

# Action Plan



## **Creating a Community for a Lifetime** An Action Plan for an Age-friendly/Livable Rochester and Monroe County

# Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



## Respect & Inclusion

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline Y1 Y2 Y3
1. Combat ageism.	1A. Provide educational workshops about the value of older adults.	Aging Alliance Monroe County Office for Aging	Respect & Inclusion	Funding is secured for a Reframing Aging initiative.  Community workshops and trainings are completed.	Improved awareness of the value of older adults.	■
	1B. Include older adults in community planning and decision-making efforts, on boards, and in community discussions.	Aging Alliance Monroe County City of Rochester	Respect & Inclusion  Social Participation	The addition of an older adult in at least three community planning discussions, boards or committees.	Greater participation of older adults in community decision-making.	■ ■ ■
2. Engage and support older adults from underserved and underrepresented populations.	2A. Review racial and age equity provisions in city and county contracts.	Monroe County City of Rochester	Respect & Inclusion	The addition of race and age equity provisions in city and county contracts.	Contracted organizations are inclusive and reflect the diverse population of older adults they serve.	■ ■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
2. Engage and support older adults from underserved and underrepresented populations.	2B. Use intentional efforts and non-traditional outreach ideas to improve access to services and supports for older adults from underserved and underrepresented populations.	Monroe County Office for Aging Aging service providers Community-based organizations	Respect & Inclusion	Aging service providers report increased service to older adults of underserved and underrepresented populations.	Older adults have equitable access to services and supports.	■	■	
	2C. Include older adults of various disabilities, languages and cultures in older adult program design.	Monroe County Office for Aging Aging service providers Community-based organizations Local businesses	Respect & Inclusion	More diverse older adult consumers participate in aging program design.	Older adult programming is best informed by individuals representing the diversity of our community.	■	■	■
	2D. Train police and first responders about the unique needs of older adults with cognitive impairments and other disabilities, in order to improve their ability to respond to emergencies, communicate with, and assist older adults in times of crisis and need.	Aging Alliance Lifespan Rochester Police Department Monroe County Sheriff Office Alzheimer's Association EMTs, 911 operators and other emergency responders	Respect & Inclusion	Presentations are completed by aging service providers at monthly community in-service trainings for first responders.	First responder teams are more knowledgeable about issues facing older adults and can best assist in responding to challenging situations.	■		

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
2. Engage and support older adults from underserved and underrepresented populations.	2E. Provide affordable gathering space for diverse older adult groups, such as LGBTQ and Deaf/hard of hearing elders.	Monroe County Office for the Aging City of Rochester Community-based Organizations	Respect & Inclusion  Social Participation	Number of groups provided affordable space to meet and interact.	All groups have access to programming in ways that are culturally acceptable and person-centered.	■		
	3. Recognize and respect older adults as economic contributors to the local economy.	3A. Educate local business leaders about older adults as economic contributors and customers.	Aging Alliance Greater Rochester Chamber of Commerce Lifespan	Respect & Inclusion  Volunteerism & Employment	Educational event is held for the business community, hosted by aging service professionals.	Older adult consumers are understood and appreciated.	■	■
	3B. Explore the viability of an age-friendly business designation or similar program.	Aging Alliance Greater Rochester Chamber of Commerce Local businesses	Respect & Inclusion  Volunteerism & Employment	Business community interest in creating an age-friendly business designation program is determined.	Older adults are respected and appreciated as economic contributors in the community.	■	■	■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
4. Increase intergenerational opportunities.	4A. Expand opportunities to volunteer and engage in schools.	Aging Alliance Monroe County Office for Aging Monroe County Youth Bureau Lifespan – AmeriCorps Seniors United Way OASIS Schools	Respect & Inclusion  Volunteerism & Employment  Social Participation	Additional volunteer and social opportunities are available at area schools.	Older adults have more opportunities to engage with younger generations.	■	■	
	4B. Use recreation centers, older adult centers, and other venues for intergenerational contact.	Aging Alliance Monroe County Office for Aging Monroe County Youth Bureau City of Rochester Monroe County Towns and Villages Local youth centers and providers	Respect & Inclusion  Social Participation	Additional intergenerational programs are offered at community locations.	Older adults have more opportunities to interact with younger people.	■	■	
	4C. Expand new intergenerational opportunities with the Monroe County Youth Bureau.	Aging Alliance Monroe County Youth Bureau Monroe County Office for Aging City of Rochester	Respect & Inclusion  Social Participation	Additional intergenerational programs or events are provided.	Older adults have more opportunities to interact with younger people.	■	■	■

# Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



## Social Participation

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
5. Reimagine older adult centers and programming.	5A. Expand older adult programming and activities at alternative sites such as libraries, YMCAs, recreation centers.	Aging Alliance Monroe County Office for Aging Greater Rochester YMCA Recreation centers Libraries Community-based organizations	Social Participation  Respect & Inclusion	More older adult programming is included at various community locations.	Improved connectivity of older adults to their communities.	■	■	■
	5B. Upgrade or renovate the city older adult centers, in physical layout and programmatic offerings, and provide centers in neighborhoods lacking such resources.	Aging Alliance Monroe County Office for Aging Aging service providers City of Rochester Private funders	Social Participation  Respect & Inclusion	Existing older adult centers in the City of Rochester report improvements, and new centers are funded in neighborhoods lacking such resources.	Increased opportunity, equity and access for older adult center members in the City of Rochester.	■	■	■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
5. Reimagine older adult centers and programming.	5C. Seek ongoing input from older adults and participants to create programming at older adult and recreation centers that best meets the needs of today's older adult preferences.	Aging Alliance Monroe County Office for the Aging Community-based organizations United Way	Social Participation	Participant satisfaction is reported.	Inclusive, meaningful, person-centered programming at area older adult centers.	■	■	
	5D. Expand social opportunities at times of the day that appeal to participants, including weekend and evening schedules, as well as spontaneous outings.	Aging Alliance Monroe County Office for the Aging Aging service providers Congregate housing sites	Social Participation  Respect & Inclusion	Social opportunities scheduled at times that appeal to participants are reported.	Older adults have meaningful, person-centered social participation opportunities.	■		
6. Increase support for homebound and/or isolated older adults.	6A. Connect homebound older adults to online activities/workshops and/or volunteer roles to reduce isolation.	Aging Alliance Monroe County Office for Aging Aging service providers Community-based organizations Recreational providers Education providers	Social Participation  Respect & Inclusion	Increased number of homebound older adults are connected to resources.	Reduced isolation for older adults.	■	■	

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
6. Increase support for homebound and/or isolated older adults.	6B. Expand in-home programming to older adults to help address isolation.	Aging Alliance Monroe County Office for Aging Aging service providers Community-based organizations Private funders	Social Participation  Respect & Inclusion	Number of new in-home programs to support isolated older adults.	Improved social connectedness for isolated older adults.	■	■	
	6C. Expand home-based volunteer opportunities for homebound adults, such as friendly calling.	Aging Alliance Monroe County Office for the Aging United Way Community-based organizations	Social Participation  Volunteerism & Employment	Number of new opportunities for volunteerism by homebound individuals.	Increased sense of purpose for homebound individuals.	■	■	■
	6D. Create social engagement opportunities for older adults living in congregate housing settings, where such opportunities and programs are lacking.	Aging Alliance Monroe County Office for Aging Housing agencies Aging service providers Community-based organizations	Social Participation	New opportunities for isolated older adults in congregate living settings are created.	Improved social engagement of older adults living in congregate settings.	■	■	■



## Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



### Volunteerism & Employment

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline Y1 Y2 Y3
7. Improve opportunities for older adults to share their skills and talents.	7A. Promote the use of the current community volunteer database.	Aging Alliance Aging service providers United Way – Volunteer United	Volunteerism & Employment	Increased use of the database is reported.	Simplified access to community volunteer opportunities.	■
	7B. Promote older adults' connection to volunteer programs, such as AmeriCorps Seniors, Volunteer United, and Veterans Outreach Center, for help to find volunteer opportunities.	Aging Alliance Aging service providers Lifespan – AmeriCorps Seniors United Way – Volunteer United Veterans Outreach Center	Volunteerism & Employment	More older adults utilize the community's volunteer connection services.	Older adults have fulfilling volunteer roles.	■ ■
	7C. Promote SCORE Greater Rochester, an opportunity which allows older adults to volunteer to share their professional expertise and can help older adults launch entrepreneurial endeavors.	Aging Alliance SCORE Greater Rochester Aging service providers Volunteer service providers Greater Rochester Chamber of Commerce	Volunteerism & Employment	Increased use of SCORE Greater Rochester by older adults.	Older adults have opportunities to share lifelong skills and experience, either through volunteerism or entrepreneurship.	■ ■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
8. Debunk the myths about older workers and educate employers about the value of older workers and persons with disabilities.	8A. Educate the Chamber of Commerce members and local businesses about the value of older adult workers.	Aging Alliance Greater Rochester Chamber of Commerce Aging service providers	Volunteerism & Employment  Respect & Inclusion	One educational seminar provided to Chamber of Commerce and local businesses.	Older workers are valued.	■	■	
	8B. Create materials and videos dispelling the myths about older workers.	Aging Alliance Greater Rochester Chamber of Commerce Causewave Community Partners	Volunteerism & Employment  Respect & Inclusion  Communication & Information	An informational campaign about the value of older workers published, posted or presented to the business community.	Older workers are valued.	■		
9. Help older workers to locate and apply for jobs.	9A. Expand services providing job training and placement assistance for low-income older adults.	Aging Alliance Monroe County Office for Aging Local workforce development programs SUNY ATTAIN lab	Volunteerism & Employment  Economic Security	Increased workforce development services for older adults are reported.	Older adults have support to achieve employment goals.	■	■	
	9B. Create an older adult job board, with linkage to other job posting sites and resources.	Aging Alliance Greater Rochester Chamber of Commerce RochesterWorks	Volunteerism & Employment	The creation of a community job board.	Simplified access to job openings for older adults.	■	■	

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
9. Help older workers to locate and apply for jobs.	9C. Use libraries, older adult centers and RochesterWorks as hubs for workforce development.	Aging Alliance RochesterWorks Monroe County Systems Integration Project Libraries Older adult centers	Volunteerism & Employment	Hubs for workforce development, located inside familiar community locations, are created.	Improved access to workforce development resources.	■	■	■
	9D. Foster partnerships with disability organizations to provide support to older adults with needed workplace accommodations.	Aging Alliance Regional Center for Independent Living Aging service providers Disability service providers	Volunteerism & Employment	A workshop for aging providers, business leaders, and older adults about services available to assist disabled workers is held.	Older workers are aware of and have support for their employment rights.	■	■	
	9E. Promote the use of the SUNY ATTAIN (Advanced Technology Training and Information Networking) lab for low-income older adults seeking computer literacy and vocational support to secure job opportunities.	Aging Alliance Monroe County Office of the Aging SUNY ATTAIN lab Aging service providers	Volunteerism & Employment  Economic Security	Presentation by SUNY ATTAIN staff to aging professionals that encourages referrals for older adults seeking this support.	Improved computer literacy for vocational support.	■		

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
9. Help older workers to locate and apply for jobs.	9F. Develop workshops about using online job search tools for older adults seeking employment, preferably at convenient community locations such as libraries and older adult centers.	Aging Alliance OASIS SUNY ATTAIN lab RochesterWorks Area community colleges and learning centers Libraries Older adult centers	Volunteerism & Employment  Economic Security	New online job search workshops are offered at convenient community locations.	Older adults with limited computer proficiency have the skills to find a job in today's digital society.	■	■	
10. Raise wages for chronically low paying jobs, particularly those in long-term care fields.	10A. Raise wages for low-paying, long-term care and home care workers to increase the community's caregiver workforce.	Aging Alliance Sage II Commission/ Common Ground Rochester and Monroe County Anti-Poverty Initiative New York State Department of Health Center for Medicare and Medicaid Services Long-term care and Home care providers	Volunteerism & Employment	Increased wages for long term care and home care workers.	Reduced workforce shortages.	■	■	

## Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



### Communication & Information

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
11. Centralize and simplify information for older adults.	11A. Centralize information for older adults into one location.	Aging Alliance Monroe County Systems Integration Project Monroe County Office for Aging Lifespan/Monroe County NY Connects Libraries Aging service providers 211	Communication & Information  Health Services and Community Supports  Volunteerism & Employment  Transportation	The creation of a centralized information hub for access to information, including direct connection to relevant community resources.	Older adults have simplified access to information.	■	■	■
	11B. Provide information in digital and non-digital formats, such as by phone (a live person), via mail, in-person, in various languages and with supportive accommodations for disability.	Aging Alliance Monroe County Systems Integration Project Greater Rochester Area Partnership for the Elderly Lifespan/Monroe County NY Connects Aging service providers Disability service providers	Communication & Information	Information for older adults is accessible and available in multiple ways, to accommodate consumer preferences and support needs.	Older adults have access to information based on their unique preferences or needs.	■	■	■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline Y1 Y2 Y3
12. Develop age-friendly style guidelines for community information exchanges.	12A. Promote age-friendly language in written and spoken communication, using easily readable format and style.	Aging Alliance Monroe County Office for Aging Monroe County Communications Department Lifespan Community at large	Communication & Information  Respect & Inclusion	Creation of a style guide for age-friendly communication, for use by the community at large.	Greater respect for older adults.	■
	12B. Promote full accessibility for information exchanges, especially supporting individuals with limited English proficiency, low literacy, visual and hearing impairments, and those with intellectual or developmental disabilities.	Aging Alliance Monroe County Office for Aging Aging service providers Disability service providers	Communication & Information  Respect & Inclusion	Creation of a style guide for age-friendly communication, which includes information about how to communicate with individuals across the disability spectrum.	Improved access to information for individuals of all disabilities, languages, literacy and communication support needs.	■ ■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
13. Increase access to and proficient use of internet and technology to reduce the digital divide.	13A. Promote technology education and digital literacy for older adults.	Aging Alliance Monroe County Office for Aging OASIS Local colleges and universities Local school districts Libraries	Communication & Information  Respect & Inclusion	Technology educational opportunities available to older adults are compiled and are posted or otherwise shared by the aging service network.	Greater computer literacy for older adults.	■	■	
	13B. Create intergenerational connections and opportunities for technological assistance to older adults.	Monroe County Office for Aging Monroe County Youth Bureau Colleges and Universities Local school districts	Communication & Information  Respect & Inclusion	New intergenerational programs for technological assistance to older adults are created.	Greater computer literacy for older adults.	■	■	■
	13C. Improve access to and education about telehealth services for older adults.	Aging Alliance Monroe County Office for Aging Common Ground Health Area healthcare and hospital systems Telehealth service providers	Communication & Information  Respect & Inclusion  Health Services & Community Supports	Increased use of telehealth by older adults.	More older adults have the skills to use telehealth services.	■	■	■

# Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



## Outdoor Spaces & Buildings

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline Y1 Y2 Y3
14. Provide safe, comfortable access to indoor and outdoor public spaces.	14A. Expand seating and shelters at transit stops.	Regional Transit Service Reconnect Rochester	Outdoor Spaces & Buildings  Transportation	Additional seating/shelters at transit stops.	Comfortable accommodations for riders of transit service.	■ ■ ■
	14B. Increase availability of seating/benches in public places and parks.	Monroe County Parks Dept Monroe County City of Rochester Parks Department	Outdoor Spaces & Buildings	Additional seating/benches installed in parks and public spaces.	Comfortable use of public spaces.	■ ■ ■
	14C. Construct inclusive and accessible playgrounds for older adults and people with disabilities.	Aging Alliance Monroe County Office for Aging Monroe County City of Rochester Local school districts Aging service providers Disability service providers	Outdoor Spaces & Buildings  Respect & Inclusion	Increased number of accessible playgrounds within the county.	Inclusion for older adults and people with disabilities at area playgrounds.	■ ■ ■



Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
14. Provide safe, comfortable access to indoor and outdoor public spaces.	14D. Add emergency phones in parks and public venues.	Monroe County City of Rochester	Outdoor Spaces & Buildings	New phones are installed at parks and public venues.	Increased sense of safety by park users.	■	■	■
	14E. Encourage greater accessibility of the built environment with wide entryways, well-maintained sidewalks and ramps, and good lighting leading up to and inside buildings.	Aging Alliance Center for Disability Rights Monroe County Towns and Villages City of Rochester Building owners Developers	Outdoor Spaces & Buildings  Respect & Inclusion	Buildings with improvement needs are identified and advocacy is provided by identified partners to support improvements.	Greater access to buildings.	■	■	■
	14F. Encourage greater accessibility of outdoor spaces such as walk paths, trails and beaches.	Monroe County Towns and Villages Center for Disability Rights City of Rochester	Outdoor Spaces & Buildings  Respect & Inclusion	A walkability survey and assessment in the county's parks, walk trails and beaches is completed; needed improvements are identified and made.	Greater use of public spaces.	■	■	■
	14G. Educate older adults about safety-related issues, such as personal safety, home safety and scams.	Aging Alliance Monroe County Office for Aging Monroe County Sheriff's Dept Rochester Police Department Aging service providers	Outdoor Spaces & Buildings	Number of older adults educated about personal safety and protections.	Older adults are knowledgeable about safety precautions.	■		

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
15. Provide and maintain clean and accessible restrooms at public parks and spaces.	15A. Improve public restrooms, including the height of toilets, entrances, walkways leading to restroom areas, and maximum space for wheelchair turns.	Monroe County Parks Dept City of Rochester Private developers	Outdoor Spaces & Buildings	Improvements to public restrooms are made.	Increased comfort and use of public restrooms.	■	■	■
	15B. Create more family-style, unisex restrooms for ease of use by individuals with special needs, and privacy for caregiver support.	Monroe County Parks Dept City of Rochester Private developers	Outdoor Spaces & Buildings	More family-style, unisex rest rooms are available.	Improved restrooms for individuals with special needs and their caregivers.	■	■	■
16. Improve snow removal.	16A. Educate homeowners, landlords and commercial building owners about snow removal policies.	Monroe County Towns and Villages City of Rochester	Outdoor Spaces & Buildings	Public service campaign about snow removal is completed.	Greater walkability and access.	■	■	
	16B. Create neighbor-to-neighbor and intergenerational assistance with snow removal for homeowners.	Aging Alliance Monroe County Office for Aging Monroe County Youth Bureau City of Rochester	Outdoor Spaces & Buildings	Snow removal pilot project is implemented.	Greater access of outdoor spaces in winter.	■	■	■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
16. Improve snow removal.	16C. Maintain sequencing for streets and sidewalk plowing to avoid snow moved to just-plowed sidewalks and driveways.	Monroe County Towns and Villages City of Rochester AARP	Outdoor Spaces & Buildings  Transportation	Survey is conducted to verify the reduction of snow-blocked driveways, sidewalks, streets and intersections.	Walkable, accessible outdoor winter spaces	■	■	■
17. Improve pedestrian safety.	17A. Conduct walkability surveys in both towns and the City of Rochester to track ongoing needed sidewalk repair and curb transition improvements.	City of Rochester Monroe County Towns and Villages Reconnect Rochester AARP Community volunteers	Outdoor Spaces & Buildings	Municipalities report walkability surveys are being conducted and are utilized for on-going walkability improvements.	Improved walkability.	■	■	■
	17B. Promote safer streets with street reconstruction improvements.	Monroe County Towns and Villages  City of Rochester	Outdoor Spaces & Buildings	Number of new street reconstructions that incorporate safe street design for slowing traffic.	Reduced pedestrian and vehicle crashes.	■	■	

# Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



## Transportation

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
18. Adopt a 'Transit First' approach to community development.	18A. Consider transit needs and services during the planning phase of community development projects.	Aging Alliance City of Rochester Monroe County Economic Development Private developers	Transportation	Number of new development plans that are located near transit connections.	Greater connectedness of people to employment, housing and community services.	■	■	
19. Improve cycling infrastructure.	19A. Create more bike space when renovating, repaving, and upgrading street infrastructure projects.	Aging Alliance Monroe County Genesee Transportation Council City of Rochester Reconnect Rochester Rochester Cycling Alliance	Transportation	Additional bike space is documented in plans for street improvements.	Improved bike safety.	■	■	
	19B. Consider expanding shared bike rental stations near older adult housing complexes.	City of Rochester Regional Transit Service Reconnect Rochester Rochester Cycling Alliance	Transportation	Number of bike rental stations near older adult housing complexes.	Greater access to active transportation options for older adults.	■	■	

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
19. Improve cycling infrastructure.	19C. Pilot the addition of three-wheeled trikes in bike-share, and rental inventory.	Aging Alliance Reconnect Rochester Rochester Cycling Alliance Rochester Transit Service Older adults	Transportation	Pilot completed of shared use three-wheeled trikes.	Improved bike safety for community members with compromised mobility.	■	■	■
	19D. Promote bike boulevards and urban bike trails, with signage and marketing.	Aging Alliance Reconnect Rochester Rochester Cycling Alliance Genesee Transportation Council	Transportation	List of marked bike boulevards and urban bike trails is produced and publicized.	Increased use of bicycles.	■	■	■
20. Expand low-cost or no-cost transportation for medical and non-medical trips.	20A. Expand volunteer driver programs through increased investment in recruitment, training, and placement of volunteers.	Aging Alliance Monroe County Office for Aging United Way Lifespan-Mobility Management Programs Community-based organizations Aging service providers	Transportation  Volunteerism & Employment  Economic Security	Number of additional volunteer programs and volunteers.	Increased access to affordable or no cost transportation options.	■	■	

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
20. Expand low-cost or no-cost transportation for medical and non-medical trips.	20B. Additional financial support for non-emergency medical and social transportation (such as voucher programs) for those not eligible for Medicaid.	Monroe County Office for Aging Lifespan Private funders Municipalities	Transportation  Economic Security	Additional financial support is available to older adults for transportation needs.	Improved access to affordable transportation for older adults.	■	■	■
	20C. Expand geographic locations of on-demand transit zones.	Rochester Transit Service	Transportation  Economic Security	Expanded geographic locations for on-demand transit service.	Increased, affordable transportation opportunities.	■	■	■
21. Implement more robust mobility management services.	21A. Create a centralized portal for all updated transportation options, accessible electronically and in print.	NYS Department of Transportation Monroe County Office for Aging United Way Lifespan	Transportation  Communication & Information	Creation of a centralized portal for all transportation information and services, accessible for individuals and to those assisting individuals with mobility needs, available digitally and in print.	Easier access to the transportation ecosystem.	■		
	21B. Provide travel training, including public transit ride-along, education about on-demand and transit options, and support with electronic trip planning applications.	Rochester Transit Service NYS Department of Transportation Monroe County Office for Aging United Way Lifespan	Transportation  Communication & Information	Number of travel training services provided by the mobility management program.	Greater use transit service by older adults and people with disabilities.	■	■	

## Age Friendly Monroe County Recommendations and Action Plan



### Housing



LIVABLE COMMUNITIES  
Rochester and Monroe County

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
22. Increase affordable, safe, accessible housing.	22A. Advocate for more affordable, accessible rental housing options for older adults.	Aging Alliance Rochester Housing Authority Sage II Commission/ Common Ground Health Housing developers	Housing  Economic Security	Increased development of affordable, accessible rental housing for older adults.	Increased development of affordable, accessible rental housing for older adults.	■	■	■
	22B. Support zoning changes for Accessory Dwelling Units on residential properties.	Aging Alliance Monroe County Towns and Villages City of Rochester	Housing	Accessory Dwelling Units are approved in city and town zoning ordinances.	Increased alternative housing options that support affordable living near loved ones.	■	■	■
	22C. Expand home modification programs, which provide affordable improvements such as railings, grab bars, non-skid stairs, interior/exterior ramps.	Monroe County Office for Aging City of Rochester Lifespan Community-based organizations Aging service providers UR Medicine Private funders	Housing  Economic Security	New or expanded home modification services are available to older adults.	Older adults have support to successfully age in place.	■	■	

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
22. Increase affordable, safe, accessible housing.	22D. Increase grants and low interest loan programs for home maintenance and repair.	Monroe County Office for Aging Community-based organizations Aging service providers Private funders	Housing  Economic Security	Amount of increased funding supporting low-income older adults with needed home repairs.	Older adults have the financial support to remain in their own homes.	■		
23. Establish a reference center for home support and maintenance services.	23A. Create a reference center for trusted home repair and improvement contractors.	Monroe County Office for Aging Lifespan/Monroe County NY Connects Monroe County Systems Integration Project Better Contractors Bureau	Housing  Communication & Information	Resource center created for contractors, vetted by a trusted source, as a reference for older adults.	Older adults have reliable information about trusted home support services.	■	■	
	23B. Provide affordable packing and moving services for older adults who wish to rightsize.	Monroe County Office for Aging Aging service providers Community-based organizations Private funders	Housing  Economic Security	List of new or expanded packing/moving services for low-income older adults.	Older adults have financial support to relocate.	■	■	■



## Age Friendly Monroe County Recommendations and Action Plan



LIVABLE COMMUNITIES  
Rochester and Monroe County



### Health Services & Community Supports

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
24. Establish one navigator service to assist older adults in accessing available health services and community supports.	24A. Champion the community's Systems Integration project efforts to establish a navigator service.	Aging Alliance Monroe County Systems Integration Project	Health Services & Community Supports  Communication & Information	Establishment of a community-wide navigator service.	Increased connection to community resources.	■	■	■
	24B. Co-locate navigators at key neighborhood, community center and housing locations.	Monroe County Systems Integration Project	Health Services & Community Supports	Navigator services are available throughout the county.	Increased access to supportive community services.	■	■	■
25. Expand health services and health literacy programs for older adults.	25A. Expand the existing, evidence-based health care coordination model, for assistance with appointment management, transportation, medication management, and care coordination, regardless of income or insurance.	Private funders Monroe County Office for Aging Lifespan Healthcare providers	Health Services & Community Supports	Increased funding is secured for health care coordination services.  Improved health outcomes are reported.	Improved health outcomes.	■		

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
25. Expand health services and health literacy programs for older adults.	25B. Improve the social determinants of health for underserved and underrepresented older adults.	Aging Alliance Monroe County Office for Aging Aging service providers Common Ground Health Healthcare providers	Health Services & Community Supports  Respect & Inclusion	Inventory of community aging resources is created, organized into social determinants of health domains.  County health metrics show improved health outcomes for underserved and underrepresented older adults.	Improved health outcomes.	■		
	25C. Advance health literacy through programs such as Ask Me 3™ and other patient-empowerment programs.	Monroe County Office for Aging Common Ground Health Healthcare providers Private funders	Health Services & Community Supports  Communication & Information	Health literacy programs are offered to older adults, as reported by healthcare providers.	Improved health literacy of older adults.	■		
	25D. Educate healthcare practitioners about how to improve communication with older adults and persons with disabilities. E.g., take time, go slower, speak up, use large print.	Aging Alliance Common Ground Health Healthcare providers	Health Services & Community Supports  Communication & Information  Respect & Inclusion	Workshop or seminar is given to medical providers that promotes an understanding of the value of older adults and their needs.	Improved understanding by medical providers about how to serve and treat older adults.	■		

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
25. Expand health services and health literacy programs for older adults.	25E. Expand evidence-based, in-home emotional wellness and behavioral health programs for older adults, as well as more intense services for behavioral health needs (mental health and substance abuse).	Monroe County Office for Aging Aging service providers Monroe County Office of Mental Health Common Ground Health Healthcare providers Private funders	Health Services & Community Supports	Increased options for treatment and support are available for older adults with behavioral health needs	Improved emotional wellness for older adults.	■	■	■
26. Support formal and informal caregivers, and caregiver networks.	26A. Provide caregiver information and assistance to support those caring for loved ones, understanding that many do not identify as ‘caregivers.’	Caregiver resource providers Aging service providers Monroe County Systems Integration Project	Health Services & Community Supports  Communication & Information	Increased number of caregiver resources and services provided.	Easy access to caregiver information and support.	■	■	
	26B. Expand formal and informal neighborhood care networks that coordinate assistance and support for aging in place. E.g. Episcopal Senior Life Neighborhood program, the Villages model, and private, neighbor-to-neighbor informal support.	Episcopal Senior Life Aging service providers Villages programs Neighborhoods Community at large	Health Services & Community Supports	Number of new neighborhood care networks and services available.	Improved caregiver support.	■	■	■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
26. Support formal and informal caregivers, and caregiver networks.	26C. Support kinship caregivers.	NYS Kinship Navigator Monroe County Office for Aging Aging service providers Local schools	Health Services & Community Supports	Increased number of kinship caregivers served.	Kinship caregivers are supported with resources to care for children.	■	■	
27. Promote full participation in the Age-friendly Health System Initiative* by local hospital systems and medical providers.	27A. Foster continuous improvements in locally certified Age-friendly Health Systems using the 4Ms framework: four evidence-based elements of high-quality care that focus on What Matters, Mobility, Mentation, and Medication.	Monroe County hospitals and healthcare systems  Aging service providers	Health Services & Community Supports  Respect & Inclusion	Adoption of one new age-friendly care innovation or operational improvement inside the local Age Friendly Health System network.	Improved health outcomes.	■	■	■

\*An initiative of the John A. Hartford Foundation and the Institute for Healthcare Improvement in partnership with the American Hospital Association and the Catholic Health Association of the United States

## Age Friendly Monroe County Recommendations and Action Plan



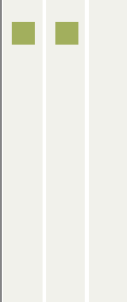
LIVABLE COMMUNITIES  
Rochester and Monroe County



### Economic Security

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline Y1 Y2 Y3
28. Recognize the issue of poverty among older adults, especially those of color living within the City of Rochester, and support improvements to address the elder poverty crisis.	28A. Support community-based organizations assisting low-income older adults with basic needs.	Monroe County Office for the Aging  Private funders	Economic Security	Discontinued Monroe County matching fund requirements for programming that serves individuals in poverty.	Fewer restrictions and challenges placed on community-based organizations who serve individuals in poverty.	■
	28B. Increase financial support to programs that assist older adults with bill paying and budgeting tasks.	Monroe County Office for Aging  Private funders	Economic Security	Additional funding secured for bill paying and budgeting programs.	Older adults have support to maintain their financial independence.	■ ■ ■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline		
						Y1	Y2	Y3
28. Recognize the issue of poverty among older adults, especially those of color living within the City of Rochester, and support improvements to address the elder poverty crisis.	28C. Infuse financial services programming into City of Rochester older adult programming locations, to support older adults living in poverty in these neighborhoods.	Monroe County Office for Aging Monroe County Systems Integration Project Neighborhood Centers Aging service providers	Economic Security	Number of financial support services offered at various City of Rochester neighborhood locations.	Improved financial stability for older adults living in the City	■	■	
29. Increase participation in public benefit programs and services.	29A. Host financial clinics in targeted locations to provide eligibility and application assistance to older adults who qualify for public benefit programs.	Aging Alliance Monroe County Office for Aging Aging service providers Monroe County Department of Human Services	Economic Security	Number of financial clinics held.	Improved financial stability for older adults.	■	■	
	29B. Increase the number of older adults receiving public benefits, especially the Supplemental Nutrition Assistance Program.	Aging Alliance Monroe County Department of Human Services Nutrition Outreach and Education Program Aging service providers	Economic Security	Increased number of older adults receiving SNAP and other public benefits.	Reduced food insecurity and improved financial stability for older adults.	■	■	■

Recommendation	Action	Community Partners	Domains	Indicators	Desired Impact	Timeline Y1 Y2 Y3
29. Increase participation in public benefit programs and services.	29C. Connect older adults to financial support for internet access and Lifeline telephone benefits with smartphone technology options.	Aging Alliance Monroe County Department of Human Services Aging service providers	Economic Security  Communication & Information  Respect & Inclusion	Increased number of older adults enrolled in internet and Lifeline financial assistance programs.	Improved internet and technology access for older adults.	 <p>The timeline chart shows two green squares representing implementation in Year 1 and Year 2, with no implementation in Year 3.</p>