

Westwood for All Ages

Plan of Work, 2017-2019

Mission:

Westwood for All Ages is a partnership between community organizations and the Borough of Westwood that seeks to create an age-friendly community – a place where all people can live well and thrive even as they age, and to engage older adults in the advocacy for and planning of services and programs that will facilitate more successful aging in place.

Values/Guiding Principles

- View an aging population as a community asset
- Treat aging as a normal development stage
- Involve older people in problem identification and resolution
- Engage all sectors – public, private, business, etc.
- Recognize and embrace the contribution of Westwood’s older population
- Build upon existing resources and activities

Priority Domain: HOUSING

Promote and expand programs and policies that support affordable property maintenance and home repair; age in place

- Explore various housing options
- Promote programs that provide housing services
- Advocate for Master Plan revisions that allow age-friendly zoning options
- Explore options for Home Sharing

Priority Domain: TRANSPORTATION

Make available a range of diverse and flexible transportation options

- Developed and distributed brochure of public transportation options
- Encourage more utilization of mass transit
- Expand borough van service —completed late 2018
- Explore shuttle routes to specific destinations

Updates: Year 3 in BOLD

Hosted housing conference, Nov. 2017.

Developed and distributed Housing Options brochures with lists of housing services available.

Will present additional programs on these topics in year 3

Will explore zoning issues and home sharing options

Sponsored 2 transit training conferences and field trips – one in 2017, another in 2018.

Piloted subsidized EZRide Ryde4life memberships

Pilot van shuttle begun 11/18 will continue in year

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Priority Domain: COMMUNICATION AND INFORMATION

Enhance availability of information and linkages to community resources and services; Increase Age-Friendly awareness and advocate for AF policy implementation.

- Establish information “hubs” accessible to older residents with information on services for older residents
- Distribute informational magnets with key services and emergency numbers
- Utilize social media for information dissemination and education
- Establish Senior Advisory Committee of residents over 55
- Distribute bi-monthly newsletters to multiple locations frequented by older residents
- Identify multiple methods for reaching shut-ins
- Ambassadors program developed in 2017 to disseminate information in community settings
- Work with local businesses on understanding age-friendly business practices
- Survey stakeholders, residents on AF needs and awareness of WW4AA efforts.

Community Resource Center “kiosk” launched in 2017 with technology updates in 2018. **Utilize Video loops to disseminate information in center.**

- Over 1000 refrigerator magnets distributed throughout borough.
- Bi-monthly newsletters in print and email
- Website and facebook updated with information on ongoing basis
- Inform/educate public on AF efforts and programming through local newspaper press releases, community access TV programming, farmers markets and other of town events
- Engaged clergy council in disseminating information to older parishioners
- Engaged Chamber in discount program.
- **Make AF presentations to all borough committees and departments; civic groups; Chamber of commerce; social clubs.**
- **Survey older adults on needs and awareness of AF efforts**
- **Participate in borough’s 125 anniversary celebration**
- **Update directory**
- **Create searchable directory database**
- **Explore installing digital sign in borough**

Priority Domain: SOCIAL INCLUSION

Provide social support and recognition to residents and engage them in civic life; Promote and Increase effectiveness of outreach to isolated older adults.

- Increase number of older adults participating in civic, recreational and volunteer activities
 - Reach out to isolated older adults
 - Promote intergenerational programming that bring generations together.
- Hosted town-wide birthday party celebration for older residents with acknowledgements for ones turning 70, 80, 90 and 100. **Will continue to be annual event at library.**
 - Collaborate with Inter-faith clergy council to reach shut-ins. **Ongoing**
 - **Collaborate with Ambulance Core to identify needs of shut-ins and how to best reach them**
 - **Participate in borough's 125 year anniversary celebration with fun activities for older residents**
 - **Match high school students with older residents for snow shoveling walkways**
 - **Library to match older residents with youth to tell their stories as part of library 100 yr anniversary celebration**

Priority Domain: OUTDOOR SPACES & BUILDINGS

Advocate for improved public amenities and enhance pedestrian safety

- Implement Walkability Study recommendations
 - Provide pedestrian safety awareness education and training
 - Participate in Smart Streets campaign
 - Advocate for additional benches on major thoroughfares, CBD and public transportation stops for resting to promote walkability
 - Audit public parks for equipment maintenance, bathroom cleanliness, adequate shade and seating.
- Walkability study conducted by NJ-DOT in 2017 with recommendations. **Will advocate for implementation of most needed recommendations**
 - Pedestrian flags installed at high-risk intersections. **Campaign to promote usage of flags in 2019. Install in more locations.**
 - **Identify where benches are needed and install in 2019**
 - **Ambassadors to perform park audits in**
 - **Sidewalk audit to identify highest those in highest need of repairs**

Priority Domain: COMMUNITY SUPPORT FOR HEALTH SERVICES

Promote and provide access to available health and social services

- Provide health related informational programs
 - Promote accessible and affordable fitness activities
 - Partner with local health care organizations to offer programs and services for screening, education, prevention
 - Work with Hackensack Meridian at Pascack Valley to reach goals identified in Community Health Needs Assessment
 - Promote grief support groups
 - Encourage end-of-life planning
 - Work with borough's Social Services director to identify older residents in need of health-related services
- 6-Week Wellness Challenge offered in 2018, **will offer again Spring, 2019**
 - Forever Young fitness programs offered for 55+, free for Westwood residents
 - Nutrition classes and cooking demonstrations begun in 2018, **continue through June 2019**
 - **Monthly Healthy Breakfast workshops beginning Feb 2019**
 - **"Self-Care for Chronic Diseases" 6 week program begins April 2019**
 - **Mayors Wellness Campaign to offer "Conversations of Your Life" beginning May 2019**

Priority Domain: CIVIC PARTICIPATION AND ENGAGEMENT

Increase Awareness of Age Friendly Community; Successfully integrate older adults into the life of the community ; Encourage businesses to adopt age-friendly practices

- Elicit information from older residents on highest areas of need as well as recommendations for implementing changes as needed
 - Encourage borough departments and committees to engage older residents as active participants
 - Acknowledge contributions of older residents to community
 - Encourage businesses to adopt age-friendly practices that attract and retain older adults as customers and employees
 - Assure sustainability of Westwood for All Ages
- Mayor established Senior Advisory Committee (SAC) in 2016. Meets monthly and reports to council liaison. Will be a permanent borough volunteer committee
 - SAC conducted transportation survey to identify ways to provide better services, 2018.
 - Initiated “Senior of the Month” program in borough to acknowledge contributions of older residents. **Will continue monthly on ongoing basis. Library to manage program beginning in 2020.**
 - **Make presentations to all borough committees and departments on AF efforts and how to sustain within their own areas beginning March 2019**
 - All Ages Ambassadors group established in 2017 tasked with reaching into community as peer leaders to disseminate information on services and programs benefiting older residents.
 - Promote Volunteering through the Volunteer Center’s Redefining Retirement program
 - **Continue to consult with other Age Friendly towns to learn and share best practices**
 - **Produced informational video on AF practices for website and social media in 2018. Utilize in meetings.**

Priority Domain: Communication and Information

Goal: Enhance availability of information and linkages to community resources/services

Collaborating Organizations: Westwood Library, HUMCPascack Valley, Jewish Home at Home; Chamber of Commerce, Riley Senior Center, Westwood Recreation Center, Westwood Municipal Government, Bergen Volunteer Center, Jewish Family Services, North Jersey Villages; Bergen Family Services, Alzheimer's Association of New Jersey

Activities (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)		Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics & Progress Tracking (who, what, when, and how will data be collected?)		
			Available	Needed					
								Progress as of 11/1/2018	Plan for Year 3
Compose data base of local resources	Done by Project Intern, early 2017 Technical support consultant, team includes library and senior Center, Supervised by Consultant with guidance from Access Committee	Data compiled 1/30/17; Directory made part of Website early February, Data sharing software completed 6/1/17	Data for compilation, project intern, expertise of committee	Tech consultant to integrate with Borough systems	Systems may not be compatible. Professional services will be used to bridge gaps	Team will communicate by email regularly. Progress will be shared with Access Committee. Rollout will be incorporated in Information Hub ribbon cutting.	Product will be reviewed for comprehensiveness and quality by Project Manager	Database continually updated as needed	Ongoing updates as needed
Complete Age Friendly Business Survey--start by introducing age friendly elements	Supervised--Consultant, staffed- project intern	Orientation meeting March, 2017; Survey to be completed in May and businesses recognized at award ceremony at the beginning of September	Chamber of Commerce	Staffing for data compilation; recognition event; printing decals	Need to ensure follow through and participation. Are stepping back and doing more orientation before surveys will be completed. Will offer Age Friendly window sticker and publicity as incentive.	Project will be publicized through press coverage and an event that will be advertised through social media and press	1- Number of businesses contacted 2- Number of businesses completing survey 3- Number of businesses approved 4- attendance at recognition event. Data to be collected by Project Intern at completion of the activity.	On HOLD until 2019	Re-implement original goals and actions

Establish central information hub(s)/Information Kiosk-WW For All Ask Me	Supervised by Martha Urbiel-Librarian. Team will include Eleanor Frenkel, trainer, 10 volunteer docents	Data and materials available-end of January; Docents trained - end of February, Facility prepared, end of March; Ribbon Cutting end of March	Library space, staffing, volunteers	funds for furnishing and computer, publicity materials	none anticipated	Press release, ribbon cutting ceremony, badges saying WW for All Ages Ask Me?, town website, library listserv, sent to all churches	Utilization and number of requests for information to be tracked by docents and library front desk staff on an ongoing basis.	COMPLETED	Continue to update kiosk with timely information
Distribute informational magnets-large refrigerator magnets with emergency information and key service provider #s	Supervised by Project Intern; youth groups, library director, Delores Barksdale - Clergy Council, Tricia Mueller-Riley Senior Center, Gary Buchheister, Westwood Recreation Center; Kathy Elgert- Dept. of Social Services; Borough Hall; Sheila Shur-Meals on Wheels; Visiting Homemakers	Magnets printed by end of February; youth oriented end of February; Distribution begins end of February and will be ongoing	Printing partially funded by HUMC Pascack Valley Hospital, Personnel is available, students will be recruited	Funding for printing	Need to reach seniors who fall into the cracks. Broadbased distribution with emphasis on clergy and those who are trusted is intended to address this.	Press release for general public, displays at library, churches, centers, at home distribution to reach disabled or isolated elderly-by youth, MOW, VHS.	Number of magnets distributed--tracked monthly by Project Intern	Completed in 2017	
Clergy Breakfast- to inform them about resources, get their participation in information dissemination and identification of isolated seniors in their communities.	Supervised by Eleanor Frenkel, breakfast provided by Iron Horse restaurant, representatives of all local churches invited	Invitations sent mid January; event date--2/6	Restaurant contribution of meals	Staffing for agenda, handouts	none anticipated	Individual mailings to participants; press release with pictures to cover the event, ask clergy to disseminate information after the event	1- Number attending the event 2- feedback on understanding of project and need to identify isolated seniors. Information obtained at end of session by Program Intern	Project Manager is now a member of Clergy Council as the liaison for Westwood for All Ages and attends monthly meetings, provides information for churches to distribute, and	Continue as in 2018. Host breakfast meeting to recognize clergy efforts and solidify relationship.
Work with HUMC Pascack Valley Hospital to establish Health Leads Program, information and follow up on social determinants of hospitalizations	Supervision by staff of HUMC Pascack Valley working with Jeanne Martin. To be staffed by social work graduate students	This is a planning process for implementation after year 1	Staff of HUMC Pascack Valley; Space in HUMC Pascack Valley; Health Leads Database	Students; designated staff person	Will need to ensure cooperation of hospital administration. There is interest and we are gathering data for presentation and planning	Regular emails and meetings with relevant participants	Track progress to obtaining approval, identifying staff, resources, and location. Will be assessed at the end of the project year by Jeanne Martin	POSTPONED	Will revisit in 2019
Purchase and Implement Electronic Sign Board for borough providing updates on programs and services	Mayor & Council; Town Manager; Rec. Dep. Director; DPW Director; Library Director; Chamber of Commerce; Pascack Valley Med Ctr	Explore options for signs in 1st qtr 2019	DPW Dir. To coordinate content to display weekly	Financial; Hospital may cover half of cost.	Political will may be lacking in some. Perceived "nostalgia" around existing manual letter sign. Cost.	Steering Committee to discuss in January 2019 meeting. Gain commitments for funding from hospital, borough, outside sources	Number of announcements submitted to DPW for sign per month once installed. Attendance at events publicized electronically.	Initial conversations occurred in 2017 but postponed due to lack of political and financial capital.	Continue to put pressure on borough to install sign. Acquire resident support at Mayor and council meetings.

Promote Westwood for All Ages activities via print and social media	Project Mgr., Assist. Mgr.; Coalition partners, Ambassadors	ongoing	Info about programs and activities	email addresses of older adults, caregivers, family members	Capturing email addresses and importing into Mail Chimp. (We will seek email addresses via Website sign-up, Coalition Partners, borough offices, etc.) A good number of older residents may not utilize electronic media and still need print resources.	Develop newsletter format; import email addresses; prepare and distribute bi-monthly print newsletter utilizing LPI. Also generate broad publicity through Coalition partner and local newspapers, driving readers to sign up on website for e-newsletter	# email addresses captured; # e-newsletters produced and distributed. <i>Coordinator, Intern, Support staff, Communications Chair</i>	Launched print newsletter in 2018. Distributed by email to XX subscribers.	Increase number of subscribers via social media, newspaper press releases, coalition partners, borough departments to broaden reach.
Encourage borough to include more older adults on existing committees	Mayor & Council; Senior Advisory Committee;	1st qtr 2019 ongoing	Older volunteers within the community	Ones willing to serve	Perception that there may already be enough representation from this demographic	Asst Proj Mg. assumes new role as council person in January 2019 and will take lead on this.	# of older adults serving on volunteer committees		
Distribute Division of Senior Services pamphlets and Monthly calendar of events/programs	Coordinator, Intern, Coalition Partners, City agencies, nonprofits, businesses	1st qtr ongoing	DSS materials are available	Distribution to Coalition partners and select locations	Managing distribution effectively across borough	Distribute DSS materials to borough offices, senior housing; beauty salons, barber shops, nonprofits, houses of worship, library, pharmacies, Shoprite, shops, civic groups	# of distribution points; # of brochures disbursed by Assistant Proj Mgr		
Expand/enhance use of technology (computers and/or smart phones) by older adults	Library, Riley Senior Ctr.	1st qtr ongoing	Local programs already exist	recruit and train students as teachers	Transportation to existing classes; Perceived need by older adults may not be great	Broad publicity through Coalition partners, local newspapers and social media.	# older adults given tech support; # students/other volunteers recruited, trained and matched with an older adult. <i>Library Dir., Project Mgr., Riley Ctr. Mgr</i>		

GOAL: INCREASE AGE-FRIENDLY AWARENESS AND ADVOCATE FOR AF POLICY IMPLEMENTATION

Municipal Senior Advisory Committee will be convened and will work with Borough Departments to ensure that seniors' perspectives are represented.	Mayor will supervise.	Committee held its first meeting 2/2/17 Chair selected. Meets monthly.	Committee members who will be selected.		There is a great deal of support in the community.	Announcement in the press when Committee is established. And initial appointments made.	Chair of Committee will monitor number of hearings the committee participates in and the departments they work with. To be tracked on an ongoing basis and summarized at the end of the year.	ongoing	ongoing
Produce 3 min. video on initiative highlighting what it means to be an age friendly community	L. Bontemps will supervise. Ambassadors will participate in production	Jan-19	Ambassadors, older residents, Mayor	Ambassadors, older residents, Mayor	None anticipated	Dissemination at all borough committee & dept. meetings, Chamber of Commerce, Clergy, local cable access channel, website and FB page	Assistant to track online views and report on quarterly basis; Prog. Mgr Will track numbers in attendance when shown at meetings and public gatherings	Video produced and ready for dissemination	Show in library's resource center kiosk on flatscreen tv on loop with closed captions at peak usage times. Show at all AF related meetings as introduction to AF initiatives.
Conduct 30 minute info sessions on what it means to be an Age Friendly community with stakeholders, borough employees, committee volunteers	L. Bontemps to develop materials and train Ambassadors to present at meetings	Begin in January 2019 and schedule sessions through March	Mayor & council, borough department heads, Ambassadors	Political support and endorsement/ buy-in from stakeholders	Perception that sessions are not needed or of high value	Attend Mayor & Council meeting and request support; Email and phone calls to heads of all depts and committees to explain purpose and get on calendar. Look for placement of stories in local print and social media. Engage citizens in process as presenters.	Assistant to track attendance at sessions and evaluation data. Will follow up with dept. heads to assess any behavior changes in staff re age friendly practices		Begin training at Ambassador meetings Jan - March

Share AF work with other municipalities interested in becoming more age friendly	Exec. Dir, Meals on Wheels; Proj. Manager; Asst. Proj. Mgr.; Ambassadors; Mayor	As requested by municipalities	Initiative's information video produced 11/19. Powerpoint presentation		None anticipated	Share at League of Municipalities conference; Local gatherings of Mayors; Bergen Volunteer Ctr.	Number of municipalities requesting assistance	Met with representatives from Oradell for initial introduction to AF work. Appeared on WCTV Community Access channel talk show discussing our AF work.	Follow up with Oradell, Make another appearance on WCTV community access to spread awareness of AF work
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Priority Domain: Social Inclusion								
Goal: Increase Effectiveness of Outreach to Isolated Seniors								
Collaborating Organizations: <u>Westwood Library, Westwood Clergy Council; HUMC Pascack Valley, Westwood Social Services, s, Riley Senior Center, Westwood Recreation Center, Westwood Municipal Government</u>								
Activities (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)		Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics & Progress Tracking (who, what, when, and how will data be collected?)	
			Available	Needed				

The activities are described in the previous section "Information 1"--they serve both to disseminate information and to identify and reach isolated elders

Progress as of 11/1/2018

Plan for Year 3

Distribute informational magnets-large refrigerator magnets with emergency information and key service provider #s	Vol. Ambulance Corp provided magnets by Project Mgr	Jun-18			Training for volunteers needed to reinforce need for identifying isolated seniors and remembering to provide magnets when responding to calls			Distributed to all Meals on Wheels recipients and residents of Westwood House (senior housing facility); Provided supply to Ambulance Corp.	Follow up with Corp for additional reinforcement reminders to distribute magnets to seniors when responding to calls
Townwide Birthday (70, 80, 90, 100+) Recognition Event	Supervised by -- Martha Urbiel Team includes - Project Intern, Library and volunteers, Mt. Zion Lutheran Church youth--Nancy Moser, Saint Andrews Church youth	Invitations printed and distribution begins early February; flyers printed and distributed by end of February, event held 4/1/17 ; repeated in April, 2018	Library space, staffing, volunteers, youth group volunteers, possible involvement of high school.	Sponsors for refreshments and recognition items. Printing of flyers, invitations and mailings.	Challenge of reaching isolated seniors--will send personal invitations--will be honoring a community member for 100 birthday and those who will turn 80 and 90 in 2017 and this will generate interest. Youth groups have expressed interest in	Personal invitations to people who will turn 80; 90; or 100 in 2017. Notices on local social media, Press releases, flyers in senior center, recreation center, churches, Municipal building, library, schools to reach general public	1- Number attending the event 2- number leaving contact information for further information/assistance 3-contacts for future engagement between youth and seniors. To be tracked at the event by Project Intern.	Event now scheduled as a regular annual event through the Westwood Public Library	Event scheduled for April

Interfaith Clergy Council outreach	Members of council to identify shut-in parishioners and coordinate delivery of information from Project Manager			Liaison to attend CC meetings on monthly basis	Turnover in clergy and staff at Catholic church which has largest congregation may slow down ability to reach these residents	Proj. Mgr. attend clergy council meetings and request help reaching shut ins	Number of residents reached	Not successful so far as Catholic church in midst of major turnover in clergy	Continue efforts to identify shut-ins from All Ages Ambassadors who belong to Catholic church and clergy from other churches.
Institute use of student interns for care management	Sheila Shur (MSW) will supervise. Team includes Dir. Social Services and SW graduate interns	Students will be placed by 9/1	Social worker expertise, Westwood Dept. of Social Services	Students will be selected.	Training and orientation will be needed and this will be provided by Sheila Shur	Internal communication to recruit students and do the training. Once they are working will have weekly meeting with SW and Dir. Social Services	1-Number of clients served 2- report by students of outcome of their interventions. Data collected by SW monthly.	Abandoned	
Collaborate with Ambulance Core to identify shut-ins or those in need of services	Project Manager and J. Martin to work with Chief to identify process for Corp to provide data	Identify Process by Dec. 2018. Attend Corp meeting in early 2019	Ambulance Corp chief		Privacy issues may be a factor in sharing data. Will allow for self-identification on a voluntary basis		Project Assist. To establish database of contacts of older residents and type of need identified	Postponed	Meet with Ambulance Corp chief in first quarter of 2019
SOCIAL SUPPORT									
Promote communication and information dissemination among grandparent caregivers	Kathy O'Melia (of Senior Advisory Committee) maintains facebook page and links to community resources. Supervised-Project Intern	Ongoing	Staffing	Will need to be kept aware of available resources.	1-Need for consistent updated information -- will work closely with library, community center and seniors. 2-Need to create community awareness of the issue. Flyers and periodic press releases will facilitate	Flyers, press releases, linkages to Borough and library website and facebook	1-Number of new memberships on facebook group. 2- Number of postings of events. To be tracked monthly by Kathy O'Melia	Facebook page not very active. Lacking followers.	Publicity campaign to attract more grandparents to FB page and outings

Work with Recreation Center and Zion Lutheran Church to promote their activities and develop others including possible workshop as needed	Kathy O'Melia and staff of Center and church. Project Intern will supervise.	Ongoing	Staffing and current activities of Recreation Center and church	Potential need for funding for new activities	As above.	As above.	1- Number of new participants in existing activities-- assessed monthly by program leaders 2- New activities developed- assessed at the end of the year by Kathy O'Melia	"Forever Young" program established at Rec center for 55+ with full array of workshops and fitness classes	Continue Forever Young program and add monthly nutrition classes
Launch Grandparents on the Go Group that will meet regularly for support	Kathy O'Melia with support of social work intern	First meeting scheduled for 3/29	Social work intern, location at Westwood Community Center		Don't know how many people will be interested in joining. Caregiving schedules all vary, making it difficult to have regular meetings	As above.	Number of people who attend meetings	Abandoned due to lack of interest and leadership	
Sidewalk snow shoveling for high-need older residents	Project Mgr. to supervise. Sr. Adv.Comm.identify residents, Scout troop leaders; Clergy to coordinate youth to shovel	12/20/18 identify youth willing to shovel. List of recipients by 1/1/19	Youth willing to serve	Support from troop leaders; clergy; borough admin		Solicit volunteers via press release, social media, Scout troop leaders, clergy, board of education, recreation center, library. DPW to keep list of residents needing the service to match to volunteers	Number of volunteers acquired; number of older residents signing up for service. Number of homes serviced.	Not yet started	Implement in January

PRIORITY DOMAIN: TRANSPORTATION

GOAL Make Available a range of diverse and flexible transportation options

Collaborating Organizations: TJ Riley Senior Center; Hackensack Meridien at Pascack Valley hospital; NJTip @ Rutgers; NJ Transit; Bergen Cty senior transportation services; Chamber of Commerce; EZ-Ride; Independent Travel Network (ITN), Westwood Senior Advisory Committee; Mayor/Council/Borough Manager; Uber/Lyft; GoGoGrantparent;

Activities (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)		Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics: Tracking & Monitoring Progress (who, what, when, and how will data be)
(what needs to be done)			Available	Needed			
Compile and distribute brochure of public transportation options	Senior groups, library, recreation center, churches. Supervised by Program Intern	ongoing	Cooperation of organizations in distributing		None anticipated	Announce in local paper, all Borough and Westwood for All Ages websites and facebook, distribute throughout town including in business approved as age friendly. Also will be made available on line through links on program, library, and borough websites	Number of brochures distributed. Monitored monthly by program assistant
Conduct travel training by NJ Tip at Senior Center and possibly at Recreation Center	Senior Center liaison; Library director for venue. Training conducted and supervised by NJ Tip	Advertise and enroll-by 4/20 Training is scheduled for 4/27 with travel practice dates to be set after that.	Expertise of NJTIP @ Rutgers, staff and space of Senior Center and library	Funding for consultation	Reluctance of people to participate--extensive recruitment of participants by staff of the centers (people who are known and trusted)	Announce in local paper, all Borough and Westwood for All Ages websites and facebook, distribute throughout town including in business approved as age friendly	1- Number of participants 2- survey change in knowledge after the training 3-feedback on likely future use of public transportation. Data obtained by NJTIP at end of training

Recruit volunteers for volunteer driving services	Work with ITN, Meals on Wheels. Publicize opportunity through churches, recreation center, senior housing, Borough-Supervised by Mary Lyons Kim, ITN	Outreach campaign by 7/30	Access to community resources and potential volunteers	Funding for printing flyers	No barriers to outreach are anticipated but recruiting volunteers is challenging. Outreach through trusted local institutions where people realize they can help their neighbors is a way of overcoming reluctance.	Announce in local paper, all Borough and Westwood for All Ages websites and facebook, distribute throughout town including in business approved as age friendly, churches. Also will be made available on line through links on program, library, and borough websites	Number of volunteers applying and number enrolled. To be tracked monthly at the end of the volunteer campaign. To be done by Mary Lyons Kim
Explore extended days/hours for Borough van	Gary Buchheister-Recreation Dept.; Senior Advis. Committee; Mayor Birkner andborough council	Recommendations to be prepared by 8/1/18 for future year implementation	Expertise and experience of committee members/ recreation dept.	To be outlined as part of recommendations	To be outlined as part of recommendations	To be outlined as part of recommendations	Verify that recommendations are complete--done by Senior Advisory Committee
Explore feasibility of town shuttle	Sr. Advis committee, Recreation Director, Council liaison, Mayor, Borough manager, Westwood PD	Recommendations to be prepared by 8/1/18 for future year implementation	Expertise and experience of committee members/ local businesses	To be outlined as part of recommendations	To be outlined as part of recommendations	To be outlined as part of recommendations	Verify that recommendations are complete--done by Senior Advisory Committee
Advocate for NJTransit expanding route to reach doctors' offices and hospital	Mayor, Transportation Committee, Potentially HUMC Pascack Valley. Supervised- Jeanne Martin	Prepare and submit plan to NJTransit by 6/1			This has been previously proposed and rejected. However climate for public transportation has changed and Age Friendly Initiative gives backing to request	Will be developed in conjunction with NJTransit once approved.	Measure success in obtaining bus route--done by Eleanor Frenkel

Offer additional free van services in borough including on-demand services one day a week	Sr. Advis committee and council liaison, Mayor, Rec Director, TJRiley Sr Center dir.	SAC exploring feasibility of expanding services and deciding what that will look like	WW4AA providing consulting assistance and data collection/analysis of travel surveys	Financial resources needed to increase driver's hours and van utilization from present	Council may not wish to fund additional service	Announce in local paper; press release; website; facebook; email blast; newsletter	Metrics of ridership collected by Rec director. Will provide quarterly reports to Mayor & Council as well as WW4AA steering committee
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Priority Domain: HOUSING									
Goal Promote and expand programs and policies that support affordable property maintenance and home repair; aging in place									
Collaborating Organizations: <u>Borough of Westwood Mayor & Council; Westwood Tax Office; Westwood Planning Board; Westwood Zoning Board; Bergen Volunteer Center (Chore Service), Visiting Homemaker Service, Local realtor, Rebuilding Together</u>									
Activities (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)		Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics & Progress Tracking (who, what, when, and how will data be collected?)	Progress as of 11/1/2018	Plan for Year 3
			Available	Needed					
Prepare a report on Housing Options, Housing supports, and issues of implementation	L. Bontemps will supervise-Report will be prepared by David Kutnick of NJ Future	First quarter of 2018	Expertise of town manager, borough planner and mayor	NJ Future consultants; Karen Alexander from Rutgers, NJ-Tip	Zoning laws preclude some options and others are new ideas which will need to be advocated and supported in order to have implementation	Report will be provided to Borough with general and specific recommendations for Master Plan considerations	Reviewed by Steering Committee upon completion.	Completed, April 2018	Work with borough planning board to identify achievable recommendations from report and advocate for implementation in next Master Plan review.
Advocate for revisions to Master Plan to allow more flexible housing zoning options	Senior Advisory Committee/ All Ages Ambassadors	2nd-4th quarters 2019	Planning Board; Mayor & Council; Land Use Board	NJ Future for consulting	Pushback from residents who desire to maintain strict zoning ordinances	Presentations to policy-making bodies by Ambassadors.	Ambassador input within Planning process, adopted policy changes within Master Plan	Attended Planning Board meetings in 2018 to determine level of readiness to adopt age friendly revisions to master plan	Attend meetings, lobby Zoning Board for loosening of zoning restrictions that are not age friendly. Same with Planning Board for Master Plan revisions
Plan a community-wide program outlining housing options	Eleanor Frenkel will supervise-Committee will plan	3rd quarter 2017	Bergen Volunteer center liaisons	Speakers, location to be determined	none	Publicity for event shared widely on social media, newspaper ad, flyers	Plan completion to be monitored Eleanor Frenkel. Evaluation forms collected at conclusion of event.	Completed, Nov. 2017	Repeat housing event in 2nd quarter of 2019
Compile and distribute Housing Services options brochure listing available services county and borough-wide	L. Bontemps will develop brochure. Will be updated and maintained by assistant manager	4th quarter 2018	n/a	n/a	none	Posted on website, social media. Brochures housed in library, community center, borough hall, senior center.	Replenishment of brochures on monthly basis will indicate if they are of interest to older residents.	Completed Dec. 2017	Make ongoing revisions as needed

Priority Domain: OUTDOOR SPACES & BUILDING									
Goal: Advocate for improved public amenities									
Collaborating Organizations: Mayor and Council; Westwood Department of Public Works; Borough Engineer; Westwood for All Ages Ambassadors; Westwood Recreation Department; Coalition Partners; Rotary of Greater Westwood									
Activities (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)		Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics: Tracking & Monitoring Progress (who, what, when, and how will data be)	Progress as of 11/1/2018	Plan for Year 3
			Available	Needed					
Advocate for audit of existing parks for benches, restrooms, cleanliness, maintenance and identify "quick fixes"	Proj Mgr; Rec director DPW; volunteers	2nd Qtr. 2019	All Ages Ambassador volunteers	Grant funding for audit	Perceived need by Borough may be low. Will provide photo evidence from ambassadors if needed.	Interaction with borough officials; recruit & train volunteers through schools and media	Track # of improvements needed, # of improvements completed. <i>Coordinator, volunteers, DPW staff</i>	n/a	ongoing
Advocate for benches on major thoroughfares and central business district for resting to promote walkability	Proj Mgr; Councilperson Murphy; Borough Engineer; DPW; WW4AA volunteers; Westwood Rotary	1st qtr 2019, ongoing	Residents walk around neighborhoods to identify locations for benches	Borough has bench donation program that enables residents to "purchase" on behalf of loved ones	This project depends on borough to install benches. We can't foresee how this will fall in their DPW/construction priorities	Residents specify locations for benches. Information passed along to Council and Engineer. Project promoted in local press and social media.	Track number of new benches installed in Westwood	Assessing for Engineer and Chamber where benches are needed for resting	Will track progress and remind borough to follow up and install benches
Coordinate a Walking Tour of Central Business District to promote walkability	Asst. Proj. Mgr., Historical Society, Chamber of Commerce; Ambassadors	Summer, 2019	Historical Society and older residents have relevant information	Maps will be provided for "walkers"	None foreseen	Promote via blast emails and newspaper publicity	Number of residents who participate	Laying the groundwork for a walking tour with the Historical Society and Chamber as well as local residents who did this years ago.	Will conduct Walking Tour in Fall 2019
Encourage implementation of Walkability Study recommendations	Project Mgr advocate with Borough Engineer; Mayor; Borough Manager, Council	2nd Qtr. 2019 ongoing	Info about Complete Streets; City planning materials		Borough may recognize need but not have political will to implement due to costs (Share data from surveys & focus groups plus input from Coalition partners; be persistent.)	Interaction with Mayor, Council, City Engineer	Number of direct interactions on this topic	Provided City Engineer with Complete Streets Manual from State of NJ. Consulting with newly-appointed Business Development Special Improvement District (SID) on age-friendly elements in 2014 Master Plan	Continue in Yr 3
Explore development of All Ages outdoor fitness equipment for major borough park	Westwood Rec Dir., Taub Foundation, RWJ Foundation; Corporate sponsors & volunteers, Coalition Partners, Rebuilding Together North Jersey	Submit grant proposal for funding, Spring 2018. RWJ Foundation	Space available in Westvale Park; Strong support for idea from municipal leaders	Funding, support of utilities (heavy equipment), corporate and community volunteers	Denial of permission, lack of funding to implement	Broad PR to generate interest, raise funds and recruit volunteers; also progress on building project and building day	Funds raised; volunteers involved; corporate and funding partners involved.	RWJ Foundation grant application denied. Project on hold until other funding sources can be secured. Rec department director applying for county funding	Continue to seek out funding opportunities to implement.

GOAL Enhance Pedestrian Safety

Conduct Walkability Assessment. Pedestrian Safety education will potentially be a separate event--this is in planning discussion.	Conducted by staff of Rutgers under a grant by NJ DOT. Date and details are being worked out at this time. team will include Transportation committee-Participants to be recruited by Tricia Mueller of Senior Center and other committee members. Participants will also include representatives of Westwood government, police department,	Event will be scheduled for June. Details of timing and preparation are in process.	Program to be organized and implemented by consultant from Civic Eye Collaborative. Space and staff of Senior Center. Support of municipal government.	Funding for flyers, training materials and refreshments--these potentially will be donated	Poor weather--will have alternate date	Disseminate throughout the community--press release, social media, churches, flyers in stores, senior and recreation center, municipal building	1- Attendance 2- Questionnaires regarding knowledge gained at the end of the event. Conducted by Program Intern	Completed 3rd qtr. 2017	Advocate for implementation of highest need areas identified in report.
Install pedestrian flags in identified crossings	Local girl scout troop to initiate; DPW will install, supervised by Borough Administrator	Obtain flags by 7/14; install by 9/12	Community funding; staff of DPW and municipal government	funding for costs not covered	Concern regarding theft/loss of flags and misuse. Will relay information about positive experiences of Ridgewood and other successful communities.	Media event to create public awareness	1- Verify that flags installed as planned 2- Compare statistics on pedestrian accidents pre and post installation. Stats compiled by Westwood Police	Completed 1st qtr 2018	Replace flags as needed. Identify additional crossing areas of high need. All Ages Ambassadors to complete.
Conduct information campaign about flags	Borough, Chamber of Commerce, Library, Senior Center, Recreation Center, churches, Supervise--L.Bontemps	Educational video demonstrating use of flags on initiative FB page and website; local cable access media channel	staffing, location for event	Media involvement, printing costs	Need to ensure these are used appropriately--extensive explanations needed and media coverage to promote awareness	Press release for general public, ongoing displays at library, churches, centers, and age friendly businesses	Community feedback to video; utilization of flags reported by Chamber of Commerce businesses in CBD to project manager	Completed 2nd qtr. 2018	
Plan additional remediation based on results of walkability study	DPW, Police, Borough Council, Transportation Committee, supervise--Borough Administrator	Plan by early August	Staffing--expertise and ability to effect changes	To be determined	need approval for activities especially if they include County roads. This can greatly prolong the process. Costs will need to be considered.	Plans will be presented to Borough Council.	1-plan completion. Monitored by Borough Administrator	Temporarily on hold	
Conduct walkability sidewalk audit to identify high fall risk areas and communicate them to borough's Ped Safety council liaison for action	All Ages Ambassadors; volunteers from school PTOs; - supervised by Asst. Project Mgr. Jodi Murphy	Develop Checklist by Oct. 2018. Train Ambassadors in Oct. Recruit other Volunteers through remainder of 2018 and early 2019 via social media	All Ages Ambassadors; some but not all council members; mayor		Political will may not be present for enforcing regulations requiring property owners to remediate hazardous sidewalks. Research alternative funding examples that might be used for making repairs, e.g. the Livingston Cost-Share Sidewalk Repair Program	Communicate findings with Town leadership, outreach with information to owners of affected properties.	Areas identified in need of repairs will be kept in spreadsheet and noted when repairs made.	Checklist developed in 3rd qtr 2018. Ambassador training in December 2018	Present data to mayor and council by 3rd qtr. 2019 along with recommendations
Conduct pedestrian safety training for older residents	Westwood Police Dept., AAA, NJ TIP - supervised by L. Bontemps	Schedule sessions; advertise dates; engage community leaders in promoting	Westwood Police chief for approval and scheduling officers to present		Attendance may be low if topic isn't perceived as being important and relevant enough.	Disseminate throughout the community--press release, social media, churches, flyers in stores, senior and recreation center, municipal building	Evaluation forms; changes in pedestrian behavior; greater awareness of need for safe driving practices; fewer pedestrian strikes as measured by police statistics	Four sessions were held in various venues during 1st and 2nd quarters, 2018	Additional sessions will be scheduled for 2019

<p>Distribute reflective safety vests and other gear to residents who attend pedestrian safety awareness events</p>	<p>Westwood for All Ages, Ambassadors, Westwood PD, local businesses, schools - supervised by L. Bontemps</p>	<p>Schedule events for Spring and Summer, 2019</p>	<p>Funding to purchase materials from Taub foundation grant</p>	<p>Westwood Police chief for approval and scheduling officers to assist with community outreach</p>	<p>Some may not wish to where vests because of how they might look. Will need to have a variety of other reflective options that can be used to make pedestrians visible, especially at night.</p>	<p>School PTO, Senior Center, Press Releases, Local cable access tv, churches, flyers in stores, municipal building</p>	<p>Observations by Westwood PD, local businesses, schools of people wearing reflective gear. Will report observations online to all ages manager.</p>		
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Priority Domain : COMMUNITY SUPPORT FOR HEALTH SERVICES									
Goal: Promote & provide access to available health & social services									
Collaborating Organizations: Hackensack Meridian at Pascack Valley Med. Ctr., Comprehensive Behavioral Healthcare (CBH); WW Recreation Dept. ; Thomas J Riley Senior Ctr.; Westwood House; New Jersey Health Care Quality Institute (NJHCQI); Bergen Cty's									
Activities (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)		Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics: Tracking & Monitoring Progress (who, what, when, and how will data be collected?)	Progress as of 11/1/2018	Plan for Year 3
			Available	Needed					
Provide health-related informational programs	Pascack Valley Med. Ctr community outreach coordinator and staff nurse educator; local health care providers and wellness consultants	Begun in 2017 and ongoing	Programs and locations	Scheduling and promotion	Scheduling and attracting participants for each presentation/activity. (Addressed through coordination and broad PR)	Coordinate with service provider to present educational program. Coordinate with locations to host program. Communications plan is outlined in goal area of Communications & Information	Number of participants in each program. <i>Service providers; Coalition Partners hosting programs; Coordinator, Support Staff.</i>	Sponsored health-related workshops in 2018	Returning Safely to Home workshop Jan.; Managing Chronic Diseases, April-May 2019; Podiatry workshop, Summer; Back Care, Fall.
Promote the broad range of accessible and affordable fitness activities	Rec Dept, Mayor's Wellness, TJ Riley Sr. Center, HUMCPV, CHIP program	1st qtr Ongoing	Programs and locations	Scheduling and promotion	Scheduling and attracting participants in activities (Addressed through cooperation and broad PR)	Communications plan is outlined in goal area of Communications & Information	Numbers of participants in programs; numbers of media impressions and click-through for registration (when possible). <i>Service providers, Coordinator, Support staff.</i>	Promoted fitness activities in monthly e-newsletter, blast emails and Facebook posts.	Forever Young program adding MELT classes in January
Distribute File of Life refrigerator magnet with pocket to contain critical personal information to older adult residents of Westwood	Police, Fire, EMS; Coalition Partners; houses of worship	1st qtr 2018 Ongoing	Interest in providing magnet	Magnets already purchased by Westwood Police	May need to purchase additional FOL kits	Distribute through Coalition partners, EMS, houses of worship	Numbers of magnets distributed. <i>Coordinator working with distribution point-organizations.</i>	Provided File of Life to all 183 residents of Westwood House (senior housing) and at least 25-50 older residents living in single family homes.	Will continue to identify residents in single-family homes, apartments and condos and distribute ias needed
Promote existing health-related programs offered through HUMCPV and CBH	Health Care providers; "disease" organizations; Coordinator, Support staf	Ongoing	Dept. of Health, Englewood Hospital and disease-related programs and locations	Promotion of existing programs	Being notified so we can promote each presentation/activity. (Addressed through coordination and broad PR)	Keep contact with program providers so we can help promote them. Communications plan is outlined in goal area of Communications & Information	Number of participants in each program. <i>Service providers; Coalition Partners hosting programs; Coordinator, Support Staff.</i>	Promoted health-related programs in monthly e-newsletter, Facebook posts and blast emails. Also included in Senior Directory published in March 2018.	Continue to promote existing programs; focus on Medicare/Medicaid enrollment
Work with Englewood Hospital & Medical Center (EHMC) to help them reach the goals of their Community Health Needs Assessment	Coordinator working with appropriate staff at EHMC	1st qtr Ongoing	EHMC offers many programs to the community	information about programs so we can help promote and drive up numbers	Lack of response from appropriate staff at EHMC (they have been hard to reach)	Find out about programs and help to promote through AFE communications channels: Website, e-mail, e-News, press releases, etc.	Number of attendees at EHMC community programs. <i>EHMC staff, coordinator.</i>	Hospital's introspection nearly complete; working more closely to assess how we can work together for benefit of community	Work more closely with Englewood Hospital on community programs
Promote home-care and caregiver support groups	Caregiver support coordinators	ongoing	Existing caregiver support groups at the County, JCC and other organizations	Need to be promoted	Lack of attendance; do more promotion including benefits	Promote in bi-monthly newsletter and through e-mail blasts; social media campaign	Increased participating (track through coordinators)	Promoted 6 meetings of caregiver groups through newsletter, Facebook posts and blast e-mails	Continue to promote