



## Greater Richmond Age Wave GeroTrifecta Work Group

April 30, 2014 @ 3:00pm – 4:30pm

AARP, 707 E. Main Street, Suite 910, Richmond, VA 23219

### INTRODUCTION

Senior Connection, The Capital Area Agency on Aging and Virginia Commonwealth University Department of Gerontology are joint managing partners the Greater Richmond Regional Plan for Age Wave Readiness which is a regional coalition comprised of hundreds of stakeholders from various sectors of government, nonprofit, academic, business, and philanthropic community. The GeroTrifecta Work Group represents a new phase of implementation of the Age Wave Readiness Plan through project-based deliverables, building on national best practices and successful community partnership and regional assets.

### GeroTrifecta Work Group

**Facilitator:** James Brooks, AARP, Virginia Associate Director

**Notes:** Carolyn Comerford, Senior Connections, The Capital Area Agency on Aging and Age Wave Coalition

**Objective:** *The GeroTrifecta is a university and community partnership which will utilize students and alumni to perform community canvassing (via walkability audits), conduct pre-emptive interventions in care and engagement and build on existing initiatives. This Work Group will create a grassroots advocacy network comprised of students, seniors and local community leaders that canvass communities.*

### Guiding Ideas

- Reinforce the concept that "age-friendly" is beneficial to people in all stages of life
- Language needs to be open to reinforce concept of all-ages
- AARP and volunteers can assist in recruiting senior community members to work with GeroTrifecta as representatives and team members

### Student Involvement and Intergenerational Teams *(prior meeting 3/20/2014)*

- Intergenerational contact will be facilitated by university and by joining alumni and current students
- Intergenerational contact naturally occurs when people come together around common interests
  - VCU Gerontology student participation and students in a summer Allied Health course: *CommUNITY Organizing: Learning how YOU can advocate and implement a collaborative regional Plan for Age Wave Readiness*, open to all VCU students, graduate and undergraduate.
  - Students will conduct research and assist in laying a foundation of GeroTrifecta Work Group's efforts and Active Aging Week pilot launch.
  - Inclusion of students from as many academic environments/institutions as possible
    - J. Sergeant Reynolds (Harvey Chambers)
    - Virginia Theological Seminary (Senior Connections)
    - Virginia Union University
    - VMFA's university connections: Virginia State University, John Tyler Community College, University of Richmond, Richard Bland Community College
  - Arrange for students of all ages to participate in Project: HOMES and/or Rebuilding Together to promote awareness and intergenerational contact
  - Teams will follow through, creating intergenerational infrastructure that will carry on



- VMFA program for creativity and team building is willing to work with team students
- Teams need to be trained on advocacy, information sharing and data collecting (via survey/questionnaire) and not be discouraged by rejections
- Consider including a prominent member of the community in each team to foster disclosure
- Student participation should be in teams working in communities that they live near

### **Access to the Arts** *(prior meeting 3/20/2014)*

- Gerotrifecta represents a means to foster access to the arts by bringing the arts into a community
- Consider role of the arts to improved quality of life and developing broader engagement opportunities with the arts community
  - Relevance of transportation, accessibility and livability considering proximity to arts
  - Environmental design as aesthetic (both physical and visual)
- Consider providing tickets to performing arts events (ballet, symphony, more) to community members who would benefit but have difficulty accessing these events
- Partnerships based on community generated insights
- Richmond Council on Aging is developing a senior matinee program with the Richmond Ballet

### **Developing the Pilot** *(prior meeting 3/20/2014)*

- Build, create and partner: align with current strengths and facilitate natural partnerships
- A pilot will provide the opportunity to create a success we can build upon and learn from
- Teams and pilot program will collaborate in data gathering and informing next steps
- Pilot program will be based on data/information from City of Richmond, Partnerships for Smarter Growth and other collaborative partners
- Additional community partners and/or individuals can later be identified to be a part of a team
- Consider a virtual community component of program which would foster intergenerational contact
- Pilot will emphasize and build upon transportation, a currently energetic community component

### **Building Upon the RVA Rapid Transit Program** *(prior meeting 3/20/2014)*

- Synergize with transit, a community identified need and currently energetic area of community programming
- Focus on centrally acknowledged need for a mass transit system
- Seniors in outlying areas could be isolated from resources and programming due to lack of transit
- Mass transit use facilitates community engagement by getting individuals out into the community
- Assisted living communities are frequently located in outlying communities with no transportation. This is a gerontology workforce development concern because of inaccessibility.
- GRTC and Virginia Department of Rail and Public Transit are initiating a regional public transportation study
- Currently about 1,000 supporters saying they support community transportation and engaging in grassroots advocacy.
- Planning transit routes for Broad Street, Hull Street Road, Route 1 and Midlothian Turnpike



## The Meeting 4/30/14

James Brooks introduced and welcomed Work Group member and asked Sara Link to report on activities of the Age Wave and work groups:

- [Partnership for Smarter Growth \(PSG\) hosted a Livable Communities](#) Forum on 4/15/14 at Odell, Power Plant at Lucky Strike with guest speakers from organizations such as: The Virginia Center for Architecture and Department for Aging and Rehabilitative Services. Greater Richmond Age Wave was a supporting partner. VCA has various resources available with [Livable Communities for Virginia guide with American Architects' 10 Principles](#) , rotating exhibit, and [walk score](#). PSG will host several walk and talk series across the community that can help inform GeroTrifecta and efforts moving forward.
- Age Wave Coalition applied for a grant from Retirement Research Foundation to support GeroTrifecta activities and thanked community partners for their letters of support including: AARP, DARS, Partnership for Smarter Growth, and City of Richmond.
- VCU summer course called *CommUNITY Organizing: Learning how YOU can advocate and implement a collaborative regional Plan for Age Wave Readiness* is 500 level course offered through Department of Gerontology. Course is open to undergraduate and graduate students and will focus on GeroTrifecta and community canvassing efforts. The course is co-taught by Jay White and Sara Link and will include guest speaker engagement(s) from James Brooks, AARP, and other community partner. Participants will receive iPads for use in community canvassing, create projects that support GeroTrifecta Work Group in potential pilot sites and identify teams that will include students, volunteers and community leaders to be on the front line of the work developing evaluation tools / data collection for Age Wave and GeroTrifecta neighborhood based project.
- GeroTrifecta project will be a partnership between students, seniors and community leaders utilizing education and grassroots advocacy networks to canvas regional communities, starting with identified target communities.
- Age Wave Leadership Committee meeting will be held on Friday, June 27 in Chesterfield County; other county officials (across PD 15) will be invited to learn about Chesterfield's progress developing a county plan and key programs that support older adults. This meeting will also be a forum to update Leadership Committee on progress in four Work Group areas (GeroTrifecta, Scorecard, Toolkit, Age-Friendly Business).

## Criteria for Community Selection

Members reviewed and outlined criteria and common factors to evaluate Age-Friendly communities based on a matrix developed for the Age-Friendly Business work group. These identified factors were:

1. **Identified Leader** commitment and involvement
2. **Grassroots Support** from a community (invitation to work in their community)
3. Residents represent **Diversity of Age, Culture, Race and Socio-Economic Factors** (30% Seniors)
4. **Student Friendly**
5. Identified **Learning Opportunities**
6. Identified **Volunteer Opportunities**
7. Mix of above factors that make it a clear- **Achievable Win**

## Applying Criteria to Selected Communities and Beyond

### WOODLAKE

[Woodlake](#) is located in west, central Chesterfield County on State Route 360. It is an established residential community with a strong community association. Positive factors for selection include:

- Strong community association and identified community leader with an age-friendly vision



- Julie Joyner, a VCU graduate, has a strong background in urban planning
- Woodlake demonstrates sense of community
- Identified population of seniors, aging in place, sharing needs with an intergenerational community
- Active local church, Spring Run Church, open to community functions
- Access and walkability needs
- Woodlake is large community, but has subsection that could be used for sample canvassing
- Community has a limited mix of housing (townhomes and homes) and may not have a strong socio-economic mix. (more information may be needed to make determination)
- Mix of community activities and enhancement of natural amenities and waterfront access/walking trails
- Adjacent to businesses and commercial areas on Route 360 with identified poor walking or public transport access from the community
- Classic established suburban neighborhood in the county

## EAST END

After a review of the communities within the EAST END, members felt [Jefferson Park neighborhood](#) would meet criteria for an initial canvassing project.

- Jefferson Park ([Union Hill](#)) has diversity in race, age, culture and socio-economic factors
- St. Peter's is a community oriented church
- Peter Paul Development Center holds a range of activities for children and houses the Senior Center of Greater Richmond, EAST.
- Dr. [Cynthia Newbille](#) is City Council representative for the area and has an office in the community.
- The Senior Advocate for the City of Richmond, Yvette Jones, also has an office in the community
- Albert Walker is a leader behind a community health initiative and is active in Mosby and [Creighton Court projects](#)
- [Don Coleman](#), another key leader in the area
- [Bon Secours Richmond Community Hospital and Health system](#) is located in the community
- [John Accordino](#), professor in VCU's Wilder School, has done some economic and revitalization studies in area
- Housing Associations and Tenant Associations are active within the community
- [Church Hill Association](#) is nearby
- The [East District Family Resource Center](#) with Brandy Daniels was started by Dr. Newville.
- The City of Richmond is very active in this area with application apps and tools available that could be of help to a GeroTrifecta project
- Ben Campbell is an influential pastor at [Richmond Hill](#)
- [Promise Neighborhoods](#) are in this area

## OTHER NEIGHBORHOODS

Other neighborhoods we may want to start cultivating to develop needed relationships and identify criteria as we move forward include:

- **MUSEUM VILLAGE**



- **FAN VILLAGE**
- **FOREST HILL AVENUE**
- **ASHLAND**
- **BRYD PARK**
- **OAK GROVE** (South Richmond, off Jefferson Davis Hwy.)

## **SOME NEXT STEPS**

At our next meeting we will review information gathered for neighborhood selection criteria (matrix) and focus on developing our model including:

- Teams (individuals selected)
- Plan (components to move work forward)
- Methodology (data collection process, trainings, evaluation tools, etc.)

## **NEXT MEETING**

**Tuesday, May 27 @ 3:00-4:30pm at AARP VA Office, 707 E. Main Street, Suite 910, RVA**

## **FOLLOW UP RESOURCES**

AARP Livable Communities e-Newsletter is published each month. Issues contain a mix of new research, best practices, community resources and information about Livable Communities efforts from around the country and world. Sign up at <http://www.aarp.org/livable-communities/livable-community-news-alerts/>

AARP release a study called [Dangerous by Design](http://states.aarp.org/dangerous-by-design/). Richmond ranks 19<sup>th</sup> in pedestrian danger and deaths among major metropolitan areas: <http://states.aarp.org/dangerous-by-design/>

## **RELATED UPCOMING EVENTS**

**Friday, September 26 @ 3:00-5:30pm** at [HealthSouth Rehabilitation Hospital](#) Age Wave Coalition *Active Aging Week Celebration* and annual report release party. Featuring music, refreshments, artwork, installations, *Let's Get Livable* dance and display tables with updates from Work Group areas and successful program and planning models to share.



## ATTENDEES

Name	Organization Affiliation
James Brooks	AARP
Carolyn Comerford	Senior Connections, The Capital Area Agency on Aging
Lynn Ivey, III	HomeKeepers
KiYonna Brown	Arthritis Foundation
Ken Lantz	Richmond Regional Planning District Commission
Sara Link	Greater Richmond Age Wave Coalition
Amy Marschean	Department of Aging and Rehabilitative Services (DARS)
Andrew Terry	Associate Pastor, Richmond Hill
Celeste Fetta	VMFA
Janie Walker	Associate Pastor, Richmond Hill
Ayn Welleford	VCA Department of Gerontology
Adam Kennedy	Greater Richmond Aquatics Partnership (GRAP)
Sheryl Finucane	VCU Physical Therapy Department
Harvey Chambers	Seniors Helping Seniors