Sanford Age Friendly Action Plan
November 2021

Prepared by the Thriving in Place (TiP) Leadership Team
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Appendix 1 City Letter of Commitment
Executive Summary

Our Purpose: Our purpose is to assist all ages in living well and engaged in their communities.

Our plan is grounded in the founding principle of Community—to empower residents to take charge in planning initiatives that affect their lives. Our approach is responsive to the needs identified by the consumers/caregivers; needs unmet by current infrastructure. We successfully assembled a team of partners to lead and implement the social, clinical, and educational components of this TiP project. Our team consists of effectual Doers; experts in the field and committed volunteers who are already on the ground, connected and engaged with their communities and knowledgeable about the needs of our target populations.

Thriving in Place supports Sanford "Age-Friendly" Work
The AARP recently welcomed Sanford into its Network of Age-Friendly States and Communities, following efforts by TiP, city officials, and others to secure certification. The network is an institutional affiliate of the World Health Organization’s Global Network of Age-Friendly Cities and Communities.

Members of the organization’s “Thriving in Place” (TIP) leadership team have worked with city officials and the community at large to develop a plan to further ensure, through policies, programs and projects, that Sanford will remain and grow as an age-friendly community for years to come.

Our Partners
University of New England College of Osteopathic Medicine
Alzheimer’s Association, Maine Chapter  https://www.alz.org/main
Southern Maine Agency on Aging  http://www.smaaa.org/
The Trafton Center  http://sanfordymca.org/trafton-center/
Southern Maine Health Care/Elder Services
The Sanford-Springvale YMCA  https://sanfordymca.org/
Garnsey Brothers Insurance  https://garnsey.com/
Maine Behavioral Health
MaineHealth Care at Home  https://mainehealth.org/mainhealth-care-at-home
Cornerstone VNA  http://www.cornerstonevna.org/
York County Community Action Corp.  https://www.yccac.org/
The City of Sanford  https://www.sanfordmaine.org/
**Sanford and Our History**

Sanford is Maine’s Newest City, the sixth largest municipality in Maine with a population of 21,000 and growing. Sanford is comprised of a number of unique residential neighborhoods and business districts which include the Village of Springvale, Downtown Sanford, South Sanford, the Agricultural Highlands, Mousam River Valley and several Lakes and Ponds all nestled in the forested foothills of the White Mountains.

Our City is a regional service center focused on quality of life and maintaining a strong sense of community and home town appeal. Jobs, commerce, retail, quality affordable housing, and economic growth have become the focus of strengthening our Community for the future. This focus has resulted in new developments in the areas of:

- New Academic & Career Technical High School
- Additions to and Remodeling of All Elementary Classrooms Pre-K -8
- Construction of SanfordNet Fiber a municipally-owned broadband network for business growth
- 50 Megawatt Photovoltaic Solar Array for renewable energy generation
- Multi-Use Trails, home of the Sanford Mainers Baseball Team, and the Maine Attraction Waterski Show Team

In 1661 William Phillips, the owner of saw mills in Saco, purchased from the Indian Chief Fluellin a tract of land that encompassed what is now the City of Sanford and bits of the adjoining towns. The purchase was for eight miles square to the west of Wells. It soon became knows as Phillipstown even through it remained uninhabited until 1739.

The residents of Phillipstown, starting in 1752, made three appeals to the Province of Massachusetts Bay for incorporation (Maine was then part of Massachusetts). The third appeal in 1768 was successful. In that year the Governor of the Province of Massachusetts Bay, Sir Francis Bernard, signed the incorporation document. With some pressure from his Lieutenant Governor, William Hutchinson, Sir Francis changed Phillipstown's name to Sanford to honor Peleg Sanford, A Governor of Rhode Island in the 1680's. Peleg was a stepson of William Phillips. More important, Hutchinson's wife was Peleg's granddaughter.

From 1739 to 1829 no factories whatsoever were built along the Mousam River between Mousam Lake and the Atlantic Ocean. There were saw mills and grist mills, of course, but no factories. All that changed in 1829 when a plant for the printing of designs on cotton cloth was built at a waterfall in what was soon to be called Springvale. At the opening ceremony the gentleman who offered a prayer for the mill's success was asked if he could suggest a name for this section of Sanford. Gesturing toward the nearby bubbling spring and the mill's location in a valley between two ridges he replies "Springvale". This part of Sanford ever since has been known by that name.

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1 From the City of Sanford’s website sanfordmaine.org
The second factory on the Mousam was Springvale Cotton Mills built in 1842. By the beginning of the American Civil War the production of shoes had become the village's predominant industry. Virtually every shoe factory in Sanford before 1900 was in Springvale; Sylvester Cummings, Butler and Fogg, Mudge Shoe Co., William H. Usher etc. Their factories crowded Springvale's Bridge and Pleasant Streets. By the 1870's Springvale was the center of Sanford in terms of employment, shops, professional people (doctors, dentists, lawyers, etc.) and transportation (the Portland and Rochester Railroad was completed through Springvale in 1871). It is therefore not surprising that when the Town of Sanford decided to build a new town hall, it was built in Springvale. It remained Sanford Town Hall for the next 35 years.

The arrival of Thomas Goodall in Sanford in 1867 would gradually change all that. The only factory in Sanford village the year he arrived was a small felt mill on Washington Street. He bought the felt mill and its water power, the sawmill and dam just above it and the gristmill and dam a short distance below. He was soon producing woolen cloth, blankets and horse blankets as he had done in Troy, New Hampshire, before coming to Sanford. His three sons soon joined him and one of his sons, George, figured out how to manufacture cloth from the wool of the angora goat. Called mohair plush, the production commenced in 1883 and changed the face of Sanford. The population of our town that year was only 2,700. By 1910 it had grown to 9,000, thanks mostly to mohair plush. 3,000 of Sanford's citizens by then were employed in the Goodall Mills.

Mohair plush was ideal material for the manufacture of carriage robes. Within a decade Goodall Mills offered them in 450 different designs. After the advent of the automobile, carriage robes, now called lap robes, continued to be needed in vehicles because early automobiles lacked heat. Many American automobile manufacturers upholstered their cars in Sanford's mohair plush. For decades all Pullman railroad cars in America were upholstered in mohair plush from Sanford Mills.

The development in the early 1900s of light weight woolen material called Palm Beach Cloth became the second major product of the mills. An ideal material for warm weather clothing, Palm Beach suits for men and women were standard summer attire for decades. Mohair plush and Palm Beach Cloth were the making of modern Sanford.

The growth of industry in Sanford brought workers from many countries and gave our city a rich blend of nationalities.

In 1954 the Goodall Mills closed and the shoe factories in both Sanford and Springvale were about to disappear. The Sanford-Springvale Chamber of Commerce was formed that year to sustain and expand the community's economy. Sanford's industrial base today, is diversified with forty plus firms producing a vast array of items.
Sanford’s Citizens Opinions and Observations

To develop our Age Friendly Plan, the TiP Leadership Team held a community conversation to collect opinions and thoughts from the community, conducted a community-wide survey, and reviewed community needs assessments conducted by our community partners.

Key Stakeholder Interview Quotes
A total of 20 stakeholders were interviewed from the area. A selection of quotes that provide some insight into the strengths, needs, and challenges and barriers include the following:

- “If people or organizations have a need, the community eagerly responds.”
- “Great network of agencies that collaborate to get people access to services.”
- “People can’t pay their bills with housing costs.”
- “Transportation is very hard for seniors. It’s hard for them to come to town if they live further out – medical, social services are in the city, which is hard for people in Acton.”
- “Housing is a major challenge. It’s gentrifying towns. The issues were made worse by COVID-19.”
- “YCCAC has been very helpful in getting people healthcare. It used to be that people only got really sick and went to the emergency room then they got Nasson Healthcare to come in for primary care.”
- “Food is a big need, but there’s an abundance of food resources.”
- “There’s an opportunity to aggregate services with non-profits as there’s no nexus point so there is a duplication in some areas and no services in others.”

Comments and Ideas

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<thead>
<tr>
<th>Top Challenges Mentioned</th>
<th>Housing costs</th>
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<td></td>
<td>Transportation</td>
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<th>Unique Strength or Challenge Mentioned</th>
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<td>It’s getting better but the services are very siloed.</td>
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<td>There is a new Intensive Outpatient Treatment facility in Sanford.</td>
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<table>
<thead>
<tr>
<th>Housing</th>
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<tr>
<td>Lack of affordable housing</td>
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<th>Mental Health</th>
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<td>There is no detox facility in York County; closest is in Portland. The new behavioral health unit at Goodall has increased the number of beds (about 44 beds); but it has strict criteria; a 72-hour hold generally happens at a hospital emergency department and the crisis team from behavioral health will evaluate and possibly send them to Goodall if beds are available.</td>
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<th>Transportation</th>
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<td>Poor transportation is the biggest issue some residents face. First thing people lose is the car. Need regular bus service that doesn't require appointments. If you don't make an appointment (with the MaineCare service) you're not getting there unless your neighbor takes you.</td>
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<th>Employment</th>
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<td>I think it’s generalization but with work ethic there is a generational divide – kids seem to hop from job to job. It’s even hard to find good police officers. You need to pass the background check and agility test.</td>
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<td>I have two kids. One works in the shipyard and is a little resentful that others got to stay home. The other received benefits because he worked in hospitality and the restaurant closed.</td>
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<td>Employers and employees don’t have the loyalty. You used to take a job for 20+ years and now people don’t have that loyalty.</td>
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<tr>
<th>Basic Needs</th>
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<tr>
<td>Food insecurity</td>
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Age-Friendly Survey Responses
Our survey focused more fully on seniors in the Sanford Area, and we found the following:

What is your current housing situation?
64 responses

- Own: 64.1%
- Rent: 25%
- Subsidized rent: 10.9%

If you own, what challenges do you face?
36 responses

- Paying taxes: 7 (19.4%)
- Home expenses such as heating: 8 (22.2%)
- Upkeep of the home: 25 (69.4%)
- Finding help for chores and errands: 1 (2.8%)
- Paying cable bill (Atlantic Broadband): 1 (2.8%)
- None at this time: 1 (2.8%)
- None at this minute: 1 (2.8%)
- I challenged at this time: 1 (2.8%)
- Plowing, raking leaves, painting: 1 (2.8%)
- None: 1 (2.8%)
- We're able to take care of neighbors: 1 (2.8%)
- I had to sell, could not keep: 1 (2.8%)
- All the above: 1 (2.8%)
We also included a chance for respondents to offer narrative, and many shared needs around housing, keeping areas shoveled and clear in the winter, more accessibility with the existing public transportation, and more social activities for seniors.

Connecting to our Work Plan

After reviewing responses to our survey and the community needs assessment information, the TiP Leadership Team held a series of planning sessions. The team reviewed all eight (8) domains that the AARP Age-Friendly Model offers, which includes Housing, Transportation, Communication and Information, Respect and Social Inclusion, Outdoor Spaces and Building, Civic Participation and employment, Health Services and Community Support, and Social Participation. We compared the eight domains to our needs as well as our resources within our network and landed on the following conclusions:

- Housing: Agreed that York County Community Action Corporation (YCCAC), Sanford Housing, and York County Shelter Programs provides these services, and our Age-Friendly Network does not have the adequate resources to appropriately address housing needs.
- Transportation: Agreed that YCCAC provides these services and can keep our Age-Friendly team apprised of expansion efforts that are underway to meet greater needs.
- Communication and Information: Discussed the work of the Maine Tech Task Force and discussed option of including some technology resources in our resource guide.
- Respect and Social Inclusion: Agreed that this category feels vague to us right now and does not feel actionable at the moment.
- Areas where we plan to focus. Please see more details on these outlined below in our Action Plan.
  - Outdoor Spaces and Building: We would like to see benches put in place especially at bus stops. This is a more long-term project.
  - Civic Participation and Employment
  - Health Services and Community Support
  - Social Participation
Our Purpose: Our purpose is to assist all ages in living well and engaged in their communities.

Domain- or Initiative-Specific Strategy Chart/Action Plan

**Domain/Initiative:** Social Participation

**Goal:** All Sanford residents regardless of age have options and access to social opportunities.

**Collaborating Organization(s):** ServiceWorks, Sanford Backpack Program

<table>
<thead>
<tr>
<th>Activities</th>
<th>By whom</th>
<th>Resources and support available/needed</th>
<th>Potential barriers or resistance</th>
<th>Partnerships</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>What needs to be done?</td>
<td>Who will be responsible for getting it done?</td>
<td>Resources available</td>
<td>Resources needed</td>
<td>What individuals and organizations might resist? How?</td>
<td>What individuals and organizations should be informed about/involved with these tasks?</td>
</tr>
<tr>
<td>Volunteer Network: Can both be a volunteer and receive volunteer services</td>
<td>Thea Murphy, but the TiP Leadership team will look at United Way as a resource for a volunteer coordinator or possibly a partner agency</td>
<td>ServiceWorks, Sanford Backpack program, existing volunteer policies, United Way, Churches, Knights of Columbus</td>
<td>Need more participants on both sides</td>
<td>COVID</td>
<td>ServiceWorks, Backpack Program</td>
</tr>
<tr>
<td>Healthy Living Expo done annually in May or June</td>
<td>TiP Leadership Team</td>
<td>Elks, Gotta Be Frank, Health agencies, local businesses</td>
<td>Space</td>
<td>COVID and space—possibly host in May for outdoor options</td>
<td>Elks, Gotta Be Frank</td>
</tr>
<tr>
<td>Trafton events that are open to the public quarterly</td>
<td>Trafton Leadership with promotional support from TiP Leadership Team</td>
<td>Existing system for public events</td>
<td>Event planning support</td>
<td>COVID</td>
<td>Altrusa, Sanford Trails</td>
</tr>
<tr>
<td>Friendly Phone Network established by May 2022</td>
<td>Thea/Volunteer Coordinator</td>
<td>Existing publicity materials</td>
<td>Need more participants</td>
<td>People have avoided calls by unknown numbers</td>
<td>Altrusa, civic groups</td>
</tr>
</tbody>
</table>
**Internet Connectivity through Hot Spots to be established by end of 2022**

| Domain/Initiative | Library program | Money to pay for hotspots ($180/year per hotspot) | Fundraising capacity and support | Library, Huntington Common Fund, other funder | • # of hotspots purchased  
• # of hotspots borrowed |

**Who is responsible for maintaining and updating information:** Meaghan Arzberger/TiP Leadership Team

**Frequency of meetings:** Monthly

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**Domain- or Initiative-Specific Strategy Chart/Action Plan**

**Domain/Initiative:** Health Services and Community Support

**Goal:** All Sanford residents have access to health and community supportive services.

**Collaborating Organization(s):** Maine Health Care at Home, SMAA, Trafton

<table>
<thead>
<tr>
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<th>By when</th>
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<tr>
<td><strong>What needs to be done?</strong></td>
<td></td>
<td></td>
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</tbody>
</table>
| Resource Guide              | Thea and TiP Leadership Team | Done Annually in September | Many relationships with existing service providers | Stronger venues for sharing Barrier of changing resources quickly | MANY - SMAA, SMHC, YCCAC, Trafton, Maine Health Care at Home, etc. | • # of guides distributed  
• # of website hits and facebook hits |
| Outreach Services           | Thea and TiP Leadership Team | As needed throughout the year, ideally monthly | Sanford Housing Authority, YCCAC, potentially put in Aunt Bertha Other locations to host | COVID | Sanford Housing Authority, Thea, and Willie Dumont | • # of individuals met with to discuss resources  
• # of outreach visits |
### Domain- or Initiative-Specific Strategy Chart/Action Plan

**Domain/Initiative:** Civic Participation and Employment

**Goal:** All people in Sanford who want it have access to civic participation and employment.

<table>
<thead>
<tr>
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<td>Volunteer Network with volunteer opportunities</td>
<td>Thea Murphy, but the TiP Leadership team will look at United Way as a resource for a volunteer coordinator or possibly a partner agency</td>
<td>On-going</td>
<td>ServiceWorks, Sanford Backpack program, existing volunteer policies, United Way, Churches, Knights of Columbus</td>
<td>Need more participants on both sides</td>
<td>COVID</td>
<td>ServiceWorks, Backpack Program</td>
</tr>
<tr>
<td>What needs to be done?</td>
<td>Who will be responsible for getting it done?</td>
<td>By what date will the action be done?</td>
<td>Resources available</td>
<td>Resources needed (financial, human, political, etc.)</td>
<td>What individuals and organizations might resist? How?</td>
<td>What individuals and organizations should be informed about/involved with these tasks?</td>
</tr>
</tbody>
</table>

**Who is responsible for maintaining and updating information:** TiP Leadership Team

**Frequency of meetings:** Monthly

- # of attendees
- # of events
- % of people who increase knowledge
| Resource guide that includes employment resources | Thea and TiP Leadership Team | Done Annually in September | Many relationships with existing service providers | Stronger venues for sharing | Barrier of changing resources quickly | MANY - SMAA, SMHC, YCCAC, Trafton, Maine Health Care at Home, etc. | • # of guides distributed  
• # of website hits and facebook hits |
|---|---|---|---|---|---|---|---|
| Mobilize seniors for civic participation: | TiP Leadership Team and town planning office | June 2023 | Relationships with city council members and other representatives | Buy-in on the idea of a representative | Buy-in and interest | City Council | • Representative chair exists  
• # of senior attendees at city council meetings  
• # of new members in civic groups |
| 1. Speaking at city council  
2. Joining civic groups  
3. Senior Representative on city council |  |  |  |  |  |  |  |
| Share volunteer opportunities in the community and fundraising opportunities | TiP Leadership and volunteer coordinator | On-going | Hotspot project, volunteer network | Outreach materials to invite participation | COVID | Library, Volunteer network | • # of senior volunteers  
• # of senior volunteer hours |
|  |  |  |  |  |  |  |  |

**Who is responsible for maintaining and updating information:** TiP Leadership Team  
**Frequency of meetings:** Monthly
City of Sanford, Maine
Office of the City Manager
919 MAIN STREET, SANFORD, MAINE 04073
(207) 324-9173   FAX (207) 324-9124

January 4, 2022

Noel Bonam
AARP Maine State Director
53 Baxter Blvd.
Portland ME 04101

Dear Mr. Bonam,

On behalf of the City of Sanford, I am pleased to submit this letter of commitment to the AARP/World Health Organization Network of Age-Friendly Communities. Sanford recognizes the importance of encouraging and promoting age-friendly planning and policies to address the changing demographics and to enhance independent living, and is committed to a process of continual improvement to support active and healthy aging.

To this end, the City of Sanford Council has voted to support the Thriving in Place: Age-Friendly Sanford action plan and its work to support older adults in Sanford-Springvale. We look forward to seeing how the work of Thriving in Place improves the lives of our older residents.

Sincerely,

Anne-Marie Mastraccio
Mayor, City of Sanford