

# Shorewood's Age-Friendly Plan 2019 - 2023





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## Executive Summary

The Village of Shorewood's efforts to become age-friendly go back to 1999 with the advent of the Elder Services Advisory Board and the Senior Resource Center. Since that time, two surveys on health/supportive service needs and one on housing preferences have been conducted, and a new initiative, Shorewood Connects, was launched. Shorewood has been deliberate in its efforts to keep abreast of what residents are considering as they age and in bringing various stakeholders together to support residents' ability to "age in community".

Now that baby boomers are reaching their 60s and 70s, Shorewood has again undertaken a planning process to ensure that it is ready to support residents as they age, knowing that what it does will benefit all generations. For as a community improves on things like sidewalk safety, it becomes easier for not only older adults but also for parents pushing strollers, people with disabilities, and children on their way to school.

This most recent planning process under the umbrella of "age-friendliness"<sup>1</sup> included a phone survey, pop-up community surveys, a written survey, and a gathering of fifty stakeholders representing different segments of the community. As the first Wisconsin community in AARP's Age-Friendly Communities Network, Shorewood received survey assistance from AARP and tapped into the learning resources available through the network. The Shorewood Elder Services Advisory Board led the process, which also included meetings with Village administrators and other Village committees, as well as consideration of age-friendly initiatives in other communities in the AARP Network.

As a result of this process, four priority areas have been identified for work in the next 3-5 years:

- 1) Create more housing options for people with moderate incomes.
- 2) Improve Shorewood's walk-ability.
- 3) Develop neighborhood connection activities and programs.
- 4) Increase [awareness/use of the Senior Resource Center's] ability to help seniors find and gain access to health and supportive services.

Initial strategies have been identified in an action plan, along with responsible entities and outcome indicators. Shorewood now has a path to follow and a call to action that will lead its stakeholders in becoming a more age-friendly community, supportive of young and old and everyone in between.

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<sup>1</sup> As the recognized authority in age-friendliness, the World Health Organization provides this description, "*Age-friendly environments foster health and well-being and the participation of people as they age. They are accessible, equitable, inclusive, safe and secure, and supportive. They promote health and prevent or delay the onset of disease and functional decline. They provide people-centered services and support to enable recovery or to compensate for the loss of function so that people can continue to do the things that are important to them.*" <https://www.who.int/ageing/projects/age-friendly-environments/en/>

## Background

### a. Aging by the Numbers

Like many communities across the country, Shorewood's older adult population, currently just over 2,600 people, is expected to continue growing disproportionately to other age cohorts as the baby boomers are now reaching old age. According to the American Community Survey, the growth in the population of residents age 60+ has gone from 13% of the total population in 2010 to 20% in 2017. This growth will further spike in 2050, when the "oldest old" (those 85+) will grow in both numbers and proportions. People living this long often require additional caregiving and support.

#### 2017 American Community Survey - Village of Shorewood

<i>Age Category</i>	<i># of residents</i>	<i>% of total population</i>
60 years and over	2,668	20%
62 years and over	2,328	17.4%
65 years and over	1,934	14.5%
75 years and over	805	6.0%

### b. Historical Context of Shorewood's Focus on its Older Residents

Shorewood has long prided itself on being a community that offers something for every generation. People think of it as a great place to raise a family and a great place to remain active throughout one's life. For the past twenty years, the Village has taken deliberate steps to ensure that the interests and needs of seniors are being identified and addressed, to make it easier and more rewarding for residents to remain in the community as they age. Some of the milestones in this process are described below.

#### ***The Elder Services Advisory Board, The Senior Resource Center***

The Village of Shorewood formed the Elder Services Advisory Board in 1999 to advise the Village Board and Village Administration on all matters related to older adults<sup>2</sup>. The following year, the Shorewood Senior Resource Center was launched; its mission "...to promote safe, healthy and enriching lifestyles for Shorewood residents age 60 and older". Since the SRC opened in April 2000 it has continued to grow and each month more than 500 persons expand their interests and horizons by participating in activities and attending events. This municipally-supported senior center and information/referral center is unique to the north shore in its breadth of offerings, including resource linkage.

#### ***The 2007 Older Adult Community Survey, Shorewood Connects***

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<sup>2</sup> As defined by the federal Older Americans Act, an older adult is age 60 and over.

A survey was conducted of residents age 55 and over in 2007 to gather information on behalf of the Elder Services Advisory Board to determine both areas of success and improvement in terms of health/supportive services. The Shorewood Older Adult Community Survey 2007 Summary Report summarized the findings, noting that for the most part, Shorewood's older adults were doing relatively well. The areas of concern:

- Assistance for low-income older adults with health issues
- Ways to reach isolated older adults, and others in need of services
- Support for caregivers as well as for those being cared for
- Financial counseling and long-term care planning
- Information about available programs and services to family and friends, health care providers (ensuring that information is also readily accessible for Shorewood's non-English speaking population)
- More opportunities for volunteerism or for greater social interaction.

At a meeting of community stakeholders held to review the findings in 2008, the “Shorewood Connects” project was launched under the auspices of the Elder Services Advisory Board and the Senior Resource Center. The purpose of the new project: “develop relationships, identify community assets, and explore new ways of connecting Shorewood older adults with each other and with community resources” as a way to ensure that Shorewood residents are able to remain in and contribute to the life of the community as they age. Shorewood Connects was created to be a community-organizing/planning companion to the Shorewood Senior Resource Center. These two entities reflect Shorewood’s commitment to ensuring that older adults are valued members of the community and that they remain connected to the fabric of Shorewood. (For more information about these programs, refer to the Appendices.)

### ***The 2010 CDA Older Adult Housing Survey***

To seek guidance about housing preferences for seniors in Shorewood, in 2010 the Village of Shorewood Community Development Authority (CDA) conducted a mail survey of adults age 55 and over. Some of the conclusions and results from the Village of Shorewood Senior Housing Survey Report:

- Most Shorewood residents prefer to stay where they are as they grow older.
- Some type of referral service for reliable home maintenance contractors would be helpful.
- Housing options, which had age-friendly features and were affordable, would influence the decision of some to remain in Shorewood.
- The option with the greatest supply vs demand gap: affordable rental units.

Since 2010, several additional housing options, some catering exclusively to seniors, have been built. New rental housing for people looking to downsize and those wanting to live closer to the business district, can be found along Oakland Avenue. HarborChase of Shorewood, an Assisted Living and Memory Care facility opened at the end of 2015. Next door, an active senior living complex

providing approximately 100 units of rental housing, The Oaks of Shorewood, opened in late 2018.

### ***The 2013-14 Village Strategic Planning Process & The Shorewood Vision 2025<sup>3</sup>***

The results of a Village-wide visioning process had several findings of interest regarding seniors. The number of active older adults who moved into Shorewood increased since an earlier 2005 visioning effort. Since the 55 - 64 age group is expected to increase, the 2025 report adds, "Shorewood may be able to capitalize on the vitality this group would bring." The Vision Report included insights related to Shorewood's older adults from focus group feedback. Older adults who moved to Shorewood "loved their places, whether they were high end or subsidized renters." Some older homeowners noted they were getting help to stay in their homes and others indicated they may need to move or get help in the future. The focus group of "Seniors" included more duplex and apartment dwellers than homeowners. Owners of single family homes "were planning to move only when they have to and are getting help from family or contractors to do physically difficult work." Participants were "enthusiastic supporters of the Senior Center and its director and enjoyed and used the Library." They also had recommendations for improving pedestrian safety. Another focus group "supported and recommended planning for seniors to 'age in place'."

According to the Report, 75% of Shorewood's housing stock was built in or before 1939. Older housing, as noted in national reports about aging in place and senior-friendly communities, is more likely to require maintenance and less likely to be affordably modified to make accommodations for aging safely at home.

### ***2014 Best Intergenerational Community***

In 2014, the Village of Shorewood was recognized by the national organization Generations United as one of four "Best Intergenerational Communities" across the country. According to Generations United, this honor is bestowed on communities that are "effectively engaging, serving, and honoring all generations as they advance policies and practices that stimulate cooperation and collaboration."

### ***The 2017-2021 Senior Resource Center Strategic Plan***

In 2016, the Elder Services Advisory Board adopted a strategic plan<sup>4</sup> to guide the Senior Resource Center through 2021 via the following vision/mission statement and goals.

#### *Vision*

To help build a vibrant, age-friendly Village by supporting Shorewood's older adults to age well "in community."

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<sup>3</sup> This summary taken from Ready or Not, Here we Come! Preparing for the expected increase of older adults in the Village of Shorewood, Wisconsin Shorewood Senior Resource Center Strategic Plan, 2017 - 2021, Approved June 9, 2016.

<sup>4</sup> Ibid.

### *Mission*

The Senior Resource Center promotes safe, healthy and enriching lifestyles for Shorewood residents age 60 and over.

### *Goals*

1. Empower and support Shorewood's older adults and caregivers in accessing resources to help them age "in community."
2. Serve as the community focal point for engaging and helping Shorewood's older adults to age well.
3. Enhance services to vulnerable and isolated older adults in Shorewood, including reaching out to those who are not using or aware of SRC's services but might benefit from them.
4. Increase outreach to Shorewood's older adults, caregivers and adult children to make them aware of SRC resources, programs and volunteer opportunities.
5. Improve SRC's organizational effectiveness and business operations to better serve Shorewood's older adults.

### ***2017 Membership in the AARP Age-Friendly Community Network***

In 2017, the Village was recognized as the first Wisconsin community to be accepted into the AARP Network of Age-Friendly Communities. This designation represents Shorewood's renewed commitment to improving its senior-friendliness in the context of overall age-friendliness. Membership in the Network requires the development and implementation of an Age-Friendly Plan, submitted to both the World Health Organization and AARP. Membership also provides access to a variety of AARP resources and learning opportunities on all subjects related to creating livable communities.

### c. The AARP Age-Friendly Community Network

The AARP Network of Age-Friendly States and Communities was launched in April 2012 and operates under the auspices of the World Health Organization's Age-Friendly Cities and Communities Program.

According to AARP,

*Age-friendly or livable communities have walkable streets, housing and transportation options, access to key services and opportunities for residents to participate in community activities. The AARP Network of Age-Friendly States and Communities encourages states, cities, towns and counties to prepare for the rapid aging of the U.S. population by paying increased attention to the environmental, economic and social factors that influence the health and well-being of older adults. By doing so, these communities are better equipped to become great places, and even lifelong homes, for people of all ages.*

*A livable community is one that is safe and secure, has affordable and*

*appropriate housing and transportation options, and offers supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents' engagement in the community's civic, economic, and social life.*

While Shorewood currently has many age-friendly features, there is recognition that growth in the senior population will require ensuring that we are conscious of what seniors need and that we make deliberate policy and program decisions that make this easier to do.

d. The World Health Organization's Eight Domains of Livability

As a member of the World Health Organization's Age-Friendly Cities Project, the AARP Network of Age-Friendly Communities works within the following "Eight Domains of Livability" to help communities become great for people of all ages.

1. **Outdoor Spaces & Buildings** - ensuring that parks, sidewalks, safe streets, outdoor seating and accessible buildings can be used and enjoyed by people of all ages.
2. **Transportation** - driving and public transit options allow people to get around.
3. **Housing** - ensuring that communities include affordable housing options for varying life stages and that homes are appropriately designed or modified.
4. **Social Participation** - Combating loneliness with the availability of accessible, affordable and fun social activities.
5. **Respect and Social Inclusion** - building intergenerational activities to allow young and old to learn from one another, and honor what each has to offer.
6. **Civic Participation & Employment** - providing ways for older people to work for pay, volunteer their skills, and be actively engaged in community life.
7. **Communication and Information** - recognizing that information needs to be disseminated through a variety of means.
8. **Community & Health Services** - ensuring that residents have access to nearby services

Shorewood's four priority areas of affordable housing, safe sidewalks, connections with neighbors/community, and knowing where to turn when help is needed cut across seven out of eight domains.



## 2017-2019 Developing the Shorewood Age-Friendly Plan

### a. Assessing needs and priorities

In 2017, a telephone survey was commissioned by AARP to assess public opinion among Greater Milwaukee residents age 45+ about age-friendly and livable community topics in Greater Milwaukee. Telephone interviewing was conducted by Alan Newman Research from August 3<sup>rd</sup> to September 24<sup>th</sup> 2017. The sample utilized RDD landline and cell phone records. A total of 64 Shorewood residents completed the survey.

#### Findings specific to Shorewood

Survey respondents indicated that Shorewood's *top* community features include

- Well-maintained homes and properties
- Well-maintained, safe parks
- Easy-to-read traffic signs
- Access to a variety of health care professionals

Respondents indicated that Shorewood's *bottom* features include

- A range of flexible job/job training opportunities for older adults
- Affordable housing options for adults of varying income levels
- Well-maintained, safe low-income housing
- Clearly displayed printed community information in large lettering.

When asked about specific age-friendly features, the following were identified as needing the most improvement in Shorewood (in no particular order)

- Cycle paths that are separate from pavements and other pedestrian walkways
- A service that helps seniors easily find and access health and supportive services
- Neighborhood Watch Programs
- Job training for older adults
- Specialized transportation for people with disabilities
- Public information that is available in different languages
- Enforced speed limits
- Affordable housing options
- Involvement of older adults in the events & activities of local schools
- Flexible job opportunities for older adults, persons with disabilities
- Easy-to-find information on local volunteer opportunities
- Affordable, well-trained, certified home health providers
- Printed public information with large lettering
- Well-maintained, safe low-income housing

#### Priority areas

Following the phone survey, the Elder Services Advisory Board analyzed the

results and developed a condensed list of improvement areas for residents to consider in choosing the top priorities. ESAB members then held three “community pop-up” surveys<sup>5</sup> in July and August, 2018 to provide an opportunity for residents to select the three issues they felt most important, and an additional survey was conducted among participants at the Senior Resource Center. Approximately 120 people completed this prioritization process, representing all age cohorts.

### Results

In answer to the question, “What’s most important to you in increasing Shorewood’s age-friendliness?” The top four areas receiving votes were (in order)

- 1) Create more housing options for people with moderate incomes
- 2) Improve Shorewood’s walk-ability: separate bikes from pedestrians; enforce speed limits; enforce stops at stop signs
- 3) Develop neighborhood watch/neighborhood connection type activities and programs
- 4) Increase [awareness/use of the Senior Resource Center’s] ability to help seniors find and gain access to health and supportive services

### b. Identifying Strategies & Partners

Once the four priority areas were identified, members of the Elder Service Advisory Board’s Age-Friendly Planning Subcommittee began a series of meetings with key partners to discuss the findings and to obtain their input regarding potential strategies and key action steps. Meetings were held with

#### Village Administrators:

Rebecca Ewald, Village Manager

Tyler Burkart, Assistant Village Manager

Bart Griepentrog, Planning and Development Director

#### Committees of the Village Board:

Pedestrian & Bike Safety Committee

Marketing & Communications Committee

A separate written feedback option to generate strategy ideas was made available for residents communitywide through the Library, Village Hall Customer Service, and the Senior Resource Center.

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<sup>5</sup> Surveys were conducted July 9, 2018 @ Coffee & Bagels; July 29, 2018 @ The Shorewood Farmers’ Market and August 1, 2018 @ City Market.

A list of key stakeholders was developed to ensure that individuals and organizations who play a key role in the community had an opportunity to learn about the findings and be a part of the strategy development process. A breakfast event was held on March 21<sup>st</sup>, 2019, bringing together fifty people representing older residents; Village Elected Officials, Candidates, and Administrators; School Board Elected Officials, Candidates, and Administrators; congregations; senior service providers; the Shorewood Business Improvement District, the Shorewood Library; social and civic organizations; the Shorewood Police Department; the North Shore Health Department and other residents.

At this meeting, the stakeholder group expanded upon the potential strategy list and indicated their individual and/or organizational interest in being a part of implementing the strategies.

The Action Plan that follows was developed as a result. Having been approved by both the Elder Services Advisory Board and the Village Board of Trustees, it is intended to serve as the blueprint for moving forward in pursuit of age-friendliness in Shorewood.

**KEY**

ESAB = Village of Shorewood Elder Services Advisory Board  
 SRC = Shorewood Senior Resource Center  
 CDA = Community Development Authority

**AGE-FRIENDLY SHOREWOOD  
2019-2024 Plan**

**Priority Area: Pedestrians**

Vision: Shorewood pedestrians will feel safe on the sidewalks and at intersections.

Goal: Enhance Shorewood's walk-ability, focusing on key problem areas for pedestrians.

<i>Strategies</i>	<i>Begin date</i>	<i>Entities Responsible</i>	<i>Success measures</i>
1. Conduct 2 walk audits to determine problem areas throughout the Village	Winter 2020/ Summer 2020	ESAB (with Pedestrian & Bike Safety Committee, School District, using AARP guide), SH Connects	Audits complete; problem areas identified for prioritizing.
*2. Explore development of a bike boulevard and/or additional separate, protected bike (and scooter) lanes	TBD by Ped & Bike Safety Comm.	Pedestrian & Bike Safety Committee to identify location, feasibility costs and then present to Village Board, considering Transportation & Parking Analysis	One boulevard developed and/or additional bike lanes created. Speed limits, stop signs modified. Landscaping enhancements made. Marketing/awareness campaign to ensure awareness and utilization.
* 3. Increase educational efforts for bike riders (and	TBD by Ped	Pedestrian & Bike	# of presentations per year

their parents) re: pedestrian concerns, sidewalk sharing, rider visibility	& Bike Safety Comm.	Safety Committee with support of SRC and ESAB	at schools. Distribution of written educational materials at beginning and end of school year. "Bike Unit" becomes a regular curriculum component.
4. Develop new snow/ice removal initiative(s) to promote walk-ability, increase safety & promote awareness of ordinance enforcement. Consider street corners, fire hydrants; learning more about repeat offenders & developing individual solutions; creating a roaming snow patrol and/or snow buddy system.	2020	ESAB (with BID, civic groups, Pedestrian & Bike Safety Committee, Police Dept.), SH Connects	Reduction in # of resident complaints
*5. Implement targeted enforcement days at the beginning & end of school year for bicyclists, scooters	TBD by Police Dept.	Police Department, Pedestrian & Bike Safety Committee, School District	# of rewards and warnings issued by Police and crossing guards for good and bad bike behavior
<i>Overall Impact</i>	<i>2024</i>	<i>ESAB, SRC, Pedestrian &amp; Bike Safety Committee</i>	<i>Survey of seniors and other residents re: sidewalk safety</i>

- Included in the approved Pedestrian & Bike Safety Committee's Master Plan 2015

**AGE-FRIENDLY SHOREWOOD  
2019-2024 Plan**

**Priority Area: Neighborhood Connections**

Vision: Shorewood residents of all ages, particularly seniors, will have the opportunity to participate in and contribute to the life of the Village.

Goal: Develop additional ways for people to develop meaningful connections to their neighbors and to the larger Shorewood Community.

<i>Strategies</i>	<i>Begin date</i>	<i>Entities Responsible</i>	<i>Success measures</i>
1. Convene a work group comprised of diverse Shorewood organizations and residents to promote neighbor-to-neighbor connections. Consider the development of a neighborhood association or additional block groups, intergenerational block activities; revival of the “Welcome New Neighbors” program; development of a “buddy check program”	2019	Co-Conveners include ESAB, Human Relations Committee, Village Board, Shorewood Community Network, Shorewood Public Library, School Board, Milwaukee County Department on Aging	Work group formed, meetings held, new initiative(s) created.
2. Expand awareness of Shorewood community events among seniors	2020 SRC working with Village Marketing Committee	Assistant Village Manager, Village Marketing Committee, SRC, Milwaukee County Department on Aging to present options to Village Board	Marketing strategy developed, including potential informational kiosks.
3. Create additional meaningful volunteer opportunities for seniors & consider creating an online community bulletin board for volunteer	2020	School District, SRC, Shorewood Connects, Congregations	Volunteer opportunities created and/or marketed to seniors; system developed

needs			to link volunteers with opportunities
4. Create a Village-wide “Age-Friendly Pledge Campaign” (modeled after “Dementia Friends”) identifying 3-5 steps individual residents can take to become more age-friendly. Market village-wide, including via Shorewood congregations	2023	ESAB, SH Connects, SRC, Milw. Co. Dept. on Aging, Village Marketing Committee to present plan to Village Board	Campaign created & marketed to civic groups and community organizations

<b>AGE-FRIENDLY SHOREWOOD PLAN</b> July 1, 2019- June 30, 2024			
<b>Priority Area: Housing</b>			
Vision: Shorewood will have sufficient affordable and accessible housing options so that residents can remain in the community throughout their lifespan.			
Goal: Create more housing options for seniors with moderate incomes.			
<b>Strategies</b>	<b>Begin date</b>	<b>Entities Responsible</b>	<b>Success measures</b>
1. Develop a Housing Work Group to explore the feasibility of encouraging the development of additional housing options in Shorewood, e.g., student home share, senior home share/cohousing, mother-in-law suites/tiny houses/micro apartments, other options TBD.	2020	ESAB, SH Connects, Planning Dept.	Work group formed. Information is made available on options and interested residents are identified.
2. Depending upon interest, develop or recommend an existing home-sharing program matching graduate students with seniors, ensuring that participants have support and monitoring beyond the initial match.	2020*	ESAB working with Planning Dept. & Plan Commission if needed, SH Connects (and student intern)	Program identified or developed and marketed through SRC.

3. Depending upon interest, create opportunities to develop a home-sharing program for seniors with seniors, i.e., cohousing	2022*	ESAB working with Planning Dept., Plan Commission and presenting recommendations to Village Board	Zoning reviewed & changes made to accommodate this option. Community presentations to increase awareness of cohousing.
4. Encourage developers to create new/rehabbed housing for this target group, including micro units (small apartments), “mother-in-law cottages”, tiny houses	2023*	CDA, Planning Dept., Plan Commission (if needed) (with ESAB, SRC)	Zoning reviewed & changes made to accommodate this option. Community presentations to increase awareness. New units created.
5. Inform the community of new housing options	2022	SH Connects, SRC	Community presentation and/or informational brochure developed and made available
6. Educate people on ways to make their homes more age-friendly, including the use of AARP’s HomeFit Guide	2019	SRC, Planning Dept.	HomeFit Guides made available via various Village info sites, e.g., Library, Village Hall, SRC
7. Consider development of a Village-sponsored home modification program for seniors	2019	Planning Dept. to present recommendations to CDA, Village Board	Program established. # of participants.
8. Raise awareness of age-friendly guidelines (expanding upon ADA and Universal Design principles) for any <i>new</i> housing	2022	Planning Dept., CDA	Guidelines compiled and distributed to CDA, residents, permit applicants/contractors

*\*Dates and may change, depending upon results of the CDA’s Housing Analysis and priorities identified by the Housing Work Group.*



**AGE-FRIENDLY SHOREWOOD  
2019-2024 Plan**

**Priority Area: Resource Availability**

Vision: Shorewood residents know where to turn for health and supportive services for seniors.

Goal: Increase awareness of the Senior Resource Center's information and referral assistance function.

<i>Strategies</i>	<i>Begin date</i>	<i>Entities Responsible</i>	<i>Success measures</i>
1. Promote Age-Friendly Plan and Shorewood's status as an AARP recognized Age-Friendly Community	TBD by Village Marketing Committee	Village Marketing Committee, SRC	Articles published in newsletters, Shorewood Today, other venues
2. Develop new SRC materials/marketing re: info and assistance availability in venues targeting adult children caregivers	2021		New materials developed; additional venues used for information dissemination; "younger older adults" enlisted to help, possibly as additional Ambassadors
3. See strategies under "Neighborhood Connections"	—	—	—
<i>Overall impact</i>		SRC	<i># of incoming calls and requests for assistance to SRC.</i>

## APPENDICES

### March 21, 2019 Age-Friendly Stakeholders Breakfast Attendees

Donna Aschenbrenner - Senior Resource Center  
Andrew Alden - Resident  
Davida Amenta - Village Board of Trustees  
Dzidra Benish - Pedestrian & Bike Safety Committee  
Diane Barry - Pedestrian & Bike Safety Committee  
Tammy Bockhorst - Village Board of Trustees  
Sue Bronson - Elder Services Advisory Board  
Jody Brooks - Shorewood School District Recreation & Community Services  
Tyler Burkart - Village of Shorewood Administration  
Kevin Carini - Shorewood Police Department  
Ann Christiansen - North Shore Health Department  
Rachel Collins - Shorewood Public Library  
Hilary DeBlois - Shorewood School Board  
Brian Davis - Shorewood School District  
Holly Davis - Milwaukee County Department on Aging  
Carol Eschner - Resident  
Rebecca Ewald - Village of Shorewood Administration  
John Florsheim - Community Development Authority  
Bart Griepentrog - Village of Shorewood Administration  
Peter Hammond - Community Development Authority  
John Hein - Resident  
Rose Ianelli - Shorewood Foundation  
Kathy Jeans Glaser - Resident  
Guy Johnson - Resident  
Sue Kelley - Shorewood Connects  
Sue Kohlenberg - Resident  
Janet Kreilein - School Board Candidate  
Ericka Lang - Business Improvement District  
Vashti Lozier - Shorewood Connects  
Michael Maher - Village Board of Trustees  
Judith Mazzie - Shorewood Senior Resource Center  
Ann McCullough McKaig - Village Board of Trustees  
Gail Morley - Shorewood Senior Resource Center  
Peter Nimmer - Shorewood Police Department  
Miriam Oliensis-Torres -Stowell Associates  
Cheryl Orgas - Resident  
Kathy Platt - North Shore Health Department  
Elizabeth Price -Senior Resource Center  
Mary Robbins - Eras/Shoreline  
Katy Rollins - Elder Services Advisory Board  
Rev. Carolyn Sellers Rizzo - Kingo Lutheran Church

Judy Spencer - Senior Resource Center  
Evans Stephens - Resident  
Glennie Stephens - Resident  
Reshunda Stephens - School Board Candidate  
Kathy Stokebrand - Village Board of Trustees Candidate  
Amy Tasse - Elder Services Advisory Board  
Wesley Warren - Village Board of Trustees

2019 Elder Services Advisory Board

- Sue Bronson, Chairperson
- Katie Gnau
- Janet Hertig
- Jan Kaufmann
- Katy Rollins
- Amy Tasse
- Ann McKaig, Trustee Liaison

Staff/Program Liaisons: Elizabeth Price, Kathy Platt, Sue Kelley

Age-Friendly Planning Sub-Committee of the Elder Services Advisory Board

- Sue Bronson
- Katy Rollins
- Amy Tasse

Staff/Program Liaisons: Elizabeth Price, Sue Kelley

- *Notes from Age-Friendly Stakeholders Breakfast held on March 21, 2019*

## **Age-Friendliness: It Takes a Village**

### **★ Enhancing Shorewood's walk-ability.**

*In order of priority:*

- 1) develop bike corridors and/or separate, protected bike (and scooter) lanes
- 2) increase educational efforts for bike riders (and their parents) re: pedestrian concerns & sidewalk sharing, rider visibility
- 3) develop new snow/ice removal initiative(s) to promote walk-ability (of particular concern: street corners, fire hydrants - consider an "Adopt a corner/fire hydrant" campaign. Focus efforts on repeat offenders (how to identify them and why they are not shoveling). Develop a "formal" linkage program to ensure frail residents are matched with a neighbor willing to help on a regular basis (a "snow buddy"). Have targeted enforcement at beginning of winter to hopefully entice key offenders to do better.
- 4) implement targeted enforcement days at the beginning & end of school year
- 5) offer age-friendly awareness training for crossing guards and/or consider adding crossing guards at times of day when needed by seniors

Additional suggestions:

better marked signage at cross walks

educate **drivers** on how to be more aware of bikes and pedestrians

### **★ Developing ways for people to feel connected to their neighbors and to the larger Shorewood Community.**

- encourage the planning of neighborhood block activities to include seniors, e.g., trivia games at block events
- Develop a "Neighbor Skills 101" guide, incorporate students
- Create Facebook posts encouraging service to neighbors
- explore development of neighborhood associations or develop new structured activities inclusive of seniors
- expand marketing efforts for communitywide events to specifically include seniors, e.g., high visibility events including Forms & Fees Day, Fourth of July, Men's Club Chicken BBQ
- advocate for informational kiosks in strategic areas of the Village

- create additional meaningful volunteer opportunities for seniors, involving seniors in the planning of activities, particularly in the schools (ideas include regular “senior sharing” time; Reading Buddies; serving as advisors for School Clubs; meet & greet volunteers at schools; help with PTO-sponsored activities since they are often in need of volunteers)
- add a senior or an intergenerational-themed booth to the School District’s Annual “Forms and Fees” event
- revive the “Welcome New Neighbors” program
- create additional intergenerational programs and activities
- in the development of all new programs, include consideration of how seniors are engaged/affected
- create a “buddy check” program linking vulnerable residents with a designated neighbor
- create an “Age-Friendly Pledge Campaign” for residents, noting how individuals can be age-friendly, e.g., “Notice your neighbor”.
- encourage congregations in Shorewood to become age-friendly
- make sure to involve the Library
- since many seniors are church-goers, can Shorewood congregations help in hosting and/or reaching out to seniors for community events?

*Organizations willing to serve as a co-convenor of this work group with the Elder Services Advisory Board:*

Milwaukee County Department on Aging  
 Village of Shorewood Human Relations Committee  
 Village of Shorewood Board of Trustees  
 Shorewood Public Library  
 Shorewood School Board

## **★ Creating more housing options for seniors with moderate incomes.**

*In order of interest*

- 1) develop a home-sharing program matching graduate students with seniors, ensuring that participants have support and monitoring beyond the initial match
- 2) create opportunities to develop a home-sharing program for seniors with seniors, i.e., cohousing
- 3) encourage developers to create new/rehabbed housing for this target group, including “mother-in-law cottages”, tiny houses that are age-friendly beyond ADA; could also include micro units (small apartments)
- 4) educate people on options to make their homes more age-friendly, including the use of AARP’s HomeFit Guide
- 4) develop a Village-sponsored home modification program for seniors
- 5) raise awareness of age-friendly guidelines for any new housing, i.e., universal design

Additional suggestion:  
hold a community meeting on different housing options to gauge level of interest

**★ Increasing awareness of “where to turn for help” for health and supportive services.**

*The Senior Resource Center will work with marketing professionals on the following strategies*

- increase awareness of Shorewood as an Age-Friendly Community with
- unique support and dedicated resources
- create greater awareness about the Senior Resource Center’s information and assistance offerings among adult children in caregiver roles ,e.g., parents of school-age children; a targeted mailing to residents age 60 and over
- develop new channels of communication to share news with/for the Senior Resource Center, e.g., put monthly calendar in Library and Village Center information racks
- identify “younger” seniors who are looking for ways to be involved and enlist them in spreading awareness about the Senior Resource Center

**Additional Comments/Suggestions:**

*Over the years, the Dept. on Aging has had very little footprint in Shorewood (outside of the memory café). I’d very much like to change that.*

*I am willing to help wherever there might be a fit.*

*The Village Board approved an initiative to boost subscribers to the Village Manager’s Memo - since SRC info is included in the Manager’s Memo, this could be 2x effective. Do we need to seriously consider increasing funding for Shorewood Connects?*

*Is Shorewood age-friendly? Many seniors are being forced out by taxes and housing prices.*

*NS Health Dept, as responsible for the entire north shore, Is looking at completing a Community Health Assessment specific to older adults that will mirror some of these issues on a larger scale.*

*At night, some blocks, both commercial and residential districts, are so dark at intersections. I think it’s fine mid-block. Two intersections that I as a driver have had a few scary moments of not seeing pedestrians: Murray & Shorewood (I believe the west side) and Oakland & Kensington, the NE corner.*

*Just let me know how I can help.*

*Very Interested in housing issues, sign me up.*

*Thank you for this program! So much enthusiasm. There was discussion about working intergenerationally. Our congregation is very familiar in this area. Please feel free to connect with me if you would like more information. We (Kingo) are not about proselytizing people. We are about building community, supporting people, and making connections.*

*If you need me I will help.*

*As a former career counselor, I would be interested in using my skills to help "fit" seniors with potential house-mates and do follow-ups for trouble-shooting.*

*Senior transportation van/car like the "Boss" van that UWM has. Elm Grove has this program - it's a separate non-profit that could be run out of the senior center perhaps.*

*Many of the issues related to where to get help could also be addressed through the development of neighborhoods.*

*Some Ozaukee County Police Departments have taken on a senior check-in for people who are more vulnerable and live alone. People agree to call in by a certain time or there is contact made. Can discuss. Also, would retirement workshops combined with Senior Resource and volunteer opportunities be a way to reach people in a new way? Also wondering if we are using jargon that people don't know when discussing resources.*

*I'm happy to help with one area ("Increasing awareness of where to turn for help"). Let me know where I can be helpful. I'm very interested in helping develop a wider "buddy program" throughout the Village. Our block has an email list and we communicate many things beyond block party news. It's been effective over the years with who needs help with everything.*

*I wonder about adding delayed green lights at the stoplight intersections so the walk signal goes before the green light to allow more time to cross.*

## *Additional Background Information*

### **What is the Elder Services Advisory Board (ESAB)?**

The Elder Services Advisory Board (ESAB) represents and advocates for older residents in Shorewood. The board, appointed by the Shorewood Village Trustees, seeks to foster a caring atmosphere that promotes dignity and respect, maintain health, and provide access to resources for the life enrichment of older adults.

### **What is Shorewood Connects?**

In a nutshell, it is a Village-sponsored project overseen by the Elder Services Advisory Board, aimed at enhancing Shorewood's age-friendliness so that all residents, particularly seniors, feel that they are connected to, and contribute to, the life of the community.

**Shorewood Connects** brings together residents young and old, the School District, the Village, and local businesses in an effort to develop initiatives and connections that will lead to a better community for all generations.

Accomplishments to date include two annual Yard Clean-Up days benefiting older and disabled residents; a Senior-Friendly Business Certification Program; Cuppa Joe, a weekly social gathering at a local coffee shop; "Neighborhood/Neighbor of the Year" competitions to promote and recognize neighborliness; a series of educational programs regarding dementia and a monthly Memory Café to provide social engagement for people with memory loss and their caregivers; and creation of the "Home Sweet Home" Program providing a free home safety assessment. Restoring neighborliness to neighborhoods is at the core of this project since we all feel a greater sense of community when we are connected.

### **How does Shorewood Connects differ from the Shorewood Senior Resource Center?**

**The Senior Resource Center** provides information and support services to individuals, as well as programs, activities, and learning opportunities.

Shorewood Connects is a community-organizing effort, bringing together community partners and residents to address some of the issues important to enhancing Shorewood's age-friendliness.

The Elder Services Advisory Board, Shorewood Senior Resource Center and Shorewood Connects are partners in the pursuit of an age-friendly Shorewood.