



## Membership Application

To join the **AARP Network of Age-Friendly 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@aarpp.org](mailto:livable@aarpp.org).
- If you need additional space for answering the questions you may add an additional sheet of paper.

APPLICATION SUBMISSION DATE: 3/10/2017

### Section 1: COMMUNITY DETAILS

**NAME OF THE COMMUNITY:** Village of Shorewood

**STATE:** Wisconsin

**POPULATION SIZE:** 13,311 (2016)

**PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60:** 19%

**NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT:** Guy Johnson, Village President

**OFFICE ADDRESS OF THE SIGNER:** Village Hall 3930 N. Murray Avenue Shorewood, WI 53211

### Section 2: COMMUNITY CONTACT FOR THE AARP NETWORK OF AGE-FRIENDLY 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]

[REDACTED]

[REDACTED]

[REDACTED]

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

As a Consultant to the Village of Shorewood and a long-time Shorewood resident, Sue has facilitated the Shorewood Connects project since its inception in 2008. Prior to this role, Sue was the Coordinator for Milwaukee County's Connecting Caring Communities Program funded by the Robert Wood Johnson Foundation.

### 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.**

Shorewood is home to a diverse group of people and is the most densely populated municipality in the State of Wisconsin, with a geographic area of 1.5 square miles and a population of 13,311. It is a community filled with people who desire to be connected to one another and to the fabric of the community. While deep pride in the school system remains at the heart of the community, the Village of Shorewood has worked hard to ensure that it is a vibrant place for people of all ages to live. With the creation of the Senior Resource Center in 2000 and the Shorewood Connects project in 2008, the Village has made great strides in recognizing the unique needs and assets of its older residents. The Shorewood Senior Resource Center provides information and support services as well as educational programs, fitness classes, trips and workshops. It is an information and referral resource and a senior center all rolled into one. The aim of Shorewood Connects is to enhance the ability of all residents, particularly seniors, to remain in and contribute to the life of the Village. Finding ways to make Shorewood more age-friendly and restoring neighborliness on a block-by-block basis are at the core of this project. Some of the project's accomplishments to date: + Annual Spring and Fall Yard Clean-Up Days (150 volunteers work at the homes of older and disabled neighbors); + the Senior-Friendly Business Certification Program (senior volunteers conduct an assessment of interested businesses with recommendations and recognition); + the creation of the annual Shorewood Neighborhood and Neighbor of the Year competitions; + with the Senior Resource Center, creation of the "Home Sweet Home" program, using a volunteer architect to help older adults assess the need for home modifications; + involvement of older people in Village committees and planning initiatives, particularly advocacy related to the development of affordable housing options; + development of a Dementia Awareness initiative and a monthly Shorewood Memory Café. Shorewood Connects will continue to use a participatory planning model to work toward age-friendliness in many areas. It is worth noting that in 2014, Generations United recognized Shorewood as one of four "Best Intergenerational Communities" in the country.

**2) How will the community engage and involve older people in the process of becoming more age-friendly?** In 2007, our first task was to conduct a survey of residents ages 50 and over to better understand the assets and challenges Shorewood has in terms of senior-friendliness. (This was followed by a 2010 survey of older residents specifically on questions about housing preferences) A large meeting of diverse community stakeholders was held to consider the survey results in developing overall goals toward making Shorewood a more age-friendly community, resulting

in the development of the Shorewood Connects project, which has received funding and support from the Village of Shorewood since 2010. The Shorewood Connects Facilitator works with four work groups to plan and carry out tasks while the work of the project as a whole is overseen by the Village of Shorewood's Elder Services Advisory Board, comprised of Village residents as well as staff from the North Shore Health Department and the Shorewood Senior Resource Center. Each of the four work groups (Intergenerational; Senior-Friendly Business; Neighborhood of the Year Review Panel; Dementia Awareness and Education) includes older adults as well as stakeholders of other community organizations. Activities such as the Yard Clean-Ups and the monthly Memory Cafes also rely upon additional older adults to serve as volunteers. Shorewood Connects will continue to partner with the Shorewood Senior Resource Center to identify and recruit older adults for involvement in its planning and activities.

**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.** Shorewood Connects has involved several community partners in its planning and activity initiatives, primarily through their participation in the project's work groups. In terms of the Village of Shorewood, both the North Shore Health Department and the Shorewood Senior Resource Center are active members of almost every work group. Shorewood Connects works closely with the Village's Customer Service Department and the Shorewood Historical Society on the Neighborhood of the Year Competition, and with the North Shore Fire Department for Yard Clean-Up Days. In terms of external collaborators, the Shorewood School District is an active member of the Intergenerational Work Group and works closely with the Senior Resource Center to plan joint activities at the Senior Center. The Shorewood Business Improvement District has also been involved in the development of the Senior-Friendly Business Certification Program. The Dementia Awareness and Education Work Group includes residents who have served as family caregivers as well as an estate planning attorney and a geriatric case manager. In all of these instances, Shorewood Connects acts as the "glue", bringing together a variety of stakeholders as partners in developing a livable community for all.

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

We have found our affiliations with national organizations such as the Robert Wood Johnson Foundation's "Community Programs for Older Adults" and Generations United's "Best Intergenerational Communities" has enabled us to be part of large teaching/learning networks. This in turn creates a sense of community awareness and community pride about our work; it is always beneficial to be recognized, particularly by respected organizations. We offer AARP's and WHO's networks the

experience of our community in creating an age-friendly community since 2008. Other communities can learn from our mistakes as well as our successes, particularly in the areas of developing diverse community partnerships and engaging individuals to become involved, recognizing senior-friendly businesses, fostering formal and informal intergenerational opportunities, creating block-by-block community connections, and enhancing dementia awareness and education.

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

2011, Shorewood Connects Facilitator Sue Kelley was invited to speak to the US Senate Select Committee on Aging by Senator Herb Kohl. Sue was a panelist on the topic of “Age-Friendly Communities”, along with members of the WHO Global Network of Age-Friendly Communities and Age-Friendly NYC. As a result, Shorewood has drawn upon the resources offered by these initiatives in developing our own plans and programs. We have consulted AARP’s Livable Communities website and e newsletter with increasing frequency to look for examples of the work that other communities are engaged in around the country. We would like to formally become part of the learning network, and given the national umbrella of AARP and the international umbrella of WHO, we know the quality and depth of information being shared is current and leading-edge.