

CARLSBAD NM 2017 AGE FRIENDLY UPDATE

The community of Carlsbad, New Mexico, joined the AARP/WHO Age Friendly cities and Communities Network in 2014. An action plan was submitted in 2016 and subsequently approved, with minor edits. Over the past 12 months, we have implemented, or started implementation, of many of the 75 points outlined in the 2016 Action Plan.

Additionally, new developments within the community have resulted in Carlsbad pursuing age-friendly opportunities not originally highlighted in the action plan. Also, in some instances, the community elected to pursue a slightly different solution to the suggestions offered by the Action Plan.

This community remains dedicated to enhancing its infrastructure, services and resources and maintaining its friendly, inclusive atmosphere. We are very proud of our Age-Friendly Community designation and will continue working to make Carlsbad “A Place to Call Home” for all ages.



Community Support & Health Services

Respect and Social Inclusion

Outdoor Spaces & Buildings

Transportation

Housing

Social Participation

Civic Participation & Employment

Communication & Information

CARLSBAD NM CHAMBER OF COMMERCE, CITY OF CARLSBAD, EDDY COUNTY

Community Support & Health Services

- | Initiative | Status and Accomplishments |
|--|--|
| 1. Publicize the emergency warning system | 1. A new brochure was updated and distributed. The Carlsbad Fire Department has added mention of the warning system in its elementary school presentations. A Facebook campaign was successful in getting word out about the program. Additional effort needed: The weekly test of the sirens still causes some confusion. Recommend getting with the Carlsbad Fire Department to see if a budget exists for fridge magnets, etc. |
| 2. Develop and host a community education plan on emergency situations | |
| 3. Conduct emergency preparedness training for all citizens | |
| 4. Develop a Lifeline system | |
| 5. Assist with Meals on Wheels Project | |
| 6. Prepare procedure for dealing with persons with dementia | 9. The Chamber's Retirement Committee, working in conjunction with other community organizations, held a community health fair on Nov. 4, 2017. The health fair was successful. Additional effort needed: Consider next health fair for 2019. |
| 7. Identify way to improve quality of health care and cost of health care | 12. A feasibility study with the Carlsbad Community Foundation revealed that an extensive number of academic incentives currently exist. Additional effort needed: The retirement committee should strive to make certain that members of the public are more aware of this effort. |
| 8. Increase health screenings | |
| 9. Sponsor community forum on health care | |
| 10. Develop directory listing health providers | 13. After meeting with NMSU-C officials, the City of Carlsbad and the college decided to hold a "nursing students appreciation day" in the spring. Mayor Janway and Judge Janell Whitlock met with NMSU-C nursing programs and congratulated them on their accomplishments. The event was a success. Additional effort needed: Maintain the program as an annual activity. |
| 11. Attract and retain doctors to the community | |
| 12. Work to create financial and academic incentives for medical students | |
| 13. Support nursing programs at NMSU-C | 14. The City of Carlsbad announced that it plans to add two more water slides and increase its swimming pool area by the summer of 2018. This will be done at no additional cost to the taxpayer. Additional effort needed: Completed. |
| 14. Expand City Water Park | |
| 15. Assist with Project Playground Facelift | 15. The United Way, City of Carlsbad and Nuclear Waste Partnership completed a major facelift in the fall of 2020. Additional effort needed: Completed. |
| 16. Upgrade Riverwalk Recreation Center | |
| 17. Promote and Support the Bob Forrest Youth Sports Complex | 17. This topic was discussed with key stakeholders, including the sports complex director. Several changes were implemented in 2017, including. A revamping of the sports complex web page to include newer and better photos, two sports field namings resulting in publicity for the complex and cross promotional effort with the Carlsbad Water Park. Additional effort needed: Completed. |

- Initiatives not in bold are presently in development

Respect & Social Inclusion

Initiative

- 1. Create Community Activity Events Calendar**
- 2. Promote and encourage volunteer activities at North Mesa Senior Centers**
3. Continue to support various youth groups and activities.
4. Continue to support Adult Respite Care Center.
5. Support a “Buddy System” for older adults through SENMCAC

Status and Accomplishments

1. Both the City <http://www.cityofcarlsbadnm.com/> and County <http://www.co.eddy.nm.us/Calendar.aspx> have added community calendars to their web page, and the City is now adding community activities to its Facebook feed. The performance measure of increased hits on the Facebook page indicates an increase in participation. **Additional effort needed:** Facilitate additional coordination with Chamber of Commerce and independent calendars.
2. Promote and encourage volunteer participation at North Mesa and San Jose Recreation Centers Actions: As outlined in the action plan, the City of Carlsbad PIO and the two senior centers have been working more closely together to promote and encourage volunteer participation. Senior center calendars are now being posted on the City of Carlsbad Facebook page and web page. Community activities are now being sent to both senior centers. **Additional effort needed:** Continue to facilitate coordinated activities.

- Initiatives not in bold are presently in development



Spotlight: Carlsbad’s Nov. 11 Veteran’s Day parade honored local heroes.

Outdoor Spaces & Buildings

Initiative

1. Continue to improve public landscaping and the appearance of private properties
- 2. Clean up the city through code enforcement and volunteer clean up days.**
- 3. Manage and upgrade the appearance of city buildings.**
4. Continue downtown improvements working with Carlsbad MainStreet.
- 5. Improve Riverwalk Recreation Center and Project Playground.**
6. Increase and improve signage.
7. Continue program to install audible crossing signs at intersections.
8. Tear down dilapidated or abandoned buildings.
- 9. Work toward making all parks, toilets and city buildings ADA compliant.**
10. Conduct a walkability study.
11. Develop a campaign on pedestrian safety.
12. Conduct a walkability study to address and maintain sidewalks.
13. Utilize community input to develop pedestrian and bicycle paths.

Status and Accomplishments

2. The annual “Riverblitz” cleanup took place in March and drew more than 400 volunteers. City efforts have also included additional marketing of the 3-1-1 service and increased coordination between Beautification and code enforcement and marketing the Household Hazardous Day. **Additional effort needed:** Continued marketing effort.
3. The City of Carlsbad completed a major facelift of its downtown structures (City Hall and the City Hall Annex) in 2017. **Additional effort needed:** Continued review of city facilities.
5. As noted above, a Project Playground facelift was completed during the winter of 2016. The Riverwalk Recreation Center recently completed a new roofing project. **Additional effort needed:** Continued pursuit of capital outlay funding for Rec Center improvements.
9. City officials meet with an ADA advisory group regularly. The focus is to provide target areas in need of improvement. **Additional effort needed:** Compile list of projects completed through ADA advisory group.



Spotlight: Construction of the Carlsbad Labyrinth completed in April of 2017.

- Initiatives not in bold are presently in development

Transportation

Initiative	Status and Accomplishments
1. Implement local street improvements to meet the needs of pedestrians and bicyclists. Develop pathways within the City.	2. The City of Carlsbad is completing street improvements on Callaway Drive and San Jose Boulevard.
2. Improve and restripe city streets	Carlsbad and Eddy County are partnering to make improvements to Standpipe Road. Additional effort needed: There is a significant amount of public interest in
3. Improve road maintenance process	improving State Highway 285, due to a number of fatalities which have taken place on the road. The retirement committee will support the effort to improve 285.
4. Provide Transit opportunities for all segments of the city population	4-8. Retirement committee members met with the Carlsbad Municipal Transit Director to address these issues. In response, the transit program adapted several of its policies to make them more age friendly. For example, larger maps of the transit routes have now been posted in more prominent locations, and routes have been coordinated to meet community needs. Additional effort needed: 2018 Analysis of transit system to determine if adjustments are sufficient.
5. Expand city-wide coordination to meet the needs of transit dependent residents	
6. Improve Transit Facilities by adding bus stops, maps, weekend schedules and promoting Carlsbad's transit system.	
7. Develop City policies to support the expansion and maintenance of the transportation system.	
8. Develop City Transit to be more accessible, affordable and convenient. Bus stops to be integrated with sidewalk and wheelchair accessibility.	
9. Install well-placed visible audible crosswalks.	
10. Promote and develop programs to help older adults drive as safely and as long as possible.	

- Initiatives not in bold are presently in development

Housing

Initiative

1. Encourage landlords to improve conditions and maintenance of houses

2. Work with developers to provide more ADA accessible homes

3. Improve the City's capacity to engage in housing development programs

4. Eliminate regulatory barriers

5. Provide educational sessions on modification of home for increasing accessibility for those who wish to remain in their home.

6. Support non-profit organizations in effort to provide transitional housing

7. Use variety of housing options to support aging in place by assisting with rehabilitating homes

8. Eliminate or improve boarded up buildings

Status and Accomplishments

General: The City of Carlsbad experienced a great deal of growth in the housing market in 2017. Several large apartment complexes and residential areas are now in development.

3. The Colonial Hillcrest Apartments rehabilitation, located at 604 N. Fifth St, is a good example of a housing development project in the works. This project is a rehabilitation of the existing apartment complex. The owners will operate this complex as affordable housing. **Additional effort needed:** Continue with researching housing development options.

6. Two homeless/transitional programs now exist in Carlsbad: Carlsbad Transitional Housing and the "Community of Hope" Center, which provides tents and tiny houses in an enclosed area. **Additional effort needed:** Continued coordination between the two organizations and other related nonprofits.

- Initiatives not in bold are presently in development



Social Participation

Initiative	Status and Accomplishments
1. Enhance the two city-owned senior recreation centers	2. The City of Carlsbad is now posting senior center agendas and newsletters on its Facebook page. Additional effort needed: Phase 2 should include developing an email list to send out calendar information.
2. Increase awareness of activities at the centers	3. Both senior centers currently have calendars. Additional effort needed: Completed.
3. Prepare monthly calendar of activities at the centers	7. The library itself has developed an awareness campaign related to its 120 th birthday. Additionally, Creative Carlsbad and Halagueno Arts Park marketing efforts have included library features. Additional effort needed: In process, and a Channel 23 feature has not been completed.
4. Develop a directory of organizations, meeting dates, times and locations	8. The local McDonalds implemented a Coffee with a Cop program at its Carlsbad location in 2017 and added another meeting in Artesia. Participation was moderate, and McDonalds officials said they will plan future activities. Additionally, members of the law enforcement community participated in National Night Out activities this year. Additional effort needed: Completed.
5. Promote NMSU-C classes for seniors with 8\$ per credit hour cost	
6. Encourage Participation in Senior Circle Activities	
7. Conduct campaign to make people aware of the services of the public library	
8. Coffee with a Cop/Community Participation	
9. Develop day trips for seniors	

- Initiatives not in bold are presently in development

Civic Participation & Employment

Initiative	Status and Accomplishments
<ol style="list-style-type: none">1. Promote the Carlsbad Community Volunteer Program.2. Recruit Businesses to adopt age-friendly attitudes to attract and retain older adult customers3. Provide volunteer opportunities for all ages4. Host a “job re-entry” fair for older adults5. Develop a data base for employment and educational opportunities6. Facilitate training opportunities to help seniors rejoin the private workforce7. Support promoting cultural arts and humanities venues and events.	<ol style="list-style-type: none">1. The City of Carlsbad PIO completed a small marketing program with the Carlsbad Community Volunteer Program in 2017. Additional effort needed: Follow-up analysis with the CCVP to determine whether the desired goal was met.3. The United Way of Carlsbad & South Eddy County is in the process of revising its directory, which will include a more comprehensive list of volunteer opportunities. Additional effort needed: This process is still ongoing.7. The development of the “Creative Carlsbad” community organization has greatly assisted with supporting local cultural venues. The organization has sponsored several cultural events and continues to draw more membership. Additional effort needed: Continued support for Creative Carlsbad- however, this initiative appears to be moving in the right direction.



- Initiatives not in bold are presently in development

Communication & Information

Initiative

- 1. Promote senior centers and Senior Circle as information exchanges.**
- 2. Pair students with seniors for training seminars such as technology, e-mail, internet, I-pads.**
- 3. Encourage citizens to utilize the 311 system to report code violations and other city concerns.**
- 4. Familiarize citizens on the newly-installed emergency warning system**
5. Sponsor quarterly community outreach meetings.
6. Continue to work with local health care agencies to conduct workshops on caregiving resources.
- 7. Continue promotional campaign through radio stations, television, magazines and newspapers to keep public informed of age-friendly community initiative.**

- Initiatives not in bold are presently in development

Status and Accomplishments

1. The City of Carlsbad PIO and senior centers are making an extra effort to make sure that important community information is provided to our two senior centers. **Additional effort needed:** As above.
2. Carlsbad High School's National Honor Society was contacted and invited to work with the library and two senior centers to add to existing technology programs. However, the program involved working with busy graduating high school seniors in the spring and never really got off the ground. **Additional effort needed:** Re-establish contact with CHS Honor Society and community volunteer coordinator.
3. The City of Carlsbad has implemented a light 311 campaign throughout 2017, however, this effort was not to the level needed. The City should expand its efforts to market 3-1-1 in 2017. **Additional effort needed:** Yes, encouraging use of 3-1-1 needs to be improved upon.
4. Fire Chief Rick Lopez spoke to a variety civic groups, senior groups and other organizations in the summer of 2017 about the emergency warning system. A brochure was revised and distributed at community events. Information about the alarm system is posted regularly on social media. **Additional effort needed:** Continue to discuss campaign.
7. The community has done an exceptional job of maintaining publicity of the "Age Friendly" status. Carlsbad Mayor Dale Janway regularly mentions the status when talking about community strengths. Mention of the age friendly designation is also included in community advertising and mentioned in events. **Additional effort needed:** Continual mention.

KEY ACCOMPLISHMENTS/SUMMARY



- “Friendship Park” a playground specifically developed for children with disabilities, opened for public use in October. The playground was funded through private donations. Members of the Carlsbad Chamber of Commerce Retirement committee played a critical role in development of the park. The grand opening celebrated accessibility and community.
- A community health fair in November represented a direct implementation of the Action Plan and drew a large number of health fair participants.
- Members of the Chamber’s retirement community met extensively with the municipal transit system director to make sure the city’s transit system was age friendly. The transit director corrected some misunderstandings but also made a number of changes to the system.

Lessons Learned:

- Several projects started strong and followed their action plan, but energy seemed to fade after a few months as participants had to work on other assignments. Having an initiative become a routine proved to be extremely difficult.
- In some instances, attrition (high school graduation, retirements, etc.) meant that certain efforts had to be renewed from scratch when involved personnel were no longer available.
- Some goals outlined in the action plan were not addressed due to time limitations.

We look forward to continuing our commitment in 2018