Tri-Town 55+ Coalition Strategy & Goals for 2019 / 2020

- Compelling Elevator Speech based on needs, accomplishments and plans
- 3-Year Strategy and 2019 / 2020 Operational Plans aligned with stakeholders on priorities and governance
- Goals, initiatives and activities in 5 standard categories:
  - 55+ Operations:
    - Strategy
    - 2019 / 2020 Operational Plan
    - Sustainable Funding
    - Staffing of Human Resources and Expertise (paid and volunteer) to support goals and activities
  - Outreach and Communications:
    - Face-to-Face:
      - Ongoing monthly meetings of the Tri-Town 55+ Coalition partners
      - Farmer’s Markets with “Gateway to Lifelong Living” messaging featuring partnering organizations
      - Topic Meetings with stakeholders (local organizations, municipal, county and state government officials and partner organizations)
      - Work with local Businesses to establish Age Friendly standards and registration
    - Publications:
      - Create content for local media and publications of partner organizations
      - Build Website and Social Media outreach via FB, Instagram, Linked-In and Twitter
  - Life-Long Learning:
    - Meetings to coordinate learning and reduce duplication with:
      - Libraries, Museum, Adult Schools, and partner organizations
    - Mayor’s Wellness Campaign (New Jersey Healthcare Quality Institute partnered with the New Jersey State League of Municipalities):
      - Holding Conversation of Your Life (COYL) Kick-Off meeting (2019)
      - Launch and execution of COYL Task Force (2020)
      - Co-sponsor joint events with senior centers, etc. on variety of topics and, concerns including driver safety and ageism
  - Transportation:
    - Continue support of Rides for Seniors. Generate publicity with events and feature stories
    - Look for additional transportation access for seniors.
  - Housing:
    - Work with municipalities to improve access to appropriate and affordable housing for seniors through providing coordinated community input and access to expertise
    - Host forum for older adult community on home improvement and maintenance resources, tax breaks, housing

Organizational Note: Task Forces for specific projects or areas of focus will be established with community teams as needed (see Governance)
Tri-Town 55+ Coalition – 1Q / 2Q 2019 Timeline

**WORKSTREAMS**

**Key activities Milestones & Decisions**

- **January**
  - 55+ Team Strat Work Sessions

- **February**
  - Share / Evolve Strat & Gov Model With Stakeholders

- **March**
  - COYL Kick-Off Event
  - Business Visits Continue

- **April**
  - 1st Funding Plan

- **May**
  - Update 55+ Op Plan

- **June**
  - Farmer’s Market Table Start

**Tri-Town 55+ Operations**

- Develop Draft Strat
- 2019 Op Plan
- Share Draft Strategy and Operational Plans with Stakeholders
- Continue to Update Strategy & Op Plans

**Outreach and Communication**

- Develop Plan
- Execute – Business visits / Publications / Farmer’s Markets Tables

**Life-Long Learning**

- Engage Stakeholders – COYL Kick-Off
- Detailed Planning for COYL Event
- Hold COYL Event
- Develop Local Learning Plan
- Enlist Team and Plan Local Learning Meeting(s)

**Transportation**

- Continue to Develop, Manage and Support Rides for Seniors

**Housing**

- Work with municipalities and stakeholders / consider 2020 Housing Conference
### Tri-Town 55+ Coalition – 3Q / 4Q 2019 Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Workstreams</th>
<th>Key activities Milestones &amp; Decisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Housing</td>
<td>Continue to update and align around Strategic Plan</td>
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<td></td>
<td>Make final and communicate Strategic Plan</td>
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<td>Outreach and Communication</td>
<td>Execute Business visits / Publications / Farmer’s Markets Tables</td>
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<td></td>
<td>Life-Long Learning</td>
<td>Develop Plan for COYL Task Force</td>
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<td>Staff and Execute Action Plan for 2020 COYL Task Force 2020 Launch</td>
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<td>Execute Local Learning Coordination Meetings</td>
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<td>Transportation</td>
<td>Identify New Transportation Opportunities</td>
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<td>Continue to Develop, Manage and Support <em>Rides for Seniors</em> and Opportunities</td>
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<td>Decide on 2020 Transportation Conference??</td>
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<td>Work with municipalities and stakeholders / consider 2020 Housing Conference</td>
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<td>August</td>
<td>Housing</td>
<td>Continue to update and align around Strategic Plan</td>
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<td>Outreach and Communication</td>
<td>Draft and finalize 2020 Operational Plan</td>
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<td>Life-Long Learning</td>
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<td>September</td>
<td>Housing</td>
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<td>October</td>
<td>Housing</td>
<td>Finalize Strategic Plan and Gov Model</td>
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<td>Outreach and Communication</td>
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<td>November</td>
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<td>December</td>
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<td>WorkStream</td>
<td>Goals</td>
<td>Actions</td>
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<tr>
<td>Tri-Town 55+</td>
<td>• Develop 3-Year Strategy to support achievement of our priorities</td>
<td>1. Follow up with stakeholders and leaders on fall meetings and present event plans for 2019. Ask for buy-in and support. Over course of year, develop long-term strategy to support priorities.</td>
</tr>
<tr>
<td>Operations</td>
<td>• Develop 2019 Operational Plan that includes activities valuable to our elder community</td>
<td>• Include strategic actions to achieve sustainable funding and resourcing toward the Tri-Town 55+ Coalition vision and mission</td>
</tr>
<tr>
<td>Outreach and</td>
<td>• Increase flow of information and identification of community needs and opportunities through presence in the community</td>
<td>• Continue visits to increase the number of Age Friendly Businesses in downtown Chatham</td>
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<td>Communications</td>
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<td>• Prepare content to be published in local newspapers and publications of partner organizations to get services and volunteer opportunities to community members</td>
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<td>Life-Long Learning</td>
<td>• Through interaction with partners improve substance and availability of life-long community learning</td>
<td>• Meet and jointly plan with libraries, museum, adult schools and other partner organizations to identify needed learning experiences of seniors and coordinating their delivery</td>
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<td>• Under the New Jersey Mayor’s Wellness Campaign organize and hold a Kick-Off meeting as a first step towards establishment of a Conversations of Your Life (COYL) Task Force</td>
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<td>Transportation</td>
<td>• Improve access, affordability and quality of transportation to our community elders</td>
<td>• Continue to operate and improve the subsidized Rides for Seniors program</td>
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<td>• Identify other transportation improvement opportunities through work with partners, stakeholders and the community</td>
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<td>Housing</td>
<td>• Improve availability, quality and affordability of housing to our elder community</td>
<td>• Work with municipalities and partners to increase the possibilities for elders to remain in our communities through information exchange, participation on community committees and boards and influencing decisions on housing availability, design and cost, including taxes.</td>
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<td>• Include in outreach and communication (see above) housing information valuable to elder members of our communities</td>
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</table>
| Tri-Town 55+ Operations | • Develop 3-Year Strategy to support achievement of our priorities  
• Develop 2019 Operational Plan that includes activities valuable to our elder community | • Make final strategic plan as agreed with partners and stakeholders  
• Develop the Operational Plan for 2020 in conjunction with partners and stakeholders  
• Obtain sustainable funding and resourcing toward the Tri-Town 55+ Coalition vision and mission |
| Outreach and Communications | • Increase flow of information and identification of community needs and opportunities through presence in the community | • Continuation of visits to increase the number of Age Friendly Businesses  
• Continue to develop content to be published in local newspapers and publications of partner organizations to get services and volunteer opportunities to community members according to plan  
• Man Farmer’s Market tables in Chatham and Madison once-per-month to answer questions, distribute information and recruit volunteers |
| Life-Long Learning      | • Through interaction with partners improve substance and availability of life-long community learning | • Complete action plan with partners to improve life-long learning opportunities in our communities  
• Follow up on actions from COYL Kick-Off Meeting  
• Build a team and plan for execution of the 2020 COYL Task Force |
| Transportation          | • Improve access, affordability and quality of transportation to our community elders | • Continue to operate and improve the subsidized Rides for Seniors program  
• Execute transportation improvements coming from research and agreements resulting from work with partners and stakeholders  
• Decide on whether a 2020 Transportation Conference will be held |
| Housing                 | • Improve availability, quality and affordability of housing to our elder community | • Work with municipalities and partners to increase the possibilities for elders to remain in our communities through information exchange, participation on community committees and boards and influencing decisions on housing availability, design and cost, including taxation models.  
• Include in outreach and communication (see above) housing information valuable to elder members of our communities  
• Decide on whether a 2020 Housing Conference will be held |
Tri-Town 55+ Coalition Governance Model (Discussion Draft)

55+ Program Management Team (PMT) / Working Group (PWG)

Membership:
- T-T 55+ Leaders
- Select experts, e.g., social worker
- Work Group Leaders?
- Roles (meets monthly):
  - Build management team and staffing to support T-T 55+ programs
  - Act as Program Level Working Group
  - Recruit community members
  - Secure buy-in for overall and specific programs from community groups
  - Develop program strategy
  - Secure endorsement of strategy by Executive Committee
  - Run Marketing and Communication
  - Prioritize and manage programs
  - Execute and oversee plans through working groups
  - Secure funding through grants, donations and other sources

55+ Joint Executive Committee (JEC)

Membership:
- T-T 55+ Leaders
- Government Reps
- Community Org Reps
- Elder Citizen Reps
- Select experts
- Roles (Meets quarterly):
  - Advise and endorse 55+ Strategy
  - Constituency representation:
    - Get approval to make decisions
    - Two-way communication
  - Recruit community members
  - Coordinate / minimize duplication
  - Support and communicate 55+ programs and their value:
    - Across community
    - With funding agencies
  - Receive reports from working groups and provide guidance
  - Provide human resource to working groups
  - Arrange to support program funding

55+ Operations Team
- Consensus Building
- Strategy
- Funding
- Operational Plan

Outreach & Communication Task Force
- Events
- Publications
- Social Media
- Workshops
- Farmer’s Market

Life-Long Learning Task Force
- Coordination of opportunities
- Mayor’s Wellness Campaign (COYL)

Transportation Task Force
- Rides for Seniors
- Communication
- New Programs
- Trans Conference

Housing Task Force
- Home design
- Tax Adjustments
- Affordable Housing
- Housing Conference

Life-Long Learning Task Force
- Coordination of opportunities
- Mayor’s Wellness Campaign (COYL)

Transportation Task Force
- Rides for Seniors
- Communication
- New Programs
- Trans Conference

Housing Task Force
- Home design
- Tax Adjustments
- Affordable Housing
- Housing Conference