

CARLSBAD NM

2018 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 24 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, a population surge caused by the oil boom has resulted in new challenges and demands on the entire community.

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





Community Support & Health Services

Initiative

- 1. Publicize the emergency warning system**
- 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**
7. Identify way to improve quality of health care and cost of health care
- 8. Increase health screenings**
- 9. Sponsor community forum on health care**
10. Develop directory listing health providers (Previously Completed)
- 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. Expand City Water Park**
15. Assist with Project Playground Facelift (Previously Completed)
16. Upgrade Riverwalk Recreation Center
17. Promote and Support the Bob Forrest Youth Sports Complex (Previously Completed)



Status and Accomplishments

1. The City of Carlsbad continues to release a “What’s that sound?” flyer on a regular basis. Because many new residents are not from the area, clarification is often needed that the siren typically means a flooding risk, not a tornado. Flyers have also been distributed to both senior centers.
2. The Carlsbad Fire Department has been working with the Chamber of Commerce and local businesses on training opportunities.
6. The Carlsbad Chamber of Commerce is developing a dementia discussion, to be broadcast over local radio stations and filmed for broadcast on Facebook.

- Initiatives not in bold are presently in development

8. New health screenings included a skin cancer screening on Dec. 1 at the Carlsbad Medical Center and a health screening at San Jose Senior Center in June. Screenings were for varicose veins, hearts, and mammography.
9. A health care forum is set for March 16, 2019.
11. The Pecos Valley Physician Group added seven new providers in 2018 and two new physicians in 2019.
13. A second “Nursing Day” was held in May and feedback was positive. However, due to a large number of retirements, NMSU-C’s nursing program faced challenges this year. Please see summary.
14. Two additional slides and a swimming pool were added in 2018. Massive plans for an additional lazy river are planned for 2020.

Respect & Social Inclusion

Initiative

- 1. Create Community Activity Events Calendar**
- 2. Promote and encourage volunteer activities at North Mesa and San Jose 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 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. Furthermore, other organizations such as Creative Carlsbad are now included in an information partnership through the Community Development office.
2. 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.
3. Through the mayor’s office, an increased number of students have been invited to council meetings for special recognition for academic and athletic accomplishments. Mayor Janway has also restarted his student advisory committee.

□ Initiatives not in bold are presently in development.

**Connecting with youth:
Carlsbad Mayor
Dale Janway meets with members
of his Student Advisory Board.**



Outdoor Spaces & Buildings

Initiative

Status and Accomplishments

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. (Previously Completed)
4. **Continue downtown improvements working with Carlsbad MainStreet.**
5. Improve Riverwalk Recreation Center and Project Playground. (Previously Completed)
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.**

1. In 2018, the City of Carlsbad Beautification Coordinator worked closely with code enforcement on improving “eyesore” residences. Local volunteer agencies such as Mission Carlsbad assisted with cleanup.
2. 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. Local Girl Scout troops have become engaged in regular cleanup efforts.
4. In partnership with MainStreet, Carlsbad received designation as an arts and cultural district in 2018. The organizations also partnered with a lighting of the historic downtown Cavern Theatre marquee.
8. The oil boom has largely resolved this issue due to market interest. Most abandoned buildings downtown have been removed or are in the process of being removed.
13. Major work was done this year on the La Cueva Trail system, which is 15 miles of hiking, biking and equestrian opportunities just out of town. Additionally, local parks celebrated the 2018 completion of the Guadalupe Ridge Trail.

The BLM recently helped refurbish the nearby La Cueva trail system, which includes bike trails.



Initiative	Status and Accomplishments
<p>1. Implement local street needs of pedestrians and bicyclists. pathways within the Boulevard and City.</p> <p>Jose</p>	<p>the City of Carlsbad improvements to meet the completed construction of San Jose Develop a City/County partnership completed San</p>
<p>2. Improve and restripe city New Mexico have prioritized</p> <p>3. Improve road maintenance</p> <p>3. Carlsbad Mayor Dale Janway has</p> <p>4. Provide Transit opportunities for segments of the city population aimed at increasing stakeholders. This task</p> <p>5. Expand city coordination to meet feedback.</p> <p>needs of transit dependent</p>	<p>Boulevard. Both the City and State of streets restriping. process formed a new Roads Task Force all communication between key</p> <p>the -wide force allows for additional</p> <p>residents 5. Transit issues have been</p>
<p>flagged as a high priority for 2019. The</p> <p>6. Improve Transit Facilities by bus stops, maps, weekend schedules and promoting revisit this Carlsbad's transit system.</p>	<p>Retirement Committee plans to adding topic with City Administration at its next meeting.</p>
<p>7. Develop City policies to support transportation system.</p>	<p>the expansion and maintenance of the</p>
<p>8. Develop City Transit to be more stops to be integrated with sidewalk and</p> <p>9. Install well-placed visible audible crosswalks.</p>	<p>accessible, affordable and convenient. Bus wheelchair accessibility.</p>
<p>10. Promote and develop programs to help older adults drive as safely and as long as possible.</p>	

□ 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

Status and Accomplishments

8. **Eliminate or improve boarded up buildings**

3. The City of Carlsbad is presently updating its Comprehensive Plan. This process includes looking at implementing a Metropolitan Area Plan in the area around Old Cavern Highway, where a great deal of growth is taking place.
4. In the fall of 2018, following several Blue Ribbon Commission meetings, the City of Carlsbad announced a restructuring of its permitting program with the stated goal of speeding up the regulatory process.
6. Carlsbad's transitional housing program added an additional house in 2018, and both homeless shelters remain at or near capacity. Homelessness appears to have increased in 2018 due to the oil boom.
8. In many instances, the market itself has resolved this issue due to the high need for property in Carlsbad. Most boarded up businesses along Carlsbad's main stretch (Pierce Street, Canal Street and National Parks Highway) have been replaced.

□ Initiatives not in bold are presently in development



Social Participation

Initiative

the public library (Ongoing)

1. **Enhance the two city-owned senior recreation centers**
2. **Increase awareness of activities at the centers**
3. **Prepare monthly calendar of activities at the centers**
4. **Develop a directory of organizations, meeting dates, times and locations (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**
8. **Coffee with a Cop/Community Participation (Completed)**
9. **Develop day trips for seniors**

people aware of the services of

FRIENDS of the
Carlsbad Public Library

Friends of the Library Book Fair
February 15th, 16th, & 17th

Living Desert Zoo and Gardens State Park
1504 Michls Rd
(575)887-5516

Friday February 15th 2pm - 5pm
Friends Only Preview
Membership Table on Site: \$15 Regular
\$10 Senior/Student

Saturday February 16th 9am - 5pm
Sunday February 17th 9am - 5pm

FYI - After 3:30pm use the Exit Gate to enter

Want first pick of the goodies? Volunteer!
Helpers needed to move boxes, set up, clean up
& work the Fair!

Call the Library at (575) 885-6776
or stop by to sign up!

Status and Accomplishments

1. The City has been awarded a \$500,000 Community Development Block Grant to begin construction of a new San Jose Senior Center.
- 2-3. Monthly calendars for both senior centers are now being posted online and made more available.
5. Campaign Complete. Will revisit 2019. (See below)
8. Previous efforts have been successful. Working with McDonalds and Carlsbad Chamber for a 2019 project.



Did you know?

New Mexico State University Carlsbad offers up to six credit hours a semester for seniors (65 and over) at just \$5 per credit hour!



San Jose, CA Anywhere!
carlsbad.nmsu.edu
575.234.9200

Just another example of why we are proud of our Age-Friendly Community! This message brought to you by the Carlsbad Chamber of Commerce Retirement Council.

Civic Participation & Employment

Initiative	Status and Accomplishments
<p>1. Promote the Carlsbad Community Volunteer Program. assisting CCVP as a program. offered to assist with materials.</p>	<p>Leadership Eddy County has adopted primary mission and marketing and the development of</p>
<p>2. Recruit Businesses to adopt friendly attitudes to attract older adult 3. Job opportunities.</p>	<p>Re-entry fairs both included age-information about volunteer and retain customers</p>
<p>4. The Committee hosted two “job re- 3. Provide volunteer for all ages entry” fairs in focused on part-time The first fair had high participation.</p>	<p>the fall, with openings opportunities and seasonal work.</p>
<p>4. Host a “job re-entry” fair adults 7.</p>	<p>The development of the “Creative for older</p>
<p>Develop a data base for Carlsbad” with supporting local</p>	<p>community organization has greatly assisted</p>
<p>5. employment and educational cultural opportunities sponsored several cultural membership.</p>	<p>venues. The organization has events and continues to draw more</p>
<p>6. Facilitate training Additional effort needed: Continued opportunities to help seniors support for Creative Carlsbad-however, rejoin the private workforce this initiative appears to be moving in the right direction.</p>	<p>the right</p>
<p>7. Support promoting cultural arts and humanities venues and events.</p>	



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Communication & Information

Initiative

1. Promote senior centers and Senior Circle as information exchanges.
(Included below)
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.**
(Complete/Ongoing)
4. **Familiarize citizens on the newly-installed emergency warning system**
(Completed/Ongoing)
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.**
(Ongoing/Successful)

□ Initiatives not in bold are presently in development

Status and Accomplishments

- 3-4. Campaigns to encourage use of 311 and explain the emergency warning system have been ongoing, but generally successful. The City regularly sends out reminders on both systems.
5. In preparation of its 10-year plan, Community Consensus held a community outreach plan and conducted a survey. More than 100 people attended the public meeting and several thousand participated in the community survey.
6. Several caregiving workshops were held throughout 2018, with Carlsbad's two largest caregivers (Landsun and Lakeview) participating.
7. Carlsbad's "branding" as an agefriendly community has been a very successful effort. Officials regularly discuss this status at meetings when discussing potential goals and outcomes.

KEY ACCOMPLISHMENTS/SUMMARY

The Retirement Committee sponsored two job fairs specifically designed to reach out to seniors who might be interested in returning to the workforce. These job fairs were held within Carlsbad's two senior centers (North Mesa and the San Jose Center), and most of the jobs offered consisted of parttime and voluntary jobs. The second job fair also focused on seasonal jobs. Participation at the first fair was high, and the events were well-received by employers and seniors.

In September, the City of Carlsbad was awarded a \$500,000 Community Development Block Grant to begin renovating a local elementary school into a new senior center. The current San Jose Senior Center is not large enough to meet the community's growing needs. Members of the Chamber Retirement Committee participated in the application process.

In 2018, Carlsbad Mayor Dale Janway created a "Blue Ribbon Committee" with the goal of examining issues related to community housing and population. Carlsbad is at the epicenter of an oil boom, which has resulted in new commercial options, but has also resulted in roadway congestion and housing shortages. Two members of the Chamber's Retirement Committee have participated in this committee, as well as the development of a new long-term plan, in order to maintain age-friendly attitudes. A similar committee has also been created to address roadway issues.

Challenges

A significant escalation of area oilfield activity resulted in the magnification of many present issues – housing, roads and infrastructure. Many of the action items highlighted in the original 2016 study have become even more critical. Roads are more congested than they've been, and houses are more expensive.

For example, after multiple professors from the New Mexico State University-Carlsbad nursing program retired in 2018, the program was unable to fill vacancies. Administrative staff said this was largely due to a housing shortage. Consequently, NMSU-C was unable to offer a nursing program in the fall of 2018, though the program has been restored for 2019. Service industry issues have also compounded due to low unemployment, with some restaurants closing during slower time periods due to a critical labor shortage.

The Age Friendly initiative must continue to work in hand with all other local governmental and economic development agencies during this critical juncture in Carlsbad and South Eddy County's history.

We look forward to continuing our commitment in 2019