

Seattle for a Lifetime: City Goals for Older Adults

Response to City Council Statement of Legislative
Intent 38-2-A-1

Seattle Human Services Department

8/1/2010

Executive Summary

In response to Statement of Legislative Intent (SLI) 38-2-A-1, the Human Services Department conducted a planning process to identify the City's policy goals for older adults; the role of senior centers and other City-funded programs and initiatives in meeting these goals; and effective and sustainable approaches to implementing programs and services in support of these goals.

The following proposed policies and principles, recommendations and action items are the result of this planning process.

Proposed Older Adult Policy Statement

The Executive recommends to the City Council that together they enact the following policy statement: "The City of Seattle recognizes older adults as a vital asset to a vibrant community and is committed to:

- Promoting an environment which supports and sustains people in their communities through all life stages and improves their quality of life;
- Creating opportunities for lifelong civic and social engagement; and
- Supporting activities that encourage healthy, active living."

In support of the above policy, effective and sustainable programs and services should incorporate the following principles:

Community based

- Older adults access programs and services in their own neighborhoods, enhancing social connections.
- Opportunities exist for communities defined by non-geographic boundaries, e.g., language, culture, interests, etc.
- Planning efforts build upon neighborhood strengths and community assets.
- City programs work in partnership with local organizations and community members to increase participation, reduce duplication and maximize use of existing resources.
- Older adults can both give and receive support, in paid or unpaid ways.

Inclusive

- Programs and services are open and inviting to people of all ages and cultures, incorporating race and social justice principles, such as health equity, equal access, and quality of life for all.
- Supply is sufficient to meet demand.
- Programs and services are affordable and priced fairly, and include options that encourage participation regardless of ability to pay.

Accessible

- Older adults can access programs and services safely and efficiently by walking, biking or riding public transit.
- Operating hours are convenient and responsive to the needs of the community.
- The built environment is accessible and appealing to all ages and abilities, incorporating principles of Universal Design.

Recommendations

1. Funding
 - a. To the extent possible, preserve current City General Fund investments for the 2011-12 biennium.
 - b. If cuts are mandated, ensure the impact on older adults is not disproportionate with other population sectors.
 - c. Plan for expansion of resources to align with population growth over time, and consider support for revenue options directing dedicated resources to older adults.
2. Resource Coordination
 - a. Encourage coordination and partnerships within neighborhood sectors; share best practices and successful efforts.
 - b. Facilitate coordination/integration across City-funded programs.
 - c. Initiate planning process to respond to gap in the North/Northeast neighborhood districts to include Wallingford Senior Center.
3. Facility Improvements
 - a. Assist senior centers in obtaining grants and other opportunities for facility upgrades and improvements.
 - b. Consider redevelopment of existing facilities.
 - c. Assist with evaluating options for relocation.
4. Technical Assistance
 - a. Implement marketing strategies to improve access to and awareness of programs.
 - b. Assist senior centers in upgrading their internal data systems and in using on-line resources and community tools.
 - c. Provide opportunities for leadership development.
5. Aging Readiness
 - a. Prepare City leaders, staff, and residents for the impacts of the aging boom through a series of readiness workshops and other efforts.
 - b. Ensure all City planning efforts respond to the growth in the aging population and the views of older adults.

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Purpose/Background

In 2006, responding to concerns of financial instability at several senior centers, the Seattle City Council funded a study to gain a better understanding of senior centers' value in the community, and determine what role the City of Seattle should play in supporting senior centers. In the resulting report, consultant Andrea Cohen confirmed that senior centers are an integral and important part of our communities that should receive increased financial and technical support from the City.

Ms. Cohen's recommendations, presented to the City Council in June 2007, resulted in the Council adding \$200,000 of City General Fund to the 2008 Human Services Department's (HSD) budget for senior centers, funding which continued in subsequent years.

In response to the imminent closure of the Wallingford Senior Center in late 2009, the City Council issued a Statement of Legislative (SLI) that tasked the Human Services Department (HSD) with responding to the following questions:

- What are the City's policy goals for older adults?
- What roles do senior centers, Parks, and other City-funded programs and initiatives play in supporting these goals?
- What are effective and sustainable approaches to implementing programs and services in support of these goals?

HSD's response to the SLI builds upon the thorough body of work Ms. Cohen assembled in the 2007 study. This report will include most of her original recommendations, however, given the significant change in the economic climate between 2007 and 2010, the emphasis will be on low-cost and revenue neutral approaches to sustain and improve programs and services for older adults.

The revised focus and recommendations in this report align with Mayor McGinn's stated values, initiatives and priorities:

Values

- Effective – striving for excellence in government service
- Shared Prosperity – security and dignity for all
- Race and Social Justice – inclusive and fair to all

Initiatives

- Youth and Families Initiative – older adults are an important part of families and a valuable resource

- Walk, Bike, Ride – encourage easy non-car choices
- Sustainable Communities – a cross-departmental approach to build place-based communities

Priorities

- Collaboration – across City departments to reduce costs and align resources
- Civic Engagement – encourage and support civic activity to improve our city

Process

In developing this report, staff from HSD’s Aging & Disability Services division (ADS) solicited feedback through one-on-one meetings, focus groups, surveys, and a stakeholder meeting in which participants were invited to comment on preliminary recommendations. Input from City staff came from conversations with: City Council members and their staff; the Mayor and representatives from his office; selected City department directors; and managers/lead staff for programs and initiatives involving older adults. HSD also gathered input from the community, including: community volunteers and ADS advisory board members; partner organizations and other funders; senior center directors and staff; participants in Parks and/or senior center programs; and older adults who do not currently participate in senior center programs. In all, over 100 stakeholders offered their counsel (see Appendix, Stakeholder and Community Input).

The 2007 Cohen study included a review of best practices, locally and nationally, and an analysis of demographic trends. HSD revisited these areas in developing this report and incorporated relevant findings into the recommendations.

In the SLI, the Council asked HSD to develop recommendations for each of three related issues: 1) policy goals for older adults, 2) the role of City-funded programs in meeting those goals; and, 3) effective and sustainable approaches to achieving these goals. This report will respond to each of these issues, providing specific recommendations for both short and long range challenges, and identifying action items for immediate implementation.

Policy Goals

In the 1970’s and 80’s, Seattle was a leader in building a community that valued and supported its elder residents. The establishment of the Mayor’s Office for Senior Citizens with its array of services (1975), the utility discount program (1977), and the first local housing levy which built the Seattle Senior Housing Program (1981), were trend setting initiatives that demonstrated Seattle’s commitment to older adults. Several additional program areas followed: senior centers, Lifelong Recreation, and access to meals and services for limited-English speaking groups.

At this time, the Executive recommends to the City Council that together they enact the following policy statement:

“The City of Seattle recognizes older adults as a vital asset to a vibrant community and is committed to:

- Promoting an environment which supports and sustains people in their communities through all life stages and improves their quality of life;
- Creating opportunities for lifelong civic and social engagement; and
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In support of the above policy, effective and sustainable programs and services should incorporate the following principles:

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- Planning efforts build upon neighborhood strengths and community assets. City programs work in partnership with local organizations and community members to increase participation, reduce duplication and maximize use of existing resources.
- Older adults can both give and receive support, in paid and unpaid ways.

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Accessible

- Older adults can access programs and services safely and efficiently by walking, biking or riding public transit.
- Operating hours are convenient and responsive to the needs of the community.
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Role of Senior Centers, Parks, and other City of Seattle Programs

Programs for older adults are becoming more important as Seattle’s population continues to age. Per 2008 population estimates from Washington State’s Office of Financial Management,

older adults represent 17% of the City's population (101,953 adults age 60+). According to a recent senior housing report, "A Quiet Crisis," by 2025, the number of seniors in King County will double, representing 23% of the population. The number of King County seniors living in poverty will also double by 2025 (See Appendix, Senior Housing Report).

The City of Seattle directly funds and operates two direct service programs for older adults: the Mayor's Office for Senior Citizen's (MOSC), a multi-service center offering job placement and counseling, utility assistance, civic engagement opportunities, and information and assistance (I&A); and the Seattle Parks and Recreation's Lifelong Recreation Program – classes and activities for older adults. In addition to these direct service programs, HSD's Aging & Disability Services (ADS) division subcontracts with local non-profit agencies, including senior centers, to provide services to older adults throughout King County (see Appendix, List of Senior Centers).

The MOSC is the municipal "front-door" for the City's older adult programs – the place people go to find out what programs, discounts and public assistance may be available to older adults, including other local, and state and federally funded programs. Senior Services, a local non-profit agency serving older adults, provides staffing for the I&A component at MOSC.

Lifelong Recreation (LRP) offers a wide range of fitness and social programs for people "50 and better." Classes and activities are based in local community centers and pools, and include City-wide activities and special events such as the Sound Steps walking program and the Northwest Senior Games. In 2009, LRP offered over 400 classes that were attended by over 6,000 older adults.

ADS is the designated Area Agency on Aging (AAA) for King County, receiving federal funds through the Older Americans Act (OAA) to provide services to older adults county wide. AAA funds are allocated by a citizen advisory board with approval from ADS's three sponsor agencies: United Way, the City of Seattle, and King County. While these funds are not used for senior center operations, they may fund programs within senior centers such as congregate meals and health promotion activities, and they enhance other City funded programs. Food & Fitness, a Parks' LRP program which provides an opportunity for ethnic elders to share a meal together and participate in social, physical and educational activities in a culturally and language appropriate setting, receives funding for the "food" portion of the program through the AAA congregate meal program. The program serves Korean, Vietnamese, and Somali elders at three community centers (Miller, Garfield and Rainier, respectively). I&A services at the MOSC are also funded through the AAA. I&A services at MOSC are also funded through the AAA.

Senior centers provide a broad array of services, including meals, social and fitness activities, foot care and other health related services. Unlike many other municipalities, Seattle does not

directly own and operate senior centers. Largely, this is the result of how the centers were formed over 30 years ago. The centers grew from the ground up, a grassroots community effort aided by United Way funding. Today, HSD's Aging & Disability Services (ADS) division administers \$455,000 in City General Funds for operations for nine senior centers; four of which are housed in City-owned buildings at below-market rate rents. These programs leverage an additional \$1.9 million from other sources (see Appendix, Seattle Aging Programs, Organizational Chart).

All of these programs play important and unique roles in supporting the City's policy goals for older adults and in building sustainable vibrant communities. Senior centers and Parks' Lifelong Recreation Program (LRP) offer similar programs and classes, however, they respond to the different needs of distinct populations. Both senior centers and LRP offer fitness and health promotion related classes, however, frail elders may not feel as comfortable in the community center based program. LRP classes operate on a quarterly registration basis; participants register for the classes they want and may show up for only that class. Senior centers have some classes and programs requiring advance registration, however, they provide an environment which encourages people to drop-in anytime.

These differences do not mean that senior centers only serve the frail elderly and LRP only serves younger, more active older adults. Senior centers are reaching out to younger community members, both as volunteers and participants, and are rebranding their offerings in an attempt to be more inviting and inclusive. Seattle Parks recently piloted a "Senior Hub" model in three community centers: Delridge, Magnuson, and Yesler. The centers are open extended hours (9 a.m. to 1 p.m.) and have an expanded selection of LRP classes and activities. They are similar to senior centers in that their doors are always open and the facilities are staffed by professional and elder-friendly coordinators. This helps create an atmosphere that encourages people to drop in before classes, and linger after -- a key element of community building, providing safe, accessible and inviting places for people to interact.

These programs provide valuable resources to the larger community, serving as places to find information and access services, from support groups for family caregivers, to help with income tax preparation. They also offer opportunities for individuals to give back to the community, from co-hosting food banks and providing volunteer tutoring for neighborhood school children, to volunteer van drivers who enable the LRP program to keep trip costs low and prices affordable.

Given the anticipated growth of the aging population in Seattle, both senior center and community center based programs are needed, and both require continued support and investment to respond to Seattle's changing demographics. Popular LRP classes have long wait lists -- people are unable to get into the classes and trips even when signing up within hours of

registration opening on-line. Because of budget cuts, most community centers do not open until 1 p.m., and older adult programming is reduced in the summer when child care and other youth programs take precedence, making it difficult to sustain a sense of place and community for the older adult participants. Several senior centers have indicated they would like to extend their operating hours to include evenings and weekends, and explore more intergenerational programming. Pike Place Market's successful breakfast program and pilot programs at other centers have demonstrated the demand for flexible hours. An effort at the Southeast Senior Center in which seniors worked alongside youth to create a mural about the lives of people in the Rainier Valley (part of the Seattle Youth Violence Prevention Initiative) is an example of how well-planned intergenerational initiatives can benefit the whole community. However, several centers have had reduced operating funds from King County, and the economic times are a challenge to non-profit fund-raising, make it difficult to develop and implement new programming.

The City's challenge will be to maintain these critical City-funded programs in the current economic climate, and to help strengthen and grow them over time in response to the increases in the older adult population.

Effective and Sustainable Solutions

In order to maintain and improve Seattle as a "city for a lifetime", five recommendation areas emerge:

1. Funding

a. Current Levels

As much as possible in the current funding climate, the City should preserve General Fund funding in the 2011-12 Budget for both Human Services and Seattle Parks and Recreation programs for older adults. These programs provide a big impact for a relatively modest investment. Senior center programs are able to use the City's General Fund allocation (a total of \$455K across nine centers; 19% of a center's operations budget on average) to leverage the additional 81% on average needed for operations. Both senior centers and Parks' LRP programs play significant roles in implementing the City's policy goals indicated on p. 7.

b. Declining Funding

If the economic climate continues to deteriorate, and cuts are mandated, the City should assess the impacts of cuts to ensure reductions do not disproportionately impact older adults. This assessment should include funding for direct service programs, such as senior centers, as well as other municipal

operations that directly impact older adults, e.g., public safety, pedestrian improvements, and operating hours of libraries and community centers.

c. *Resource Growth*

Given the current demand for older adult programs, and the anticipated “quiet crisis” or doubling of the 60+ population in the next decade, resource growth for aging programs should ideally align with the growth of the aging population. To match the anticipated growth rate, the City would need to double the current General Fund investments for older adults in ten years. The City may also want to consider future revenue options that direct dedicated resources to older adults.

2. Resource Coordination

a. *Community Level*

The City should encourage partnerships and coordination among community organizations which help increase the depth and breadth of their programs. A good example of coordination is the partnership between the West Seattle Senior Center (WSSC) and the Delridge Community Center Senior Hub (DCCSH). Staff in both agencies work as partners, rather than competitors, communicating regularly to schedule programs that are complimentary but not duplicative, and which meet the needs of a diverse community given limited staffing and funds. WSSC and DCCSH also participate in a quarterly meeting of aging-related service providers in southwest and West Seattle. These meetings provide resource sharing and networking opportunities, allowing programs to do more with less. In addition, the new “Aging Your Way” asset building initiative by Senior Services may well serve as a model for other neighborhoods as it develops.

b. *City Level*

Resource coordination and programming integration at the City level will enable the City to distribute resources in a more effective and sustainable way. The City should require coordination between City-funded programs serving older adults through HSD contracts for funding, Memoranda of Understanding between agencies, and other tools. City-funded programs in the community should have a general knowledge of other available programs, and these programs should communicate with each other on a regular basis to provide the best service for their participants. This same level of coordination and information sharing should be strengthened within and between City departments. The City should explore opportunities for strengthening integrated programming such as the Food & Fitness program mentioned on p.8.

c. *Planning for NE Sector*

The City should take an active role in planning for a new senior center or improved community center in northeast Seattle. While many innovative programs are developing in northeast Seattle, including NEST (Northeast Seattle Together, a virtual village concept) and Parks' Senior Hub at Magnuson, this is the only neighborhood district without a senior center (see Appendix, Map). An older Parks-owned community building in Lake City may afford an opportunity to improve and expand elder-friendly programming. The Wallingford Senior Center, located in the Good Shepherd Building owned by Historic Seattle, has managed to forestall closure, and is taking an active role in addressing the senior programming gap in northeast Seattle. The City should encourage grassroots development of new resources through the planning process.

3. Facility Improvements

a. Access to Grants

Several senior centers are in need of energy and safety related improvements, accessibility upgrades, and updated floor plans. Senior center directors pursue money for these projects but, given all their other responsibilities, have difficulty finding the time to identify and apply for appropriate facility improvement grants. Relevant City departments and programs should keep senior centers apprised of grants, such as the federal "Retrofit Ramp Up" program, or other appropriations opportunities. The City should also work with the centers to implement low-cost maintenance solutions, such as modifications identified in energy audits.

b. Redevelopment

The Greenwood Senior Center, part of the Phinney Neighborhood Association (PNA), is located in an inaccessible and poorly constructed City-owned building. The facility is in immediate need of improvements that would improve accessibility to participants with limited mobility, however, significant infrastructure upgrades may not be possible. The lot size and location make this a good site for mixed-use redevelopment. The City should work with PNA to explore redevelopment of this structure to include a new community/senior center and senior housing units. Increasing the number of affordable senior housing units is a key recommendation in the "Quiet Crisis" senior housing report.

c. Relocation

Two senior centers, the International Drop-In Center (IDIC) and the Northwest Senior Center in Ballard, are experiencing capacity issues due to growth and are limited in their ability to improve programming because of the size and layout of the facilities. Both centers have identified vacant, publicly owned buildings for

possible relocation. The City should assist these centers in evaluating the viability of these options. Additionally, the Wallingford Senior Center is working to address rent challenges with Historic Seattle which may include future relocation or co-location.

4. Technical Assistance

a. Marketing

Senior center directors consistently state the need for marketing assistance to increase awareness of the range of programs and services they offer in their communities. They know more people need their services, but don't have the time and resources to engage in productive marketing efforts. As the "front door" for City aging programs, the MOSC can assist in this effort, offering positive coordinated messaging about senior center programs/services and a communication tool for senior center directors and other service providers. Strategies mentioned above under Resource Coordination will also help by creating a stronger and more knowledgeable network of providers.

b. Technology

Funding for computers systems and technology improvements is a low priority in senior center budgets; however, technology can play a key role in helping demonstrate the value they bring to the community. The City Department of Information Technology's Community Technology program and Technology Matching Fund offer valuable technology resources (funding and technical assistance) that can help senior center directors build membership and community, e.g., using online tools, social networking, etc.

c. Leadership Development

As recommended in the Cohen study, senior center directors and their boards would benefit from leadership training in order to become stronger and more effective in their roles. Other community leaders and volunteers would also benefit from this opportunity, including the LRP Advisory Council. The City should work with United Way of King County, a co-funder of many senior centers, to implement this recommendation. Engaging residents and providing them with leadership tools will result in stronger, more self-sufficient centers and communities.

5. Aging Readiness

a. Prepare

The impending “quiet crisis” or doubling of the aging populations will impact all elements of the community, including City staff and their families. The City can take a key role in helping prepare the community, and in educating and supporting City employees. As part of this effort, MOSC should host a series of aging readiness workshops modeled on the Senior Coffee Hour which brings community elders closer to City leaders, by providing a forum for discussion and information sharing. ADS/MOSC should help foster awareness and understanding of important aging issues, such as family caregivers, fall prevention, dementia, universal design, employment, elder abuse, etc. The City should recognize that fall prevention and awareness programs, such as Senior Services “A Matter of Balance” and HSD’s “HomeStretch” program, and other collaborative efforts, are critical to ensuring the health and safety of all Seattle residents.

b. Implement

The City should ensure that all departments are including the growth of the senior population and the views of older adults in their planning activities. HSD/ADS staff participated in the development of SDOT’s Pedestrian Master Plan to make sure the needs of older adults were represented; the Office of Housing worked with HSD/ADS and other community partners to develop the “Quiet Crisis” senior housing study; and the Library solicited feedback from ADS staff and Advisory Board to guide the development of their next strategic plan. These are a few examples of internal dialogue and coordination between City departments and programs which should be modeled across the City.

Action Items

1. Work Plan

HSD/ADS will develop a high level work plan by October 1, 2010 to implement key recommendations, assigning lead agency/staff for each recommended item.

2. MOUs for Senior Centers and Parks

HSD/ADS senior center contracts for the 2011 program year will include language requiring a Memorandum of Understanding between each senior center and Seattle

Parks & Recreation, to standardize coordination between programs. HSD will also pursue similar language in its contracts with Family Centers.

3. Redevelopment of Greenwood Senior Center

ADS will convene a meeting with key staff from FAS, OH and PNA to discuss redevelopment options for the Greenwood Senior Center.

4. Civic Engagement/Aging Readiness

MOSC will plan for a series of Aging Readiness workshops modeled on the successful Senior Coffee Hour program in which residents meet with City leaders and program managers to learn, ask questions and share ideas. This effort aligns with plans to rebrand the MOSC and inspire a broader range of older adults to get moving, stay connected, and make a difference.

5. Community Collaboration

In addition to producing MOUs with senior centers, Parks will explore opportunities for further collaboration and joint promotion with lifelong learning programs (e.g., Seattle Public Library and local college/university programs for older adults) and family centers, and review optimal hours of operation for each community.

Conclusion

By addressing the recommendations of this report Seattle will be better prepared to welcome the challenges and opportunities presented by the aging of its population. Seattle is proud to honor its older residents by defining a policy framework and strengthening its programs and policies to truly become a “city for a lifetime.”

Appendix

- Stakeholder and Community Input
- Senior Housing Report
- List of Senior Centers Budgets, Facility Issues, Challenges, and Opportunities
- Seattle Aging Programs, Organizational Chart
- Map: Age 60+ population by neighborhood, and City-funded older adult programs

Stakeholder and Community Input

City of Seattle Department Leaders/Staff

- Executive
- City Council, Human Services Committee
- Parks & Recreation
 - Sue Goodwin, Director of Recreation
 - David Jensen, Lifelong Recreation Program
 - Senior Hub Coordinators
- Human Services
 - Family Center Program Staff/Division Director (ELFS)
 - Mayor's Office for Senior Citizens (ADS)
 - Congregate Meal , Senior Center, and Health Promotion Program Specialists (ADS)
- Neighborhoods
- Facilities and Administrative Services
- Housing

Senior Centers

- Center Directors
- Board Members
- Affiliate Organizations

Community Input

- Aging & Disability Services Advisory Council on Aging
- Lifelong Recreation Advisory Council
- Mayor's Council on African American Elders
- Healthy Aging Fair – senior center survey (Senior Services/Aging Your Way)
- Healthy Aging Partnership – coalition of over 30 government and community organizations in King County including: UW Health Promotion Research Center; Public Health; Senior Services; SeaMar; ACRS; Neighborhood House; and Retired and Senior Volunteer Program.

Senior Housing Report

Quiet Crisis: Age Wave Maxes Out Affordable Housing, King County 2008-2025, February 2009.

Full Report: <http://www.agingkingcounty.org/docs/SeniorHousingStudy.pdf>

A “Quiet Crisis” is a report to the community on the future need for affordable senior housing. The report is the result of a year-long collaboration among six agencies in King County. Among the report's findings:

- **By 2025, the number of seniors in King County will double, representing 23 percent of King County's total population.** The number of seniors living in poverty will more than double.
- **Currently, the need for affordable housing greatly surpasses the supply.** An additional 936 subsidized units will need to be created each year until 2025 just to maintain the current ratio of affordable housing to poor seniors.
- **The future needs of seniors will differ in some respects from today's seniors.** The baby boom generation is less likely than prior generations to derive its retirement income from secure lifetime sources such as pensions or annuities. Seniors are expected to live longer and spend more years with limited mobility and supportive services needs.
- **Working together, local governments, non-profit agencies and housing authorities can lead community-wide efforts to avert the crisis.** New strategies are needed to help seniors prepare to succeed in retirement including: healthy aging initiatives, financial literacy training, incorporation of universal design features in new construction and remodeling projects to make it easier for residents to remain in their homes as they age. Other approaches include making strategic investments of public funding to expand the supply of affordable housing for seniors, making policy changes that create a wider range of choices for low-income seniors who must rely on subsidized housing and state-sponsored health care, and encouraging the creation of new types of supportive housing.

Strong partnerships have been forged and furthered by work on this report to map and meet the increasing demand for quality senior care in quality public and private homes in King County through 2025.

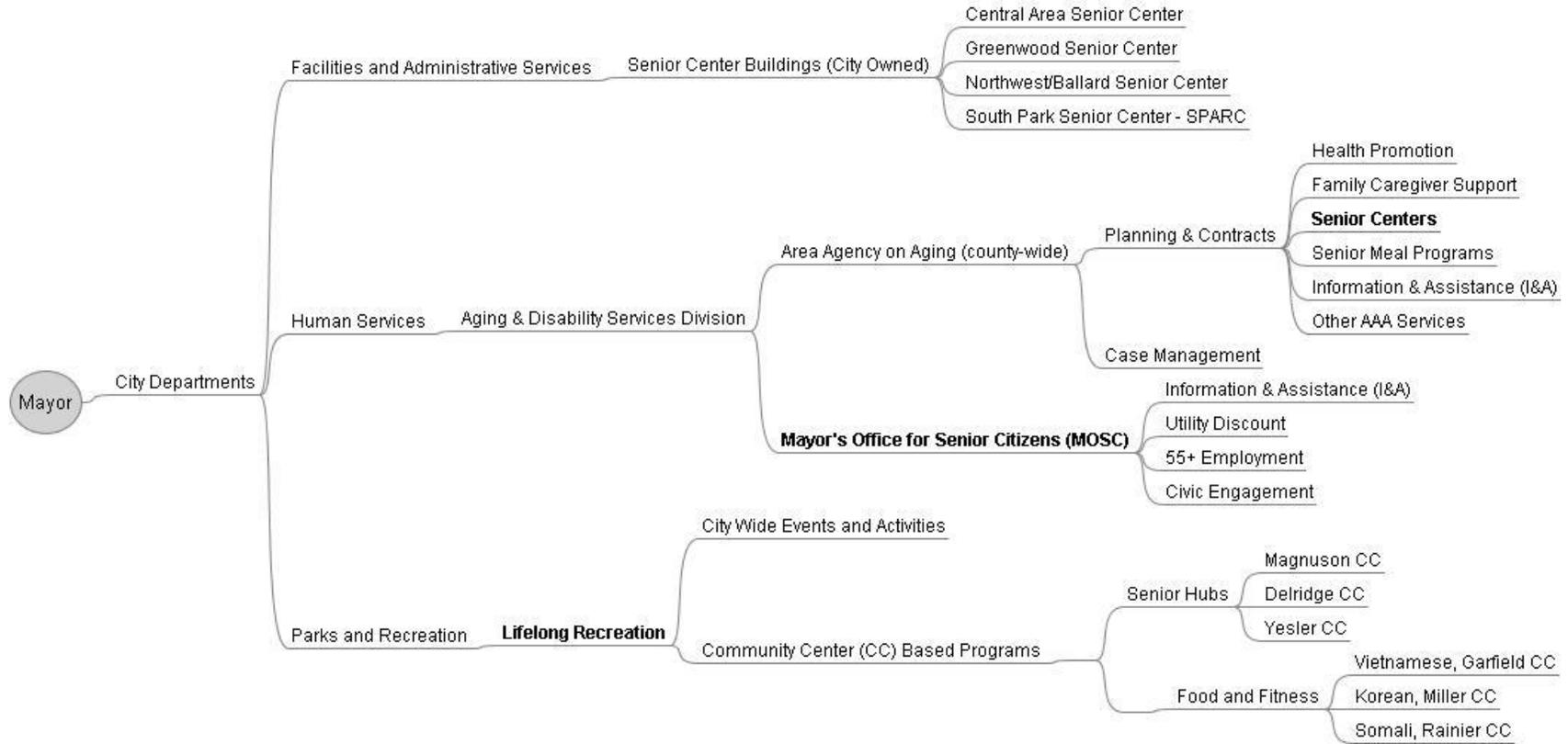
The Report was prepared by the Cedar River Group and Trang D. Tu, Consulting in collaboration with: Aging and Disability Services; City of Seattle Office of Housing; Seattle Housing Authority; King County Housing Authority; City of Seattle Human Services Department; and King County Housing & Community Development.

List of Senior Centers, Budgets, Facility Issues, Challenges, and Opportunities

Center/Participants	Operating Budget	Facility Related Issues	Challenges	Opportunities/Successes
Central Area (Senior Services) 500 30 th Ave S 98144 Senior Services Affiliate 1,448 participants 84% minority	GF: \$85,381 (24% of total budget) Other: \$269,683 (76% of total budget)	<ul style="list-style-type: none"> City owned building Intermittent roof leakage High energy costs; working with FAS to improve energy efficiency Interested on grants for other facility related improvements 	<ul style="list-style-type: none"> Parking - neighborhood setting will limit options for expansion Core clientele now living further from center 	<ul style="list-style-type: none"> “Sister Center” in Chicago Marketing as “The Central” to reach younger audience Monthly jazz events a draw Health promotion a focus
Greenwood (Phinney Neighborhood Assoc.) 525 N. 85 th St 98103 1,454 participants 9% minority	GF: \$43,453 (16% of total budget) Other: \$220,424 (84% of total budget)	<ul style="list-style-type: none"> City owned building Entrance is inaccessible; limited mobility users unable to move between floors Potential to redevelop as mixed-use/housing 	<ul style="list-style-type: none"> Work towards sustainable budget Access for participants with limited mobility 	<ul style="list-style-type: none"> Location on bus line and large lot Redevelopment potential as mixed-use/housing Successful fundraising efforts targeting non-senior groups PNA exploring virtual village concept
International Drop-In Center (IDIC) 7301 Beacon Ave S 98108 1,627 participants 100% minority	GF: \$78,675 (66% of total budget) Other: \$120,035 (34% of total budget)	<ul style="list-style-type: none"> Renting part of a church; full access not available to facility every day Program has outgrown space; would like larger facility 	<ul style="list-style-type: none"> Relocate to new facility – has identified vacant building, Van Asselt Elementary Interested in strengthening connections with Parks/Lifelong Recreation Program (LRP) and other service providers 	<ul style="list-style-type: none"> Actively working to meet needs of other ethnic communities (Lao, Hmong) in addition to their Filipino base. Intergenerational programming and appeal to families, not just elders Radio ads on Filipino station reaching new participants
Northwest/Ballard (Senior Services) 5429 32 nd Ave NW 98107 3,432 participants 19% minority	GF: \$21,580 (8% of total budget) Other: \$253,425 (92% of total budget)	<ul style="list-style-type: none"> City owned building Pedestrian safety concerns; need crosswalk Safety and energy upgrades needed; Plumbing issues Floor plan improvements – would like more open and functional layout 	<ul style="list-style-type: none"> Facility layout and structure limit flexibility in programming and expansion Limited staffing hampers ability to conduct outreach, develop new programming Interested in strengthening connections with Parks/LRP 	<ul style="list-style-type: none"> Ballard community very supportive of center Good connections with businesses, schools and other local service providers Some capacity after 3pm and on Saturdays that could be used by Parks or other programs
Pike Market 85 Pike St. 98101 1,072 participants 61% minority	GF: \$24,308 (22% of total budget) Other: \$85,612 (78% of total budget)	<ul style="list-style-type: none"> Pike PDA owns-new facility Spacious new kitchen 	<ul style="list-style-type: none"> Client population fills capacity for 2 meals/day Interested in strengthening connections with Parks/LRP Reach out to nearby moderate income residents. 	<ul style="list-style-type: none"> Morning meal program works for those in unstable housing Interested in inclusive programs (all ages, incomes) such as community gardens, walking; connect with Parks Serves a very low-income population, majority male

Center/Participants	Operating Budget	Facility Related Issues	Challenges	Opportunities/Successes
Southeast (Senior Services) 4655 S. Holly St. 98118 1,651 participants 58% minority	GF: \$76,959 (18% of total budget) Other: \$346,013 (72% of total budget)	<ul style="list-style-type: none"> Facility was built/owned by SE Senior Center Minor remodeling scheduled for summer 2010 Center owns nearby senior housing buildings 	<ul style="list-style-type: none"> Developing programs that appeal to diverse community Pedestrian and personal safety concerns Interested in strengthening connections with Parks/LRP 	<ul style="list-style-type: none"> People from many different cultures participate in programs Reaching out to LGBT elders Successful fundraisers bringing in new people – Burgers & Brews, Karaoke Partner in “Youth 180” non-violence initiative and support groups for kinship caregivers; intergenerational program opportunities.
South Park 8201 10 th Ave S. 98108 379 participants 20% minority	GF: \$6,487 (29% of total budget) Other: \$15,913 (71% of total budget)	<ul style="list-style-type: none"> City owned building – SPARC (spell out) is the fiscal agent Recent kitchen improvements, but still lacks storage for all the cooks sharing the site (four different meal programs) Need new furnishings 	<ul style="list-style-type: none"> Common space and kitchen are used by other programs Interested in strengthening connections with Parks/LRP Largely a volunteer run program; difficult to develop new programs, connect with other programs without paid staff 	<ul style="list-style-type: none"> New funding from United Way to include health promotion Core group of committed participants/volunteers who value giving back to the community (e.g., sharing meals with homeless) Meal is the only socialization opportunity for many South Park elders
Wallingford 4649 Sunnyside Ave N 98103 1,393 participants 1% minority	GF: \$96,617 (40% of total budget) Other: \$144,948 (60% of total budget)	<ul style="list-style-type: none"> PDA owned – Historic Seattle Rent costs total more than 50% of city funding. 	<ul style="list-style-type: none"> Recent partial closure left feeling of uncertainty and perception that center is closing Struggle to offer pricing that compares to similar classes at LRP, e.g., Enhance Fitness Independent status lacks “scaffolding” support that other centers have 	<ul style="list-style-type: none"> Part of NE Planning effort Co-locate with community center; or new NE sector center Community rallied to keep center afloat, and is vested in its success. Has connected with nearby SHA buildings New donor “challenge grant”
West Seattle (Senior Services) 4217 SW Oregon St 98116 2,142 participants 12% minority	GF: \$21,580 (4% of total budget) Other: \$530,321 (96% of total budget)	<ul style="list-style-type: none"> Owned by Senior Center Significant improvements completed in Phase I. Phase II of development plan – need \$1 million for earthquake retrofitting; replacement of temporary heating system, other health and safety improvements. 	<ul style="list-style-type: none"> Funding to complete Phase II of development plan (\$1 mil) Staffing/funding to open on weekends or evenings Board funds used for capital only are now being tapped for operations 	<ul style="list-style-type: none"> Recognized in community as a service provider for the neighborhood Successfully connects with local businesses and other programs (Parks), reaching out to broader community Innovative programs (rainbow bingo, coffee bar, computer/homework lab) bringing new people in
<i>Participant Numbers are based on 2009 Client Profile Report. Operating budgets based on 2009 Program Expenditure Reports.</i>				

Seattle Aging Programs, Organizational Chart



Map: Age 60+ population by neighborhood, and City-funded older adult programs

