

City of Cleveland
Elder Friendly Communities Pilot Project



Final Report
March 2006



CITY OF CLEVELAND
Mayor Frank G. Jackson

Department of Aging
City of Cleveland

Preface

This report was prepared by the staff team for the Elder Friendly Pilot Project: Director of the Department of Aging Jane Fumich, Laura Junglas of The Org Doc, Mark Chupp and Anne Swanson from Cleveland State University. The project would not have been possible without the additional staff work provided by the neighborhood based development corporations, Famicos Foundation and Bellaire Puritas Development Corporation. In particular we are indebted to the work of their dedicated staff, De'Neitra Brown and Lori Ashyk.

We would like to express our gratitude to the members of the Cleveland Elder Friendly Task Force and the Glenville and Puritas Longmead Neighborhood Committees. Their input and feedback at the monthly meetings proved invaluable as we reached out to the neighborhoods, conducted the assessment, and developed the vision and recommendations for an elder friendly community.

Finally, we would like to congratulate the Cleveland Foundation for their foresight and investment in proactively creating elder friendly communities. As the baby boomers move into senior status, the increasing proportion of seniors in the population will create greater demands that will require changes in public priorities. Cleveland is ahead of the curve, in part due to the Successful Aging Initiative and the Cleveland Foundation.

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There is never a wrong time to do the right thing.

An Elder Friendly Community

Definition

According to the Successful Aging Initiative, aging is not a chronological event; rather it becomes a matter of concern when an individual is faced with the challenges and changes of a long life. Typically, this occurs at about 70 years or when a person is forced to retire. At the center of a person who is aging successfully is a sense of well being that comes from living with purpose and joy, dealing effectively with life's changes and challenges, and sustaining positive, meaningful, and dynamic relationships. S/he is growing in a community that nurtures successful aging.

The vision of the Initiative is that an elder friendly community is where older persons are valued and respected; where older persons have fun in life; where the time, talent and skills of elders are used through volunteerism, civic engagement, education, and employment; where citizens, leaders, governmental entities, service providers, community-based organizations/ institutions, employers, and funders are committed to successful aging; where there is a wide range of opportunities and incentives that make it attractive to remain after retirement; and where people anticipate and plan for successful aging.

One helpful way to consider what it means to be an elder friendly community is provided by the AdvantAge Initiative, a project of The Center for Home Care Policy and Research (CHCPR), an independent research organization sponsored by the Visiting Nurse Service of New York. AdvantAge helps counties, cities, and towns prepare for the growing number of older adults who are "aging in place" while creating livable communities for people of all ages. Through extensive research, they identified four components of an elder-friendly community:

1. Addresses basic needs;
2. Optimizes physical health and well being;
3. Maximizes independence for the frail and disabled;
4. Promotes social and civic engagement.

There are a number of dimensions under each of these four categories, which are diagrammed on page 3. For additional information on the AdvantAge Initiative, go to <http://www.vnsny.org/advantage>.

The Elder Friendly Task Force created the following vision statement and guiding principles to guide the City, its departments and other organizations in the promotion of an elder friendly Cleveland.

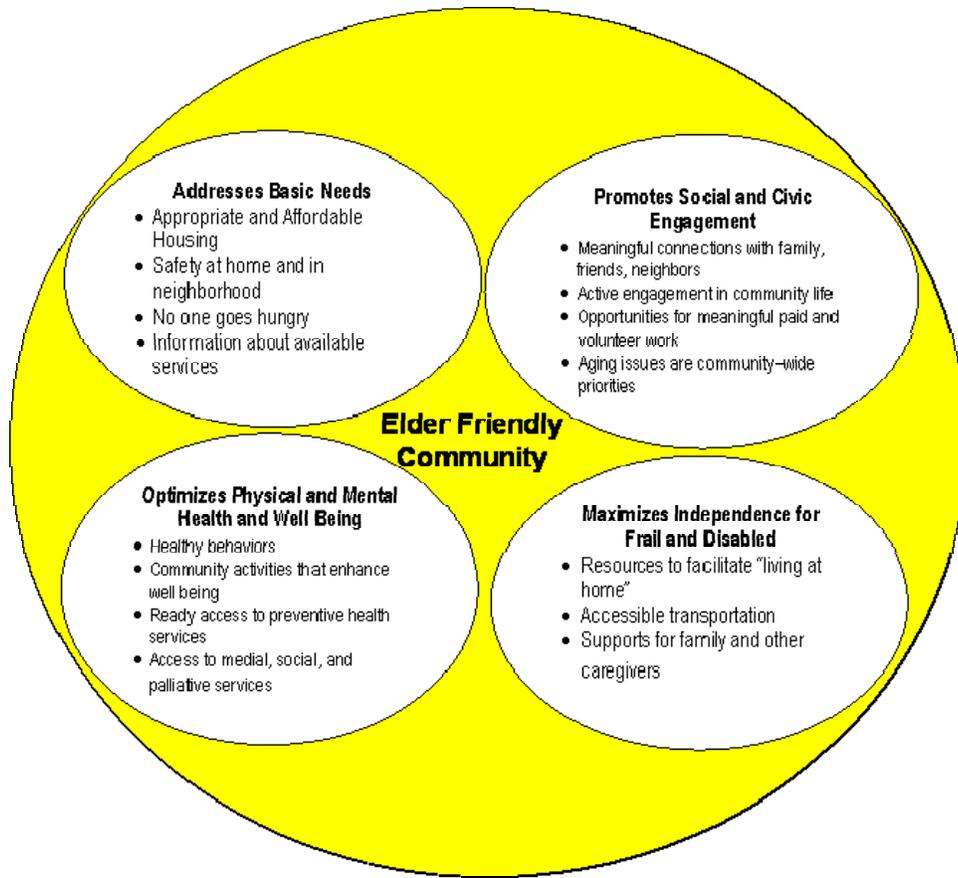
Vision of an Elder Friendly City

Cleveland seeks to become so elder friendly that current older residents desire to remain, former residents wish to return to the City, and the City can recruit additional older residents based on the elder friendly aspects of Cleveland and its neighborhoods.

Guiding Principles:

- An elder friendly city recognizes seniors for their assets and strengths and engages them in visioning, planning, decision-making and service.
- An elder friendly city incorporates senior citizens into all aspects of community life, encouraging intergenerational relationships and participation.
- An elder friendly city promotes a holistic approach to serving older adults that includes maintaining safe surroundings and ensuring the physical, intellectual, social, and emotional development of older adults.
- An elder friendly city is inclusive of diverse groups of persons across the continuum of health, income, race and ethnicity, including both current and “emerging elders”.
- An elder friendly city builds upon its existing neighborhood assets and organizations, and creates opportunities for new collaborations in providing services to older adults.
- An elder friendly city recognizes that churches and other religious organizations play a vital role in maintaining an elder friendly community and nurturing the spirituality of older adults.
- An elder friendly city offers a full spectrum of housing options for its residents at all stages of life.

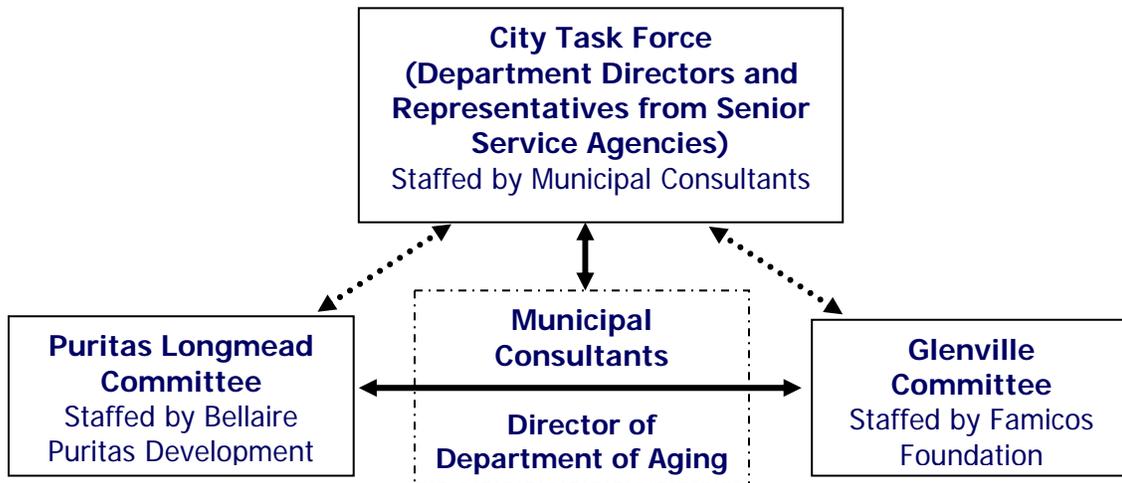
Dimensions of an Elder Friendly Community



From the AdvantAge Initiative, a project of The Center for Home Care Policy and Research (CHCPR), an independent research organization sponsored by the Visiting Nurse Service of New York.

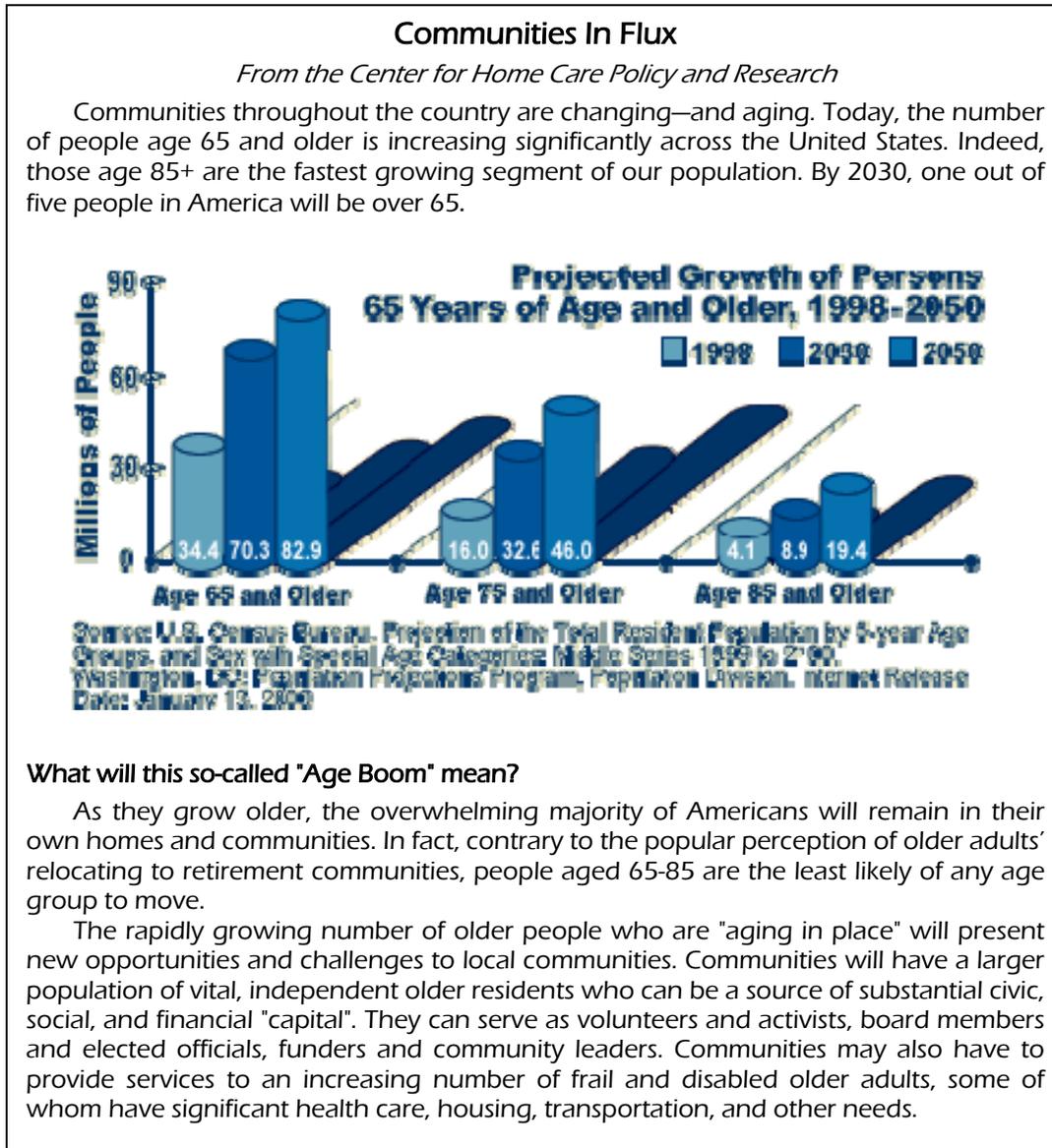
Project Overview

The City of Cleveland Department of Aging, under Director Jane Fumich, received a grant for two neighborhoods in Cleveland to participate in the Elder Friendly Communities Pilot Project. An Elder Friendly Task Force made up of City Department Directors or the designated representatives, and other high-level representatives of services to senior citizens, guided the process. The Center for Neighborhood Development at Cleveland State University implemented the assessment and planning process; Mark Chupp and Laura Junglas served as the municipal consultants on behalf of the Center for Neighborhood Development. In the Puritas Longmead Neighborhood, the Bellaire Puritas Development Corporation assisted in the process, convened an advisory group made up of neighborhood seniors, and hosted all neighborhood meetings. In the Glenville Neighborhood, Famicos Foundation served in this capacity.



This project was initiated by the Cleveland Foundation's Successful Aging Initiative, which supports and promotes the assets and positive aspects of aging. Aware of the increasing population of senior citizens in Northeast Ohio, the Initiative took a proactive stance to create resources and services for the elderly and their communities. A multi-phased program, the initiative is focused on establishing elder-friendly communities, lifelong learning and development centers, and increased prospects for civic engagement, including meaningful volunteering and post-retirement employment opportunities. Through the Elder Friendly Community component, the Cleveland Foundation provided six grants that encompassed 19 municipalities in Cuyahoga County. The communities receiving pilot grants were: the City of Cleveland, the City of Bedford, in collaboration with Glenwillow and Oakwood Village; the City of Lakewood; the City of Maple Heights, in collaboration with Bedford Heights and Garfield Heights; the City of Brook Park, in collaboration with Berea, Columbia Township, Middleburg Heights, Olmsted Falls and Strongsville; and Orange City Schools/Orange Community Education and Recreation, in collaboration with Hunting Valley, Moreland Hills, Orange Village, Pepper Pike and Woodmere. For more information on the Successful Aging Initiative go to <http://www.successfulaging.org/>.

This report focuses on one aspect of the Initiative, elder-friendly communities. Through this project, grantees conducted an assessment using a guide prepared by the Successful Aging Initiative, developed a vision for their community as elder friendly, and identified strategies for action.



Cleveland Process and Activities

The project began with the establishment of a Citywide Task Force to guide the project and a neighborhood committee in each of the selected pilot neighborhoods: Glenville on the east side and Puritas Longmead on the west side. The Task Force conducted a tour of each neighborhood to begin the project. Two community development corporations staffed the neighborhood outreach and data collection: Famicos Foundation and Bellaire Puritas Development Corporation. Using the Guide developed by the Cleveland Foundation Successful Aging Initiative, the project team launched the assessment process.



The assessment data was collected using a tool developed by the Cleveland Foundation. The Foundation worked with the Cuyahoga County Planning Commission and a community task force to identify the indicators that form the Elder-Friendly Community Assessment tool. The tool covers three primary categories – Home Life, Community Life and Mobility. In addition, data was collected using information obtained from focus groups consisting of senior adults and service providers in each neighborhood. Statistical data came from multiple sources: databases at each of the Community Development Corporations (CDC), data from several City Departments, databases at Cleveland State University, seven focus groups with residents and service providers, windshield surveys, and information from the neighborhood committee members. The result was the development of three assessment documents, one on mobility, home life, and community life. Contact the City of Cleveland Department of Aging for these documents.

The Neighborhood Committees and Citywide Task Force provided insights and additional information as the assessment documents were finalized. These groups also developed a set of recommendations that emerged from the findings.

A visioning process culminated the community engagement aspect of the project. Written surveys were distributed to seniors in both neighborhoods with over 125 respondents who provided input into services needed and neighborhood priorities. Over 50 seniors participated in each visioning session where the assessment findings were presented along with best practices from other communities. Residents worked in small groups to brainstorm features that would make their neighborhood the ideal elder friendly community. Using Nominal Group Technique, participants ranked the priority features they desire for their ideal elder-friendly neighborhood.

The neighborhood visions, priorities, and committee recommendations formed the basis for the development of the plan in this document.

The Puritas Longmead Neighborhood

The Puritas Longmead neighborhood was part of Cleveland's final major expansion and in 1923 the neighborhood was annexed in to the Village of West Park. The prosperous railroad town of Linndale included the northeast section of Puritas Longmead and was home to a switchyard for trains to change their locomotives from steam to electric before continuing into Cleveland. African American porters began to settle in Linndale as they built houses near the switchyard.

A short boom in residential development, which was affected by the Great Depression, occurred from 1910 to 1920. Property south of Bellaire Road remained virtually undeveloped until after WWII. The New York Central Railroad lines and local fertilizer manufactures acted as a nuclei for the farming and industrial uses that did exist in this area.



The Puritas Longmead neighborhood was the first in the City of Cleveland to build retail shopping centers that would accommodate the car. These new retail centers were set back from the road to allow for parking spaces in front of the stores. The Puritas Longmead neighborhood as it is currently, is a result of a boom in residential development that occurred after WWII.

Population grew from 5,430 and peaked at 21,027 from the 1940s to the 1960s. During this time, development boomed, not only residential and commercial, but institutional development. Churches such as Puritas Lutheran Church and Annunciation Church expanded to meet the growing population.

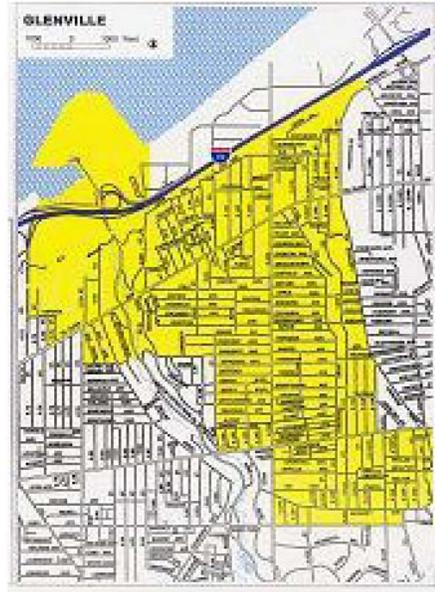


There has been a 28 percent population decline in the Puritas Longmead neighborhood since the 1960s. According to census data from 2000, 15,200 people lived in the neighborhood. Neighborhood ethnicity in 2000 was 69 percent White, 23 percent African-American, and 8 percent other races. Thirteen percent of the population in 2000 was age 65 and older.

The Glenville Neighborhood

The Village of Glenville was incorporated in 1870, a semi-rural home to numerous vegetable gardens and known as the “garden spot of Cuyahoga County.” The first settlers of Glenville were New England farmers followed by immigrants from Scotland, Ireland and England. Glenville’s scenic attributes, lakeshore and location attracted people and allowed the village to prosper. Wealthy residents from the region had summer resort homes in Glenville. The neighborhood became nationally known as a center for horseracing and later auto racing.

Cleveland annexed the Village of Glenville in 1905. Glenville continued to prosper from the turn of the century until it reached a peak in 1930, with both residential and commercial development. During the 1930s and 1940s, Jewish residents populated a large portion of the area and Glenville also became known for its Jewish stores, delicatessens and bakeries.



The Glenville neighborhood had the highest population during the 1960s with 56,298 residents. Since the 1960s, the population of Glenville has continued to decline and by 1990 there were half as many residents in the neighborhood at 25,845 residents. The 2000 census data indicates that the neighborhood's population has further declined to 23,559.

Today, the houses of worship originally built as synagogues still stand tall as architectural works of art and have vibrant congregations, such as Cory United Methodist Church (previously Park Synagogue) and Greater Abyssinia Baptist Church.



A decrease in population and declining household incomes had a negative effect of the Glenville neighborhood. In 1968, race riots in Glenville and other Cleveland neighborhoods received national attention, contributing to further exodus by residents and businesses, leaving storefronts vacant along East 105 Street, St. Clair and Superior Avenues.

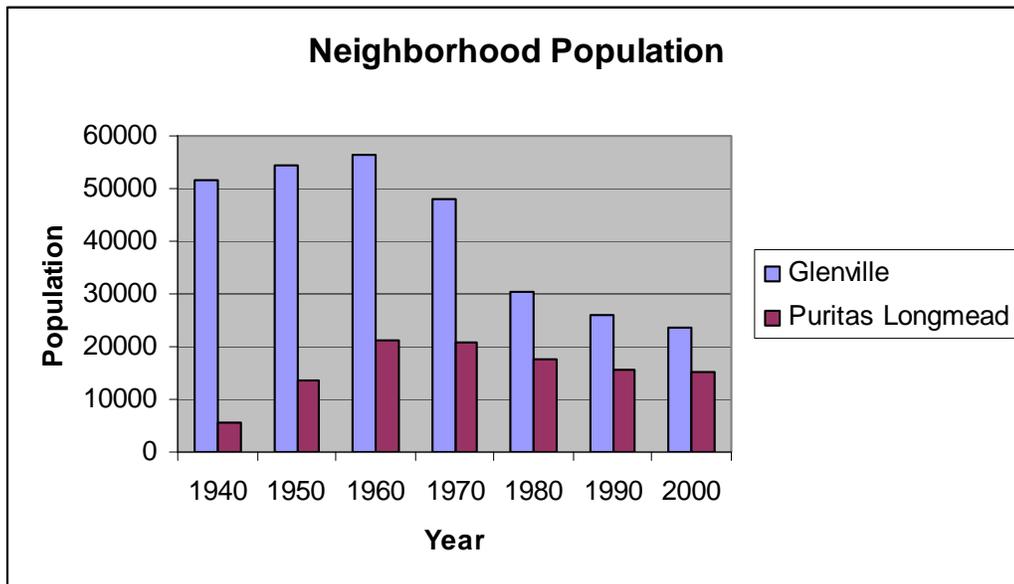
In the late 1980s and early 1990s the Glenville neighborhood began a renaissance with the construction and rehabilitation of hundreds of units of housing and the revitalization of the East Side Market and Glenville Plaza. This process is continuing today as residents promote a restored sense of pride in Glenville.

Neighborhood Demographics

Both the Glenville and Puritas Longmead neighborhoods experienced a growth in population from the 1940s to the 1960s. At this time, the Glenville neighborhood population peaked at 56,298 residents, while Puritas Longmead had 21,027 residents. Similarly, both neighborhoods experienced a decline in population after 1960; however, population declined at different rates for the neighborhoods. Population for Puritas Longmead declined only by 1.9 percent in 1970, but the neighborhood experienced its largest decline a decade later of 14.9 percent. Census data indicates that Puritas Longmead has not had a growth in population since the 1960s, however, the declining population has slowed from 11 percent in 1990 to 2.6 percent in 2000.

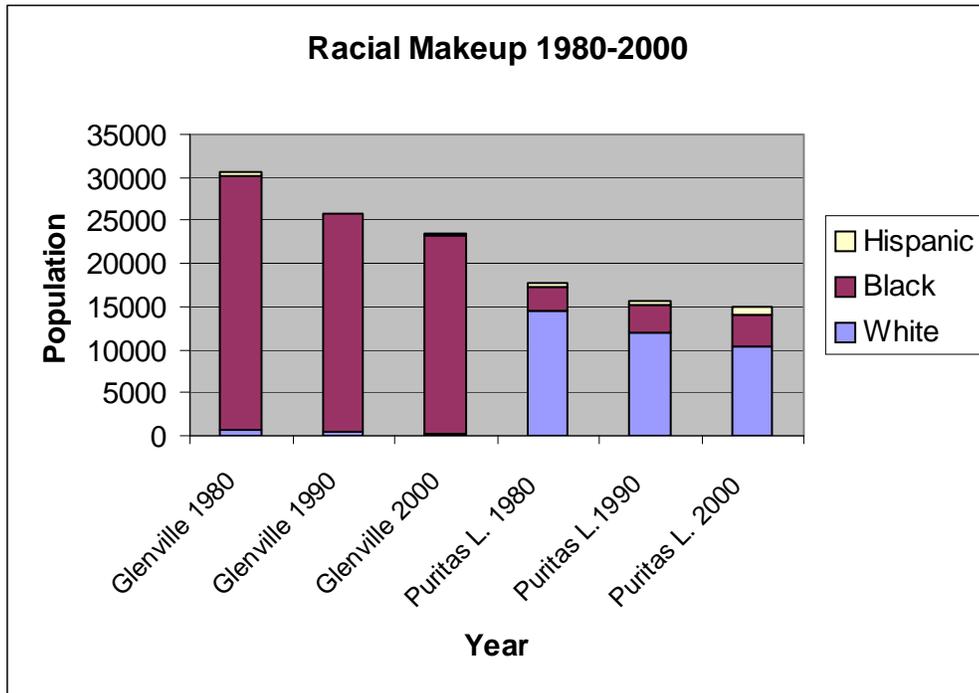
In comparing population from one decade to the next, the decline in population for the Glenville neighborhood was 15 percent in 1970 and the greatest population loss was in 1980 by 36.6 percent. The decline in population has also slowed in Glenville from 14.8 percent in 1990 to 8.8 percent in 2000, and Glenville has also not had a growth in population since 1960.

Population decline is a trend among both Glenville and Puritas Longmead with both neighborhoods experiencing their greatest decline in 1980. This trend mirrors what is occurring citywide. Population within city limits began its decline a decade earlier in 1960, but further declined by 14.3 percent in 1970 and 23.6 percent in 1980.



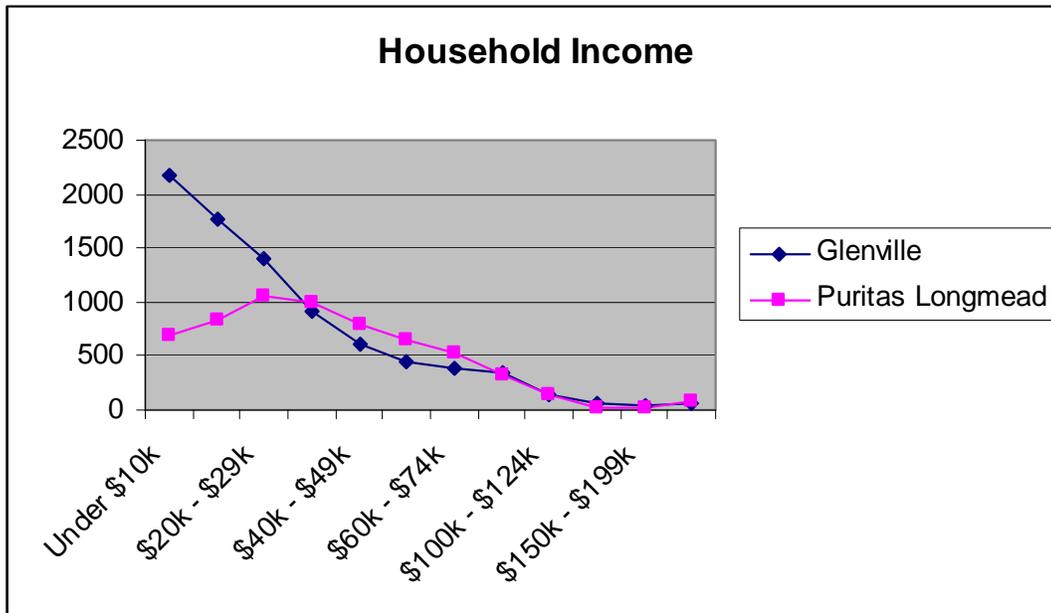
Racial Makeup

The two pilot neighborhoods differ significantly in racial makeup. Glenville is primarily composed of African American residents and a small percent of Hispanic and White individuals. Puritas Longmead on the other hand, is primarily composed of White residents and the neighborhood has experienced a growth in racial makeup from 1980 to 2000 with a slight increase of African American and Hispanic residents.



Household and Family Income

The differences between both neighborhoods are further demonstrated with a look a household and family incomes. The median household income for the Glenville neighborhood is \$21,686, Puritas Longmead is \$35,054 while citywide is \$25,928. Similarly, the Glenville neighborhood has a lower median family income, \$24,963, than Puritas Longmead, \$41,269. Citywide the median family income is \$30,286 and 122,479 people live at the poverty level. Puritas Longmead has 2,094 persons living in poverty and 11.2 percent have incomes under \$10,000, whereas Glenville has 7,328 persons living in poverty and 26.1 percent with incomes under \$10,000.



	Glenville	Puritas Longmead	City of Cleveland
Median Household Income	\$21,686	\$35,054	\$25,928
Median Family Income	\$24,963	\$41,269	\$30,286
Persons in Poverty	7,328	2,094	122,479

Senior Population

The City of Cleveland is home to 77, 109 seniors 60 years of age and older (2000 Census). This represents 16 percent of the total population in Cleveland. It also represents 28 percent of all seniors in Cuyahoga County. The senior population of Cleveland is a diverse group, with 49 percent being white and 48 percent black. In addition, the senior population is largely female at 60 percent of all seniors (those 60 or above). As age increases so does the ratio of females to males, with female making up 66 percent of those 75 years and above and 73 percent of those 85 and older. Another statistic of note is that 17 percent of Cleveland seniors over age 65 live in poverty.

Comparing the number of seniors to the City's total population, the percentage of seniors in the pilot neighborhoods is similar to the City at large. The Puritas-Longmead neighborhood falls slightly below this, at approximately 17 percent in 2000, whereas seniors in the Glenville neighborhood make up 18 percent of the neighborhood population. In looking at the statistics and the aging of the "boomer" population, these numbers will likely be increasing in Cuyahoga County over the next several decades. Making a neighborhood elder friendly is important to be able to allow senior residents to remain in their communities.

Senior Population		
Puritas Longmead	1990	2000
Total Population	15,611	15,200
Total Senior Population (Age 60+)	3,083	2,502
% of Total Population	19.7%	16.5%
Emerging Elders Ages 55 - 59	785	687
Age 60 - 69	1,670	1,107
Age 70 - 84	1,274	1,220
Age 85+	139	175
Glenville	1990	2000
Total Population	25,845	23,559
Total Senior Population (Age 60+)	5,307	4,139
% of Total Population	20.5%	17.6%
Emerging Elders Ages 55 - 59	1,128	797
Age 60 - 69	2,708	1,720
Age 70 - 84	2,241	2,013
Age 85+	358	406

Neighborhood Housing

Housing is another example of how both pilot neighborhoods differ. While both Glenville and Puritas Longmead have similar amounts of single-family homes, Glenville has a higher percentage of multi-family units and apartments. Glenville's housing structures are also older than that in the Puritas Longmead neighborhood. More than half of Glenville's homes were built prior to 1939, 27 percent were built between 1940 and 1959, with 90 percent of the homes built by 1969. Only 17 percent of the homes in the Puritas Longmead neighborhood were built prior to 1939. The majority (66%) of homes were built between 1940 and 1959, with 83 percent of the homes built by 1969.

Housing Units (by structure type)	Number of Units	
	Glenville	Puritas Longmead
1-unit attached (condos, townhomes)	1,242	111
1-unit detached (single family)	4,496	5,433
2-units (two-family house)	1,701	270
3 or 4 units (small apartments)	1,179	45
5 to 9 units (garden apartments)	605	162
10 to 19 units (apartments)	204	53
20 or more units (apartments)	344	50
Mobile homes	15	115
Boat, RV, van, etc.	5	0
TOTAL UNITS	9,791	6,239
% of homes built before 1969	8,814 (90%)	5,198 (83%)
% of homes built between 1940-1959	2,520 (27%)	4,103 (66%)
% of homes built before 1939	5,591 (57%)	1,084 (17%)
% of householders living in unit prior to 1995	60%	55%
Average household size of owner-occupied units	2.78	2.48
Average household size of renter-occupied units	2.77	2.45
Median Sales Price for 2000	\$62,709	\$69,621
Median Contract Rent for 2000	\$361	\$414
Median Income for 2000 for age 55+	\$19,952	\$27,545
% of older adults <i>with a mortgage</i> spending LESS than 30% of household income on housing costs	58%	80%
% of older adults <i>with a mortgage</i> spending MORE than 30% of household income on housing costs	39%	20%
% of older adults <i>without a mortgage</i> spending LESS than 30% of household income on housing costs	41%	58%
% of older adults <i>without a mortgage</i> spending MORE than 30% of household income on housing costs	49%	22%

Summary of Assessment Findings

Home Life

Glenville has a more diverse housing stock characterized by large colonial-style single-family dwellings and two family homes, punctuated by small to medium sized multifamily buildings.

Most of the single-family dwellings do not have bathrooms or bedrooms on the first floor. Puritas Longmead is overwhelmingly characterized by small ranch and bungalow style housing with bedrooms and bathrooms on the first floor.

Glenville homes are generally harder to maintain for an older person given their size and the limited amenities desired by an older adult (first floor bedroom and bath, minimal stairs). Puritas Longmead housing stock is very elder friendly because of the ranch and bungalow style of housing and the smaller lot sizes.

Glenville has four senior apartment buildings with a total of 360 units dedicated to seniors. In addition, there are two buildings with about 178 units that are designated for low income that house many older adults. There are several other facilities contiguous to the Glenville borders that cater to older adults of all income ranges.

Puritas Longmead has one facility with 88 units that houses older adults and two nursing homes. There are limited options for older adults living in this area of Cleveland. The senior housing closest to Puritas Longmead is outside the city boundaries.

There are several programs that assist lower income older adults and others in maintaining their homes. These programs range from home repair grants and loans to chore service providers and utility discounts.

As older adults age, their income levels remain stagnant and household costs and maintenance become more pressing due to limited income that must be allocated to increased health care expenses.

In general, the majority of older adults in the two pilot neighborhoods would like to remain in their current homes or relocate to a facility near where they currently reside. They would like to “age in place” and not become a burden to family members.

Mobility

In both Glenville and Puritas Longmead, the primary mode of transportation is private vehicles. Many seniors still drive, although some restrict driving to day light hours only. Greater Cleveland RTA provides public transportation in both neighborhoods, and also offers additional services through its paratransit ride and its circulators.

Famicos operates a senior shuttle service in Glenville funded by the Ward 8 Councilwoman that circulates to the various high-rise buildings in the neighborhood. There are limited senior transportation services in Puritas Longmead. At present, the Golden Age Center at Gunning Recreation Center provides limited transportation.

Streets and sidewalks in both neighborhoods range from good to in need of repair. In addition, there are some intersections in both areas that are obstacles for a senior (or any one with limited mobility) who tries to cross the street. Some sidewalks are uneven and cannot accommodate a person using a wheel chair or scooter and a person walking. A big challenge for older adults in both neighborhoods is attempting to navigate unshoveled sidewalks after a snow.

There are shopping opportunities in both neighborhoods. Glenville has more traditional storefronts and a large retail center at the intersection of St. Clair And East 105th. Puritas Longmead has more limited shopping which is concentrated in strip centers. Some businesses offer “elder friendly” mobility services such as carry out assistance, motorized shopping carts and power doors. There is very limited delivery service in either neighborhood.

Community Life

The City of Cleveland incorporates older adults in the planning process and in making decisions and program development. The City Planning Commission has recently begun to update the Citywide Plan and has incorporated the needs of older adults in their process. The City’s Department of Aging also offers a wide range of programming and services to meet the needs of the city’s older adults. The Department of Aging’s Advisory Council has senior representation from all 21 City Wards

There are many opportunities for social and community engagement in the Glenville and Puritas Longmead neighborhoods. These include community centers, churches, public parks and other community based organizations. Each neighborhood has a recreation center that offers a variety of programming for older adults. Gunning Recreation Center near Puritas Longmead also is home to a senior center sponsored by the Golden Age Centers of Greater Cleveland. In Glenville, several of the churches offer senior programming, as does the Neighborhood Centers Association through the Martin DePorres Center. The social service network is vibrant in both pilot neighborhoods. There are also many seniors caring for other seniors (parent/child, siblings) and children. This extra responsibility precludes many of the senior caretakers from learning about what resources are available to them and their charges.

There are many opportunities for volunteerism in both pilot neighborhoods and seniors can take advantage of employment placement through four local senior employment programs. There also appears to be a desire on the part of some seniors to become more involved in mentoring and with intergenerational activities and youth programs.

Home chore and maintenance services are also available in both Glenville and Puritas Longmead. Unfortunately, the demand for these services outstrips the availability and funding for these types of services. One of the most desired services is yard maintenance items such as grass cutting, snow shoveling and leaf raking.

There is also a high demand for transportation that is low or no cost and home delivered meals.

Unfortunately, many seniors interviewed for this pilot assessment do not feel safe in their neighborhoods. They are reticent to go out after dark, even to sit on their porch. Many fear the youth of their neighborhoods. In both neighborhoods, the CDCs provide code enforcement and block watch programs to help maintain a secure neighborhood.

The Cleveland safety forces do not monitor data by age category, but they are trained in dealing with older adults. In addition, the Police Department employs an officer who acts as a community liaison for issues related to safety.

Cleveland also uses the Wide Area Rapid Notification System that can contact thousands of Cleveland residents and deliver messages regarding health, safety and security issues.

Assessment Conclusion

The Glenville and Puritas Longmead neighborhoods of the City of Cleveland are undeniably “elder friendly”. The data collected for most of the assessment indicators, as outlined in the attached reports, show that Cleveland is very elder friendly, but could do more to meet the needs of the older adult population.

Vision of an Elder Friendly City

Cleveland seeks to become so elder friendly that current older residents desire to remain, former residents wish to return to the City, and the City can recruit additional older residents based on the elder friendly aspects of Cleveland and its neighborhoods.

Guiding Principles:

- An elder friendly city recognizes seniors for their assets and strengths and engages them in visioning, planning, decision-making and service.
- An elder friendly city incorporates senior citizens into all aspects of community life, encouraging intergenerational relationships and participation.
- An elder friendly city promotes a holistic approach to serving older adults that includes maintaining safe surroundings and ensuring the physical, intellectual, social, and emotional development of older adults.
- An elder friendly city is inclusive of diverse groups of persons across the continuum of health, income, race and ethnicity, including both current and “emerging elders”.
- An elder friendly city builds upon its existing neighborhood assets and organizations, and creates opportunities for new collaborations in providing services to older adults.
- An elder friendly city recognizes that churches and other religious organizations play a vital role in maintaining an elder friendly community and nurturing the spirituality of older adults.
- An elder friendly city offers a full spectrum of housing options for its residents at all stages of life.

Senior Visioning Sessions

Each neighborhood held an interactive community session to learn about the project findings and to create a vision of the ideal elder-friendly neighborhood. Over 50 seniors participated in each neighborhood. Using Nominal Group Technique, participants ranked priorities for the features that will make their neighborhood more elder friendly.



Puritas Longmead Senior Priorities

1. Additional community centers with computer training; trips; walking track (two for the neighborhood)
2. Yards and home maintenance
3. W. 130th Circulator
4. More assisted living facilities
5. Cultural offerings – outdoor concerts
6. Training school for computer classes (staffed by seniors)
7. Greater variety of stores
8. Police mini-stations
9. Door-to-door transportation
10. Snow shoveling
11. Transportation – rides to shopping
12. More services (dry cleaners)
13. Transportation – benches at bus stops
14. Personal phone pal program beyond Cleveland Care Calls
15. Butcher – improve meats at local groceries
16. Affordable new housing
17. Cross walk countdown
18. Better enforcement of city codes, senior mentoring for home maintenance

Glenville Neighborhood Senior Priorities

1. Improve safety, especially related to drugs and youth
2. Install timed crosswalks at intersections
3. Build newer, larger apartments with bedrooms
4. Increase activities for seniors, such as a pool room; bowling, ping pong
5. Put signage in front of senior apartments to give priority for loading
6. Build curb cuts for easy walking
7. Provide healthy living – information; exercise
8. Increase shopping opportunities in neighborhood
9. Add more community-wide activities



The Cleveland Elder Friendly Pilot Program was officially completed in March 2006. At that time, several activities had been initiated as a result of this program.

- Department of Aging plans to distribute the report to the Community Development Corporations (CDCs) in Cleveland and work with Cleveland Neighborhood Development Coalition (CNDC), a CDC trade association, in presenting the results of the pilot and discussing potential collaborative efforts in the future.
- The Department of Aging would like to pursue the Elder Friendly Business designation initiative and secure grant funding to implement such an initiative in the city. This could also involve collaboration with businesses in the City.
- The Department of Aging would like to secure funding for an “Elder Friendly” coordinator as a staff position for the next year to assist in coordinating and implementing some of the recommendations from the pilot phase.
- Bellaire Puritas Development Corporation (BPDC) in Puritas Longmead has been meeting with the local “Elder Friendly” committee and hopes to follow up on many of the recommendations from the pilot phase. Specifically, BPDC created the concept of doing home audits to determine the “Elder Friendliness” of residences in their target area. They have applied for funding to implement this concept. In they are not successful, they hope to recruit some volunteers to implement this on a small scale.
- Famicos Foundation has been asked to participate in a Healthy Neighborhood initiative in the Hough neighborhood (contiguous to Glenville) that is using some of the components of the assessment process from this project. In addition, they are working on creating a youth development program with an intergenerational component.

The Department of Aging will be reviewing and prioritizing the recommendations and implementing select ones based on City priorities, funding availability, and staff availability.

Elder Friendly Task Force Members

The following individuals participated on the Elder Friendly Task Force during the one year planning process.

Paul Alandt
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Golden Age Centers of Greater
Cleveland

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Lori Ashyk
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Denita Bonhart
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Parks, Properties and
Recreation Department

Josephine Boykins
Member
St. Paul AME Church

De'Neitra Brown
Director of Social Services
Famicos Foundation

Robert Brown
Director
City of Cleveland
City Planning Commission

Maureen Brady
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MetroHealth Advantage
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MetroHealth Medical Center

Matthew Carroll
Interim Director
City of Cleveland
Health Department

Mark Chupp
Municipal Consultant
Cleveland State University

David Cooper
Assistant Director
City of Cleveland
Building & Housing
Department

Lillie Cooper
Member
St. Paul AME Church

Michael Cox
Interim Director
City of Cleveland
Parks, Properties and
Recreation Department

Judy Drost
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Elder Friendly Pilot Communities Recommendations

MOBILITY	
Transportation	
City Wide	Comments
<ol style="list-style-type: none"> 1. Create volunteer driver pools within neighborhoods for certain times of day 2. Post more RTA schedules and routes on the route so people know where they are going 3. Post more schedules in larger, elder friendly print 4. Make senior discount card trackable—add “swipe” stripe—so RTA can track senior ridership and improve service for seniors 5. Tighten up on timelines for Paratransit requests 	<ol style="list-style-type: none"> 1. Could be part of church or other community organization. Need to investigate insurance issues with this—one person did this and charged people enough to cover the difference in the insurance rates. Pay driver for mileage now that gas is so high. Seniors could organize and form a volunteer group at community organizations (like church) so church members pick up those who can't drive, etc. 2. RTA has approximately 8,000 bus stops, which include 1,700 shelters throughout the county. RTA has a new program to provide additional maps, schedules and customer information in shelter locations. This program, started in the fall of 2005 on Clifton Avenue, and will be expanded to other portions of the region. RTA has also recently activated a new bi-lingual automated telephone information system, and a new “trip planning” feature to its web site. 3. At the request of a Senior Center, RTA has in the past and will be pleased to enlarge a schedule or schedules for posting. 4. RTA does maintain significant information about Senior Citizen Ridership by route and by day, although it cannot track the travel of an individual senior. A new system will be purchased in 2006 and fully functional in 2008. 5. RTA's Paratransit service provides about 1,800 rides per day. Registered clients can call up to 14 days in advance to schedule a ride, and upon confirmation, are given a “time to be ready window” consisting of up to 30 minutes before, and 30 minutes after a specific time.
Puritas Longmead	
<ol style="list-style-type: none"> 1. Create shuttle service like in Ward 8 2. Re-route Circulator so it covers more of the neighborhood 	<ol style="list-style-type: none"> 1. Famicos Foundation operates the Ward 8 Senior Shuttle with support from the councilperson. 2. Route #809 Circulator generally operates every 30 minutes via W. 140th Street. Due to the street network, the routes can use either W. 130th Street, or W. 140th Street, but not both. RTA can consider operating hourly service on both routes, but the reduced frequency may not make the service more attractive.
Glenville	
<ol style="list-style-type: none"> 1. Provide more bus shelters along Superior Avenue 	<ol style="list-style-type: none"> 1. GCRTA has approximately 8,000 bus stops with about 20%, or 1,700 having a bus

<p>2. Review circulator and bus routes, in particular to the Clinic area</p>	<p>shelter. The policy is to install a bus shelter at any stop with more than 50 boardings daily, or in special circumstances, to serve a Senior Citizen Center. Requests can be made to RTA, but permission by the property owner must be obtained, and a permit issued by the City of Cleveland.</p> <p>2. Currently, RTA operates the route #10 and route #40 providing North/South service through the Glenville area to Euclid Avenue. In some cases, a transfer may be required to the route #6 or route #48 buses to cover the complete Clinic area.</p>
Senior Transportation Connection (STC)	
City Wide	Comments
<ol style="list-style-type: none"> 1. Convene a meeting of Cleveland transportation providers to initiate planning process in first quarter 2006 2. Develop a plan to communicate guidelines to seniors 3. Create master list of services and build in an emergency/crisis and same day service option 4. Create number to call for last minute or urgent need for transportation, but not an emergency 5. Greater Cleveland needs to better coordinate the transportation needs of all seniors, and should establish a comprehensive call center for all senior citizens from which a variety of transportation options can be accessed. 6. RTA should communicate transportation options from a central location—an entity or person who coordinates transportation efforts 7. Provide a "live" operator to respond to calls, versus an automated scheduling system 8. Add more vehicles to RTA's fleet 9. Consider starting Cleveland STC operations in the Elder Friendly pilot neighborhoods to test the system in the city 	<ol style="list-style-type: none"> 1. Meetings held 2/23/06 and 3/27/06 2. Will there be a fee structure? If so, how can it be made affordable to those on limited incomes? What would lead-time be for using this service? (i.e., can you get "same day" service or must everything be arranged well in advance?) Communicate program through water bills, community development corporation (CDC) newsletters, Department of Aging and other places where seniors gather. Seniors may be uncomfortable using this service at first because it would be a major change in their "routines". It would need some major "explaining" and patience at first. Seniors may have problems with adapting to a new service provider. Clearly communicate pick up and return trip procedures. If the plan calls for one provider that would pick up and another that would drop off, this needs to be rethought—this could confuse seniors. 3. NA 4. Not a medical emergency but may be due to last minute doctor appointment or other transportation fell through. 5. The Senior Transportation Connection (STC) was formed to increase both the quality and quantity of transportation to Cuyahoga County seniors. Although currently in limited operation, this program will be significantly expanded in 2006 and beyond. 6. NA 7. Seniors want to talk to a "live" person. 8. They have the experience in doing transportation. 9. NA

Infrastructure	
City Wide	Comments
<ol style="list-style-type: none"> 1. Review timing for crossing major intersections; consider purchase of cross walk signals that have time countdown 2. Many houses need clear and visible address numbers, especially for safety forces to see. City Works grant funds could be used to install house numbers and possibly a light bulb alert system/beacon light for homeowners. The homeowner turns on the light after making an emergency call, acting as a signal to safety personnel responding to the call. 3. Review street and sidewalk conditions, especially on side streets; prioritize improvements and let neighborhood residents know what the plans are 4. Communicate the existing ordinance that requires people to clean sidewalks in winter. Consider neighborhood-based program to assist senior residents, especially in retail areas. Recommend a change in law to promote cleaning sidewalks so homeowners won't get sued if someone slips on a shoveled walk. 5. Consider placement of salt boxes in winter in strategic locations 6. Increase funding for Chore program to cover shoveling snow 7. Consider bolder striping or other markings for cross walks so they are more noticed 8. Consider targeted law enforcement at strategic crosswalks 9. Expand 50/50 repair fund to assist seniors and others who cannot afford to repair/replace sidewalks 	<ol style="list-style-type: none"> 1. NA 2. This is an existing ordinance that may need to be better communicated. Possible solution for visible house addresses: Each house could have an electric light pole with address sign on it or have them painted on curbs 3. Specific examples cited: W 139th /Bennington & Astor/W130th and West 131st & Carrington. Public Service and Utilities encourage residents to report traffic lighting that needs work and curb cuts and roadways that need repair. 4. Can kids be recruited to do this? Seniors would gladly pay a few dollars to have this done, but kids want more than that now and many aren't even interested in doing this type of work 5. The Department of Public Service and Commissioner of Streets will consider placing salt boxes at specific public buildings, such as fire stations and recreation centers as a pilot. In the past, salt was stolen making the program costly to operate. 6. Department of Aging does shovel and salt steps with help from Court Community Services (CCS) for Chore clients who need to get to a medical appointment and/or have a care provider coming to the house. 7. Look at the crosswalk on Coventry with flashing lights embedded in the street. Bolder striping of crosswalks should be considered as well 8. There are several cross walks in City where motorists don't stop for people in cross walk (i.e., on W. 25th in front of West Side Market). If police could target enforcement at these locations on a rotating basis, it may help. 9. City does have a 50/50 sidewalk repair program, but some seniors are still unable to afford the cost of sidewalk repairs.
Parks & Public Spaces	
City Wide	Comments
<ol style="list-style-type: none"> 1. Purchase benches with arms on them for parks and other sitting areas 2. Evaluate park paths and walkways for evenness 	<ol style="list-style-type: none"> 1. It's easier for seniors to push up off the arms and it can also prevent people from lying on them if there are handles, especially in the middle 2. NA

Glenville	
<ol style="list-style-type: none"> 1. Consider spacing benches better in Cultural Garden area 2. When repairing/replacing stairways leading from the top of East Blvd. to MLK Blvd., consider making them less steep and provide railings 3. Develop a strategy for dealing with the "wild" and stray dogs 	<ol style="list-style-type: none"> 1 & 2 Can Park Works help with any of the park issues? 2. Evaluate the most cost effective way to make parks elder friendly 3. Dogs are a problem and scare seniors. What about a dog park for the east side?
COMMUNITY LIFE	
Social, Leisure, Recreation, Employment, Learning	
City Wide	Comments
<ol style="list-style-type: none"> 1. Consider the addition of more day time "hands on" art (pottery, painting), like that offered through Art House or Pat Catan's 2. Consider creating a model park with defibrillators, street lighting, emergency phones, picnic tables and emergency vehicle access 3. Church groups that have recreation programs should market them better 4. Use public schools as community center after school hours 5. Senior Strides, the Department of Aging's senior employment program, should be better publicized 6. Offer more computer education specifically for seniors using computers with larger screens and print and mouse that is easy to use if one has joint mobility problems and for individuals who have difficulty seeing 7. Create a computer service, possibly with senior volunteers, that can help seniors set up computer systems, get virus updates, back up data and other systems maintenance issues 8. Use excess TANF funds to fund needed senior services 9. Regularly educate/inform churches, ministries and service providers about senior programs available in the neighborhood 10. Coordinate a cell phone recycling program where people can drop off their old phones and distribute to seniors 11. Work with University Circle to publicize their "senior package" and "senior day" for local seniors to take greater advantage of the arts and culture venues 12. Integrate the Cleveland Senior Walk into a health and wellness campaign 	<ol style="list-style-type: none"> 1. Many existing classes are during evening hours and transportation is an issue 2. NA 3. NA 4. This was implemented at John Marshall High School, just not publicized much 5. When Senior Strides advertises on channel 23, participation increases 6. Cleveland Public Libraries and Cleveland Recreation Centers have computer labs. More marketing is needed 7. NA 8. Department of Aging secured and used TANF funds in 2005 for Kinship program for TANF eligible families 9. NA 10. NA 11. NA 12. NA

13. Create a simple "senior services" resource card specific to each neighborhood that is in large print and can be hung on the refrigerator.	13. There is a small magnet now that contains some information important to seniors
14. Use CDC or another neighborhood based organization as a clearinghouse for information about senior services and activities	14. NA
15. Partner with higher education institutions for life long learning opportunities	15. Build off existing Cleveland Senior Summer College Program
16. Consider the creation of distance learning opportunities for older adults. This would allow them to stay at home and access information through the Internet.	16. NA
17. Designate time, and/or computers for senior use in public libraries. Have students teach seniors how to use computers	17. Promote what exists now at recreation centers
18. Promote distance learning, i.e., college courses on-line	18. Much good information can be accessed if people are ware of the resources
Home Chores and Other Services	
City Wide	Comments
1. Maintain a list of reputable companies that can be used by seniors so they won't be prey to unscrupulous vendors	1. NA
2. Offer more lawn cutting and snow shoveling services	2. Department of Aging is seeking funding from local funders in an effort to expand Chore services
3. Consider funding for additional CDC staff to provide some of these services	3. NA
Safety	
City Wide	Comments
1. Provide "senior response" officers in the police department	1. The City used to have a senior response car but this was eliminated due to budget cuts. There used to be an 8-hour course in the Police Academy that addressed working with older adults, and maybe that could be reinstated in some way. One possible alternative is to provide officers with a resource card that has important numbers for senior services that they could use when assisting a senior. This could be handed out in Police Academy training or at the district level during roll call
2. Increase police presence (cars or patrols) to keep the "trouble" moving along or off the streets	2. NA
3. Work with "land line" phone service providers so seniors can dial 911 or Operator for emergency assistance if the phone is disconnected	3. NA
4. Create a recycled cell phone program for seniors, even without a service provider individuals can dial out to 911 in emergency cases on any working cell phone	4. Like the ones used for domestic violence
5. Create more opportunities for young people to keep busy or be employed	5. There are a fair amount of young people "hanging" out on street corners—some seniors won't come out of the house if they see "kids" hanging out. Some seniors have called police to make reports they are afraid of these types of people. EMS (664-2555) has a mentoring program that is available for youth between 12-18 with an interest in EMS as a career and the Police Department has a program called Explorer Cadets, which is run

<p>6. Consider developing a system where seniors who would not be able to transport themselves in the event of an emergency affecting the neighborhood are included in a central registry</p> <p>7. Create a senior self-defense class</p>	<p>through the Community Policing Department.</p> <p>6. NA</p> <p>7. The Director of Security at Metro Health Medical Center offers a program on self-defense and personal security to people through the Metro Health Advantage program. This could also be a possible project at the Police Academy. There are also programs offered through Department of Safety such as the Citizen's Police Academy and Court Watch program that train residents.</p>
Businesses: Mobility and Community Involvement	
City Wide	Comments
<p>1. Grocery stores: Area grocery stores should consider offering shopping and home delivery services</p> <p>2. Stores with narrow aisles should be required to remove additional clutter</p> <p>3. Consider creating an elder friendly business designation/certification and incentives and publish a list of senior friendly businesses that can be patronized by seniors. This can be turned into a proposal for funding.</p> <p>4. Create an incentive program at CDCs, such as selecting an elder friendly business for a "Life Span Award" each year.</p>	<p>1. At the present time, neither Giant Eagle nor Tops offers this service. Tops should consider offering delivery services and improving their general customer service. Grocery stores should move some of the convenience items to the front of the store (e.g., Tops at University Square in University Heights.)</p> <p>2. NA</p> <p>3. For example, improved lighting, strategically located seating, providing chairs with armrests in a waiting area, larger font sizes on menus, improved access to restrooms, aging awareness training for employees, improved signage with high contrast between letters and background, checkout lines wide enough for a wheel chair. Perhaps there is a way to do this through the City or some other business resource like Greater Cleveland Partnership. This is being done in Portland, OR and Toledo, OH.</p> <p>4. NA</p>
Glenville	Comments
<p>1. Supermarkets and other stores should be required to have an entry area that is barrier free.</p> <p>2. Consider creation of a neighborhood discount card, like a "Golden Glenville" senior card</p>	<p>1. Tops on Superior should remove the barriers that prevent you from taking carts to your car. Or, they should post an employee there so seniors are assured their groceries won't be bothered. Maybe they should consider the carts that lock once you are off the property, like Zagara's in Cleveland Hts. There should be more express lanes open at the Superior Avenue Tops—usually, there's not enough staff in the store.</p> <p>2. It would be nice to have more casual restaurants in the neighborhood where seniors could meet for coffee or a light meal.</p>

HOME LIFE

Housing Planning & Development

City Wide	Comments
<ol style="list-style-type: none"> 1. Encourage City Planning Commission to incorporate the appropriate recommendations in this plan into the City Comprehensive Plan 2. Create and support a renovation program for elder friendly housing so existing units can be modernized or retrofitted 3. Promote and expand predatory lending prevention coupled with good practices for using home equity wisely 4. Create and expand a "Safety at Home" program for older adults 5. Create consumer friendly principles and practices 6. Create "mobility training" on how to walk up stairs for those seniors unable/resistant to moving 7. Encourage representative senior citizens or their advocates to participate in City Planning Commission activities and other City boards and commissions related to housing. 8. Offer incentives to builders and housing developers to create new models for senior housing, especially in neighborhoods where there are limited senior housing opportunities 9. Market existing or new assistive living homes and affordable housing to seniors 	<ol style="list-style-type: none"> 1. NA 2. Examples include: Converting garages into possible elder friendly suites, retrofitting existing units, temporary or permanent ramp options, all new construction should have universal design standards 3. NA 4. City provides Senior Power Program to promote safety in the home and on the street. 5. NA 6. NA 7. NA 8. NA 9. NA
Puritas Longmead	Comments
<ol style="list-style-type: none"> 1. Market existing housing stock to seniors 	<ol style="list-style-type: none"> 1. Work with real estate agents to promote Puritas Longmead as an Elder Friendly neighborhood with smaller lots and ranch or bungalow style homes with bath and bedrooms on ground floor.
Glenville	Comments
<ol style="list-style-type: none"> 1. Consider construction of more ranch style homes 2. Create program to establish more "Elder Friendly" homes by eliminating steps, and adding handrails, etc. 3. Allow elderly owners of 2-family homes to condominiumize so seniors don't have to be responsible for 2 family and could sell 2nd unit 	<ol style="list-style-type: none"> 1. NA 2. NA 3. NA

Building Codes	
City Wide	Comments
<ol style="list-style-type: none"> 1. Study and consider adopting variances for "add-ons" and "granny suites" 2. Enforce universal design standards in all new development 3. Create and offer incentives for doing elder friendly additions 4. Support use of portable ramps for wheel chair and disabled access, when applicable. Consider longer depth to steps to allow for placement of walkers 	<ol style="list-style-type: none"> 1. Consider creating opportunities for portable rooms that attach to the house and are temporary and moveable. 2. NA 3. Additions address more than just the elderly and can aid in the care of a disabled child or relative. 4. Work with Department of Building and Housing to ensure compliance
Home Modification & Repair	
City Wide	Comments
<ol style="list-style-type: none"> 1. Expand Chore service 2. Expand funding for SHAP home repair 3. Support or sponsor creation of a national home repair program for seniors. Alternately, instigate creation of a high-risk pool of funds to finance home repairs for seniors with credit problems 4. Provide education and counseling in obtaining financing for modification and repair 5. Explore the creation of a "Handy Man Van" service, perhaps one van per City police district. This service would offer lock repair, gutter cleaning, minor plumbing repairs, etc. 6. Work with Home Depot or Lowe's or other hardware store to create a tool rental program for seniors that may provide discounts and other incentives to those over the age of 60 7. Strengthen collaboration between Departments of Aging, Community Development and Building and Housing to further disseminate the types of home repair programs available to senior home owners 8. Create a contractor category for Elder Friendly Business (EFB) designation. Building and Housing could include a list of EFB contractors when housing violations are issued 	<ol style="list-style-type: none"> 1. Department of Aging is seeking funding from local funders in an effort to expand Chore services 2. Department of Aging is exploring a volunteer assisted home repair program to expand these services 3. NA 4. What can a senior do or not do as far as making important additions, renovations or what would it cost to move laundry facilities to first floor and add a bathroom; how does a reverse mortgage work 5. NA 6. NA 7. NA 8. While the City cannot make a specific referral, this would provide a list of contractors who meet the Elder Friendly designation

Home Life Planning	
City Wide	Comments
<ol style="list-style-type: none"> 1. Collaborate with community agencies and other groups to sponsor non-sales motivated education and counseling on "options" like reverse mortgage, estate planning, changing energy providers 2. Use more groups (Boy Scouts, Girl Scouts, Court Community Services, etc.) to do more seasonal chores 3. Increase collaboration between City senior programs and CDCs who could assist in the delivery of some services and are familiar with neighborhood needs 4. Develop a program that utilizes the collection of a "condo maintenance" type of fee that would pay for services while one still lives in a single family home 5. Develop and distribute a standard contract that seniors can use for home repair/maintenance contractors 6. Establish a youth program to set up a small business with equipment that could assist seniors 7. Create a model for old and young to become more involved in the community on a street/neighborhood level 	<ol style="list-style-type: none"> 1. NA 2. Boy Scouts currently rake leaves for Cleveland seniors and Court Community Services currently helps with yard maintenance 3. NA 4. This would entail setting aside a predetermined "condo fee" for maintenance and emergency repairs, etc. Additional senior services could be built into "condo fee" (like moving furniture.) CDC could potentially be a "condo association" that could perform some of the services 5. NA 6. Buckeye Area Development Corporation has a model and Junior Achievement used to do this type of program 7. What can fit and able seniors do? Learning to help each other (old and young-older ladies bake/cook for men who help them) Mixed income/age groups in multifamily buildings – use "senior labor" in exchange for rent, fees, etc., or even pay the senior for services rendered
COMMUNICATIONS	
Marketing and Promotion	
City Wide	Comments
<ol style="list-style-type: none"> 1. Create refrigerator magnets for disseminating information 2. Greater distribution of information through utility bills on an annual basis 3. Market services to family members of seniors who might not be aware of available services 4. Send the Elder Friendly Final Report and a set of recommendations to local Community Development Corporations. 5. Initiate a conversation with Neighborhood Progress, Inc. to include elder-friendly priorities in their Strategic Area Initiatives program with the Community Development Corporations 	<ol style="list-style-type: none"> 1. Provide information in Spanish and other languages as needed to assist non-English speaking residents 2. NA 3. NA 4. NA 5. NA

6. Build relationships between senior citizens and the rest of the neighborhood (i.e. ages, cultures, etc.) through intergenerational activities	6. NA
7. Promote the Cleveland Senior Summer College as a life long learning opportunity for Cleveland seniors	7. NA
8. Include block clubs and senior service provider agencies in the communication efforts	8. NA
9. Communicate to the appropriate state bodies the increasing numbers of low-income seniors in need of services in Cleveland	9. NA
10. Create a regular system of PSA announcements	10. NA
11. Conduct information "training" to CDCs and other neighborhood organizations on available senior services and how to access them	11. NA
12. Maintain regular contact with libraries, community centers, senior/low income high rises, churches, councilperson's office	12. NA
13. Use Channel 23-cable access to promote services	13. NA
14. Create a visual with important phone numbers. There are some seniors who can't read words but know how to read numbers	14. NA
15. Sponsor educational forums that promote services	15. NA
16. Outreach to different ethnic groups through their own language and organizations that serve them.	16. EMS will be offering a CPR program in the Hispanic community this year.

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