Progress Report
Age-Friendly Sarasota County
(May 2015 — December 2017)

September 2018
Age-Friendly Sarasota County Progress Report 2018
Prepared by: Dr. Kathy Black, University of South Florida Sarasota-Manatee
Funded by: The Patterson Foundation & the University of South Florida, Sarasota-Manatee
Design Credits: Jordan Noyes, B.A.
My fellow Sarasotans:

I am proud to present the 2018 Age-Friendly Sarasota County Progress Report. As Florida’s first member of the Global Network of Age-friendly Communities and Cities, our community is committed to becoming an even better place to live, learn, work, visit, and play for people of all ages. We are particularly grateful to the following organizations for their leadership and contributions to improving the age-friendliness of our community: AARP Florida, the Florida Department of Elder Affairs, the Florida Policy Exchange Center on Aging at USF, the Patterson Foundation the University of South Florida, Sarasota-Manatee, and the World Health Organization.

People of all ages and abilities benefit when we increase access to and accessibility of buildings, public spaces, transportation options, and homes; expand health care and wellness services and supports; and expand levels of volunteerism, employment, civic participation, and intergenerational connections among our residents of all ages. Age-Friendly Sarasota has provided our community with a model that advances the shared aspirations of our residents and also demonstrates how multiple sectors across the community, together with government, are making significant strides on all of these fronts.

The age-friendly work reminds us that we are all stakeholders in making a difference in our community. Your contributions in all the areas of community life and your continued role will help us propel the movement in our community and beyond. As we celebrate progress on our age-friendly efforts to date, it is important to remember that Age-Friendly Sarasota is not simply a “status” but rather, it is a “process” about a community committed to a continuous cycle of improvement.

I hope you experience great pride in our accomplishments as you read this report, and that you continue to share your thoughts and ideas to make our community happier and healthier for all of our residents. We will provide another update in our final report to the World Health Organization in 2020. Through your continued support, we aim to represent Age-Friendly Sarasota as a model for communities across this nation and beyond.

With continuous excitement towards our collective age-friendly future,

Nancy C. Detert,
Chair
Welcome to the 2018 Age-Friendly Sarasota Progress Report. This publication provides an update about our community’s progress toward the Goals, Objectives and Strategies across eight community features identified in the Age-Friendly Sarasota Action Plan — a comprehensive document co-created with residents of Sarasota County. Now completing the inaugural year of our Implementation Phase, this Progress Report reviews how our age-friendly efforts are identified and measured — and how all Sarasota County residents can contribute to the age-friendliness of our community.

As you will see documented in the report, there is much to celebrate. Across all areas of community life, age-friendly progress is evident throughout our governmental programs and policies, and also via the services and practices of our businesses and nonprofit organizations. Moreover, our community has greatly benefited from the broader regional, state and national efforts of multiple groups and industries, as well as emergent and e-based options that enhance our ability to live fully throughout our lives. Of course the efforts of individuals and small groups also greatly contribute to our overall progress. It is important to remember that no act is too small to make a difference in our community! To inspire action, this Progress Report also identifies a variety of easy, no-cost and low cost ideas for consideration in how each of us can contribute to all areas of our age-friendly community. Together we can better enabling our families, friends and neighbors to thrive throughout their lives. We look forward to the possibilities that ensue.

Though extensive, the Goals, Objectives and Strategies identified are neither static nor complete. That is, age-friendly efforts are ongoing and co-created by all community stakeholders — and that’s all of us! Therefore, we look forward to your ongoing interest, ideas and actions that contribute to our collective age-friendly journey.

Sincerely,

Kathy Black
Principal Investigator, Age-Friendly Sarasota
Professor, University of South Florida, Sarasota-Manatee

PHOTO: Designation Celebration, May 6, 2015. Age-Friendly Sarasota partners: (L to R) Dennis Stover, USFSM; Debra Jacobs, The Patterson Foundation; William Clark, AARP Florida; Carolyn Mason, Sarasota County Board of County Commissioners; Kathy Black, USFSM; Cory Livingston, Florida Department of Elder Affairs; Kathy Hyer, Florida Policy Exchange Center on Aging, USF; and Kathleen Hall, Sarasota County Seniors Advisory Council
In 2015, Sarasota County became Florida’s first community to join the World Health Organization’s (WHO) Global Network of Age-Friendly Cities and Communities — part of an international effort to create supportive social and physical environments that promote active, healthy and engaged living for persons of all ages and abilities.

The WHO model outlines a five-year framework for communities to become age-friendly across four phases: 1) Assessment; 2) Planning; 3) Implementation; and 4) Evaluation.

Our Journey to Date
Began with assessing the aspirations and assets of our community:

Led to the co-creation of actionable goals for improvement:

And continues by advancing and measuring our collective efforts...
Age-Friendly Sarasota is strengths-focused, building upon our community’s unique assets across multiple sectors and the aspirations of Sarasota County residents regarding community features of the built, social and service environment that enhance livability for people across the life course.
“A society for all ages is multigenerational. It is not fragmented, with youths, adults and older persons going their separate ways. Rather, it is age-inclusive, with different generations recognizing — and acting upon — their commonality of interest.”

Secretary General of the United Nations
Capturing Age-Friendly Progress

Age-Friendly Sarasota’s progress can be gleaned from the efforts of multiple sectors across our community — including people, organizations, businesses and government — whose activities align with any of the attributes illustrated in our tagline: “FOR ALL AGES”

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future-Focused</td>
<td>looks beyond the present by explicitly recognizing and planning for the demographic projections ahead.</td>
</tr>
<tr>
<td>Optimizing Opportunities</td>
<td>seizes upon positive and serendipitous possibilities that leverage current practices across any of the eight domains.</td>
</tr>
<tr>
<td>Relevant, Participatory, Actionable Research</td>
<td>utilizes data that represents the “authentic” voice of our community and leads beyond learnings to “next steps.”</td>
</tr>
<tr>
<td>Assets &amp; Aspirations-Centered</td>
<td>builds upon our collective strengths, preferences of residents and existing best practices across all domains and sectors.</td>
</tr>
<tr>
<td>Livable Community Tenets</td>
<td>creates public surroundings that are safe, secure and affordable for all people as they age and interact in community life.</td>
</tr>
<tr>
<td>Longevity &amp; Well-Being Throughout Life Course</td>
<td>promotes opportunities for health and wellbeing and supportive community services across all life stages and abilities.</td>
</tr>
<tr>
<td>Accountable in Capturing Progress</td>
<td>involves tracking or measuring actions, processes, outputs and outcomes that demonstrate change and impact.</td>
</tr>
<tr>
<td>Grassroots Engagement Across the Community</td>
<td>enables participation of all people to enhance the livability of their homes and neighborhoods.</td>
</tr>
<tr>
<td>Engaging all Generations</td>
<td>implements intentional programming or practices that foster reciprocal sharing across people of all ages.</td>
</tr>
<tr>
<td>Sustainable and Embraced by Community</td>
<td>embeds age-friendly efforts via mission and vision statements as well as operational practices.</td>
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</table>
Engaging the community through education is a core role of Age-Friendly Sarasota. Since our launch, age-friendly community features and practices were shared in groups both large and small and far and wide.

### By the Numbers*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website visits</td>
<td>37,637</td>
</tr>
<tr>
<td>Persons reached at events</td>
<td>9,409</td>
</tr>
<tr>
<td>Facebook followers</td>
<td>1,233</td>
</tr>
<tr>
<td>Residents participated in study</td>
<td>1,172</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>668</td>
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<tr>
<td>Presentations</td>
<td>182</td>
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<tr>
<td>Blogs</td>
<td>104</td>
</tr>
<tr>
<td>Newspaper stories</td>
<td>42</td>
</tr>
<tr>
<td>Online publications</td>
<td>42</td>
</tr>
<tr>
<td>Newsletters</td>
<td>31</td>
</tr>
<tr>
<td>Television appearances</td>
<td>22</td>
</tr>
</tbody>
</table>

* May 6, 2015 — December 31, 2017

On October 28, 2017, 4,011 people participated in the nation’s first Age-Friendly Festival sponsored by The Patterson Foundation.
Age-Friendly Sarasota can track its progress to date by using AARP’s Livability Index. The infographic map shows Sarasota County’s overall Livability Index scores by zip code in 2017 and also denotes changes compared to 2015.

The AARP Livability score is on a scale of 1 — 100. A score of 50 is average.

Scores are calculated across each of the seven categories from a series of public data sources as well as a review of each community’s existing policies.

The Livability Index can be accessed here.
Our goal is to enhance opportunities for civic and economic engagement.

**Background**

Sarasota County residents report a myriad of factors that both support and impede their ability to contribute to civic matters and the workforce. Civic engagement includes involvement in community life that extends beyond our day-to-day activities, such as volunteering, becoming politically active, voting or working on committees. This form of participation is especially important for those in the retirement years, who are eager to become more involved. With employment, the ability to remain employed or find new employment not only provides economic security, but also benefits employers who recognize the experience and commitment that older employees bring to the workplace.

Age-Friendly Civic Participation and Employment includes options for paid work, entrepreneurship, post-retirement training, volunteering, valued opportunities and the chance for residents of all ages to engage in the creation of policies relevant to their lives.
This is really a cool place where you can be old, have a paid job, and you can have a volunteer job, but some of those jobs can be physically demanding for a senior.”

Summary of Progress

There has been many notable efforts to enhance the availability, awareness and access to meaningful volunteer, decision-making and employment opportunities for people of varying ages and capacities. According to the AARP Livability Index, Sarasota County boasts 7.3 organizations for civic involvement across a range of industries per 10,000 persons which is higher than the national average. In addition, more than ten percent of adults age 65 and older are employed in Sarasota County and their numbers have grown between 2015 and 2016. Career SunCoast offers specialized services for persons age 50 and older seeking employment — and businesses such as CVS offer initiatives aimed at hiring older workers. A number of local organizations and efforts such as the AARP Foundation, Women’s Resource Center of Sarasota County, and the Small Business Development Center at the University of South Florida and Workforce Solutions at the State College of Florida provide counseling and training in a variety of certificate programs. MyStartupSuncoast represents a grassroots effort to provide networking and support for entrepreneurs.

In 2017, Sarasota County redesigned its website portal to list access to unlimited volunteer opportunities including more than 300 positions via its Advisory Councils and Appointed Boards. In 2017, 779 persons age 55 and older signed up to volunteer and 113 persons age 55 and older graduated from Civics 101 training from 2015-2017. Sarasota County Libraries and Historical Resources has held several Community Volunteer Fairs showcasing opportunities across dozens of local organizations. A variety of sites are also matching volunteer interests and preferences to local opportunities including: VolunteerFlorida, VolunteerMatch, AARP, CreatetheGood and ScholarshipVolunteer.

Many organizations report hundreds of volunteers and volunteer opportunities including the Senior Friendship Centers Friends of Sarasota County Parks and Libraries and many others — contributing thousands of hours and providing substantial economic value.

Sarasota County residents who report the importance of a range of volunteer activities and information on available local volunteer opportunities.¹

<table>
<thead>
<tr>
<th></th>
<th>Boomers Ages 50-69</th>
<th>Non-Boomers Ages 70+</th>
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<tbody>
<tr>
<td><strong>80%</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>86%</strong></td>
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<td></td>
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</tbody>
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|                  | n=338              | n=489                |

¹Quotes paraphrased from focus group data.
²Data collected from survey.
Civic Participation & Employment
Ideas for Consideration

**Businesses**

- Incentivize employee volunteerism across the range of age-friendly domains and related causes including intergenerational, micro-volunteering and time-banking activities.
- Encourage employees to be mentors/share expertise across all ages.
- Network with community-based volunteer groups and other serving the community.
- Provide flexible, well-paying employment opportunities.
- Offer job training opportunities that meet changing needs (e.g., physical health/abilities, caregiving responsibilities).

**Community members**

- Work for causes that improve the quality of life for others of all ages.
- Volunteer with organizations that align with personal values.
- Use past skills or newfound interests to help other people or organizations.
- Invite and inform friends and neighbors about work and volunteer opportunities.
- Support businesses and organizations that employ and value older workers.

**Media**

- Utilize communication assets and social media to share information about the health benefits of volunteering.
- Apply communication assets and social media to share information about businesses that train and value older workers.

**Government**

- Centralize government-related volunteer and decision-making opportunities on well-publicized and easily accessible list.
- Recruit residents for volunteering and decision-making opportunities.
- Recognize and meet unique needs of aging workforce in the areas of health, caregiving, etc.
- Provide sensitivity training to employees for improved understand of, communication with and accommodations for people who have health, cognitive, vision, hearing, mobility, or other issues.

**Nonprofits**

- Centralize volunteer opportunities in a well-publicized and easily accessible list.
- Remove barriers for volunteers such as providing transportation.
- Encourage opportunities that intentionally engage across generations.
- Create volunteer opportunities that build upon personally meaningful interests.
Our goal is to enhance accessible, timely and pertinent information to support decision making for full participation in civic, social and economic life.

Background

Sarasota County residents report the importance of obtaining information on a range of interests via a variety of sources and mediums with many considerations to better communicate information. Age-friendly communities make sure that information about community events or important services is both readily accessible and in formats that are appropriate for persons of all ages. Age-friendly communities recognize the diversity of needs regarding information and provide multiple sources to connect people with the information they need to best live their lives.

Age-Friendly Communication & Information includes access to information about community activities and needed services via multiple formats adapted to variable vision and hearing abilities and access to computers, Internet and automated information.
Summary of Progress

There has been many efforts that promote readability, ease of use and delivery of information across multiple media including television, print, phone, website and mobile applications. Sarasota County recently completed a website update that provides a zoom feature and centralized access to information for volunteering, employment, library programs and parks services specific for older adults within the County. Sarasota County also provides access to residents via digital, phone and all social media formats including TTY (Tele-typewriter). A multi-mobility application was created in 2017 that provides information that promotes mobility for residents as well. Access Sarasota provides live coverage of County Commission meetings and other department and county offerings. Other senior providers such as Friendship Centers provide monthly publications delivered to homebound persons.

There are also a number of sources and organizations providing unbiased information of services and circumstances unique to aging, including: Friendship Centers, Paradise Center, Coastal Behavioral Healthcare, Good Samaritan Pharmacy, Gulfcoast Legal Services, Sarasota Memorial HealthCare System, Multicultural Health Institute, Lighthouse of Manasota and the National Council on Aging via its locally delivered Aging Mastery Program. Additional sources include the Area Aging on Aging’s Elder Helpline, the Florida Department of Health and the website GetHelpFlorida.

The Patterson Foundation sponsored the nation’s first Age-Friendly Festival in 2017 to encourage community conversations on aging topics. The event featured 125 community organizations and had 4,011 attendees.

There has been an increase in the availability and use of affordable technology via multiple sources including tech training offered via Sarasota County libraries, Adult & Community Education, Friendship Centers and the Suncoast Alliance for Lifelong Learning. Sarasota County libraries also provide free access to computers and the libraries, Friendship Centers and Multicultural Health Institute provide intergenerational tech training opportunities.

“Many people don’t know where to go to find information. We need to be concerned, especially for those who still aren’t on email — like my mother.”

Sarasota County residents who report the importance of easy-to-find information.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boomers Ages 50-69</td>
<td>92%</td>
<td>338</td>
</tr>
<tr>
<td>Non-Boomers Ages 70+</td>
<td>92%</td>
<td>489</td>
</tr>
</tbody>
</table>
Communication & Information Ideas for Consideration

**Businesses and Nonprofits**
- Provide hearing loop or sound amplification.
- Increase font size on printed material and zoom ability for e-based communication.
- Provide reading assistance in personal interactions.
- Train staff on age-related sensory (e.g., vision, hearing) changes and ways to effectively communicate in person and over the phone.
- Automate information incorporating feedback from senior users.
- Promote and market materials via multiple formats and outreach strategies to reach diverse audiences including digital and home-based.
- Centralize information about civic and social participation opportunities on a well-publicized and easily accessible list.
- Consider content particularly useful to aging persons including resources on planning across life changes and circumstances (e.g., retirement, caregiving).
- Promote intentional intergenerational sharing/training on technology.

**Community members**
- Welcome newcomers with information about the community.
- Provide free computer research on health, home renovation and other issues of importance to home and community life.
- Provide feedback to businesses and organizations on helpful communication.

**Media**
- Utilize communication assets and social media with larger-sized font.
- Highlight stories of successful communications with older adults.

**Government**
- Provide free access to Wi-Fi in relevant public settings.
- Centralize information about age-related issues and activities relevant to health promotion, social and civic engagements, and employment on a well-publicized and easily accessible list.
Community Support & Health Services

Our goal is to enhance accessible and affordable health care, home care, services, supports and programs that enable wellness and active aging across changing needs including urgent, primary and long-term care and preventive, restorative and palliative levels of care.

Background

Sarasota County residents report varied experiences including both good medical services (with some limitations) and helpful supports that assist aging at home, though greater efforts to age in place would be beneficial. Good mental and physical health contributes to quality of life and age-friendliness. We know access to community-related services that support physical or mental well-being and the availability of health promotion activities foster healthy aging and well-being throughout the lifespan. Our community-based health and social services should aim to meet our changing needs with age including caregiver support so that people can be supported throughout their lives to live as fully as possible.

Age-Friendly Community Support & Health Services includes access to homecare services, medical care and programs that promote wellness, voluntary support, emergency planning, aging specialists and coordinated care across the continuum.
Sarasota is fortunate to have many efforts that promote awareness of safety, wellness, livable and healthy activities for older adults. The Florida Department of Health in Sarasota County, along with their partner CenterPlace Health, operate Adult Health Care programming for primary and specialty care, as well as ancillary services and a mobile health unit providing no-cost on-site screenings throughout the community. There are four Community Health Action Teams in operation across the county as well. In addition, Sarasota County Neighborhood Services incentivizes neighbors to work together towards health goals via its Neighborhood Challenge. According to the AARP Livability Index, Sarasota County’s rate of 34.9 preventable hospitalizations per 1,000 patients demonstrates more effective primary care and healthcare utilization compared to the national average.

There are 57 certified home care agencies, 56 homemaker services, 6 hospitals, 3 adult day care facilities, 9 adult care homes, 76 Assisted Living Facilities and 31 nursing homes licensed for operation in the county. Specialized care and programming specific to aging issues include cognitive and mental health expertise via: Coastal Behavioral Health, the Alzheimer’s Association of the Gulf Coast, the Florida Department of Elder Affairs, Roskamp Institute, Sarasota Memorial Health Care System which is a designated NICHE provider— representing expertise in the care of older adults and Doctor’s Hospital Serenity Place which offers a 16 bed inpatient unit specializing in Geriatric Mental Health, The Friendship Centers operates Health Clinics in north and south county.

The Florida Department of Elder Affairs deployed the Dementia Care and Cure Initiative in Sarasota in 2017. The Pines of Sarasota also provides expert training in dementia care.

Caregiver services are offered by a number of local organizations including Friendship Centers, the Memory Disorders Clinic at SMH, Jewish Children and Family Services and the Alzheimer’s Association. Palliative and end of life care is provided via Tidewell Hospice and home services are offered via Visiting Angels.

Supportive and innovative options to age in place include elder disaster preparedness via the Sarasota County COAD (Community Organizations in Aid for Disasters) and the Neighborhood Leader program as well as a number of e-sites specific to older adults and caregivers. Home-delivered services are expanding including Instacart now serving nine zip codes in greater Sarasota and UberEats also deployed in 2017. Organizations providing fall prevention education include: SMH, Pines, Tidewell and Friendship Centers. SCAN provides helpful information on home care concerns.

Sarasota County residents who report the importance of well-maintained hospitals and healthcare facilities.

<table>
<thead>
<tr>
<th>Non-Boomers Ages 70+</th>
<th>97%</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=489</td>
<td></td>
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<table>
<thead>
<tr>
<th>Boomers Ages 50-69</th>
<th>97%</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=338</td>
<td></td>
</tr>
</tbody>
</table>
Community Supports & Health Services
Ideas for Consideration

**Businesses and Nonprofits**
- Consider how products and services can support health, wellness and livability.
- Incentivize health promotion offerings to employees.
- Obtain proficiencies in serving aging persons including providing sensitivity training to employees for improved understanding of, communication with and accommodations for people who have health, cognitive, vision, hearing, mobility or other issues.
- Promote competent and dignified treatment across the continuum of life and care and throughout life transitions (e.g., retirement, caregiving, widowhood, end of life care) and circumstances (e.g., falls, disasters).
- Consider technology and innovative offerings in home-based services and outreach, delivery, etc.
- Demonstrate financial impacts of preventive services.

**Community members**
- Establish a neighborhood visitation program to run errands, do the shopping, etc. for homebound neighbors.
- Make meals for neighbors that can no longer cook.
- Assist friends in times of need (e.g., falls, health emergencies).
- Create a “village model” comprised of neighborhood networks that enable people to feel safer and more socially connected.

**Media**
- Utilize communication assets and social media to share information about resources to prevent falls, how to help elderly neighbors in a disaster and low cost and neighborhood-based ideas to support aging in community.
- Highlight stories of success in innovative home services and programs in the community and all sectors — business, nonprofits and government.

**Government**
- Support organizations that provide services and supports to age in community.
- Incentivize neighborhoods that help residents age in their homes.
Our goal is to enhance accessible, affordable and supportive options to age in the right place.

Background
Sarasota County residents report multiple supports and barriers to aging in place. For many of us, our current homes may be unable to meet our needs as we age. The availability of appropriate, affordable housing with a choice of styles and locations that incorporate adaptive or universal design features will be essential for many of us to continue living independently in our community. Many of us may also want to consider alternative living options such as shared and communal housing that are emerging throughout the country but are not yet widely available in our community.
“If accessible homes are more common, life will be easier as our needs change over time.”

Summary of Progress

There have been several efforts to enhance awareness of and access to universal design features in new and existing housing stock. According to the AARP Livability Index, 43.6% of homes in Sarasota County have zero step entry. To further support lifelong housing that meets changing needs and abilities across our life course, Sarasota County adopted a Voluntary Resolution for Builders on Universal Design and Visitability to increase the development of new universally-designed housing stock. Sarasota County and the Universal Design Coalition partnered to conduct two dozen sessions reaching nearly a thousand residents, builders and architects on the smart design principles that benefit living at home. The resolution received recognition by the Florida Chapter by the American Planning Association for the state’s inaugural Innovation in Age Planning Award. To further support accessible design considerations, the National Association of Home Builders reports seven persons trained as “Certified Aging in Place Specialists (CAPS)” in Sarasota County by the close of 2017.

Notable efforts to enhance awareness and access to safe, affordable and supportive living arrangements that meet changing needs with age include Sarasota County’s Comprehensive Plan which incorporated age-friendly/livability language. Sarasota County added nearly two dozen low income housing units for older adults between 2016 and 2017. FiveStarRated now serves our area and notes more than 30 home service companies that have been researched, rated and vetted for homeowners in the community. Angie’s List also provides verified reviews.

A dozen events regarding shared and co-housing options were held by Living in Community – leading to a dozen shared housing matches since 2016. To promote innovative considerations in livability emerging across the nation, Age-Friendly Sarasota sponsored two events; Dr. Rodney Harrell discussed the AARP Livability Index with more than a hundred leaders in housing, government and neighborhoods via multiple events and national author Beth Baker spoke to more than a hundred residents and leaders throughout the housing industry regarding housing models across the nation documented in her book “How to Create Community as we Age.” All Star Children’s Foundation broke ground on an Intergenerational Foster Care Housing project.

Living in Community Network and e-based home sharing sites via Silvernest and Nesterly also provide options for obtaining housemates. Information about housing options across the continuum of care are catalogued via multiple local providers such as Seniors Blue Book, Cornerstone Lifecare and SCAN, along with a growing number of e-sites including SeniorHousing, APlaceforMom and others.

Sarasota County residents who report the importance of well-maintained homes and properties and trustworthy contractors.

- **Boomers** Ages 50-69
  - n=338
  - 96%

- **Non-Boomers** Ages 70+
  - n=489
  - 88%
Businesses

- Consider how products and services can educate about and support universal design options and aging in place.
- Develop home-based services with attention to changing needs and livability in and outside of the home across a range of consumer socio-economic profiles.

Community members

- Plan for how to personally manage in one’s own home.
- Consider offering an available room to share with older peers or younger generations.
- Assist others in discussing and creating living options that help their neighbors and friends age in the right place.

Media

- Utilize communication assets and social media to share information about universal design, aging in place and housing options.
- Highlight stories of success in innovative home arrangements.

Government

- Incentivize builders and developers to create alternative and affordable housing vis-à-vis codes, zoning, permitting, etc.
- Promote universally designed housing stock.
- Consider ways to provide supports to augment community services that help residents age in place.

Nonprofits

- Address needs and preferences on home-based clientele.
- Consider allocation of funding of primary intervention (prevention) in addition to secondary intervention in response to needs.
- Help clientele plan for aging-in-place within continuum of care options.
- Create portal for home sharing and home assistance solutions.
- Identify potential for intergenerational housing opportunities with across generational age groups.
- Offer shared sites or integrated pre-school/school-age interactions.
Our goal is to enhance accessibility to public spaces and buildings.

Background

Sarasota County residents report many desirable outdoor spaces and appreciate the amenities of public areas as well; however, increased accessibility would better meet the desires of people with varying stages of abilities. We visit or encounter outdoor spaces and public buildings on a regular basis — things like parks, parking lots and shopping venues. When we experience these as safe and accessible, it encourages activities and involvement in community life. Accessibility involves removing barriers that limit opportunities for people with disabilities, including those of us who have age-related impairments that, for example, affect our walking and could prevent us from participating in social activities or accessing organizations and businesses.

Age-Friendly Outdoor Spaces & Buildings include availability of safe and accessible facilities for recreation, shopping and services, walkways, parking areas, public restrooms and public parks.
“People like to go out but unfortunately, a lot of places are not accessible; they don’t provide ramps and they don’t provide access to getting in and out of places that have steps.”

**Summary of Progress**

There have been several achievements that promote access to public parks, buildings and spaces for people of varying ages and abilities. According to the AARP Livability Index, 94.9% of people live within a half-mile of a park. In 2017, Sarasota County Public Works replaced 36,000 sq. feet of sidewalks and graded 14 miles of unpaved roadways to enhance mobility. Sarasota County also approved connection of the Legacy Trail to downtown Sarasota. Friends of the Legacy Trail tracked increased usage of the trail with more than 225,000 users in 2017 – which is 50,000 more than in 2014-2015. An Interlocal Agreement between Sarasota County Parks, Recreation and Natural Resources to share space across Sarasota County Schools was also created with four schools participating in 2017. Five Sarasota County libraries have meeting spaces equipped with hearing assistive devices with installation planned for two more libraries next year. SRQ International Airport hosts an escalator at reduced speed for mature travelers.

There have also been multiple efforts to promote “senior-friendly” park design and open space features that benefit people of all ages. A Master Parks Plan process was conducted by Sarasota County Parks, Recreation and Historical Resources that solicited the input of thousands of residents in 2015-2016. Accessibility improvements to our parks include adding nearly three dozen parking spots to Turtle Beach in 2017, and more rest rooms and a roofed pavilion to Bayfront Park. Sarasota County completed the Siesta Beach Improvement Project in 2016 and deployed 400 sq. feet of the Mobimat to enhance beach accessibility.

Increased choices of activities at the parks include Bayfront’s technology hub, multipurpose path and multiple game courts.

As an aesthetic point of pride, Siesta Key was rated #1 Beach in the U.S. and #5 in the world by TripAdvisor in 2017. The seasonal Surrey Ride at Legacy Trail began in 2016 to enhance accessibility for people with mobility-challenges and an EZ launch for kayaks at Myakka River Park and Turtle Beach also began in 2017.

Partnerships to enhance offerings at our parks include: Sarasota County Libraries and Historical Resources, which help support ten Little Free Libraries; the Sarasota County Department of Health, which created nine Pathways to Health Walking and Wellness Loops in 2016; and the Sarasota County UF IFAS Extension which manages more than a half dozen Community Gardens in 2017. The five Friends of the Sarasota County Parks’ (FOSCP) chapters provided more than 2,000 volunteers and over 30,000 volunteer hours in 2017, nearly three times the amounts of 2015. The FOSCP also helped conduct a Shade is Good Campaign. Age-Friendly Sarasota conducted state of the art training on all-ages friendly park features to all park staff across Sarasota County.

Sarasota County residents who report the importance of sidewalks in good condition.

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Boomers</td>
<td>97%</td>
</tr>
<tr>
<td>Boomers</td>
<td>97%</td>
</tr>
<tr>
<td>Ages 70+</td>
<td>n=489</td>
</tr>
<tr>
<td>Ages 50-69</td>
<td>n=338</td>
</tr>
</tbody>
</table>
Outdoor Spaces & Buildings
Ideas for Consideration

Businesses and Nonprofits
♦ Create barrier-free physical environments from point of access to building (e.g., entrances, waiting rooms) and throughout the customer/client experience (e.g., wheelchair accommodations).
♦ Provide well-maintained, adequately-sized and universally designed restrooms to meet comfort needs of people and their caregivers.
♦ Provide assistance and resources that accommodate physical and sensory needs (e.g., visual and hearing assistance).
♦ Have adequate lighting at entrances and exits.
♦ Have non-slip flooring throughout.
♦ Provide adequate parking spaces to accommodate persons using mobility devices.
♦ Promote /provide areas for fitness and intergenerational activities for children, youth and all adult ages.

Community members
♦ Provide helpful and courteous feedback to government, business and organizations to provide adequate accommodations that meet changing mobility and sensory needs (e.g., vision, hearing).
♦ Advocate for friends and neighbors who are experiencing limitations in outdoor activities due to environmental barriers.

Media
♦ Utilize communication assets and social media to share information about accessible physical and user-friendly environments.
♦ Highlight stories of no/low cost, helpful accommodations.

Government
♦ Conduct age-friendly facility audit of public buildings and facilities.
♦ Adopt age-friendly planning considerations for public venues, events and activities.
♦ Incorporate senior-friendly / all-ages friendly design features in all outdoor spaces.
Our goal is to enhance awareness and respectful interactions to support full participation in community life.

Background
Sarasota County residents report varied experiences pertaining to respectful interactions among persons, groups and sectors throughout the community. We know community attitudes that demonstrate respect for aging persons and recognize the important role that older adults play in society are critical factors for an age-friendly community. Age-friendly communities foster positive images of aging and intergenerational understanding to challenge negative attitudes. Because we live in a culture that has stigmatized aging, and we have all internalized these negative perceptions ourselves, we can all do better demonstrating respect and inclusion for all persons throughout our community.

Age-Friendly Respect & Social Inclusion includes access to an environment that encourages reverent treatment and interaction, intergenerational activities and involvement by residents of all ages, abilities and incomes.
Summary of Progress

There have been several efforts that promote awareness of the positive aspects and contributions of age including the Disrupt Aging Tour coordinated by the Ringling Institute for Life Long Learning. Age-Friendly Sarasota participated in the promotion of a play with Florida Studio Theatre that addressed the experience of aging. Sarasota County Schools continue to promote recognition of volunteers at all ages via the TeamUP Volunteer and Partnership Council.

Ongoing efforts to promote awareness about changes in aging and protection against vulnerabilities include ongoing training by Seniors and Law Enforcement Together (SALT), participating in 20 events in 2017 and other efforts to prevent abuse include education via the Center for Cyber Safety and Education, the Safe and Secure Online program for seniors, and the outreach training conducted to prevent elder abuse via the Florida Department of Elder Affairs. A Task Force to implement the Florida Department of Elder Affairs’ Dementia Care and Cure Initiative was implemented in 2017 which convened multiple senior providers and others experienced with dementia to train the broader community of businesses and organizations to better serve persons with cognitive disorders.

Efforts to promote access to participation for people with varying stages of abilities and financial means include Sarasota County public transportation which provides reduced fares for persons age 60 and older, and free travel for persons age 80 plus. Other organizations providing free and discounted services to Sarasota County residents include: Good Samaritan Pharmacy, Gulfcoast Legal Services, and others noted on the Senior Citizen Discount List.

Opportunities for intergenerational interaction and dialogue include the Multicultural Health Institute’s Positive Aging and Wellbeing series. Sarasota County’s Annual Citizen Opinion Survey and representation and advocacy via the Seniors Advisory Council which provides input to the Board of County Commissioners and the Human Services Advisory Council which serves as a conduit for input on funded programming.

“We shouldn’t just consider what the older generation thinks; it ought to be a community of concern that goes in all directions, intergenerationally.”

96% 95%
$
$Boomers
Ages 50-69
n=338

$Non-Boomers
Ages 70+
n=489

Sarasota County residents who report the importance of respectful, helpful hospital and clinical staff.
Respect & Social Inclusion
Ideas for Consideration

Businesses and Nonprofits
♦ Provide sensitivity training to employees for improved understanding of, communication with and accommodations for people who have health, cognitive, vision, hearing, mobility or other issues.
♦ Provide greeters to offer functional assistance such as reaching items or reading menus.
♦ Price services with attention to diverse socio-economic consumer profiles (e.g., using senior discounts or a sliding scale).
♦ Include range/diversity of “aging” in marketing.
♦ Advertise/participate in media that targets older adults.
♦ Offer products and services tailored to older adult profiles (e.g., creating smaller portions, providing larger print).
♦ Consider alternative shopping options such as shop by phone, online ordering and home delivery.
♦ Invite input/feedback from older consumers and clientele.
♦ Improve access to and throughout buildings.
♦ Have adequate, accessible bathroom facilities.

Community members
♦ Check on neighbors and help in any way.
♦ Invite aged neighbor to family events and promote awareness of others among children.

Media
♦ Utilize communication assets and social media to share information about no and low cost senior-friendly design features.
♦ Highlight success stories that show better ways to serve older clientele and the benefits that are relevant to all ages.

Government
♦ Provide sensitivity training to employees for improved understanding of, communication with and accommodations for people who have health, cognitive, vision, hearing, mobility, or other issues.
♦ Consider ways to promote wayfinding assistance in physical structures and to promote user-friendly phones and websites.
♦ Provide well-advertised decision-making opportunities.
♦ Solicit input and feedback on services, programs and policies.
Social Participation

Our goal is to foster engagement in social participation across a wide range of activities.

Background

Sarasota County residents report a wide variety of activities across an eclectic range of areas and interests (i.e., fitness, recreational, lifelong learning, etc.), though efforts to support participation and accessibility are desired. We know that interacting with family and friends is an important part of positive mental health and, for many, the reason for living. Social participation involves both interacting with others and the extent to which our community makes such interaction possible. While many of us lead very active social lives, we want to be sure as a community to enhance social participation via a wide variety of activities for people of all abilities and financial circumstances.
Summary of Progress

There have been continuous efforts to enhance awareness of and access to leisure, recreational, cultural and educational opportunities. According to the AARP Livability Index, Sarasota County has .2 performing arts companies, museums, concert venues, sports stadiums and movie theaters per 10,000 persons which is higher than the national average. Sarasota County Libraries and Historical Resources offer nine locations across the county that provided nearly 2,000 activities for adults in 2017. Sarasota County Parks, Recreation and Natural Resources hosts 160 parks, 23 natural areas and 35 sites offering a wide variety of activities. Sarasota County Adult & Community Education offers hundreds of courses annually and the SunCoast Alliance for Lifelong Learning aligned partnerships among more than a dozen organizations to increase visibility and access to opportunities throughout the region in 2015. Beyond the county offerings, a variety of organizations provide hundreds of programmatic offerings including: YMCA, Friendship Centers, Paradise Center and over 200 participating organizations with the Arts & Cultural Alliance of Sarasota.

Many of the aforementioned programs include increased activities focused on health promotion and wellbeing for seniors. In addition, a range of outreach programs are offered via the Florida Department of Health in Sarasota County and four area Community Health Action Teams.

Sarasota County is home to ample and growing numbers of clubs and affiliations that embed opportunities for people to “connect” others to activities.

Sarasota County libraries provide a unique Human Library experience for connection and the Sarasota Newcomers Club is designed to welcome and orient persons new to the area. Participation to enable ongoing participation. Sarasota County libraries offer a range of

Many programs accommodate activities for adaptive options including large print books, low vision computers, and audio books, reporting 920 residents accessed over 10,000 items via books by mail in 2017. Sarasota County parks provide a mobility mat at Siesta Key for beach access as well as senior-friendly outdoor equipment, a guide to paved trails, and a range of activities that are adapted to changing abilities.

Sarasota County has also benefited from an increase in intergenerational programming including the onsite day care at The Pines of Sarasota, unique intergenerational coursework via Ringling College, and innovative programming that matches high school students at Jacaranda Trace, as well as Sarasolo performing arts opportunities.

Notable efforts to enhance intergenerational

Sarasota County residents who report the importance of accurate and widely publicized information about social activities.

93% 92%
Boomers Ages 50-69 n=338
Non-Boomers Ages 70+ n=489
Social Participation
Ideas for Consideration

Businesses and Nonprofits
- Provide well-publicized activities.
- Offer affordable and conveniently located activities.
- Consider “sliding scale” (based on ability to pay) or senior discounts.
- Offer activities that promote health and well-being.
- Provide “personal connectors” to welcome and orient new clientele/customers.
- Provide activities with attention to changing abilities (e.g., physical, cognitive).
- Promote intentional intergenerational activities.

Community members
- Invite friends and family members to join in activities.
- Consider neighborhood or small group “outreach” to single and widowed persons and to people new to an area or service.
- Offer to provide transportation to activities.

Media
- Utilize communication assets and social media to share information about social activities.
- Highlight stories that are associated with positive benefits and wellbeing.

Government
- Consider ways to introduce and connect residents to activities sponsored by government.
- Provide and publicize health promotional activities in relevant departments.
- Offer activities that can be performed by people across a range of abilities (e.g., having a physical, cognitive, visual, auditory, or mobility limitation).
- Promote intentional intergenerational activities.
Our goal is to enhance safe, accessible and affordable transportation and multi-mobility options.

Background
Sarasota County residents report a wide variety of issues pertaining to transportation and mobility including the importance of and transitioning from driving, features that impact older drivers and pedestrians, alternative modes of transportation and the importance of public transportation along with varied experiences and perspectives about the accessibility and reliability of Sarasota County Area Transit (SCAT) for all users and SCAT Plus service for disabled users. The condition and design of transportation-related infrastructure such as signage, traffic lights and sidewalks affects our personal mobility. Access to reliable, affordable public transit and other travel options may become increasingly important for many of us when driving becomes too stressful or challenging.

Age-Friendly Transportation includes safe and affordable services to meet travel needs and desires, specialized assistance, pedestrian and cycling, roadway design and signage and options after transitioning from driving.
“People want to be able to live their lives their way, in the location that they want — but to allow people to continue living like this, transportation is everything.”

Summary of Progress

There have been numerous efforts to promote safe mobility for pedestrians, cyclists, drivers and transit users of all ages and abilities. The Florida Department of Transportation Coalition for Safe Mobility began benchmarking county level data to track the proportion of older adults involved in pedestrian, cycling and driver accidents. In 2016, Sarasota County created SeeClickFix to electronically report issues impacting mobility and in 2017, also created a multi-mobility phone application for quick access to transit lines, stops, bike lanes and sidewalks. In 2017, Sarasota County Public Works replaced 36,000 sq. feet of sidewalks and graded 14 miles of unpaved roadways to enhance mobility. In response to the 2017 Dangerous by Design Report which identified Sarasota/Bradenton as the nation’s tenth most unsafe location for pedestrian injuries and fatalities, the Sarasota/Manatee Metropolitan Planning Organization adopted a resolution to reduce pedestrian fatalities and also planned to conduct safety audits of the county’s top ten unsafe sites. To enhance safe cycling, Sarasota County Area Transit added bike fix stations and promoted safety awareness via LED clips. In 2017, Sarasota County Area Transit (SCAT) created a free open air circulator at Siesta Key, and a new transfer Station at UTC mall. In addition, SCAT constructed 30 new bus shelters in 2016 and another 16 in 2017 as well as added two more wheelchair ramp accessible buses to their existing capacity. According to the AARP Livability Index, 100% of transit stops and vehicles are ADA (Americans with Disability Act) compliant which promotes accessibility for people of varying abilities.

Efforts to promote awareness of road user safety, changing abilities and transitioning for driving via prevention and intervention include the deployment of four Car Fit events to help people optimize their driving abilities and a Safety is Golden event held by the FDOT Coalition for Safe Mobility to provide education and options after transitioning from driving.

Multiple efforts to promote awareness, planning and usage of innovative transportation options to meet travel needs and preferences include the implementation of a six-vehicle i-Ride as a free on-demand transportation service by the City of Sarasota. iTN SunCoast provided 764 Road Scholar rides for persons of low income — an 800% increase from 2015. To promote mobility outside of the home, Mobility 101 held 16 events reaching 6,285 people about scooters and other mobility assistive devices. In addition to iTN Suncoast, e-based riderships via Uber, Lyft and SeniorsontheGo began servicing the community along with an increase in home delivery options such as Uber Eats and other home shopping supports serving Publix and other popular sites.

Sarasota County residents who report the importance of well-lit, safe streets and intersections.

- Boomers Ages 50-69
  - 97% (n=338)
- Non-Boomers Ages 70+
  - 97% (n=489)
Transportation
Ideas for Consideration

Businesses and Nonprofits
- Collaborate with car dealerships, AAA, occupational therapists and AARP for CarFit Program events provided to the public or car dealership staff.
- Identify a role in educating public on usage, changing abilities with age, and relevant laws if interacting with persons pertaining to mobility (e.g., cars, driving, bicycling).
- Strive for equipment features that promote driver safety for persons with sensory (e.g., vision, hearing) and mobility issues.
- Engage and organize efforts for AmericaWalks.org.
- Consider partnering with ride-sharing services like Uber and Lyft for transportation to services and programs.
- Offer services via multiple and innovative delivery such as e-access, video streaming and home delivery outreach.
- Promote multiple modes of access.

Community members
- Offer a ride to someone needing to get to an appointment or activity.
- Advocate for expanded public transportation services
- Engage and organize efforts for programs such as AARP Walkability Audit to assess neighborhood streets, intersections and sidewalks; driver behavior; signage; safety; comfort; and appeal.
- Honestly appraise personal driving abilities and changes with aging, including medication use which interfere with driving abilities.
- Reflect on attitudes toward older drivers and engage in constructive dialogues to discuss issues pertaining to ageist beliefs and behaviors.

Media
- Utilize communication assets and social media to educate public on driving abilities, transportation options and benefits of walking and biking.
- Facilitate conversations on ageism and driving.

Government
- Investigate and remedy street, sidewalk and intersection safety.
- Educate public about Department of Motor Vehicles & Highway Safety (DMVHS) laws and processes.
- Adapt site-appropriate sidewalk design in high-use areas; connectivity to amenities where people live, work and play; adequate width; setback from drivers and driveways; and public maintenance..
Navigating the Appendix

The following tables detail progress towards the Goals, Objectives and Strategies across the eight domains that were identified in the Age-Friendly Sarasota County Action Plan. Most strategies have a Sarasota County lead, but many businesses, nonprofits and community groups are also participating to advance our community. In addition, a growing number of e-based organizations and businesses serve the community as well. There are also a number of activities taking place, other than the strategies listed below, that are helping to fulfill our overarching goal to make Sarasota the best possible age-friendly community that we can be. As a dynamic work in progress, please let us know about your efforts so we can update our collective accomplishments.

Throughout the calendar year 2019, we will continue to listen to Sarasota County residents. We have even expanded our focus to meet the collective aspirations of all citizens in our age-friendly journey and we invite people of all ages to share their input - thoughts and actions - that advance Sarasota County as a Community for all ages.

As we work together over the next two years to continue to make progress on each of these strategies, not every single one of them will get to green by 2020. Some have much longer horizons than five years to complete and others face unique barriers and hurdles. If there is a particular strategy that you are interested in helping work on to get it to green, let Age-Friendly Sarasota know.

NOTE: Actions / Outputs / Outcomes section denotes both extant activities relevant to the goals/objectives as well as measurable progress that was achieved since Age-Friendly Sarasota launched in 2015. If available, content is represented by year (i.e. 2015, 2016, 2017) in which data was “readily” available via a variety of outreach and data collection approaches. To the extent possible and unless otherwise noted, data by calendar year are presented (i.e. January 1st – December 31st). Some data sources are not verified by year end (2017) however and will be captured in a subsequent report. See color-coded Partner and Progress Key in footer throughout for more information:

To connect with us: visit our Website, Twitter, Facebook; email us at info@agefriendlysarasota.org or call us at (941) 444-OAGE (0243)