



**MAKING A DIFFERENCE FOR OLDER ADULTS AND THE ENVIRONMENT
PROGRESS REPORT
EPA AGING INITIATIVE**

Today's Date: December 15, 2006
Recipient: ICMA
Agreement Number: CH-83225901-0
Report Number: 7- Final Report
Reporting Period: 3/21/2005-12/08/2006
Project Period: 3/21/2005 – 12/08/2006
ICMA Contact: Christine Shenot
Principal Investigator/Project Director: Emily Salomon
Project Title: Promoting Healthy Communities for Older Adults through Smart Growth

I. Progress Achieved in Accomplishing Project Goals/Objectives, Outputs and Outcomes:

Goal:

Through previous work within the aging-in-place arena – focus groups, conference sessions on aging, and communication with local government officials – ICMA observed a significant need for information and implementation tools to assist local governments in promoting healthy communities for older adults. Based on this need, the goal of the “Making a Difference for Older Adults and the Environment” project was to provide outreach to local government leaders and develop the written tools they need to implement more effective smart growth programs and policies to support healthy communities and healthy lifestyles for older adults.

ICMA's outreach and educational activities under this grant encouraged local government leaders to consider the environmental impacts of their current and future policies as they affect older residents, and to engage in smart growth practices as they prepare for the aging boom. Through the delivery of our objectives, ICMA made information readily accessible in a variety of formats including print materials, conference sessions, emails, and Web pages. ICMA measured its performance in this endeavor through specific outputs, such as: the number of people reached through presentations, written tools, and the Web site. Additionally, ICMA participated in a number of national events related to aging, livability, smart growth and environmental benefits to stay abreast of current activities to be able to communicate these new developments to local government officials (please refer to project quarterly reports for more details).

ICMA has planted the seeds for the development of environmentally friendly neighborhoods that incorporate pedestrian-friendly design, a mix of land uses that make housing accessible to shops and civic buildings, and other features that meet the unique needs of older adults. Through disseminating its deliverables in this project, ICMA reached a broad swath of its membership of

8,200 individuals representing local governments and communities throughout the nation. (Specific details are included below.) In future years, ICMA expects more communities to implement smart growth policies and focus on the needs of older adults as a result of this work.

Objective 1: Develop three or four case studies to highlight innovative local government policies that promote smart growth and healthy communities for older adults.

Work Completed:

- After a series of research efforts, wrote three case studies that highlight local government practices related to the aging population and smart growth efforts. The cases demonstrated diversity of size, location, and strategies:
 - Naples, Florida (pop. 20,000)
 - Seattle, Washington (pop. 560,000)
 - Barrington, New Hampshire (pop. 7,500)
- Printed 500 color copies of each case study.
- Posted the case studies on <http://icma.org/aging> and <http://icma.org/smartgrowth> under the heading, “Local Government Innovations.”
- Set up measurement queries to be able to track the number of “hits” at <http://icma.org>.
 - 634 visits to the abstract page (containing the link to a downloadable document) on <http://icma.org> from August 14, 2006 - December 2006.
 - 262 downloads of Barrington, N.H., case study since posted on August 14, 2006.
 - 218 downloads of Seattle, Wash., case study since posted on August 14, 2006.
 - 183 downloads of Naples, Fla., case study since posted on August 14, 2006.
 - 150 hard copies of case studies distributed at ICMA annual conference.
 - 50 hard copies of case studies distributed at Maturing of America press conference, Washington, D.C., September 2006. (Event was held to release the results of a survey ICMA fielded through a separate project, in partnership with the National Association of Area Agencies on Aging.)
 - 200 hard copies of case studies distributed at North Carolina Conference on Aging, Durham, N.C., October 2006.

Objective 2: Publish an article in the September 2006 issue of Public Management (PM) Magazine. This article provided an opportunity to publicize ICMA's involvement in the EPA Aging Initiative and educational session at the ICMA Annual Conference, *Elder-Ready and Environmentally-Friendly Communities*. The article replaced a fact sheet, which was planned in the original proposal.

Work Completed:

- Researched and wrote an article entitled, “Older Residents Can Become Smart Growth Advocates.” The article explained how local governments can build support from older adults to advocate for smart growth. The idea was inspired by Kathryn Lawler’s presentation at the May 1, 2006 EESI briefing on livable communities for older adults. Lawler focused on the importance of collaborating with a diverse range of stakeholders and including older adults in the community planning process.

- The article highlighted the communities of Culpeper, Virginia; Kirkland, Washington; and Amherst, Massachusetts.
- The article was published in the September 2006 issue of Public Management (PM) Magazine and is available online at <http://icma.org/pm/>.
- Set up measurement queries to be able to track the number of “hits” at <http://icma.org>.
 - 9,500 hard copies of the magazine were circulated to subscribers.
 - 1,000 additional copies of the magazine were circulated at ICMA’s 2006 annual conference in San Antonio, Tex.
 - 42 downloads of the article since posted in September 2006.
 - Links created by other organizations:
 - KnowledgePlex.org: <http://www.knowledgeplex.org/news/200108.html>
 - Georgia Tech planning class on public space: <http://herring.cc.gatech.edu/coolSPACE/712>

Objective 3: Compile an annotated list of selected resources for local governments on the topic of aging and smart growth.

Work Completed:

- Compiled resources to help local governments get up to speed quickly on the issues and tools that will enable them to ensure that older adults enjoy a high quality of life today and in the future. The list includes information about national organizations, newsletters and listservs, reports and fact sheets, funding, and conferences that are relevant to the aging and smart growth fields.
- Engaged experts Adrienne Dern at N4A and Mia Oberlink at the Visiting Nurse Service of New York to review the document.
- Posted the resource list online at <http://icma.org/smartgrowth> and [http://icma.org/aging in December 2005](http://icma.org/aging_in_December_2005).
- Set up measurement queries to be able to track the number of “hits” at <http://icma.org>.
 - 962 visits to the abstract page (containing the link to a downloadable document) on <http://icma.org> from January-December, 2006.
 - 689 downloads from <http://icma.org> from January-December, 2006.
 - 100 hard copies distributed at the 2006 ICMA annual conference.
 - Links created by other organizations:
 - Real Estate Foundation of British Columbia at http://www.communitytransition.org/item-view.php?item_ID=165.

Objective 4: Post materials from objectives 1-3 on ICMA’s Website and in its online e-library, as part of a compendium of materials to familiarize local governments with issues related to aging and smart growth.

Work Completed:

- Set up measurement queries to be able to track the number of “hits” at <http://icma.org>. (Results are listed separately under each deliverable.)
- Authored a brief article on aging issues in the August 2006 issue in Management InSite, a weekly newsletter to ICMA membership, to increase visibility of the aging topic page on the icma.org Website and to inform members about the new resources available online.

Objective 5: Convene a session at ICMA Annual Conference on the topic of aging, smart growth, and healthy communities for older adults. Use this opportunity to disseminate all of the proposed tools and related materials to the local government managers in attendance.

Work Completed:

- Convened the conference session during ICMA’s Annual Conference in San Antonio, Texas, on September 11, 2006, entitled *Elder-Ready and Environmentally-Friendly Communities*. Panelists included:
 - Carol Zernial, Director of Bexar Aging, San Antonio, Texas
 - Brannon Godfrey, City Manager of Culpeper, Virginia
 - Amada Thompson, Planning Services Officer of Decatur, Georgia
 - Kathy Sykes, US EPA, Moderator
- Session description: As baby boomers age, local governments face challenges to prepare for the changing needs of this population, and to address the environmental implications of these changes. The session explored strategies that local governments are using to plan for the rapidly growing older population by addressing environmental issues that are critical to making communities more livable for all ages.
- Number of attendees: approximately 100.
- Attendee evaluation results: Evaluations filled out by session attendees provided positive feedback and described the session as informative. On a scale of 1-5 (1 being the lowest and 5 being the highest), the average rating for the session was 4.2. Here’s a sampling of what people said about the session:
 - “Very informative and relevant to important issues in every community.”
 - “Good coverage of a very timely topic, and it was provided from different perspectives.”
 - “Presenters were extremely well prepared. Excellent information. Many good handouts.”
 - “Good intro to this subject – would have been great to stress that development to serve the elderly also is what is best for children and their families.”
 - “Informative and well-presented. Best of the first two sessions attended.”
 - “Good, solid speakers, with nice community design examples.”
 - “Highly relevant and practical.”
 - “All of the material was good – having a specific case study (Culpeper) was critical.”

Budget:

ICMA initially planned for more resources devoted to travel. After starting the project it became clear that there was a need for more staff time. After securing approval from EPA, we accomplished all of the objectives within a realigned budget.

Discuss Project Terms and Conditions required for this Agreement

ICMA has no comments on the terms and conditions at this time, and has abided by them.

Report any Key Personnel Changes concerned with the project:

During the project period, ICMA experienced staff changes. While Nadejda Mishkovsky began as the sole staff person working on this project, she was overextended and engaged new staff member Emily Salomon as the primary staff person assigned to this project as of September 2005. In early January 2006, ICMA hired Christine Shenot as a Project Manager, and she assumed Nadejda Mishkovsky's role as the project manager. Summer intern Crystal Myers, a graduate student of planning, also provided research assistance.

II. Difficulties Encountered:

Problem(s) Encountered and Resolution/Corrective Action Plan:

- Early in the project, ICMA was understaffed and the project faced delays as a result.
- RESOLUTION: The staffing challenge was remedied by hiring Emily Salomon as an Assistant Project Manager.
- The original 12-month work plan was not appropriate for the approved project period, which spanned 3/21/2005 – 12/08/2006. This mismatch made it difficult to report on a quarterly schedule.
- RESOLUTION: ICMA adjusted the work plan to fit within the 21-month project period
- Because ICMA completed a fact sheet on aging and smart growth under a different project (a fact sheet was listed as an objective in the original proposal), ICMA requested from the EPA project officer the option of writing a case study in place of the fact sheet. This recommendation was based on the expectation that the results of a survey ICMA fielded through a separate project, in partnership with N4A (National Association of Area Agencies on Aging), would be returned to ICMA in time to yield case study "leads," which project staff could then research. When the survey results were delayed, ICMA had trouble meeting its objectives for the quarter.
- RESOLUTION: In response to the challenges described above, ICMA proposed an amended work plan to replace a fact sheet with an article. The work plan included an updated timetable to reflect the updated project period. ICMA secured approval of the work plan on May 8, 2006.

Signature (Recipient Authorized Official):

A handwritten signature in black ink, appearing to read "Christopher A. White". The signature is written in a cursive style. To the right of the signature is a vertical red line.

Date: December 15, 2006