



Membership Application

To join the **AARP Network of Age-Friendly States and Communities**
and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email livable@aarp.org
- If you need additional space for answering the questions you may add an additional sheet of paper

Section 1: COMMUNITY DETAILS

APPLICATION SUBMISSION DATE: 7/17/2019

NAME OF THE COMMUNITY: City of Clearwater

STATE: Florida

POPULATION SIZE: 112,794

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: 28.2%

NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: City Manager Bill Horne
Mayor George N. Cretekos

OFFICE ADDRESS OF THE SIGNER: City of Clearwater Offices One Clearwater Tower, 6th Floor
600 Cleveland St. Clearwater, FL 33756

Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States and Communities

- The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work — it is not the responsible AARP staff member.

[Redacted contact information]

Please describe the named person's role in the city or community's age-friendly initiative:

The City of Clearwater designates Kerry Kimball Marsalek as the community contact for the AARP Network of Age-Friendly Communities. As the City of Clearwater's Office on Aging Manager, Kerry works to facilitate necessary community actions to improve older residents' quality of life. Kerry has 20 years of professional experience in home and community-based care program management, long term care management and community facilitation. Kerry is a graduate of USF's School of Aging Studies Master's program, the American Society on Aging's Leadership Institute and Stanford University's Chronic Disease Self-Management Master Trainer program. Kerry serves as the Gubernatorial Appointee representing Pinellas and Pasco counties on the Governor's Elder Affairs Advisory Council.

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit AARP.org/Livable-Subscribe.

Click here to enter text.

Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.

In 2002, the City of Clearwater affirmed its support of the State of Florida's Elder Ready initiative and issued a resolution to make Clearwater "Elder Ready." Clearwater established a diverse, interdisciplinary committee to address this issue and completed the required "Report Card for Well and Frail Elders." In 2006, the City of Clearwater created the Office on Aging within the city's Parks and Recreation Department. Kerry Marsalek, Office on Aging Manager, was tasked with expanding the city's Communities for a Lifetime effort through the development and implementation of an Aging Well Master Plan (i.e. AWMP) and a comprehensive older adult needs assessment. In 2006, the Aging Well Survey was conducted by the Florida Research Center which surveyed 500 Clearwater residents in the following topics: Housing and Transportation; Health and Health Care; Financial Services and Employment Issues; Preparation for Emergencies; Leisure, Recreation, Volunteering, Senior Services and Demographics. This survey provided the foundation for the Aging Well Master Plan which focused on 5 areas: 1) Optimize resources that serve older adults; 2) Increase older adults' access to essential services; 3) Maximize older adults' independence; 4) Promote older adults' health and wellness and 5) Encourage older adults' social and civic engagement. A major milestone of the AWMP is the State of Florida's Department of Elder Affairs grant to the City of Clearwater of \$727,500 to establish a multi-service senior center in Clearwater called the Aging Well Center. The Clearwater Office on Aging offers diverse programs through the Aging Well Center and other city sites to promote health and wellness, education, creative expression and community resources. The Clearwater Office on Aging serves as a resource to the community for aging related information, support for family caregivers, training professionals, community leaders and students; and for developing innovative approaches to address aging issues. In the area of Health and wellness, the city offers 9 evidence-based programs for older adults that provide proven ways through defined research to promote wellness and manage or reduce falls and health concerns. The city partners with BayCare Health System to provide wellness education and screenings. Additionally, since 2011, the City of Clearwater has contracted with Tivity Health to provide SilverSneakers and Prime wellness programs at eight Municipal Recreation sites. In the area of Transportation, Neighborly Care Network, Senior Citizens Services, and the cities of Dunedin and Clearwater partnered to launch a transportation option for area older adults called the EZride service in which Neighborly Care Network provides a prepaid fee-for-service, advance-scheduled, door-to-door transportation program. Programs on available transportation options are conducted annually and the city has adopted a Complete Streets initiative through the Planning and Development Department. In the area of Financial Security, the city increased the homestead exemption to \$25,000 for qualified Clearwater seniors age 65 or older; offers unbiased financial workshops; partners with the State of Florida's SHINE Program to offer unbiased health insurance counseling; refers older adults to the Area Agency on Aging of Pasco Pinellas, Inc. Helpline for financial triage. In the area of Life Safety, the Office on Aging has worked with other city departments (i.e. Police and Fire Department, Emergency Management), the Florida Department of Financial Services and the Pinellas County Consumer Protection Agency to expand senior life safety programs in Clearwater. Programs offered include hurricane awareness, crime prevention, safety phone program and the File of Life program. In 2019, the city of Clearwater conducted the Community Assessment Survey for Older Adults (CASOA) administered by the National Research Center, Inc. which provides a statistically valid survey of the strengths and needs of older adults as reported by older adults themselves in communities across the United States. The CASOA instrument was mapped to the AARP Livable Communities model and found that the surveys aligned well to the Age Friendly domains.

2) How will the community engage and involve older people in the process of becoming a more age-friendly?

We will utilize proven and diverse methods to engage and involve older adults in the process of becoming more age-friendly. These methods include: a comprehensive older adult needs assessment; focus groups, community forums and expert interviews. We will also welcome and employ new methods of community engagement as recommended by AARP Age-Friendly Communities and the World Health Organization Global Network of Age Friendly Communities.

3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.

The City of Clearwater Office on Aging currently partners with more than 30 organizations and other City Departments to plan and implement older adult related programs and initiatives. These existing partnerships provide the foundation for expanded collaborations to facilitate the adoption of age-friendly practices in the eight domains of livability. Additionally, the interwoven thread throughout the planning process will be the views, needs and interests of our older residents which remain a vital component of the collaborative planning process.

Section 4: NETWORK MEMBERSHIP

- Your answers to the following questions will help us complete your membership in the global age-friendly network and better enable us to understand how to support the network.

4) How do you hope to contribute to the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

We welcome the exciting opportunity to join other communities committed to the Age Friendly movement. As a member of the AARP Network of Age-Friendly Communities and the WHO Global Network of Age Friendly Communities we hope to contribute through the strategic expansion and adoption of age-friendly practices in the eight domains of livability that make cities inclusive, accessible and thriving for people of all ages.

5) What motivated your community to join the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

The City of Clearwater has demonstrated its commitment to cultivate a lifelong community for our residents and to achieving our vision of a uniquely beautiful, vibrant community that is socially and economically diverse; that invests for the future; and that is a wonderful place to live, learn, work, visit and play. Membership into the AARP Network of Age-Friendly Communities and WHO Global Network of Age-Friendly Communities will further reinforce this commitment. We are honored to join the growing number of AARP Network of Age-Friendly Communities and the WHO Global Network for Age-friendly Cities and Communities to further foster the exchange of experience and mutual learning between cities and communities worldwide that are striving to better meet the needs of their older residents through the WHO Global Network for Age-friendly movement. We share the common desire and commitment to promote healthy and active aging and a good quality of life for our older residents.

6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi. As an example of an image, here's ours:

Click here to add a link to where we can find your logo. Or, send a JPEG, PDF or PNG of your logo by email attachment to livable@aarp.org.

