



The Office of the Mayor
The New York City Council
The New York Academy of Medicine

Presentation to Webinar

**Child and Age friendly Communities:
Fostering communities as if all people mattered**

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WHO Global Age-friendly Cities Network

103 Cities in 18 Countries

Argentina (La Plata)

Australia (Boroondara, Canberra, Melville, Rockingham, Warrnambool)

Belgium (Brussels)

Canada (Edmonton, Hearst, Kingston, London, Noelville, Ottawa, Portage La Prairie, Saanich, Sault Sainte Marie, Thunder Bay, Verner, Waterloo, Welland, Windsor)

China (Qiqihaer)

Finland (Tampere)

France (Angers, Bar-le-duc, Besancon, Bey, Carquefou, Dijon, Lyon, Metz, Quatzenheim, Quimper, Rennes, Villeneuve-sur-Lot)

Ireland (Kildare, Kilkenny, Louth)

Israel (Haifa)

Japan (Akita)

Mexico (San Agustin Tlaxiaca)

Portugal (Alfandega da Fe, Alpiarca, Alter do Chao, Esposende, Fatima, Funchal, Gondomar, Grandola, Mesao Frio, Ponte de Sor, Porto, Setubal)

Russian Federation (Agidel, Baymak, Belebey, Beloretsk, Birsik, Blagoveschensk, Chishmy, Davlekanovo, Dyrtyuly, Ishimbai, Kumertau, Meleuz, Neftekamsk, Oktyabrsky, Salavat, Sibai, Sterlitamak, Tuymazy, Uchaly, Ufa)

Slovenia (Celje, Kobarid, Kostel, Ljubljana, Maribor, Ravne na Koroskem, Ruse, Velenje)

Spain (Barcelona, Bilbao, Donostia-San Sebastian, Los Santos de Maimona, Manresa, Vic, Vitoria-Gasteiz, Zaragoza)

Switzerland (Geneva)

United Kingdom (Manchester)

United States (Bowling Green, Chicago, Des Moines, Los Altos, New York, Philadelphia, Portland, Town of Los Altos Hills)



Age-friendly NYC

- The New York Academy of Medicine
- The Office of the Mayor
- The New York City Council



Based on the Perspectives of Older Adults Themselves

- Consulted with more than **2,000** older adults over three years
- **14** neighborhoods
- **5** languages
- **10** immigrant groups



And we keep going....

Government Assessment Process

- Self-assessments of City agencies





- **59 recommendations** to expand and launch new initiatives across four areas
 - **Community & Civic Participation**
 - **Housing**
 - **Public Spaces & Transportation**
 - **Health & Social Services**

Top 7 Strategies for Planning an Age-friendly Community

Strategy # 1

Plan for an aging population when making needed or required upgrades.

Examples from NYC



- Recreation centers replacing exercise equipment

- Taxi and other vehicle purchases

- Universal design standards



Strategy # 2

**Use or modify
existing resources in
creative new ways.**

City MarketRide Program



School buses transport older adults to grocery stores and farmers' markets during off hours

Taxi Voucher Pilot Program



Older adults get vouchers for taxi rides instead of using a more expensive private transportation service

Low Cost Improvements to Pedestrian Safety

- Extend pedestrian crossing times
- Change vehicle turning rules



Safe Streets for Seniors

- **Department of Transportation Solutions:**

- Transform intersections with most pedestrian injuries

- Examples: more time to cross the street, cars stop further back from crosswalk, new pedestrian islands

- First five neighborhoods: reduction in pedestrian injuries between 9% and 60%.

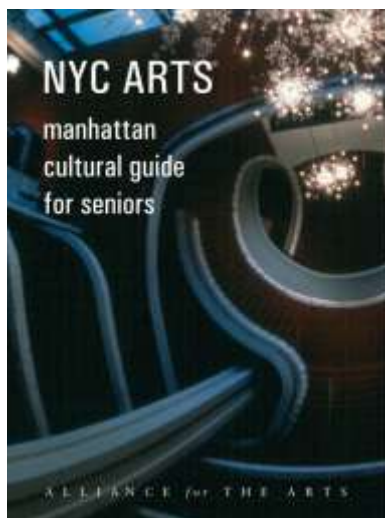
- Program expanded to 25 neighborhoods



Strategy # 3

Ensure that older adults know about existing opportunities and resources.

Age-friendly cultural events and schools, colleges and universities



- The Alliance for the Arts has published the *NYC ARTS Cultural Guides for Seniors*, available online and in print for each of NYC's five boroughs.



- After surveying NYC's 100+ colleges and universities about what they offer for older adults, created a web-based directory of opportunities & resources

Strategy # 4

**Engage different
professional networks
in thinking about what
they can do help.**

Top 10 Ways Your Profession Can be Age-friendly

- ✓ Architects
- ✓ Librarians
- ✓ Cultural institutions



- ✓ Pharmacists
- ✓ Community Developers
- ✓ Lawyers
- ✓ Home improvement contractors

Strategy # 5

**Help businesses better
serve & attract
older adults.**

Examples



Could You Use More Customers?



How About 1 Million More?

The 50 and over consumer base is diverse, fast growing, and controls 50% of discretionary spending. It is a time when small businesses are in need of increased sales in order to maintain growth, tapping into the expanding older consumer base can help boost profits.

Older Adults:

- Shop for themselves and other people in their lives
- Frequent local businesses for their shopping and services
- Demand great customer service with loyalty

The Age-Friendly Local Business Initiative is an educational outreach campaign that provides practical low cost or no cost tips to help businesses attract more older customers. The initiative does this by providing education and self-assessment materials, an age-friendly seal, and inclusion on a list to be promoted to older consumers. To date, over 1,000 businesses in NYC are participating.

Facts

- \$2 trillion
 - The amount older shoppers outpace younger shoppers in 2018
- \$27.5 billion
 - The amount grandparents spend on grandchildren annually
- 1 million
 - Number of older adults currently in New York City and growing
- 4 million
 - Number of older tourists that visited NYC in 2009

Age-friendly Local Business Guidelines



Guidelines to help make your business age-friendly

For additional guidance, access free resource guides at www.nyarc.org/agefriendlynyc

Products and Services

- Sell hard products, and/or services that are tailored to older adults
- Promote discounts or special offers for older adults where possible
- Highlight drop-off/delivery services
- Provide respectful business contact in person and on the phone
- Offer extra customer service for older adults such as providing a drink of water if asked
- Use large, clear fonts for signage, printed materials, and websites
- Also consider translating into other languages
- Participate in the community

Physical Facility

- Have a place where customers can sit and rest
- Allow customers to use a restroom
- Provide adequate lighting at the entrance and throughout the business
- Avoid heavy doors or other electronic doors
- Be mindful of stair safety
- Place products on shelves that are reachable or readily offer help reaching items
- Moderate excessively loud music and noise
- Keep sidewalks free of dirt, snow, leaves, clutter, and other obstacles

Sound



Hearing loss affects more than 30 million Americans and 1 in 3 older adults have a hearing impairment in both ears. Moreover, noise has become the second most common complaint (after pain) among U.S. restaurant guests. You can make your business more comfortable and attractive place for older adults by making a few low or low cost modifications.

Music

No Cost Improvements

- Good music and basic acoustics will quickly turn off most older customers.
- If you want to reach out to your older customers, play the music they love and loud.
- Background music often turns out to be "background noise", consider the impact your music will have on an older adult's ability to carry on conversations in your business. Consider having certain music free hours.

Strategy # 6

**Using private
sponsorship for the
benefit of your
community**

New Bus Shelters Include Seating & High Contrast Signage

Cost of shelters is paid for by selling advertising on side panels



Strategy # 7

Mobilize local communities to get additional and new kinds of resources involved in making neighborhoods better for older adults.

Local Examples

- Aging Improvement Districts
- Cultural Institutions
- NYC Parks Swimming Pools
- Grocery Guides



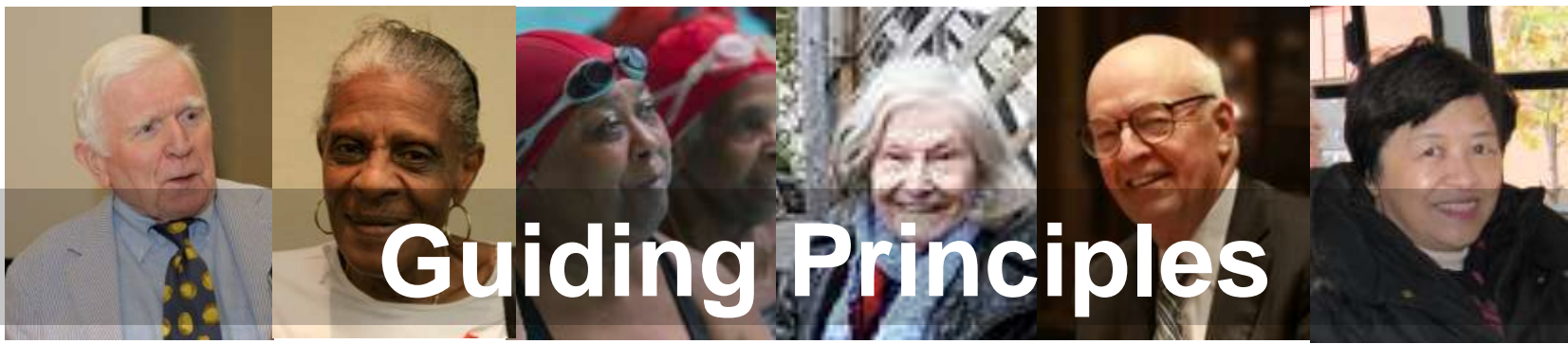
How Cultural Institutions in NYC Are Becoming Age-friendly



Age-friendly New York City is a collaborative effort led by the Office of the Mayor, the City Council, The New York Academy of Medicine, and older New Yorkers aiming to make New York City a better place to grow old.

Facts

- There are currently 1.3 million New Yorkers over 60, a number that is expected to increase by 500,000 by 2030.
- Many older New Yorkers say the city's rich cultural institutions are what drew them to New York and even more say they are a top reason why they love living here.
- Older adults say that some of the top factors that determine whether and where they patronize the arts are:
 - **Type of Programming Cultural Institutions Offer**
Does it appeal to me?
 - **Availability of Transportation**
Can I get there?
 - **Timing of Events**
Can I get home before dark?
 - **Affordability**
Do I have enough disposable income to afford this?
 - **Physical Environment**
Do exhibits have seating?
Can I easily find and get to a restroom?
 - **Access to Information**
Is signage large and clear?
Do I need access to the internet to learn about programs?
 - **Social Reasons**
Do I have someone to go with?
Will I feel comfortable among the other people there?



- An aging population is an opportunity, not a crisis
- Older adults are experts on their own lives and needs
- All sectors – public & private – must be engaged
- An “age-in-everything” approach is key to planning
- Both “top down” and “bottom up” strategies are needed
- Addressing problems in partnership requires “win-win” solutions
- Many of the changes needed are low or no cost
- Pace matters – identify and publicize early wins to build momentum



AGE-FRIENDLYNYC

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Report and other materials are available at:
www.agefriendlynyc.org

