership development and grant-seeking.

Desired Outcome: Age-Friendly Oxford will be identifiable as a credible community improvement initiative, and associates will understand our mission and actions.

Strategy 4.1 Develop AFO website
- Secure funding for domain, web designer and web master
- Create content and establish plan for updating
- Launch website

Strategy 4.2 Develop AFO logo
- Secure funding for graphic artist
- Research consensus from AFO Leaderships on branding

Strategy 4.3 Systematize AFO email communication
- Establish email accounts and plan for covering e-mails
- Merge AFO OVN and Oxford Seniors member/partner lists

Strategy 4.4 Develop and publish Facebook page
- Establish administrator and rules
- Set-Up content and open page

Strategy 4.5 Develop Speakers Bureau
- Recruit speakers
- Create roster with contacts and area of expertise
- Market/publicize
NEXT STEPS

This report and action plan serves to communicate our Year Two status to the WHO/AARP Network of Age-Friendly States and Communities, as required for continued member status in the Network. Implementation of the Cycle 1 AFO Action Plan will begin in January 2020.

The success of the AFO work depends on many partners and stakeholders who share the vision of improved livability for older adults in Oxford/Oxford Township and are willing to engage and leverage resources to that end. Many of these relationships are in place and some are yet to be developed.

This report and the AFO Action Plan will serve as a vehicle and tool to:

- Inform existing partners and stakeholders
- Engage new partners and stakeholders
- Educate residents of Oxford and Oxford Township about the initiative
- Recruit community volunteers
- Apply for grants and fundraise

On behalf of the residents of Oxford and Oxford Township, AFO wishes to thank the many individuals and organizations who have supported our work over the past three years and specifically those who have worked tirelessly and contributed countless hours in the last month to finalize the Action Plan, develop the AFO website, and prepare this report.

To learn more or to get involved with AFO, visit our website at: www.agefriendlyoxford.org or, contact us by email at: info@agefriendlyoxford.org
REFERENCES


16 Brief interviews were conducted with community members attending free community dinners at churches located in Oxford.

17 Brief surveys were distributed to home delivered meal clients served by Oxford Seniors, Inc.