

Meeting Summary: Age Wave **Business for Life Action Team**

March 7, 2017 @ 8:30am-9:30am

Genworth Financial

6620 West Broad, Building 2, Richmond, VA 23230

Facilitator: Beth Ludden

Business for Life Action Team

Facilitator: *Beth Ludden, SVP LTC Product Development, Genworth Financial*

Notes: *Stephanie Scott*

Objective: *Identify existing businesses, communities and groups who are age-friendly, explore models and educate members of the business community of opportunities afforded by becoming age-friendly. This Action Team will develop a marketing strategy to engage the business community in opportunities to invest in older workers and older patrons.*

Pitch Event Update – Beth Ludden

Six pitchers are scheduled for next week's Pitch Event on Wednesday, March 15th.

Henry asked: What is the vetting process for the pitchers? Katherine responded they had to meet the following criteria: not previously pitched, products geared toward older adults and a higher preference is given to people that already have investments established.

Do we need Internet? Beth can start working on getting access and will request generic access so everyone can use. In addition, Beth needs the attendee list for security. Katherine will provide and she will also provide the judges and pitchers with directions (she will work with Beth using 'google earth'). Karen will check on signage and Beth will have catering delivered for the event.

The Pitch even will be featured in VCU Gerontology weekly events as well as sending announcements out to local networks. Suggestion made that we should advertise in Biz Sense, Richmond Times, Style Weekly and Boomers Magazine.

We will be accepting people who would like to pay at the door. Katherine will send out a discount link for 'Business and Life' family and friends to share with their networks. Should we invite people who participated in focus group? Also, should we include graduate students who participated in the focus group?

There will be a check-in table and Henry and Mary Katherine will arrive at 5:15 p.m. to man the table. Karen will be showing a slide show prior to the event starting.

A question was presented: Can we bring in previous pitch participants? If so, they need to have made progress or made changes based on the feedback they received. Perhaps we should have an informal get together for building networks such as a pitch event reunion. Participants can share learnings as well as further feedback can be provided for those that did not win. Could build this into the November event and could have food, booths, and networking. At the last pitch event, there were a lot of good ideas and pitchers. Last year's winner was Daniel who used music to make an impact on people.

Karen advised for this year's pitch event the winner will receive \$250 and the audience pick winner will receive \$100. The audience pick will be using paper ballots to vote instead of technology to prevent potential fraud. Next year we need to clarify the rules on audience voting with participants prior to the event. Katherine will be completing agenda & will send out.

Focus Group Update

Students' reporting is due to the professor by the end of this month, there should be a quick turnaround.

Transportation Event

The May transportation event has the goal of bringing people up to speed on the transportation picture in the region. Not everyone has a complete and accurate picture of the opportunities and current status. Currently looking at entrepreneur age related transportation opportunities. Do we want to open transportation to include mobility? Need to look at non-profit participation. An example is Meals on Wheels because transportation may not be needed due to meals being delivered. Is the focus on awareness of ways we are trying to tackle transportation issues or are we trying to obtain ideas?

Ken shared that the Neighborhood Action Team is currently looking at models of volunteer driving programs. There are issues of liability and recruiting volunteers. However, the MCEF volunteer transportation program in Mechanicsville focuses on certain type of trips, serves only certain zip codes and utilizes transportation for medical appointments. The goal is to insure service don't exceed demand. The faith community serves one part of mobility service. It will take a combination plan for people who are unable to drive, use public transit, educating on choices, volunteer driving. Currently utilizing Senior Connections in this process.

Senior Connections transportation Forum is on April 25th. Karen will send information to the team. The goal is to determine what the public would like to address for transportation issues. Soliciting input on existing resources, gaps to fill, how can we work together and better coordinated services? The initial input session will be to design and coordinate the program.

Income plays a role in what resources people have and the current focus is on servicing low income. SURREY Services uses a smart phone app for older people to find the most suitable transportation. The goal is to expand capacity of App to include other types of drivers. Public transportation is in various points of accepting and using technology resources such as apps. GRTC for example is looking into this but there are financial concerns. GRTC current services utilize technology, however, the care customers still have to call in for a ride. Technology would enable care consumers or care giver request ride electronically. Places need staff, hardware, and funding to implement. It is very important to have county participation when planning.

GRTC is using technology - for example at bus stop can look at App and see when bus is arriving. Also, GRTC has a program called: Travel Training where a representative from GRTC will ride with you and help you learn system. They also offer many forms of paying options for example monthly pass and pay online. They are in the process of implementing a new transit network plan with the goal of trying to make traveling more efficient as well as cut down on duration of rides. For example they are cutting the average stop from 1 block to 3 blocks. Also, the new plan is looking to extend services to outer areas.

Another challenge is the professional care work force and providing transportation for people who provide care. The faith community has really stepped up getting workers to jobs that are in the outlying areas. Greatest concentration of older people will be in the out lining areas - 30% and 1 in 10 older adults

will need some type of services. Developers starting to build walkable communities however there is still need for transportation to medical appointments. Joe talked about a new community in Chesterfield-planning that was not approved. There will need to be a combination of services to complement each other to fill in the gaps for people.

Next Meetings & Events

Wrap up Pitch Event & Solidify Transportation Event

Tuesday, March 28, 2017

8:30 – 9:30 a.m.

ATTENDEES

Name	Organization Affiliation
Erica Flynt	Genworth Financial
Jennifer Inker	VCU Department of Gerontology
Karen Mosler	Greater Richmond Age Wave Coalition
E. Ayn Wellerford	VCU Department of Gerontology
Stephanie Scott	Greater Richmond Age Wave Coalition
Amy Bodman	Circle Center Adult Day Services
Catherine MacDonald	Greater Richmond Age Wave Coalition
Amy King	Community Representative
Henry Simmons	Community Representative
Carolyn Palmerford	Senior Center of Greater Richmond
Patty Wilkerson	Community Representative
Colleen Wilhelm	Consultant
Melissa Gerstelmaier	Family LifeLine
Linda Rubin	Senior Connections
Rachel Shelton	Slave & Holmes Architecture
Ken Lantz (phone)	Richmond Regional Planning District Commission
Mary Catherine Kolbert	Bon Secours Richmond Health System
Joseph Brisby	SCORE
Noel Van Aartrijk	Good Run Research & Recreation
...	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
ABSENT	Adaptive Home Environments, LLC