



VISION & FULFILLMENT
HERZLIYA
CITY OF HERZLIYA



Herzliya

The Third Age **In The First Place**

הגיל השלישי **במקום הראשון**

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Action Plan, December 2019



Senior Citizen Master Plan - 2019 : Age-Friendly cities and communities

In March 2019, a town meeting leading by the Director of the city's Perennial Planning Department, in the Mayor's Office, and attended by professionals from the Welfare, Health and Leisure Departments, civil organizations representatives and public representatives to discuss updating the Master Plan for senior citizens. It was decided to call again the senior citizens to express their opinions and needs in order to promote more issues in accordance with the "Age-Friendly Cities and communities" program .

In June 2019, a Resident Sharing Meeting was held to define and re-identify new goals and objectives for the Senior Citizens Master Plan.

This meeting was attended by professionals from the fields of welfare, engineering, community centers, ALE association and senior social activists, and other senior citizens .

The Age-friendly city policy was introduced. The lecture was accompanied by inspiring examples of programs and projects, by field areas, from Israel and around the world.

A number of new topics were raised at the meeting for further discussion, planning and project promotion:

Development of public spaces for the benefit of senior citizens

- Designing city streets to maintain pedestrian safety and shading
- Addressing the needs of adults in neighborhood public spaces
- Adapting public gardens - for example, gaming tables and initiated sessions at
- the fitness facilities and more
- Complete a set of street benches, faucets and toilets

Transportation

- Adjusting the city shuttle routes and hours, in all neighborhoods
- Adapting bus routes according to senior citizens' traffic routes (near clubs, clinics, leisure center)

Guidance and Counseling Center:

- Develop "One Address Point" for information, coaching, support and personal support during retirement: Challenges of retirement - people in multi-generational families (parents-children-grandchildren), change of financial situation, psychological change, change in self-concept and self-determination, age and self-esteem
- Promoting and encouraging paid employment at the third age

- Connecting and referring to the municipal volunteer department, for community and other age groups needs

Community Service of Mutual Support: Elders for Elderly in the Community

- Development of social mechanisms that allow senior citizens to take part in mutual support: physical individual aid to borrowers, shopping, transportation and the like
- Mutual assistance in case of emergency, training of senior citizens and other senior citizens, for example on a cell phone (there is), and other fields.

Information

- Increasing access to information by Social inter-personal mechanisms that disseminate information from "Each to the other"
- Development of a dedicated signage system for senior citizens, in the streets of the city, where the elderly spend time

BP Seniors citizens' activists' network

One of the social tools for implementing the plan for senior citizens was the development of a network of social activists; senior citizens. The rationale of the project was to give expression to the abilities of senior citizens to organize and promote social solutions designed to meet their needs

To this end, the municipality has established a number of programs, based on an annual social entrepreneurship course. The course gave its participants - older residents, knowledge, inspiration and tools for developing, implementing and operating social initiatives. The course main product was a number of activists groups that look for needs and accordingly develop initiatives, and /or adopted appropriate programs, in various areas, for example:

- **Social:** "The Heart" Program; Weekly social meetings at the community centers, "Havruta" Culture meetings - Lectures, Artist Performances and more. The activists are responsible for determining the weekly field of interest, finding an artist, receiving and hosting the participants.
- **Study and enrichment:** "The Computer Is Also a Friend - Technology tutorials, two courses on environmental sustainability - Developing archeological sites in the city and the edge and running the gardens of his community, Language clubs: Yiddish club and Ladino club
- **Community Welfare Services** - Widows Club, "Keshet " program - a telephone support network, for monitoring and mediation between the elderly and the municipal authority.

The inclusion of senior citizen`s interests in each urban development programs

One of the primary outcomes of the planning process of the senior citizens master plan was the rising awareness of the municipal officeholders for the unique needs of the older residents and the need to integrate them into all municipal thematic programs and plans.

Alongside the master plan for senior citizens, and promoting services unique for senior citizens, the city engaged in including them in all public spaces, services, activities and city publication.

Some of the unique needs of the older residents, such as housing and transportation, are met by the urban master plan for all residents.

Transportation

A free bus route to the city's residents, from the neighborhoods to the 1 Figure commercial center

- In Herzliya's new master plan (2019), this was written. "Urban planning will be biased to public transport and place emphasis on the use of public transport over private vehicle... Strengthening walkability and connectivity.
- The Herzliya municipality own bus lines allowed those who do not drive an access to the major places in the city and the beach. "Direct line" to the city - is designed to give access to public transport from the neighborhoods to the commercial main street and a Free Line on Saturday for the beach (in Israel there is no public transportation on Saturdays).



Open public spaces and buildings

In the city's master plan it was written; Herzliya has plenty and varied open spaces and public gardens. These areas include unique habitats and typical landscapes of the area. Saving them as open spaces contributes to the city's scenic identity, enriching the residents' choice for leisure and recreation. Therefore, it will integrate the array of open spaces in the city, on the skeleton of urban streets - to improve connectivity in the city, encouraging walking and cycling" .

In addition, a new plan for the public gardens is underway. Special attention is given to gardens next to a high condensation of senior citizens housing. For this purpose, a map of public gardens was edited, according to the amount of housing of older residents in the area.

Housing

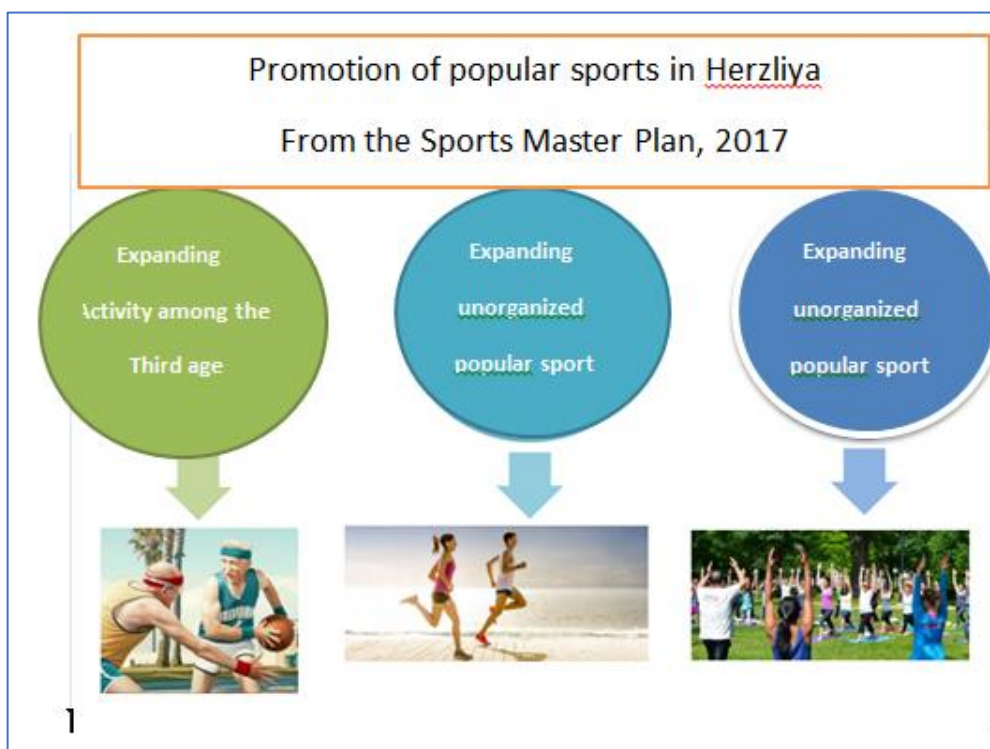
The outline of the city reads. "The plan expresses a perception that a significant share of the construction addition will be made on the basis of urban renewal (40%((

At least 1000 new small housing units outside the urban renewal areas.

Both urban renewal, downtown and the other old neighborhoods, as well as the construction of small housing units to serve the needs of older residents.

Sport

The field of sports is the most included service, for the senior citizens in the city, alongside and together with other age groups. This can be seen mainly in the integration of senior citizens' sport, in public settings. For example, the "Moving in the City" program of outdoor sport training in the public parks with professional instructors in multi-age spaces. * For Free! Many activities are offered to senior citizens, like " Chi kung for retirement", " healthy walking and gymnastics", "healthy

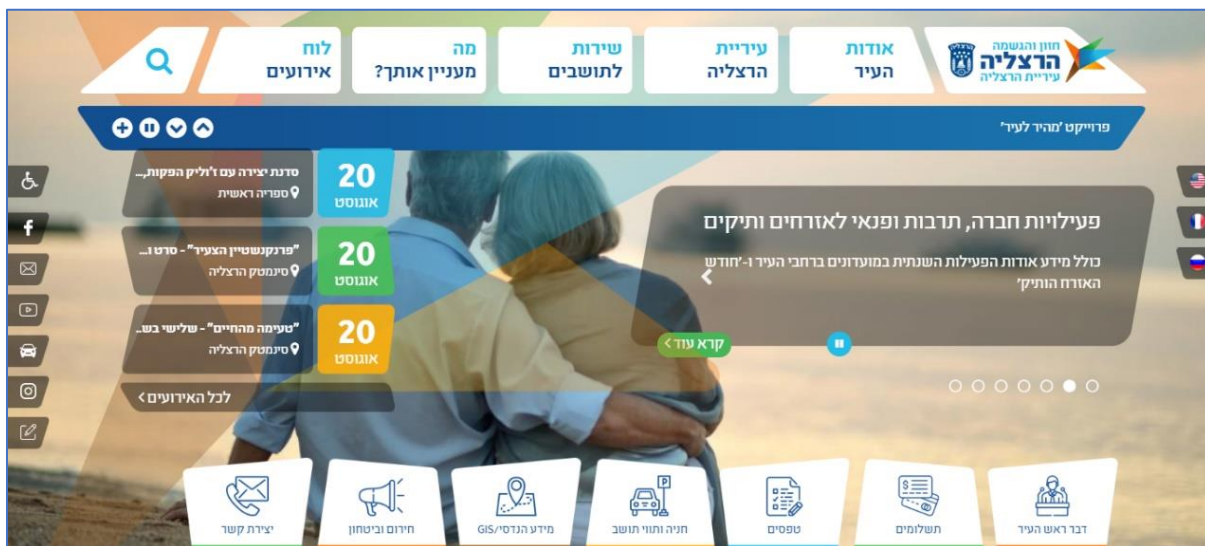


Nordic walking with an emphasis on balance, health tai chi, yoga, and more ...

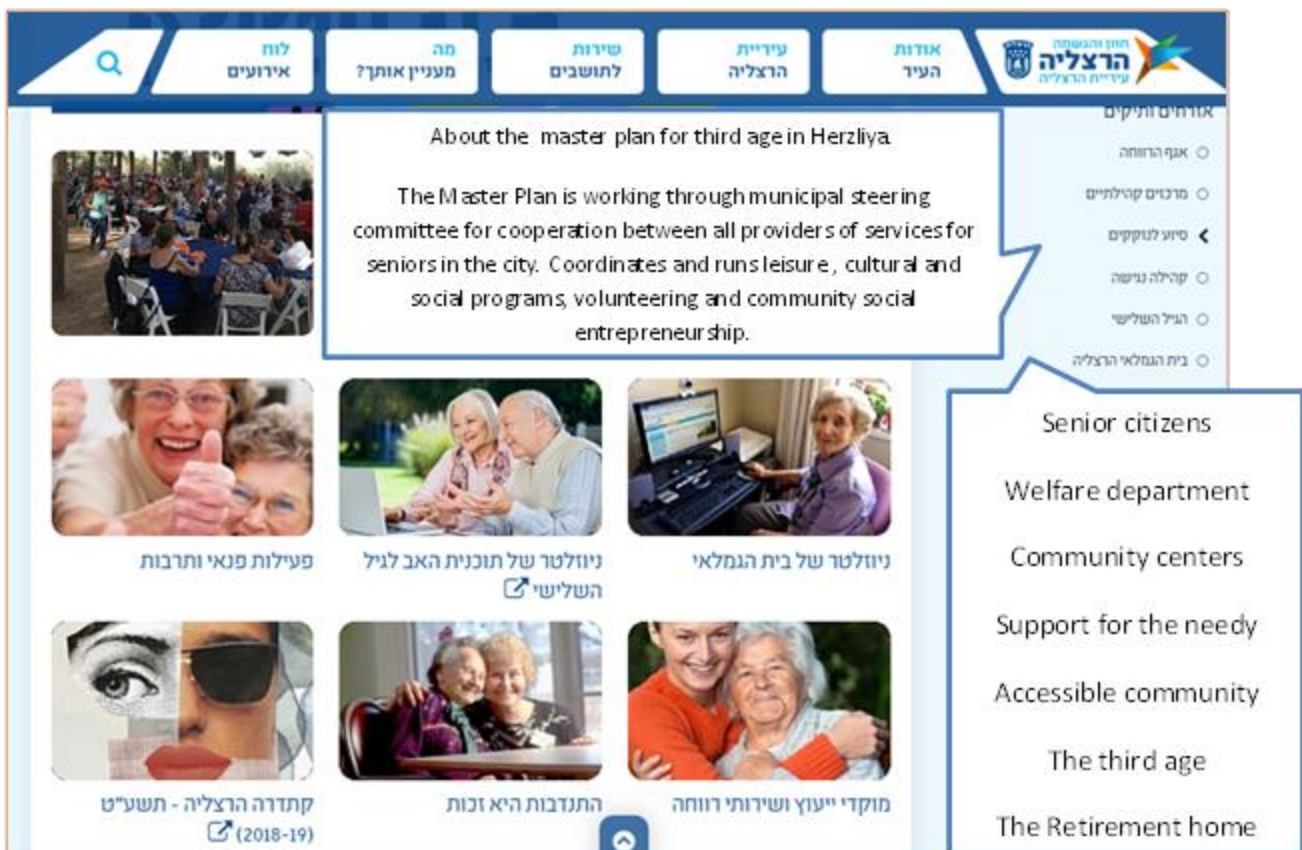
(<https://www.herzliya.muni.il/207/>).

Respect and inclusion the senior citizens in the web- site of Herzliya Municipality

First on the main page, alongside other age groups



And a unique portal for senior citizens



Healthy City Plan 1

Herzliya has joined the Healthy Cities Network in Israel that emphasizes the importance of a healthy lifestyle throughout the life cycle, and addresses all age and social groups, from children and youth, people with disabilities, adults and senior citizens.

One of the principles of the program is the integration of volunteers, many of whom are senior citizens.

Healthy City program includes Dedicated activities for senior citizens, such as: Volunteer training courses, "Health Trustees" "College of Health Care for the Third Age", " An annual health information, showing all activities to promote healthy lifestyles in all city settings and services, Adult Volunteers Performing Vision, Hearing, and Weight Testing for Other Elders.

Best Practice: multi-age services, in open public spaces

Multi-disciplinary partnership of the municipal departments: Society, Services, Engineering, and Development

- Coordinator by the Master Plan for the Third Age, in the Social Services Department.
- Department of Environmental Development in the Engineering Department
- Art and culture company
- Security and safety, in community centers
- District Manager, Department of Improvement, Quality and City Development

The Vision: Herzliya a City that creates multi-generational community settings for its residents, which strengthens engagement and caring, and enables and encourages intergenerational, personal and community connections.

To do list

Stage A - Mapping public areas by senior citizen's residence



Stage B - Developing a set of tools and adaptation, feasibility study with the municipal divisions

Stage C- planning, creating partnerships, pooling in-house resources

Stage D - Exit to work

2020 Work Plan

4 neighborhoods were selected, as a pilot for the program.

In one neighborhood – a neighborhood residents' involvement in the program planning, and construction of public garden

In two neighborhood- a plan for accessing the public space, the participation of senior citizens in planning and operating activities, and intergenerational activity

Examples of activities:

- Singing evenings
- An art exhibition in the garden
- A musical composition and a band, of all ages
- Physical Activity- for all ages
- Drawing groups, in the public space
- Intergenerational activity
- Conservation of the environment