



59

INITIATIVES

Age-Friendly NYC



AGE-FRIENDLYNYC

The Office of the Mayor
The New York City Council
The New York Academy of Medicine



A PROGRESS REPORT

FALL 2013

There is one thing all New Yorkers have in common – we’re all getting older. The Census Bureau estimates that by 2030, the population age 65+ will be nearly double its 2010 size. Since Fall 2007, Age-friendly NYC has been working to address this trend and meet the challenges of growing older in New York City.

Mayor Bloomberg, the New York City Council, and the New York Academy of Medicine (NYAM) launched Age-friendly NYC as a means to foster opportunities for older New Yorkers to live healthier, more socially-connected, and more vibrant lives. A part of the World Health Organization’s Global Age-friendly Cities initiative, Age-friendly NYC began with a comprehensive assessment of the City’s age-friendliness so that it could then respond to the needs of its growing senior population.

Throughout 2008 and 2009, the City and NYAM engaged older New Yorkers, City agencies, and leaders from the private, nonprofit, and academic sectors to learn how the City could improve the quality of life of seniors. In response to their findings, the City announced 59 initiatives to make NYC more age-friendly in August 2009. The City’s initiatives focus on four key areas: **1.** Community & Civic Participation **2.** Housing **3.** Public Spaces & Transportation **4.** Health & Social Services

In 2011, the City published a report outlining its progress on each of the 59 initiatives. The following document provides an update on the status of these initiatives as of 2013. The City’s tremendous accomplishments would not be possible without the commitment of various City agencies responsible for creating and implementing so many of the Age-friendly programs, as well as the hard work and dedication of NYAM and the New York City Council.

Age-friendly NYC is a public/private partnership that includes not only government initiatives, but also multiple private and nonprofit initiatives. Some highlights include:

Innovative Senior Centers (ISCs): Throughout 2012 and 2013, the City transformed 10 senior centers into ISCs. ISCs provide enhanced programming, including robust wellness programs, additional access to health care services, arts and cultural programs, and new technological and volunteer opportunities. ISCs will work with individual center members to obtain baseline health information upon enrollment and will measure critical health outcomes over time.

Seniors Partnering with Artists Citywide (SPARC): SPARC places artists in residence at the City’s senior centers, where they provide arts programming to older adults. Currently, there are 50 artists working at 48 centers in a variety of media, including dance, theater, visual arts, music, photography, and writing.

Support of Naturally Occurring Retirement Communities (NORCs): A NORC is a community, comprised of a mixture of privately- and publicly-owned housing, where older residents are a substantial proportion of the households as a result of their aging-in-place. With \$5.6 million in funding, the City provides inter-disciplinary programs called Supportive Services Programs to the 28 NORCs in NYC. These programs include transportation and shopping services, social activities, connections to community and government resources, health promotion activities, and assistance with health care management.

Accessible Dispatch: After a 2 year pilot program, the City's Taxi and Limousine Commission (TLC) launched "Accessible Dispatch" in September 2012. Accessible Dispatch compensates drivers for their travel to a pickup location, so passengers pay only the metered taxi fare. In addition, TLC was recently authorized to increase the number of medallions for accessible taxicabs by 2000. All drivers of wheelchair accessible taxicabs are required to participate in the Accessible Dispatch program, which has completed over 18,000 trips since its launch.

Safe Streets for Seniors: Through its Safe Streets for Seniors initiative, the Department of Transportation (DOT) is implementing safety improvements in 25 areas identified as having an above-average rate of senior pedestrian fatalities and injuries. Typical improvements include: extending pedestrian crossing times at crosswalks, adding countdown clocks, altering curbs and sidewalks, restricting vehicle turns, and narrowing roadways. As of May 2013, DOT had finished implementing improvements in 17 of the 25 areas. Since the program began, senior pedestrian fatalities have decreased 21% citywide.

Falls Prevention: The NYC Falls Prevention Coalition focuses on advertising solutions to preventing falls among older adults. It includes partners from various sectors, including health care, social services, academia, advocacy, and the government. The Coalition has developed falls prevention web pages, promoted falls prevention education and programming, completed a falls survey among senior center participants, and developed a brief home safety checklist to help people who visit seniors in their homes find and fix fall hazards.

Silver Alert: A partnership between the City's Department for the Aging (DFTA), the New York City Police Department (NYPD), and the City Council helped create legislation for Silver Alert, a public notification system that aids police in the search for missing older persons with dementia. When a senior with a cognitive impairment, such as Alzheimer's, is reported missing and deemed to be in imminent danger of physical injury or death, NYPD initiates a protocol through which a wide audience (e.g. media outlets, community organizations, senior service providers) is notified, allowing the public to assist the NYPD in searching for the missing senior. As of August 2013, there had been 135 Missing Senior Alerts and 107 Silver Alerts (since the programs launched in 2010 and 2011, respectively).

Market Ride: Market Ride uses school buses during off hours to take seniors from senior centers to supermarkets and farmers' markets that have a greater array of fruits and vegetables than their smaller, neighborhood stores. School buses are also used to take senior center members to recreational facilities, museums, Broadway shows, and a host of other venues. Market Ride began as a pilot program in Brooklyn in the 2008-2009 school year and is now available to senior centers in all five boroughs. Since October 2012, 13 senior centers and 3 NORCs have requested buses to transport seniors to markets, and 52 trips have allowed 1,333 seniors to participate in this service.

Success Mentor Initiative: DFTA has partnered with the Success Mentor initiative, which connects mentors to students who are chronically absent in an effort to improve attendance. In 2011-2012, DFTA recruited 10 older adults to serve as Success Mentors in 4 schools, where each mentor was matched with 15-20 mentees. At the end of the 2011-2012 school year, the percentage of chronically absent students declined on average by 50%. In 2012-2013, DFTA increased the number of mentors to 24 placed in 7 schools

TimeBanksNYC: TimeBanksNYC is an online registry where New Yorkers can sign up to assist older adults with errands and other tasks; likewise, older adults can offer their time and talents. For every hour that a participant provides a service for another member, s/he earns a time credit that can be redeemed for services from other members. Exchanges include teaching drawing classes, language tutoring, and cooking meals. Since launching in 2009, TimeBanksNYC has registered almost 2000 members.

COMMUNITY & CIVIC PARTICIPATION

EMPLOYMENT & ECONOMIC SECURITY

Initiative

Status & Accomplishments

- 1 | Provide job training and search assistance to older New Yorkers

Through its senior employment services program and other initiatives, the City's Department for the Aging (DFTA) continues to work closely with Workforce1 Career Centers to connect older job-seekers with job-readiness workshops, computer classes, and other training enhancements. Workforce1 Career Centers flag anyone over 50 and refer them to an organization with expertise in older adult employment, often AARP. DFTA also partners with the City University of New York and its Adult and Continuing Education Initiative. In addition, the City provides transitional, on-the-job training to older New Yorkers in home health care and in security services.

- 2 | Increase number of paid job opportunities for older New Yorkers

With the assistance of federal stimulus funds, the City has increased the number of older adults placed in jobs through DFTA's senior employment program. The stimulus funds allowed 160 individuals to be trained and are expected to create a minimum of 80 jobs.

- 3 | Assist older New Yorkers short of work histories to obtain employment allowing them to be eligible for Social Security

The Center for Economic Opportunity (CEO) obtained a planning grant from a private foundation and retained a consulting firm to map out available data and potentially feasible program models that could be developed to support this initiative. The planning phase involved working with partners such as DFTA and the City's Human Resources Administration (HRA) to determine how to best identify older New Yorkers who should be targeted for participation in this program. CEO conducted a small pilot. Additional funding opportunities need to be explored. HRA continues to work with the cash assistance recipients who are close to obtaining the needed number of Social Security qualifying quarters.

VOLUNTEERISM

Initiative

Status & Accomplishments

- 4 | Promote intergenerational volunteering and learning through partnerships with schools and nonprofit organizations

DFTA has partnered with the Success Mentor initiative, which connects mentors to students who are chronically absent in an effort to improve attendance. In the 2011-2012 school year, DFTA recruited 10 older adults to serve as Success Mentors in 4 schools. Each mentor was matched with 15-20 mentees who had been identified as chronically absent. At the end of the 2011-2012 school year, the percentage of chronically absent students declined on average by 50%. In the 2012-2013 school year, DFTA increased the number of mentors to 24 placed in 7 schools. DFTA is committed to continuing this partnership moving forward. In addition, DFTA coordinates the Intergenerational Work Study Program (IWSP). A collaboration between DFTA and the City's Department of Education (DOE), IWSP provides high school youth with work experience delivering needed services to elders in senior centers, nursing homes, and home care settings. DFTA also operates a Foster Grandparent Program, in which older adult volunteers are assigned at-risk "grandchildren" who they help with developmental and learning tasks.

- 5 | Provide new volunteer opportunities and expand resources for older New Yorkers through timebanking and other initiatives

TimeBanksNYC is an online registry where New Yorkers can sign up to assist older adults with errands and other tasks; likewise, older adults can volunteer their talents. For every hour that a participant provides a service for another member, s/he earns a time credit that can be redeemed for services from other members. Since launching in 2009, TimeBanksNYC has registered 1,975 members, 1,814 of whom are individuals and another 161 that are organizations. Together these members have provided 64,148 volunteers hours to one another (during more than 9,300 unique exchanges) using time, instead of money, as the currency for services. Exchanges have included teaching drawing classes, language tutoring, and cooking meals.

CULTURAL & RECREATIONAL ACTIVITIES

Initiative

- 6 | Establish citywide partnership between senior centers and libraries

Status & Accomplishments

The New York Public Library (NYPL) is a lead partner of the Age-friendly NYC initiative, and the Queens and Brooklyn Public Libraries have made tremendous advances since the beginning of the Age-friendly NYC. The NYPL has been offering Creative Aging art courses at 15 libraries in Manhattan and the Bronx. Classes include quilt-making, music, drama, creative writing, and portraiture. Creative Aging art classes will continue to be offered through November 2013. The NYPL received private grants to increase technology courses and programming for older adults, and the NYPL Tech Connect staff, who focus on computer training, has developed curricula for several computer classes targeting those over 50. In May 2013, the NYPL hosted an event "Design for a Lifetime: Preparing Your Home for Successful Aging," which featured a panel discussion with experts from the AIA Design for Aging Committee. NYPL is also planning some major events for seniors in late 2013, including an event in Manhattan focusing on technology and an event in Staten Island focusing on education, recreation, and volunteering. The Queens Public Library conducted a strategic planning process across the system to better serve the older adults of Queens. Service to the Aging, a department within the Brooklyn Public Library charged with meeting the needs of Brooklyn's growing senior population, offers a variety of programs, including: free lectures, films, and performers for older adults; Talking Needles, a program in which seniors meet weekly to work on arts and crafts projects to donate to the Department of Veterans Affairs or other community-based organizations; Words and Memories, a program in which Senior Assistants read poetry and short stories to residents in nursing homes, senior centers, and other senior recreational sites; Books-to-Go, a program that circulates reading and viewing materials to older adults at over 140 sites; and Books-By-Mail, a program that supplies library materials to over 300 home-bound Brooklyn residents who have visual and/or physical disabilities—these services are free of charge, and anyone interested in these services can visit www.brooklynpubliclibrary.org/seniors/ to fill out an application.

- 7 | Recruit artists to conduct programs in senior centers

After a pilot program in 2009, the Department of Cultural Affairs (DCLA) and DFTA developed Seniors Partnering with Artists Citywide (SPARC). SPARC places artists in residence at the City's senior cen-

■ FULLY LAUNCHED

■ ONGOING

■ NEEDS MORE WORK

■ SUSPENDED

ters, where they provide programming for older adults, including workshops in music, dance, theater and visual art, as well as public events. In 2011-2012, DCLA and DFTA expanded the SPARC program to 50 artist residencies with the support of a \$200,000 National Endowment for the Arts grant. The program has continued with DFTA funding for 50 new artist residencies each year. The third iteration of SPARC will begin in January 2014.

- 8 | Provide a guide of discounted arts/cultural events for older New Yorkers

NYC-ARTS, developed by the Alliance for the Arts, is a comprehensive resource for information about cultural opportunities in NYC. The NYC-ARTS Cultural Guide for Seniors provides information about the City's cultural institutions, including museums, theaters, and concert halls, that offer programs for seniors, available at <http://www.nyc-arts.org/seniors>. 250+ cultural institutions participated in the guide and provided information about programming, accessibility, and discounts for seniors.

INFORMATION & PLANNING

Initiative

Status & Accomplishments

- 9 | Publicize citywide opportunities for older New Yorkers through new older adult-focused NYC & Co. website

NYC & Co. manages www.nycgo.com, the official NYC guide, which lists free events and activities, deals and offers, and accessibility information.

- 10 | Redesign DFTA's website to be more user-friendly and provide greater information about services

Unveiled in 2012, DFTA's website was redesigned to make it more comprehensive, attractive, and relevant to older adults, caregivers, and the general public. The simplified format and expanded sections make the site easier to navigate in order to find information about services and programs for older adults quickly.

- 11 | Conduct local community assessments of neighborhoods to determine age friendliness

DFTA and the Mayor's Office worked with a team at NYU to develop a survey that can be used to assess the age-friendliness of communities throughout NYC. This tool can be used along with the New York Academy of Medicine (NYAM) tool to survey communities. As part of the Department of Transportation (DOT) Safe Streets for Seniors program, DFTA conducted a walkability survey at over 30 senior centers.

- 12 | Conduct cultural competency trainings on LGBT issues with the City's senior service providers

DFTA's Training Center continues to conduct training for all new hires in DFTA-contracted case management agencies on the issue of LGBT cultural competency. To date, the Training Center has conducted 28 such sessions. In addition, training has been offered for managers and supervisors of DFTA-supported senior centers and Naturally Occurring Retirement Community (NORC) programs on the topic of "Creating an LGBT-Welcoming Center." An Innovative Senior Center (ISC) sponsored by SAGE opened in 2012 and is a full-time center for LGBT seniors. It provides a comprehensive array of unique services and programs related to arts and culture, fitness, food and nutrition, health and wellness, and lifelong education for LGBT seniors. DFTA will continue to offer these trainings in FY 2014.

HOUSING

AFFORDABLE HOUSING DEVELOPMENT

Initiative

Status & Accomplishments

13 | Target housing funds and streamline process of building low income housing for older New Yorkers

Section 202 funding, also known as "HUD 202," is a program funded by the federal Department of Housing and Urban Development (HUD) to support the construction of affordable housing for low income older adults as well as to subsidize the rent in these housing units once they are built. This funding has been eliminated from the federal budget.

14 | Examine parking requirements for affordable senior housing and amend the zoning code as necessary to facilitate construction of senior housing

Over the past year, the City's Housing Preservation and Development (HPD) has conducted an analysis to determine what types of modifications to the zoning code regarding parking in senior housing developments would best meet both the increased demand for senior housing and community needs. To this end, HPD has provided data on the use of parking lots at senior housing developments, which were reviewed by the City's Department of City Planning (DCP). DCP is incorporating this information in a study of off-street parking policy in areas accessible to mass transit, which is intended to guide future zoning policy and initiatives. The study is expected to be released in 2013.

15 | Provide loans for rehabilitation and new construction of affordable housing

Since 2003, when the Mayor first announced the New Housing Marketplace Plan, the City's Housing Preservation and Development (HPD) and the New York City Housing Development Corporation (HDC) have funded more than 100,000 units of affordable housing—putting the City on track to reach the goal of 165,000 units by 2014 as outlined in the Plan. A key aim of the Plan has been expanding the City's supply of affordable and sustainable housing. To this end, HPD is strategically targeting new construction funding toward populations with the greatest need, including older New Yorkers. HPD set a goal of investing more than \$90 million through 2014 to supplement HUD 202 allocations in order to finance an additional 1,000 units of affordable housing for older adults. The City is well on the way toward meeting this goal. HPD provided gap financing assistance for 663 units of affordable senior housing from FY11 through FY13. One project that was recently completed is Markham Gardens, a development in Staten Island that includes an 80-unit residence for older adults, built on land formerly controlled by the New York City Housing Authority (NYCHA).

HOMEOWNER & RENTER ASSISTANCE

Initiative

Status & Accomplishments

16 | Provide loan assistance to older New Yorkers for home repairs

Administered by the Parodneck Foundation with funding provided by the City's Housing Preservation and Development (HPD), the Senior Citizens Homeowner Assistance Program (SCHAP) has made over \$15 million available to older New Yorkers since its inception in 1998. The program assists senior homeowners with house repairs and foreclosure prevention, ensuring that older and homebound homeowners can remain in their homes. The City recently allocated \$500,000 to enable the program to address both emergency repairs and general rehabilitation.

- 17

Engage NYC home improvement contractors in best practices for older adult market

The City's Department of Consumer Affairs (DCA) has a flyer, "Learn Ways to Make Seniors' Homes 'Age-Friendly'," that has been posted on their web site in English and Spanish for several years and continues to be available in their Licensing Center as a resource for home improvement contractors: http://www.nyc.gov/html/dca/downloads/pdf/HIC_Seniors_flyer_english.pdf. In 2011, DCA mailed the flyer to more than 12,000 home improvement contractors renewing their licenses.
- 18

Improve access to SCRIE through transfer from DFTA to Department of Finance (DOF)

The Senior Citizen Rent Increase Exemption Program (SCRIE) provides eligible older New Yorkers with an exemption from some or all increases in rent. The City successfully transferred responsibility for administering SCRIE from DFTA to the Department of Finance (DOF) in 2009. Partnering with DOF, DFTA staffs an on-site walk-in center to assist with applications. Customer service has improved through the walk-in center, improved language access, a dedicated customer service group within the Exemptions division, and the publication of a comprehensive SCRIE guide. <http://www.nyc.gov/html/dof/downloads/pdf/brochures/scriedriebrochure.pdf>. The processing time for SCRIE approval or denial has been reduced to 30 days.
- 19

Expand eviction prevention legal services for older New Yorkers

Created in partnership between DFTA and the Civil Court of the City of New York, the Assigned Counsel Project (ACP) is a program that provides legal representation and social services to seniors living in New York City who are at risk of eviction from their apartments. ACP first started as a pilot project in 2005, serving a selected group of older adults in the boroughs of Manhattan and Brooklyn. In 2006, ACP expanded to the boroughs of Queens and the Bronx. Since the program was created, DFTA has been allocating approximately \$1 million/year to cover the program costs, and the program has served 510 seniors/year. The funds are distributed evenly among the four selected boroughs that the program operates. During fiscal year 2013, even with the delay in the start up of the of the subcontractor in the Bronx, ACP provided services to 467 vulnerable seniors citywide who were at risk of being evicted from their homes.

AGING IN PLACE

Initiative

Status & Accomplishments

- 20

Provide additional supportive services to NORCs

A Naturally Occurring Retirement Community (NORC) is a community, comprised of a mixture of privately- and publicly-owned housing, where older residents have become a substantial proportion of the households as a result of their aging-in-place. Currently, DFTA funds services in 28 NORCs in the Bronx, Brooklyn, Manhattan, and Queens. DFTA released a Request for Proposals (RFP) for NORCs in July 2013 to promote the ongoing evolution of this important program model. The RFP includes Classic NORC models as well as Hybrid NORC models that collaborate with senior centers. Health Indicators program will be required. DFTA expects to award 21 to 35 NORC contracts before the end of 2013.
- 21

Target Section 8 vouchers to vulnerable older adults at risk of eviction

Suspended due to a decrease in the Section 8 voucher supply.

- 22 | Promote development of and access to new models of housing that support aging in place

In May 2013, the New York Chapter of the AIA Design for Aging Committee, in partnership with the City and NYAM, hosted a design charrette to explore socially, economically, and environmentally viable and sustainable urban housing solutions for New York City seniors. The AIANY Design for Aging Committee intends to take the results of the charrette to the next step with an exhibition followed by a design competition. The results of the charrette will be broadly available for implementation by those involved in designing and building housing.

PUBLIC SPACES & TRANSPORTATION

ACCESSIBLE & AFFORDABLE TRANSPORTATION

Initiative	Status & Accomplishments
23 Improve elevator and escalator service and enhance accessibility of subway stations	As part of the "100 Key Stations" initiative, the Metropolitan Transportation Authority (MTA) is making 100 centrally located stations, or "key stations," accessible by 2020. As of August 2012, 77 stations were accessible. In addition, riders can subscribe by borough or station to get alerts when an elevator or escalator stops and resumes working.
24 Improve efficiency of Access-A-Ride (AAR) by equipping vehicles with GPS devices and implementing phone notification system	The Metropolitan Transportation Authority (MTA) equipped all AAR vehicles with GPS devices, enabling drivers to locate addresses with ease. In addition, the MTA introduced the Interactive Voice Response (IVR) system. IVR alerts AAR clients of the impending arrival of their vehicle, via telephone, text message, or email. These alerts give clients approximately 15 minutes to prepare and reach their pickup location at their scheduled pickup time.
25 Match accessible taxis with users who need them	After a 2 year pilot program, the City's Taxi and Limousine Commission (TLC) launched "Accessible Dispatch" in September 2012. Accessible Dispatch compensates drivers for their travel to a pickup location, so passengers pay only the metered taxi fare. In addition, TLC was recently authorized to increase the number of medallions for accessible taxicabs by 2000. Passengers can request a wheelchair-accessible taxi for any trip beginning in Manhattan by calling 311, by calling the dispatcher directly at (646) 599-9999, by texting a request to (646) 400-0789, by using the free mobile WOW Taxi App (Wheels on Wheels), available in the iTunes Store and on Google play, or by requesting a pickup online at www.nycaccessibledispatch.org . All drivers of wheelchair accessible taxicabs are required to participate in the Accessible Dispatch program, which has completed over 18,000 trips since its launch. TLC has information for passengers and drivers on their website http://www.nyc.gov/html/tlc/html/news/initiative_accessibility.shtml .
26 Develop model accessible taxi	The City's Taxi and Limousine Commission (TLC) has partnered with Nissan to develop the first purpose-built taxicab since the Checker Cab. Nissan NV200 Taxi of Tomorrow will begin hitting the streets on October 28, 2013. Selected through a competitive procurement in 2009, the NV200 is a purpose-built New York City taxicab that has been designed and tested specifically for taxi service. The vehicle is

■ FULLY LAUNCHED

■ ONGOING

■ NEEDS MORE WORK

■ SUSPENDED

factory-produced with a partition, meets federal safety standards, and has been safety tested with all taxi equipment in place. Several features, including a standard hearing loop, an easy-to-open sliding door, a flat interior floor, ergonomically-placed grab handles, and an automatic retractable step, make this a more accessible vehicle for taxi passengers. In addition, Nissan has partnered with BraunAbility to design and produce a wheelchair-accessible version of the NV200 Taxi of Tomorrow.

27 | Develop taxi voucher program for older adults who are unable to use public transportation

A collaboration between DFTA and the Mayor's Office for People with Disabilities (MOPD), the Taxi Smart Card Program is a pilot project that began in November 2012. The program serves seniors and disabled New Yorkers by providing a pre-loaded \$100 "debit card" to be used in taxi cabs and livery cabs. Out of pocket cost for enrollees is \$12.50 and the program contributes \$87.50, and the card can be reloaded 4 more times at a cost of \$12.50 for each reload, saving participants \$437.50 in travel expenses. The program is funded through the federal New Freedom grant program administered locally by the City's Department of Transportation (DOT). The program is currently being piloted in Queens CD 1, covering Astoria, and Brooklyn CD 18, covering Canarsie and Flatlands. These community districts were selected because they have limited yellow cab service and are difficult to reach by public transportation. DFTA hopes to expand the program to other areas and has begun discussions with DOT.

SAFE & AGE-FRIENDLY PUBLIC SPACES

Initiative

Status & Accomplishments

28 | Increase seating in bus shelters

There have been 4,000 new bus shelters placed around the City. An Age-friendly NYC initiative, these bus shelters are paid for by the advertisements placed on them. Through the Department of Transportation (DOT) CityBench program, benches have been installed in every borough. CityBench allows any City resident or organization to recommend a bench location. As of the end of May 2013, 536 benches had been installed (173 at bus stops), 68 benches had been installed at the request of senior centers, and more than 50 benches had been placed in locations requested by Aging Improvement Districts, the Age-friendly NYC neighborhood level community organizing initiative.

29 | Install public restrooms at key locations citywide

As of 2011, 3 automatic public toilets (APTs) had been installed: one on Flatbush Avenue near Grand Army Plaza in Brooklyn, another at Madison Square Park in Manhattan, and a third at Corona Plaza in Queens. In early 2014 there will be a fourth APT installed in the Fort Washington area. The Parks Department remains committed to keeping existing public restrooms open and clean.

30 | Create new, pedestrian friendly public spaces while calming traffic

The Department of Transportation (DOT) NYC Plaza Program currently has 56 plazas throughout the 5 boroughs that have either been completed or are in the process of planning, design, or construction. As of June 2013, 37 plazas were open to the public.

- 31 | Redesign street intersections at key locations citywide to improve safety for older New Yorkers

Through its Safe Streets for Seniors initiative, the City's Department of Transportation (DOT) is implementing safety improvements in 25 areas identified as having an above-average rate of senior pedestrian fatalities and injuries. Typical improvements include: extending pedestrian crossing times at crosswalks, adding countdown clocks, altering curbs and sidewalks, restricting vehicle turns, and narrowing roadways. As of May 2013, DOT had finished implementing improvements in 17 of the 25 areas. Since Safe Streets for Seniors began, senior pedestrian fatalities have decreased 21% citywide from 58 in 2008 to 46 in 2012, and safety for all road users, especially pedestrians, continues to improve where these projects have been implemented. DOT has now expanded the program to include 12 new areas. DOT is performing outreach in the new areas, soliciting community feedback, and analyzing data for safety improvements.

- 32 | Identify age-friendly parks and encourage older adults to utilize them

DFTA, the Parks Department, and NYAM have worked closely to increase seniors' usage of NYC parks. The Parks Department has created an entire page devoted to resources for seniors: <http://www.nycgovparks.org/seniors>. BeFitNYC is a search engine on the Parks website that helps New Yorkers find free and low-cost fitness opportunities offered by the Parks Department and partners. One of the features of the search engine is the ability for users to narrow the results by age (e.g., child, adult, senior). Senior Swim hours have been designated at 15 public pools citywide, which is double the number of pools in the original pilot program. These hours are the result of a direct request from older adults in community consultations, and they are low-cost because they happen in the mornings, when only a part of the pools are being used by children's swim lessons. Walk NYC, offered through the Parks Department, is a seasonal program in which trained walking instructors lead fitness walks at various locations throughout the City. Several Nature Centers are appealing to seniors and offer both active and passive recreation opportunities. For passive recreation, the Salt Marsh Nature Center in Brooklyn and the Inwood Hill Nature Center have exhibits that older adults can enjoy. The Urban Park Ranger Programs offer low impact active recreation activities such as bird watching and nature walks. In addition to posting events on the NYC Parks website, the Urban Park Rangers publish a quarterly newsletter advertising their programs to the public.

PLANNING FOR THE FUTURE

Initiative

Status & Accomplishments

- 33 | Provide environmental stewardship workshops and engage older New Yorkers in planting trees as part of PlaNYC and MillionTreesNYC

DFTA has engaged the help of the New York-based arm of the Gray Panthers, an intergenerational education and advocacy organization dedicated to achieving social and economic justice and peace for all people, to promote environmental volunteerism among older adults.

- 34 | Conduct study to better address the mobility needs of older New Yorkers

The Department of City Planning (DCP) conducted a study and published a final report with the study's findings in 2011. The report, "Mobility Initiatives For An Aging Population: A Scan of Current Practices" identifies current mobility issues of older adults and examines innovative solutions in transportation, mobility, and accessibility for an aging population: http://www.nyc.gov/html/dcp/html/transportation/td_mobility_initiatives_aging.shtml.

■ FULLY LAUNCHED

■ ONGOING

■ NEEDS MORE WORK

■ SUSPENDED

35 | Promote use of Universal Design Guidelines through education and awareness efforts

The Mayor's Office of People with Disabilities (MOPD), along with DFTA and other agency partners, released an Inclusive Design Guidelines publication in 2010. The publication provides guidance that helps designers produce multisensory enhanced environments accommodating a wide range of physical and mental abilities for people of all ages. MOPD provided 50 copies of this publication to the AIA Design for Aging Committee's 2013 design charrette, and participants used it as a reference document when designing housing solutions for New York City seniors.

HEALTH & SOCIAL SERVICES

WELLNESS & HEALTHCARE PLANNING

Initiative

Status & Accomplishments

36 | Increase HIV awareness and health literacy among older New Yorkers

Between 2007 and 2011, 450 trainings for over 5,000 HIV and aging service providers and older adults were conducted. In addition, the City's first HIV/AIDS resource directory specifically targeted to older adults has been developed. Since 2011, the NYC Council has allocated funding directly to the Council of Senior Centers and Services and ACRIA to continue this work.

37 | Redesign senior centers to focus on wellness and develop health outcomes

DFTA rolled out the first phase of 10 Innovative Senior Centers (ISCs) in 2012 and 2013. The ISCs provide fertile ground for experimentation and program development that will enhance the entire senior center network. DFTA engaged in a new performance-based procurement process to select organizations that provide enhanced programming, including robust wellness programs, additional access to health care services, arts and cultural programs, and new technological and volunteer opportunities. ISCs will work with individual center members to obtain baseline health information upon enrollment and will measure critical health outcomes over time.

38 | Establish fitness club discount for older New Yorkers

NYC Parks offers older adults an affordable and extensive network of recreation facilities throughout the city. A senior membership is \$25/year for anyone age 62 or over and allows access to 32 recreation centers across the city. Shape Up NYC, a program designed to encourage healthy lifestyles and improve the wellbeing of participants, offers free fitness classes at multiple locations across the five boroughs, including parks, community centers, and housing locations. In collaboration with the Parks Department, DFTA is helping to expand access to the program to older adults by offering free classes at 15 senior centers in the coming year. Class offerings are taught by expert fitness instructors and include Aerobics, Yoga, Pilates, Zumba. In addition, volunteer nutritionists lead seminars on healthy eating on a budget, weight loss, and healthy eating during the holidays.

39 | Increase awareness about health insurance options through DFTA's Health Insurance Information Counseling and Assistance Program (HIICAP)

Through DFTA's Health Insurance Information Counseling and Assistance Program (HIICAP), the City helps to ensure that older New Yorkers are fully aware of the insurance and related options that affect their health and wellness. HIICAP maintains community sites, conducts Medicare orientations, and advertises for the annual Medicare open enrollment period. In FY 2014,

10,091 individuals were seen and served by HIICAP Counselors, 6,468 individuals attended outreach/education presentations, and 166 outreach/education presentations were conducted. DFTA has trained HIICAP staff about the upcoming open enrollment of the insurance marketplace (Health Exchanges) and has partnered with centers that are official Health Exchange Navigators and will make referrals as needed. DFTA also makes a Complete Guide to Healthcare Coverage for Older New Yorkers [published in English, Spanish, Russian, Chinese, and Korean] widely available through the agency's website and other distribution points.

ASSISTANCE TO AT-RISK OLDER ADULTS

Initiative	Status & Accomplishments
40 Implement citywide falls prevention initiative	<p>The NYC Falls Prevention Coalition is well-established. The Coalition, which includes participants from health care, social service, academic, advocacy, and government organizations, has developed falls prevention web pages, promoted falls prevention education and programming, completed a falls survey among senior center participants, and developed a brief home safety checklist to help people who visit seniors in their homes find and fix fall hazards. Falls Prevention Awareness Day 2013 is September 22nd. The Coalition promoted falls prevention through the Aging in New York Fund's event on September 8, and will send falls prevention messaging, featuring the home safety checklist, through mass emails and social media. The Coalition is planning a falls prevention educational webinar for health care providers and is developing work plans for several falls prevention policy concepts identified by the coalition's policy sub-committee. The Coalition continues to seek private funding for falls prevention projects.</p>
41 Provide free air conditioners to at risk older New Yorkers	<p>Due to fluctuations in funding, the number of air conditioners distributed to at-risk New Yorkers who meet low-income guidelines and suffer from a documented medical condition that is exacerbated by heat has varied from a high of 1,700 in summer 2010 to a low of 391 in summer 2013. DFTA works with its senior centers to operate "cooling centers" in conditions of extreme heat, and the City's Department of Health and Mental Hygiene (DOHMH) has distributed educational materials (in English, Spanish, Russian, and Chinese) with tips for older adults on "keeping cool" to senior centers and to more than 16,000 homebound seniors and adults through DFTA's long-term care unit. In addition, DOHMH developed specific messaging for the National Weather Service to use during media tapings and for T.V. weather and health reporters to emphasize heat-related risks to seniors, especially those who do not have or use air conditioners at home. Finally, DOHMH held a train-the-trainer session for home health agency staff that included, among other topics, heat-illness prevention strategies.</p>
42 Conduct outreach to older New Yorkers at risk for social isolation	<p>During the 2013 fiscal year, 117 community-based senior center providers participated in DFTA's telephone reassurance program and made 41,947 calls to homebound older adults in their respective communities.</p>
43 Add Silver Alert to Notify NYC	<p>A partnership between DFTA, the New York City Police Department (NYPD), and the City Council helped create legislation for Silver Alert, a public notification system that aids police in the search for missing</p>

■ FULLY LAUNCHED

■ ONGOING

■ NEEDS MORE WORK

■ SUSPENDED

older persons with dementia. When a senior with a cognitive impairment, such as Alzheimer's, is reported missing and deemed to be in imminent danger of physical injury or death, the NYPD initiates a protocol through which a wide audience (e.g. media outlets, community organizations, senior service providers) is notified, allowing the public to assist the NYPD in searching for the missing senior. The alerts are also issued to Notify NYC subscribers residing in the borough of the missing person via e-mail, text, Twitter, and RSS. As of August 27, 2013, there had been 135 Missing Senior Alerts and 107 Silver Alerts (since the programs launched in 2010 and 2011, respectively). The major distinction between a Missing Senior Notification and a Silver Alert is that for a Silver Alert, the senior must be in imminent danger.

44 | Expand "Savvy Seniors" campaign to educate older New Yorkers about identity theft and fraud

Since 2011, the City's Department of Consumer Affairs (DCA) has made 39 "Senior Savvy" presentations and tabling events reaching 6,629 seniors. DCA's "Be A Savvy Senior" guide is available online at http://www.nyc.gov/html/dca/downloads/pdf/senior_savvy.pdf. DFTA also has a Financial Savvy page, accessible through their Senior Savvy resource section and available at <http://www.nyc.gov/html/dfta/html/senior/financial.shtml>.

ACCESS TO NUTRITIOUS FOOD

Initiative

45 | Improve older New Yorkers' access to food stamps by implementing telephone application process and outreach campaign

Status & Accomplishments

The Hunger Free Communities Grant was a 2 year initiative from March 2011 through March 2013 funded by the United States Department of Agriculture (USDA) for \$2 million. The purpose of the grant was to provide education, outreach, and Supplemental Nutrition Assistance Program (SNAP) enrollment citywide. DFTA, the Council of Senior Centers and Services of New York City, Inc. (CSCS), and AARP specifically focused on an education and outreach program to inform seniors about SNAP and enroll those who are eligible at senior centers and other community based organizations. All sites and outreach events were located in neighborhoods with the highest proportion of under-enrollment of older adults in SNAP, according to research conducted by CSCS. Although the grant ended last March, because of the success of the program, AARP has agreed to continue funding the senior component of this grant in continued partnership with DFTA and CSCS. Since July 2011, 30 outreach sites have been established, 1,400 older adults have been screened for SNAP benefits, and 650 older adults are receiving SNAP benefits. Each enrolled individual receives an average monthly SNAP benefit of \$147. Additionally, the City's Human Resources Administration (HRA) does SNAP outreach to about 50 to 60 senior center sites annually.

46 | Implement NYC Green Cart program and form supermarket commission to address needs of neighborhoods underserved by supermarkets

The Green Carts program, with support from the Laurie M. Tisch Illumination Fund, has enabled nearly 500 entrepreneurs to sell fresh fruits and vegetables in underserved neighborhoods. Currently, more than 90 of these Green Carts have Electronic Benefits Transfer (EBT) machines to accept Supplemental Nutrition Assistance Program (SNAP) benefits. The City also continues to work diligently to address the need for grocery stores and other fresh food outlets in underserved areas. The Food Retail Expansion to Support Health (FRESH) program provides zoning and fi-

financial incentives to promote the establishment and retention of neighborhood grocery stores in underserved communities throughout the five boroughs. Since the launch in 2010, 16 supermarkets have been approved for tax and/or zoning incentives through the FRESH program. Additional efforts to encourage healthier food options include launching the Shop Healthy NYC program, which works with communities to increase healthy food access in neighborhoods with high rates of obesity and limited access to nutritious foods, and the expansion of the Health Bucks program to all NYC farmers markets. Health Bucks are paper vouchers, worth \$2 each, that are developed and distributed by the City's Department of Health and Mental Hygiene (DOHMH) and can be used to purchase fresh fruits and vegetables at farmers markets. For every \$5 a customer spends using EBT, s/he receives one \$2 Health Buck coupon. DFTA is also working with GrowNYC to bring fresh fruits and vegetables to senior centers on the Upper West Side, the Upper East Side, and in Washington Heights.

- 47 | Provide bus service for older New Yorkers to access grocery stores

In partnership with the City's Department of Education (DOE), Market Ride uses school buses during off hours to take seniors from senior centers to supermarkets and farmers' markets that have a greater array of fruits and vegetables than their smaller, neighborhood stores. School buses are also used to take senior center members to recreational facilities, museums, Broadway shows, and a host of other venues. Market Ride began as a pilot program in Brooklyn in the 2008-2009 school year and is now available to senior centers in all five boroughs. Since October 2012, 13 senior centers and 3 Naturally Occurring Retirement Communities (NORCs) have requested buses to transport seniors to markets, and 52 trips have allowed 1,333 seniors to participate in this service.

- 48 | Increase efficiency in City's case management and home-delivered meals programs

DFTA engaged in a redesign of the City's case management and home-delivered meals programs in order to increase efficiency. Two particularly successful examples of improvements to the two programs through the redesign are the Home Delivered Meal (HDML) Pilot, where several HDML programs were given the go-ahead to directly enroll meal recipients rather than relying solely on the case management agency, and the Case Management Agency (CMA) Targeted Initiative, where CMAs with particularly high demand were awarded additional staff to bring on board more meal recipients. Taken together, the two initiatives reversed several years of chronic under-enrollment, so that virtually all program capacity for home delivered meals is now being utilized.

CAREGIVING & LONG-TERM CARE

Initiative

- 49 | Provide counseling and support services to grandparents raising grandchildren

Status & Accomplishments

DFTA's Grandparent Resource Center (GRC) provides counseling, advocacy and support services to grandparents and other relative caregivers of children under 18 years of age. Services are provided in Spanish and Russian. The GRC is in a 3-year partnership with the Cornell University Cooperative Extension to provide the Parenting a Second Time Around educational curriculum to grandparent caregivers in NYC.

■ FULLY LAUNCHED

■ ONGOING

■ NEEDS MORE WORK

■ SUSPENDED

50	Expand educational materials and supports available to family caregivers	DFTA's Alzheimer's and Caregiver Resource Center continues to support caregivers by making counseling, information, and referral services available. The Center provides trainings on Alzheimer's disease, residential alternatives, and other long-term care supports. It also offers "Keeping Your Mind Sharp" training sessions in English, Spanish, and Chinese, which promote physical and mental exercise, proper nutrition, and stress reduction. Additional trainings through the evidence-based Chronic Disease Self-Management Program and Diabetes Self-Management Program have been offered at Naturally Occurring Retirement Communities (NORCs) and in senior centers citywide.
51	Explore policies that would allow more New Yorkers to take family leave when needed	The Age-friendly Commission will continue to work with partners in the business community to identify best practices around family leave.
52	Conduct outreach and workshops on long-term care and caregiving resources for employers in NYC	DFTA's Alzheimer's and Caregiver Resource Center conducts an array of trainings on long-term care/caregiving issues for professionals in a wide variety of settings. DFTA also continues to collaborate with Emblem Health on their Care for the Caregiver training series, which offers information to employers regarding the value of making caregiver support services available to employees.
53	Increase access to community-based care	DFTA continues to explore opportunities to increase the use of community-based care to avoid nursing home and other out-of-home placements.
54	Expand training opportunities and other supports for paid caregivers	DFTA's employment program trains older New Yorkers to become certified home health aides and personal companions, and DFTA continues to look for opportunities to expand training and support to caregivers.
55	Promote awareness and education about long-term care insurance	After 3 years of funding Long Term Care Insurance (LTCI) assistance, the NY State Office of the Aging (SOFA) ended the grant statewide; however, DFTA's Health Insurance Information Counseling and Assistance Program (HIICAP) continues to offer this service through an LTCI specialist paid out of the HIICAP grant. The specialist is able to counsel clients about their policy needs when a client reaches out from 311 or via email. DFTA stays current on LTCI policies and recent developments, and all HIICAP coordinators are briefed on LTCI matters monthly.

PALLIATIVE CARE & ADVANCE DIRECTIVES

Initiative	Status & Accomplishments
56 Promote palliative care	DFTA convened a conference on palliative care/end of life in 2011, targeting the Asian communities in NYC. They did this in collaboration with the Chinese American Alzheimer's Coalition. Also with this coalition, DFTA did an event on understanding the changing Medicaid landscape and related services in 2013.

57 | Expand existing HHC palliative care programs

All 11 of the City's Health and Hospitals Corporation (HHC) acute care hospitals, as well as Coler-Goldwater, currently have palliative care programs. Within the last 2 years, two HHC facilities (Lincoln and Metropolitan) have been awarded the Joint Commission's Advanced Certification for Palliative Care, a status that has been received by very few hospitals across the nation. These facilities are recognized for their best practice in palliative service. Elmhurst, Coney Island, and Bellevue palliative care programs are now in the process of applying for Joint Commission accreditation. In May 2013, Elmhurst Hospital Center was selected by the LIVESTRONG Foundation Community Impact Project to receive a grant to support its efforts to be the first hospital in Queens to achieve the Joint Commission's Advanced Certification for Palliative Care. In 2010, Coney Island Hospital dedicated a 19 bed unit to Palliative Care. In addition to the Bellevue Hospital palliative care program, Bellevue contracted with the independent "Haven" Hospice (operated by Visiting Nurse Service of NY [VNSNY]) to operate on the Bellevue grounds. Bellevue provides linkages and referrals to this hospice and has a priority access agreement with VNSNY. Also, since 2010, HHC has increased the number of Board Certified Specialists from 16.0 FTEs to 31.3 FTEs, which has greatly improved the timeliness and appropriateness of consults and referrals, and has advanced care planning and goal of care discussions.

58 | Promote advance directives

The City's Department of Health and Mental Hygiene (DOHMH) has developed an online resource for consumers seeking health care planning information. At this site, users can download forms with which they can designate health care proxies and also learn about related concepts, including living wills and do not resuscitate orders. DFTA makes wallet-sized health care proxies available in English, Spanish, Russian, Chinese, Korean, and Bengali for distribution at appropriate educational and outreach events. Also, DFTA's Chronic Disease Self-Management Program—which is offered at senior centers, Naturally Occurring Retirement Communities (NORCs), and other locations throughout the City—incorporates two workshops on advance directives. They include information about and assistance with the completion of health care proxies, as well as advice on ways to make one's health care wishes known to physicians and family members. As an example to one creative partnership, in February, 2013, Peter Strauss from NYU Law School and law school students provided a 3-day workshop at Sirovich senior center on advanced directives. At the workshop, law students offered one-on-one sessions with seniors. Fifteen seniors signed up and received a one-on-one session, as well as a follow-up session in March.

59 | Advocate for State legislation authorizing family members or domestic partners to act as surrogates to make health care decisions on behalf of an incapacitated adult

With the strong support of the Mayor, the City Council, and other advocates, the State Legislature enacted the Family Health Care Decisions Act in March 2010. Before the Decisions Act was passed, existing state law set a very high standard for evidence expressing a patient's wishes, and it did not automatically permit family members to make health care treatment decisions for those who lacked decision-making capacity. The new law allows individuals such as spouses, close friends, and domestic partners to make health care decisions for an incapacitated person if that person has not executed a health care proxy.

