Cumberland, Maine
Age-Friendly Community
ACTION PLAN

Prepared July 2018
ACTION PLAN FOR AGING IN PLACE CUMBERLAND, 2018

With deep gratitude to the following AIP Committee members for their efforts in preparing this strategic plan:

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INTRODUCTION
The Town of Cumberland is an AARP Age Friendly Community committed to including and embracing all its residents. As we age, challenges—lack of transportation, death of a spouse, illness—can interfere with our participation in the life of the community and isolate us. With creativity and the spirit of voluntarism exhibited by more than 90 people enrolled as volunteers, Aging in Place Cumberland (AIP) has made it its mission to overcome these barriers and enable residents of all ages to come together and enrich each other’s lives.

AIP Cumberland is part of the town’s effort to build a livable all-age-friendly community. AIP sponsors educational programs, provides volunteer opportunities for youngsters and adults, and connects students and volunteers of all ages to older community members.

AIP’s Cumberland Area Rides (CAR) program benefits all by transporting older residents—some of whom might otherwise be forced to drive despite conditions affecting their ability to drive safely—and enabling older, experienced residents to contribute their skills and wisdom to community and civic discussions and events. A wide range of programming provides entertainment, helps prevent scams, offers socialization at morning gatherings with friends, and presents music presentations, game nights at the library, lectures, author talks, and programs on many other topics of interest.

Classes on balance, self-help instruction for those with chronic health conditions, Medicare assistance, and other health-oriented courses are available as well as a winter walking program and a town-owned trail system. AIP volunteers offer regular visits to homebound and isolated older residents. Students in the MSAD#51 system and adult volunteers help with yard work, minor handyman repairs, chores, and pet care during an emergency.

The Town of Cumberland
The Town of Cumberland is home to approximately 7,900 residents and occupies 26.25 square miles. It is located on the coast surrounded by Casco Bay to the east, Falmouth to the south, Yarmouth to the north, and North Yarmouth to the west. Its school system operates under a joint school district with North Yarmouth (MSAD #51) and serves approximately 2,000 students. Municipal government consists of a Town Council and its various committees and boards, and a joint School Board, which has representatives from Cumberland and North Yarmouth apportioned according to population.

Cumberland is a diverse community with a wide range of incomes. The average age of its population (median age is 45 years old) makes it one of the oldest communities in the state. Likewise, its housing stock is among the oldest in Maine. Approximately 30 percent of its population is age 60 or older; 1,659 Cumberland residents are 65 or older. The town stretches from Cumberland Foreside on the coast and inland to Cumberland Center and West Cumberland. While Cumberland Center is the municipal and educational hub, and the Foreside and West Cumberland contain several commercial districts, much of the town remains rural. There is a strong desire among older residents to “age in place” in their family homes, and AIP’s focus is aimed at allowing them to do so.

AIP Cumberland: History and Operation
Cumberland’s Aging in Place program was initiated in 2014 by the then-chair of the Cumberland Town Council, Thomas Gruber. He and other local leaders believed that the town needed to take steps to ensure that Cumberland’s growing population of older residents continued to be included in town activities and valued as equal members of the community. Surveys conducted at different venues throughout town polled residents on whether they would support a program aimed at easing barriers to older people in Cumberland. A vast majority supported the initiative. With the survey results in mind, the Council Chair and the Town Manager made a presentation to the Council, which subsequently approved the formation of the Aging in Place Committee to oversee the initiative and allotted a sizable budget to fund the program. A commit-
The AIP Cumberland Action Plan

The AIP Committee meets quarterly and serves as AIP's steering committee, develops and implements policy and strategic plans for the AIP program, and oversees AIP activities and operations. Individual action committees perform the work of AIP, meeting on an as-needed basis. There are currently six action committees: Programming, Handy Helpers/Vendors, Friendly Visitor/Volunteers, Transportation/CAR, Durable Medical Equipment/Home Safety Committees, and Publicity. An ad hoc Forum Committee plans and carries out the annual Forum on Aging held each fall. Action committee leadership and the AIP chair meet monthly with the AIP coordinator.

AIP volunteers are clearly making a big difference in the lives of residents in Cumberland. One resident who can no longer drive and relies on the AIP rides program—Cumberland Area Rides (CAR)—a collaboration between AIP and the Congregational Church in Cumberland—said she had felt imprisoned in her home before CAR's volunteer drivers provided transportation to take her on errands and other places. Another rider who had enjoyed attending plays before medical conditions limited her ability to drive began attending theater productions again thanks to a volunteer CAR driver. "I thought that part of my life was over," she said, delighted to be able once again to see performances.

A woman whose activities have been limited since she had a stroke is having a wonderful time playing cards with a volunteer who visits her twice a month as part of Cumberland's Friendly Visitor program. Another resident says her Friendly Visitor has made a "huge difference" and has "lightened her life."

The relationships developed between older residents and the volunteers definitely work both ways. Volunteers often say they get more out of the work they do than the people they assist. Students who helped a resident with her gardening learned about plants and landscaping. The teacher who set up the arrangement in conjunction with AIP said, "The boys are learning so much. She has been great at teaching them as they go!"

The town’s property tax assistance program, initiated by the Town Council in 2016, received rave reviews from older residents who appreciated the financial assistance it provided. The program, approved for a second year, provided tax relief for property owners 70 and older. It is expected to be renewed in 2018.

AIP creates vibrant programs for a livable community with the cooperative efforts of its many community partners—churches, public safety, library, schools, and other area organizations and civic groups. The AIP Committee also collaborates with other communities by sharing resources through AARP’s Network of Age-Friendly Communities and the Tri-State Learning Collaborative on Aging.

The Cumberland Town Council has supported AIP Cumberland since its inception. One resident who can no longer drive and relies on the AIP rides program—Cumberland Area Rides (CAR)—a collaboration between AIP and the Congregational Church in Cumberland—said she had felt imprisoned in her home before CAR's volunteer drivers provided transportation to take her on errands and other places. Another rider who had enjoyed attending plays before medical conditions limited her ability to drive began attending theater productions again thanks to a volunteer CAR driver. "I thought that part of my life was over," she said, delighted to be able once again to see performances.

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ACTION AREA 1: HOUSING

Currently the Town of Cumberland does not have sufficient housing options for its aging population. The options available are limited for those who need to relocate to housing that is not only affordable but permits residents to downsize for their actual needs. Because of this shortage, many older Cumberland residents have had to relocate to communities outside Cumberland in Maine or elsewhere. Housing options currently available include: Haskell Road, which has 2 and 2-bedroom condo units at affordable rates. Units are owned and managed by the Town of Cumberland, but there is a waiting list of more than 100. Drowne Road, which has 42 apartment units (no storage or garage). Federal/state funding agreement requires that no preference be given to town residents. Other options: Housing units off Route 1 down Thomas Drive, but there is a waiting list of more than 100.

Recommendations/Actions:
• Continue to advocate for age-friendly policies regarding affordable housing solutions, including multigenerational housing and rental units. Publicize and participate in municipal, state, and regional workshops and hearings on affordable housing coordination.
• Conduct community forum and/or survey to determine actual needs and type of housing Cumberland residents prefer (e.g., affordable housing, multifamily, single-family, rental units).

Community Partners:
HUDs, Planning Board, Town Council, local and state Housing Authorities, state and regional organizations exploring housing options (e.g. Tri State Learning Collaborative on Aging, AARP).

Cumberland Area Rides (CAR) is dedicated to helping the town’s older residents (60 and older) remain independent as long as possible while staying actively engaged in the community they love. CAR volunteers drive provides for older adults who otherwise do not have access to affordable transportation. CAR is a joint initiative of the Congregational Church in Cumberland with Railroad Crossing and Cumberland Fire Department. The AIP Committee remains committed to advocating for affordable housing for older adults and policies to meet current and future needs. Feedback generated by surveys consistently support the need for housing that is affordable in the Southern Maine area.

ACTION AREA 2: TRANSPORTATION

In 2018 we instituted two annual Big Project Days, allowing residents to request help with tasks on that day. This provides groups wishing to partner with a neighbor down the street. Older residents are grateful for a helping hand with small tasks of everyday living being able to meet and assist a fellow resident in a meaningful way.

While generally positive, the program has needed to make some clarifications and changes over the three years it has been operational. Our focus is on assisting residents 60 and older who cannot afford to pay for services and small handymen jobs. Additionally, our focus is on jobs that can be completed within a short window of time. As an all-volunteer program, we cannot respond to requests for immediate services or for services such as lawn mowing that need to be completed for the entire window of time. We encourage groups to let us know of particular needs and type of housing when speaking with the Program Director or calling 207-826-0020.

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ticipate in all-day volunteer events (instead of day-to-day assignments) the opportunity to volunteer with our program.

For projects beyond the scope of Handy Helpers (e.g., roofing, electrical, plumbing), AIP has compiled a list of local vendors to perform such jobs for a fee paid by the homeowner. Feedback from our older residents identified the need to have a list of local vendors to perform such jobs for a fee paid by the homeowner. This has ‘lightened the life’ of several of the town’s homebound residents and has been a rewarding experience for the visitors as well. Generally these participants are able-bodied and independent; we are not reaching those who are homebound. AIP collaborates with the local Public Safety Department, Community Food Pantry, Living Well in North Yarmouth, and several volunteers who are waiting to be matched with an older resident.

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The Cumberland Fire Department offers several free programs to promote the health and safety of residents. The Fire Department provides blood pressure checks at the Central Fire Station at 366 Tuttle Road. The Fire Department has a wide variety of durable medical equipment on loan for free to Cumberland residents. For ongoing safety checks, residents can call the Fire Department every morning, if there’s no call, firefighters will do a home safety check.

Members of the Fire Department perform free home safety inspections and provide advice on how to make living quarters safer for residents during these inspections. The department provides and installs free smoke detectors in the homes of older residents if needed. The department will also change batteries to prevent the risk of fires. In addition, the Cumberland Fire Department provides information on reputable smoke and alert devices for hearing-impaired residents.

The Cumberland Police Department offers prescription and over-the-counter drug disposal. A free pick-up and disposal service is available for residents unable to deliver unwanted drugs to the station (no syringes accepted). Police officers educate the public on topics such as fraud/scams, elder abuse, Internet fraud, and general safety information during presentations to community groups.

AIP sponsors an annual Forum on Aging that offers classes/workshops taught by experts and volunteers dealing with a wide range of health-and-safety-related subjects dealing with chronic health conditions, caregiver challenges, advance planning, Medicare, balance problems, and other topics. Also at the Forum, Cumberland’s Fire, Police, Recreation, Library, and AIP departments distribute information on health and safety programs and services they provide.

Throughout the year AIP and the Community Recreation Department offer classes, courses, and programs that promote health and safety. Among them are classes in aerobic fitness, cardio health, tai chi, Zumba, yoga, and aquatic fitness. Many programs are free or low-cost, others offer scholarships for those who need financial assistance. AIP helps publicize regional programs offered by Southern Maine Agency on Aging (SMAA) and other organizations that address fall prevention, living with chronic pain and chronic conditions, and other health-related issues.

Louise’s Grille on Main Street in Cumberland hosts a monthly Memory Cafe. Memory cafes provide a safe place where people with dementia or memory loss can go to socialize, learn, and have fun.

The town has numerous walking trails at Twin Brooks, Town Forest, Rines Forest, and Val Halla, which are publicized on the AIP website. During winter months residents can participate in an indoor walking program at High School and North Yarmouth Memorial School as well as a walking program offered through Palmwoods Parks & Recreation Department.

Recommendations:
• Continue to provide programs and services that promote the health and safety of older residents.
• Continue to promote healthy living and distribute materials on safety issues such as fraud/scams, elder abuse, and related topics in community presentations.
• Consider implementing a Sand Bucket delivery program to reduce hazards on icy drives/walkways.

Community Partnerships:
• Continue to update the Resource Guide, vendors’ list, website, and other AIP materials and make them available to residents.
• Produce and distribute a bimonthly calendar/newsletter (print version) for AIP’s targeted audience.
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ACTION AREA 6: HEALTH AND SAFETY

The health and safety of Cumberland residents is a priority in the town of Cumberland and an identified mission goal for Aging in Place Cumberland. Past surveys done by the town showed that Cumberland’s older residents want to stay in their homes, or a downsized version of their homes, for as long as possible. To maintain independence and enhance their quality of life, older residents need to adapt safety measures at home and seek ways to promote healthy living.

AIP’s Handy Helpers volunteers make needed minor repairs and perform chores such as changing light bulbs to improve the safety of older residents’ homes. AIP’s vendor guide helps residents select recommended contractors to address larger health and safety issues at their homes.

In addition AIP and its partners offer free or affordable and easily accessible classes and programs and many opportunities to improve fitness, health, and overall health.

From May to October the Cumberland Town Hall hosts a Farmers Market with a wide range of healthy food choices. The Community Food Pantry provides nutritious food to low-income residents year-round.

The Cumberland Fire Department offers several free programs to promote the health and safety of residents. The Fire Department provides blood pressure checks at the Central Fire Station at 366 Tuttle Road. The Fire Department has a wide variety of durable medical equipment on loan for free to Cumberland residents. For ongoing safety checks, residents can call the Fire Department every morning, if there’s no call, firefighters will do a home safety check.

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Community Partnerships:
• Continue to update the Resource Guide, vendors’ list, website, and other AIP materials and make them available to residents.
• Produce and distribute a bimonthly calendar/newsletter (print version) for AIP’s targeted audience.
• Continue to update the Resource Guide, vendors’ list, website, and other AIP materials and make them available to residents.

ACTION AREA 7: FINANCIAL CONCERNS

Financial concerns can play a major role in health, maintenance of prop- erty, social engagement, quality of life, and the ability to remain in our homes, especially as we age. Many older residents are faced with de- creasing income and increasing expenses (medical, property taxes, etc.).

Mindful of the financial challenges some of Cumberland’s older adults, the Town Council approved a Senior Property Tax Relief Pro- gram that provides a tax rebate to older residents in Cumberland who meet specific criteria set by the Cumberland Council. Funds used for the Senior Property Tax Relief Program are from surplus funds each year and are designated on an annual basis.

AIP continues to promote and publicize AARP programs (tax pro- grams, scams, fraud alert, and income tax filing assistance) and SMAA programs such as MoneyMinders that address financial concerns of older residents. AIP is working to develop information on financial resources and assistance available to lower-income older adults. This will be posted on AIP’s website and available in hard copy on request.

Recommendations:
• Continue advocacy for statewide and local programs to sup- port low-income older adults.
• Provide support (information and referrals) for older resi- dents who are financially struggling, including referrals to MaineCare, General Assistance (Opportunity Alliance), and the Community Food Pantry.
• Protect residents from financial abuse.
Community Partnerships:
Cumberland Town Council, SMAA, AARP, Community Food Pantry, Opportunity Alliance (Cumberland General Assistance Program).

ACTION AREA 8: OUTDOOR SPACES AND BUILDINGS

The Town of Cumberland has long been interested and involved in the preservation of outdoor spaces to improve the aesthetics of the town (i.e., preserve the rural feel) and to promote recreational uses these spaces afford to those who live in our community. Cumberland has many outdoor recreational facilities: Twin Brook, Town Forest, Val Halla, Knight’s Pond Preserve, Broad Cove Reserve, Rines Forest, and West Cumberland Athletic Complex. The town has taken the following steps toward these initiatives by:

• grading the walking paths and adding benches in the Town Forest adjacent to the Town Hall.
• creating additional meeting spaces in the new Fire Station on Tuttle Road (2018) and the Greely Center for the Arts (2018).
• offering guided walks at many town-owned recreational areas, i.e. Rines Forest, the Knight’s Pond Preserve, and Broad Cove reserve in conjunction with the Cumberland Land Trust.

Recommendations:
• Improve accessibility on town trails and increase awareness of town trails/guided walks presently within the town.
• Install handicap-accessible doors in Town Hall and the Police Department.
• Continue exploration of a community center.

Community Partnerships:
Cumberland Town Council, Cumberland Land Trust, MSAD #51, Parks & Recreation Department, Planning Department.

ACTION STEPS

AIP’s website highlights these resources, includes outdoor events on the online community calendar, and publicizes walking programs available in the area.

The Town of Cumberland adopted a Comprehensive Town Plan in 1998. A key component of this plan notes that the town’s “rural character results from a mix of agricultural and forest land, and large areas of contiguous undeveloped land, for use by wildlife, for resource protection, and for outdoor recreation.” Toward this end, the town developed an open space plan (attached).

Additionally, town-owned facilities such as Twin Brook recreational center and the Cumberland Town Hall are available for use by residents or groups within the community to host events and meetings. In an effort to make the Town Hall more accessible, installation of automatic doors is underway in the summer of 2018 and should be completed by fall. The recently approved Greely Center for the Arts (set to open in late 2018) will provide additional space and opportunities for Cumberland residents to enjoy performances, host meetings, and attend lectures.

AIP Cumberland fully supports the development and preservation of these spaces as well as the need for adequate meeting spaces for older residents to congregate. Our 2014 survey identified that 32.7 percent of respondents (118/360) identified a meeting place for older adults as being important. Additionally, 45.28 percent (163/360) identified walking paths with lights and benches as being a priority. Our town has taken the following steps toward these initiatives by:

- grading the walking paths and adding benches in the Town Forest adjacent to the Town Hall.
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<th>COMMITTEE/PARTNERSHIPS</th>
<th>STATUS</th>
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<tr>
<td>Goal 1</td>
<td>Determine actual needs and type of housing Cumberland residents prefer (e.g., affordable, subsidized, multigenerational, single-owner-ship, rental units, etc.)</td>
<td>Conduct community forum and/or survey on housing options.</td>
<td>Resources: Town surveys of residents, AIP’s Forum on Aging, workshops and hearings by local groups (Town Council, Planning Board), meetings with Cumberland residents.</td>
<td>Results of forums/surveys and assessment of public responses at local workshops and meetings.</td>
<td>Housing Committee: Cumberland Town Council, AARP, local and regional housing experts</td>
<td>AIP Cumberland’s Forum on Aging: Evolving Housing Options as We Age scheduled Nov. 3 featuring workshops, discussions, and survey)</td>
</tr>
<tr>
<td>Goal 2</td>
<td>Continue to promote healthy living and distribute materials on safety issues such as fraud/scams, elder abuse, and related topics in conjunction with our partners.</td>
<td>Include information in bimonthly newsletter mailed to targeted homes. Continue to publicize health and safety programs offered by AIP and our partners.</td>
<td>Resources: AIP website, Channel 2, Town Crier, AIP Kiosk, Fire and Police Facebook pages, town Facebook page, targeted mailer. Barriers: Communication. Not sure who to call for help. Financial: Believing there are costs involved with safety programs that are free. Psychological: Believe if they ask for help, they’ll be perceived as being unable to remain independent. Don’t want to be a burden on others. Physical: Illness, weakness, or medical disability that prevent them from participating/attending classes.</td>
<td>Periodic survey/assessment of housing needs.</td>
<td>Housing Committee: Cumberland Town Council, AARP, TSLCA.</td>
<td>ongoing</td>
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## Action Area 2: Transportation

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<th><strong>Goal 1</strong></th>
<th><strong>Goal 2</strong></th>
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<tr>
<td>Increase number of volunteer drivers.</td>
<td>Increase use of CAR (Cumberland Area Riders) service</td>
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### STEPS
- Promote volunteer opportunities.
- Promote CAR program locally

### RESOURCES & BARRIERS
**Goal 1**
- **Resources:** AIP website, word of mouth, UCC in Cumberland promotions, AIP’s Forum on Aging, AIP kiosk, Channel 2, Town Crier
- **Barriers:** Busy lives, reluctance to get involved/commit to a regular assignment

**Goal 2**
- **Resources:** Flyers, AIP Website, AIP Forum on Aging, AIP/CAR rack cards, AIP resource guide, AIP kiosk, Town Crier, word of mouth.
- **Barriers:** Riders who require service beyond CAR’s capabilities (more than 2 rides per week, requests outside of operating hours, requests for standing weekly rides to supermarket, classes, riders with complex physical, cognitive, and emotional challenges), residents' lack of knowledge of program.

### METRICS
- Track number of volunteers monthly.
- Track number of ride requests, rides given, and ride requests not filled.

### COMMITTEE/PARTNERSHIPS
- Transportation Committee: UCC, CAR drivers, local media, local churches and civic organizations.
- Transportation Committee: UCC, local media, local churches and civic organizations.

### STATUS
- Ongoing
- Ongoing
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<tr>
<th>ACTION AREA 2: TRANSPORTATION (CONTINUED)</th>
<th>OBJECTIVE</th>
<th>STEPS</th>
<th>RESOURCES &amp; BARRIERS</th>
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</thead>
<tbody>
<tr>
<td>Goal 3 \ Streamline coordination of rides and/or recruit and train additional volunteers to assist with coordination</td>
<td>Review challenges faced by CAR coordinators; recruit and train other volunteers to share duties of coordinators</td>
<td>Resources: Two CAR coordinators, team of CAR drivers/volunteers, collaboration with UCC in Cumberland, AIP website, kiosk, rack cards, etc. Barriers: Time involved in matching rides with drivers (CAR coordinator spends up to 10 hours a week arranging rides); difficulty and time involved to recruit and train additional coordinators.</td>
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<tr>
<td>Goal 4 \ Explore alternative transportation options</td>
<td>Publicize/refer riders to transportation services to provide rides CAR cannot fill (e.g. RTP, ITN, taxis, public buses, etc.). Seek funding for a van to provide group rides.</td>
<td>Public and nonprofit transportation services (city buses, RTP, ITN) and taxi services. Barriers: Cost of services, eligibility requirements for some services (e.g., RTP), difficulty to access rides for those with disabilities (e.g., wheelchair-bound), lack of point-to-point assistance for some services.</td>
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<th>ACTION AREA 2: TRANSPORTATION (CONTINUED)</th>
<th>METRICS</th>
<th>COMMITTEE/PARTNERSHIPS</th>
<th>STATUS</th>
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<tbody>
<tr>
<td>Goal 3 \ Track coordinators' hours (e.g. scheduling, processing drivers and riders, dealing with problems/questions), number and type of requests for rides.</td>
<td></td>
<td>Transportation Committee: UCC in Cumberland, local media, churches, and civic organizations (recruitment efforts).</td>
<td>ongoing</td>
</tr>
<tr>
<td>Goal 4 \ Track number of ride requests outside parameters of CAR and alternatives taken.</td>
<td></td>
<td>Transportation Committee: RTP, ITN, city buses, taxi services.</td>
<td>ongoing</td>
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## Action Area 3: Maintaining Independence

### Goal 1
**Objective:** Help older residents remain in their homes as long as safely possible.

**Steps:**
- Continue to schedule 2 or 3 “Handyman Service Days” annually, coordinated with town big-item pick-up and e-waste drop-off days.
- Continue to offer snow shoveling in conjunction with MSAD#51 student volunteers and other minor handyman chores by AIP volunteers and others.
- Recruit volunteers for handyman tasks.
- Explore establishing a Sand Bucket home-delivery program.
- Continue distributing vendors’ list and add vendors to the list.

**Resources & Barriers:**
- **Resources:** Volunteer groups in churches or community such as Lions Club, Boy and Girl Scout; AIP volunteers; MSAD#51 students and Pathway Program participants.
- **Barriers:** Difficulty finding volunteers to perform regular tasks (e.g., lawn mowing, shoveling) and/or tasks involving physical risk and/or strength/endurance (e.g., clearing roofs of snow, lifting/moving heavy items); liability concerns for volunteer and homeowner.

### Action Area 4: Social Engagement and Reducing Isolation

### Goal 1
**Objective:** Increase opportunities for Cumberland older residents to socialize

**Steps:**
- Continue to provide programs that are appealing to older adults through “Mornings with Friends,” CNY Rec Dept. offerings, and other AIP programming. Determine preferred topics/speakers for older residents through surveys and informal discussions.

**Resources:** Meeting space provided by local churches, library, wealth of programming available locally.

**Barriers:** limited budget for speakers; transportation/mobility issues for some attendees; residents may be unaware of programs.

### METRICS
- **Action Area 3: Maintaining Independence**
  - Track number of clients served, type of tasks, and services requested but not filled; follow-up evaluation forms for volunteers and residents after job performed.

### COMMITTEE/PARTNERSHIPS
- **Handy Helpers Committee:** MSAD#51 students, sports teams, and Pathway Program participants.
- **Programming Committee:** CNY Rec Dept, churches, library, historical society, neighboring Rec and Aging in Place programs, SMAA and other sources of speakers/programs.

### STATUS
- Held Big Project Day May 2018; fall Big Project Day scheduled for October 2018. Student shoveling assignments in fall 2018. Small projects ongoing.

---

**27**
<table>
<thead>
<tr>
<th>Objective</th>
<th>Steps</th>
<th>Resources &amp; Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Area 4: Social Engagement and Reducing Isolation (continued)</strong></td>
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</tbody>
</table>
| **Goal 2** | Encourage multigenerational connections | Continue collaboration with other groups/organizations to present programs that encourage interactions among all generations. Explore joint programs with schools and Living Well in North Yarmouth.  
**Resources:** Meeting space in schools and new Performing Arts Center; programs offered by AIP, library, schools, and other groups.  
**Barriers:** Difficulty motivating older residents to participate; inability of homebound residents to attend. |
| **Goal 3** | Reach as many socially isolated older residents as possible | Increase awareness of events by re-installing road signs (for Mornings with Friends/AIP website), continue to publicize through AIP’s online community calendar, and initiate a bimonthly print version of community calendar to be distributed throughout town. Serve lunch after MWF 1 or 2 times annually.  
**Resources:** AIP marketing materials, publicity through local library, schools, and other groups, collaboration with churches, CAR, and other programs serving socially isolated residents.  
**Barriers:** Difficulty motivating older residents to participate; inability of homebound residents to attend. Need funding or donations and more volunteers to put on lunches. |

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<thead>
<tr>
<th>Metric</th>
<th>Committee/Partnerships</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td><strong>Action Area 4: Social Engagement and Reducing Isolation (continued)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Monitor attendance.</td>
<td>Programming Committee: MSAD#51 and neighboring schools, Recreation Dept. in C/NY and nearby communities, neighboring Aging in Place programs, local library.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Conduct periodic surveys.</td>
<td>Communications Committee: local churches, library, businesses and civic organizations; local media, Town of Cumberland, local Channel 4; SMAA and other social service agencies.</td>
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</tbody>
</table>

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<thead>
<tr>
<th><strong>Status</strong></th>
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<tbody>
<tr>
<td>ongoing</td>
<td>Programming Committee: MSAD#51 and neighboring schools, Recreation Dept. in C/NY and nearby communities, neighboring Aging in Place programs, local library.</td>
<td>Monitor attendance.</td>
</tr>
<tr>
<td>ongoing</td>
<td>Communications Committee: local churches, library, businesses and civic organizations; local media, Town of Cumberland, local Channel 4; SMAA and other social service agencies.</td>
<td>Conduct periodic surveys.</td>
</tr>
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</table>
### Action Area 4: Social Engagement and Reducing Isolation (continued)

<table>
<thead>
<tr>
<th>Goal 4</th>
<th><strong>Objective</strong></th>
<th><strong>Steps</strong></th>
<th><strong>Resources &amp; Barriers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase participation in AIP’s Friendly Visitor program.</td>
<td>Recruit more volunteers and residents to participate in Friendly Visitor program. Promote through local media and town communication outlets. Partner with area churches and caregiver organizations to promote awareness. Schedule training for potential volunteers as needed.</td>
<td>Resources: Several volunteers interested in becoming Friendly Visitors. Barriers: Difficulty in persuading older adults to participate—resistance to admit feeling lonely/isolated or needy, possible fear of strangers.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Resources: AIP Website, word of mouth, local churches, AIP’s Forum on Aging, AIP kiosk and marketing materials, Channel 2, Town Crier.</td>
<td>Resources: AARP and other AIP models. Barriers: Need to avoid procedures that quash volunteers’ enthusiasm and are overbureaucratic.</td>
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</table>

### Action Area 5: Communication and Raising Awareness of Local Resources

<table>
<thead>
<tr>
<th>Goal 1</th>
<th><strong>Objective</strong></th>
<th><strong>Steps</strong></th>
<th><strong>Resources &amp; Barriers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase residents’ awareness of local resources available to them.</td>
<td>Continue to publicize AIP programs and services in media and through AIP marketing materials and via partners, and use Forum on Aging as venue to promote AIP programs and services.</td>
<td>Resources: AIP’s marketing materials. Channel 2, local media. Barriers: Many older residents don’t use Internet.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Resources: AIP Website, word of mouth, local churches, AIP’s Forum on Aging, AIP kiosk, and marketing materials, Channel 2, Town Crier.</td>
<td>Resources: AARP and other AIP models. Barriers: Need to avoid procedures that quash volunteers’ enthusiasm and are overbureaucratic.</td>
</tr>
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<table>
<thead>
<tr>
<th>Goal 2</th>
<th><strong>Objective</strong></th>
<th><strong>Steps</strong></th>
<th><strong>Resources &amp; Barriers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure the smooth relay of accurate AIP information to the public.</td>
<td>Review present protocol and revise and adopt communications guidelines as needed.</td>
<td>Resources: AARP and other AIP models. Barriers: Need to avoid procedures that quash volunteers’ enthusiasm and are overbureaucratic.</td>
<td>Resources: AARP and other AIP models. Barriers: Need to avoid procedures that quash volunteers’ enthusiasm and are overbureaucratic.</td>
</tr>
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</table>

### Action Area 4: Social Engagement and Reducing Isolation (continued)

<table>
<thead>
<tr>
<th>METRICS</th>
<th>COMMITTEE/PARTNERSHIPS</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor number of older residents receiving visits; survey to measure satisfaction/benefits of program.</td>
<td>Volunteer Committee: area churches and caregiver organizations, SMAA and other social services agencies, local media.</td>
<td>ongoing</td>
</tr>
<tr>
<td>Survey residents on knowledge of resources available.</td>
<td>Communications Committee: local churches, library, businesses and civic organizations; local media: Town of Cumberland, local Channel 4, SMAA and other social service agencies.</td>
<td>ongoing</td>
</tr>
<tr>
<td>Investigate source of any erroneous/misunderstood communications and correct; survey of residents’ knowledge and understanding of AIP and its resources.</td>
<td>Communications Committee: local town leaders and officials.</td>
<td>ongoing</td>
</tr>
</tbody>
</table>
## Action Area 5: Communication and Raising Awareness of Local Resources (continued)

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>STEPS</th>
<th>RESOURCES &amp; BARRIERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 3</strong> Increase awareness of AIP programs and services among socially isolated residents.</td>
<td>Create and distribute a bimonthly calendar/newsletter (print version) to older residents through mailings, AIP kiosk, medical offices, and other venues throughout town.</td>
<td><strong>Resources:</strong> Multitude of programs and services to publicize, templates from other AIP programs. <strong>Barriers:</strong> Cost of mailings, difficulty in determining which households to target, hard to recruit volunteers for project.</td>
</tr>
<tr>
<td><strong>Goal 4</strong> Ensure Resource Guide, Vendors’ List, website, and other AIP materials are updated periodically.</td>
<td>Recruit volunteers to update/expand Vendor List and Resource Guide and to provide material for website.</td>
<td><strong>Resources:</strong> Resource Guide, Vendors’ List, and AIP website. <strong>Barriers:</strong> Difficulty in assessing use by residents, difficulty in getting vendors to comply with registration process, constant need to update materials.</td>
</tr>
</tbody>
</table>

### Action Area 6: Health and Safety

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>STEPS</th>
<th>RESOURCES &amp; BARRIERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong> Promote the health and safety of older residents.</td>
<td>Continue to promote existing programs offered by AIP, Rec. Dept., SMAA, and community partners. Add new programs in response to requests from older residents and/or survey results.</td>
<td><strong>Resources:</strong> Space for existing programs; programs by community partners. <strong>Barriers:</strong> Time and space for new programs; difficulty in publicizing programs among socially isolated; overcoming reluctance to attend by those who are socially isolated.</td>
</tr>
</tbody>
</table>

## METRICS

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>METRICS</th>
<th>COMMITTEE/PARTNERSHIPS</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 3</strong> Increase awareness of AIP programs and services among socially isolated residents.</td>
<td>Periodic survey of readership.</td>
<td>Communications Committee: Distribution sites in local churches, businesses, library, and other venues.</td>
<td>in planning stage</td>
</tr>
<tr>
<td><strong>Goal 4</strong> Ensure Resource Guide, Vendors’ List, website, and other AIP materials are updated periodically.</td>
<td>Circulation figures on resource guide and vendors’ list (number taken from kiosk), website metrics.</td>
<td>Communications Committee: Distribution sites in local churches, businesses, library, and other venues.</td>
<td>ongoing</td>
</tr>
</tbody>
</table>

### Action Area 6: Health and Safety

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong> Promote the health and safety of older residents.</td>
<td>Assess attendance at programs and use of services by older residents.</td>
<td>Program Committee: Rec. Dept., SMAA and other social service agencies, Legal Services for the Elderly, AARP, Alzheimers Assn., churches.</td>
<td>ongoing</td>
</tr>
<tr>
<td>OBJECTIVE</td>
<td>STEPS</td>
<td>RESOURCES &amp; BARRIERS</td>
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</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Continue to promote healthy living and increase awareness about safety issues such as fraud/scams, elder abuse, and related topics.</td>
<td>Distribute materials in bimonthly newsletter mailed to targeted homes. Continue to publicize health and safety programs offered by AIP and our partners.</td>
<td></td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Offer programs older adults want and feel are most beneficial for their health and safety.</td>
<td>Review previous surveys and conduct new surveys on older adults’ preferences.</td>
<td></td>
</tr>
<tr>
<td><strong>Goal 4</strong></td>
<td>Help reduce hazards faced by older residents on icy drives/walkways.</td>
<td>Review positive/negative of Sand Bucket programs in other communities. Include survey question at Forum to determine need. If pluses outweigh minuses, work to implement program.</td>
<td></td>
</tr>
</tbody>
</table>

**Resources:** AIP website, Channel 2, Town Crier, AIP kiosk, Fire and Police Facebook pages, town Facebook page, targeted mailer.

**Barriers:** Communication—not sure who to call for help. Financial—believing there are costs involved with safety programs that are free. Psychological—reluctance to be perceived as being dependent and a burden on others. Physical—illness, weakness, or medical disability that interferes with attending classes.

**Resources:** Previous surveys and future surveys

**Barriers:** Size of containers (too heavy for older residents), costs/time involved in refilling.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Goal 2</strong></td>
<td>Periodic survey of residents measuring victims of fraud, etc. Check with Public Safety on numbers of fraud reports, elder abuse cases, and safety issues.</td>
<td>Program Committee: Public Safety, Recreation Dept., local churches, local media.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Review survey data.</td>
<td>Program Committee</td>
</tr>
<tr>
<td><strong>Goal 4</strong></td>
<td>Measure level of interest in survey; if implemented, provide questionnaire for customers.</td>
<td>Handy Helpers Committee: MSAD#51 students, Big Project Day volunteers</td>
</tr>
<tr>
<td>ACTION AREA 7: FINANCIAL CONCERNS</td>
<td>METRICS</td>
<td>COMMITTEE/PARTNERSHIPS</td>
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</tr>
<tr>
<td><strong>Goal 1</strong></td>
<td><strong>Measure need by keeping yearly tally of people taking advantage of tax rebate, food pantry, subsidized housing, other programs.</strong></td>
<td>AIP Committee: Town Council, AIP volunteers, Community Food Pantry, advocacy groups.</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td><strong>Keep tally by year of requests for financial info/help.</strong></td>
<td>Communications Committee/Opportunity Alliance, state and federal organizations, Maine Congressional Delegation.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td><strong>Periodic survey of residents measuring victims of financial abuse. Check with Public Safety on number of cases of financial scams and abuse.</strong></td>
<td>Programming Committee, Transportation Committee, Volunteer Committee, Handy Helpers Committee/Public Safety Department, SMAA Money Minders, Legal Services for the Elderly, AARP.</td>
</tr>
</tbody>
</table>
### ACTION AREA 8: OUTDOOR SPACES

#### GOAL 1

**Objective:** Improve accessibility of town trails/guided walks.

**Steps:** Make maps of town trails and information on guided walks available through all AIP communications venues. Continue support of the development and maintenance of town trails and advocate for residents with limited mobility.

**Resources:** Town trail system.

**Barriers:** Financial and liability concerns over making trails accessible.

#### GOAL 2

**Objective:** Installs automatic doors at town hall.

**Steps:** Town has hired contractor to install doors.

**Resources:** Town of Cumberland

**Barriers:**

- Financial and liability concerns over making trails accessible.

#### GOAL 3

**Objective:** Development of a community center.

**Steps:** Explore options for a community center. Study upcoming development plans in town for possible inclusion of community center.

**Potential resources:** Oceanview Tuttle Road development, Fire station on Main Street, Performing Arts Center (January 2019)

### COMMITTEE/PARTNERSHIPS

- Communication Committee: Parks & Recreation Dept, Town Council, Cumberland Land Trust.
- AIP Committee (advocacy): Town Council, Town Administration
- AIP Committee (advocacy)/Town Council, MSAD 51, Planning Dept.

### STATUS

- **Goal 1:** Measure number of trails/miles accessible to those with mobility issues. Survey use of trails.  
  Communication Committee: Parks & Recreation Dept, Town Council.  
  Cumberland Land Trust.  
  **ongoing**

- **Goal 2:** Survey citizen response to automatic doors.  
  AIP Committee (advocacy): Town Council, Town Administration  
  **under way**

- **Goal 3:** AIP Committee (advocacy): Town Council, MSAD 51, Planning Dept.
Appendix 1: Aging in Place Committee Members

JULY 2018

Chair, Karen Campbell campbell.karen44@yahoo.com
Barbara Berkovich bberkovichb@gmail.com
Evariste Bernier ebernier@cumberlandmaine.com
Carrie Burnsteel kburnsteel@maine.rr.com
Lynn Copp lynncopp@msn.com
Lisa Crowley liscrowley@icloud.com
Dale Denno daladenno@gmail.com
Rita Farry ritafarry@gmail.com
Deborah C. Gray deborah.gray48@gmail.com
Mike Kemna michaelkemna101@aol.com
Robert Knapp rknapp@usa.net
Nancy Law rlater.n@gmail.com
Test Maloney-Kelly tmaloneykelly@icloud.com
Suzie McCormack kemccormack@icloud.com
Deborah Moller uemoller@i.cumberlandmaine.com
Tina Sommers Persico persick6966@aol.com
Kendall Patnaik kc_patnaik@maine.rr.com
Cindy Russell ccrrussell@yahoo.com
Mary Ellen Wilson mewilson@maine.rr.com

Town Council Liaisons:
Peter Bingham Sr phbingham@cumberlandmaine.com
Tom Crabtree tcrabtree@cumberlandmaine.com

Susan Gold, AIP Coordinator

Legend

<table>
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<td>parcels</td>
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<td>Cemetery</td>
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<tr>
<td>Farmland/Tree Growth Areas</td>
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<td>Water</td>
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Open Space - Farm & Tree Growth Areas and Town Land
Additional Materials

The following information and data are available online:

**Senior Housing Overlay**
file:///home/gold/My%20Documents/AIP%20STRUCTURE/PLANNING/overlay_map_0.pdf

**Open Space Plan**

**Town Surveys**
https://aipcumberland.org/resources/surveys-results/

**Resource and Marketing Materials**
AIPCumberland.org.