

# JUNEAU COMMISSION ON AGING MINUTES

February 20, 2024 at 3:00 PM

Zoom Webinar



<https://juneau.zoom.us/j/81491760970?pwd=bkFwWk42Mllmazl0aFdMS3ArTG5qZz09>

Or Call In: 1-253-215-8782 Meeting ID: 814 9176 0970 Passcode: 858248

## A. CALL TO ORDER/ROLL CALL

Chair Craig called the Juneau Commission on Aging meeting to order at 3:02 p.m.

**Present:** Deborah Craig, Emily Kane, Carol Ende, Anne Stepetin and Linda Kruger

**Absent:** Jennifer Garrison (family medical), Kimberly Adkison (travel), Jennifer Carson (meeting conflict) and EJ Stokes. JCOA Assembly Liaison 'Wáahlaal Gídaag (unavailable - meeting conflict)

**Note:** Anne Stepetin will miss March meetings because of a conflict on Tuesdays.

**Others Present:** SREC Representative Tonya Muldoon, Director

## B. APPROVAL OF AGENDA moved to approve: Emily Kane 2nded Carol Ende

Agenda approved as presented.

## C. APPROVAL OF MINUTES moved to approve: Linda Kruger, 2nded Emily Kane

Minutes approved as presented.

1. November 21, 2023 Juneau Commission on Aging Minutes

2. January 16, 2024 Juneau Commission on Aging Minutes

## D. PUBLIC PARTICIPATION ON NON-AGENDA ITEMS - None

## E. AGENDA TOPICS

### A.) Southeast Regional Eldercare Coalition Updates (10 minutes)

SREC Update – Hired Recruiter position Theresa Rhouse (AKDOLWD) who has earned a Masters and Certification for DVR. She has an excellent background in workforce development and is a voice for seniors and PWD, coming with open mind and eager to work on project. Question: where position will be placed - decision will be made in March. Have permission to use space at the AKDOLWD (as originally proposed in the Grant Proposal) but JEDC will work out details and may use Teal Street Space, too. Question: who was on hiring committee? SREC not involved in hiring committee but did receive info about candidate before hire.

Tonya met with Kimberly Adkison– shared with her the navigational tool, Kimberly will help with review - spreadsheet currently has about 100 resources per community, plus several 100 regional services. Continuing to work with Web Development of Navigational Tool.

Continuing with negotiations regarding the upcoming Conference. Been working with UAS for a couple of months – have statutory requirements for DSP – PATH is separate. The basic curriculum is created by the State but the class curriculum needs to be reviewed with final DSDS approval as the books have been updated. UAS has been approved by DSDS to provide those courses. AK State is reviewing the final exam again and then we can use the training DSP course through UAS. Not related to AHEC as they are oriented toward youth but now open to adults. PATH is a pre-apprenticeship program. The DSP course is specific to hands-on skills for entry level home care.

**B.) Planning Workgroup Updates - Messaging Workgroup Discussion (30 minutes) Chair Craig introduced the Workgroup's efforts and opened for discussion. (note: currently notes are not being**

formally taken at Workgroup Meetings but will be reported on at every full commission meeting as per City Manager's advisement).

*Please see attached Draft Workgroup Messaging Exercise for reference.*

**Workgroup Attendees:** Deb Craig, Linda Kruger, Kimberly Adkison, Anne Stepetin, Jennifer Garrison

**Framework for Workgroup:** Create a coherent, agreed upon message about aging in Juneau that will result in an "elevator" presentation that every JCOA Commissioner can use to discuss the work of the Commission. This will also create a Brochure for public dissemination and community outreach efforts, a "white paper" explaining our objectives in more detail with the Commission's work resulting in the creation of an Office of Aging to represent this segment of the population adequately and engage in Age Friendly Community Planning that represent everyone (who is aging). Our overarching goal is to make Juneau an Age Friendly Community in which all who wish to stay in Juneau are able. (Note: one of our new commissioners is also willing to work on the JCOA website).

### **AGING! SO COOL, EVERYONE IS DOING IT. LET'S MAKE JUNEAU A COOL PLACE TO AGE.**

Overarching idea is that all Juneau-ites recognize that:

- Everyone is aging and thus all age friendly planning benefits all ages.
- Many elders wish to stay in Juneau and we need to do more to make Juneau an age friendly community.
- While recognizing that some elders may need assistance, elders bring enormous value to communities in a variety of ways.
- While not losing sight of the value of all elders and those who are in need, we also want to project a new image of healthy active contributing elders.

Workgroup engaged in media message planning effort with Lynda Giguere, Media Consultant: Lynda has worked in strategic and crisis communications for more than thirty years, as Public Information Officer for DEC and H&SS, as well as on the Pebble Mine, Chuitna Coal Mine and TONGASS National Forest campaigns for a California-based strategic communications firm. Her most recent experience was as public outreach coordinator for Cook Inlet Regional Citizens Counsel which monitored oil facility operations and transportation in Cook Inlet. She's now happily retired and willing to assist the JCOA with media messaging.

### **Secondary Discussion regarding Information Gathering**

Deborah reached out to Dan Robinson, Chief Economist at the AKDOLWD to discuss gathering statistical data regarding elders in Juneau specifically. As a result of this contact, JCOA was asked to generate a list of questions regarding the data request. Using the Age Friendly Community Planning eight domains, a list of questions was generated for JCOA members to review and contribute to at the next Workgroup Meeting. Dan indicated that he might need to suss out some of the data.

*PLEASE SEE ATTACHED DRAFT Age Friendly Community Planning Eight Domains Questions for reference.*

Comments from members:

1. Carol noted that the **UK has an initiative Center for Aging Better** – Aging without limits (Carol to send link). She also commented that we need to remember to focus on the value of all elders regardless of their capacities – everyone is of value and brings value.
2. Linda provided info about the discussed **Work and Save Program** – it is a public-private partnership designed to address the retirement savings gap using proven tools to help workers save their own money. Senate Bill 135 establishes an auto-retirement program for workers of businesses that don't offer retirement plans, and is similar to programs passed in 20 other states. Without access to a retirement savings plan at work, nearly all workers fail to save and are more likely to end up on public assistance. This bill, sponsored by Sen Bill Wielechowski, was introduced at the end of legislative session last year, and was referred to the Labor and Commerce and Finance Committees. It had its first hearing in Senate Labor & Commerce last week where AARP Alaska small business survey results were presented as invited

testimony and the Colorado Office of the Treasurer talked about their program and other states who have joined them.

3. Tonya suggestion looking into data if available about the **Faith based community** – Tonya mentioned her church is 60% over 65 and many congregations are incredibly supportive in the community but are not “formal” and may not be included in data sets.
4. Emily is developing a **pilot program to help seniors downsize**. This complex task requires emotionally letting go of stuff, strategically planning what will fit in the next home, muscle power and some money. Emily’s interest is also to “get rid of junk” in the most green, environmentally friendly way -- ideally including opportunities through Juneau Community Buy/Sell/Trade to recycle or repurpose stuff that is still useful and in good working order. Emily’s contacts: 1) SE Junk Removal - eager to help; 2) waiting to hear from Alaska Waste Management (formerly Arrow Refuse), 3) World Wide Movers and 4) the high school football team coaches (who often offer muscle for fundraising). Emily also called the court system to suggest possibility of adding this to the the list of community service assigned to those charged with non-violent misdemeanor(s). She hopes to create a grant proposal for AARP or Juneau Community Foundation to develop a sustainable and scalable pilot project that will help seniors as well as other segments of our community (extra work, free stuff, community service).

#### F. COMMITTEE MEMBER / ASSEMBLY LIAISON COMMENTS AND QUESTIONS (10 minutes)

JCOA Assembly Liaison ‘Wáahlaal Gídaag gave a CBJ update – not available -

#### G. NEXT MEETING DATE

JCOA Subcommittee Planning Workgroup - February 27, 2024 @ 3pm via Zoom

JCOA Subcommittee Planning Workgroup - March 12, 2024 @ 3pm via Zoom

Regular JCOA Meeting - March 19, 2024 @ 3pm via Zoom

JCOA Subcommittee Planning Workgroup - March 26, 2024 @ 3pm via Zoom

#### H. SUPPLEMENTAL MATERIALS

##### 4. Age-Friendly Long Survey

##### 5. 2020 Juneau Senior Survey - Final (126 page PDF)

#### I. ADJOURNMENT

There being no further business to come before the commission, meeting adjourned at 4:05 p.m.



AKDOLWD  
Questions Feb 2024.d



JCOA Building a  
Message Draft 02132.

# JUNEAU COMMISSION ON AGING MESSAGING WORKGROUP SPRING 2023

JCOA WORKSHEET for February 13, 2023 JCOA Workgroup Meeting

Attendees: Linda Kruger, Kimberly Adkison, Jennifer Garrison, Ann Stepetin, Deborah Craig and guest Lynda Giguere (Media Consultant), Ibn Bailey (briefly)

## BUILDING A MESSAGE – WHAT DO YOU WANT YOUR AUDIENCE TO KNOW ABOUT WHO YOU ARE AND WHAT YOU ARE TRYING TO DO?

What message does your audience need to hear to help you achieve your goal? Use this worksheet to develop a compelling message to drive your audience to take action to help you get from A to B.

## GOAL

What do you want to have happen?

Short Term Goal: Create an Office of Aging - Hire a Coordinator facilitate the ongoing Age Friendly Community planning and implementation.

Long Range Goal: Develop a Juneau Age Friendly Community Plan that takes into consideration and serves all ages while providing community members security and options for aging in place.

## DECISION MAKER / AUDIENCE

**Decision Makers:** Who can help make it happen? CBJ Assembly, City Manager, Juneau Legislators

**Audience:** Seniors/residents of Juneau, Legislators, SAIL (ADRC), CCS, Juneau Community Foundation, AMHT, SREC, Tribal Groups, Rotary, Chamber of Commerce, AK Air, Fred Meyers, Costco, BRH, (add to this list)

Lobby Assist? Individuals we know who may be willing to go to bat for this effort. Who are the people in the community who can advocate for us even if they are not a member of the JCOA.

## VALUES

**What does your audience care about, what are the values you share with them?**

*WE love Juneau – how can we stay here?*

REVIEW the 2020 and the 2022 Senior survey data to ensure our values are connected directly to the data we already have that tells us what seniors value. Use their words that represent the issues that Seniors think are important – housing, medical care, Support Services, affordability, recreation, volunteer opportunities – highlight how the things that Agers value and how we can help resolve those issues by not just looking at just the obstacles but how can we turn these around to become goals and objectives for resolution.

## OBSTACLES

**What are the obstacles to our being able to resolve some of these issues?** Although we represent 25% of the population, we have very little representation in the actual resolution process to add quality of life. Example: Housing is not just unaffordable but frequently our housing lacks the capacity to allow us to age in place (Age Friendly). Seniors own larger homes but would move to smaller, more age friendly domiciles if they existed, thus opening up real

estate for the younger generation. Juneau's demographics are unusual in that while we talk about a younger generation exodus, the cohort that is dipping is the 40-60 year olds who are also a major contributor to providing caregiving as employees or family members. Example: Seniors are major contributors to recreational and social activities in the community. We contribute monetarily to the Swimming Pool, gyms, Symphony, Eaglecrest, Juneau Jazz and Classics, etc. (List more) and we volunteer as workers or major contributors to facilities (Wrestling Building, Track House, etc).

### **SOLUTION**

**What is the solution?** Greater representation of large segment of population who want to make life better for all and since we are ALL AGING, will ultimately represent everyone in the community as they age. Age Friendly Community Planning that is accommodating of all age groups.

### **CALL TO ACTION**

**What would you like your audience to do?** Support an office of aging to facilitate proactive planning.

### **YOUR MESSAGE**

Aging – so cool, everyone is doing it.

We love Juneau, how we can stay here.

Office of Aging: People will care because of the value it will bring to the community.

Now bring together your shared values, compelling threat, simple solution and call to action in a single message.

### **VISUAL MESSAGE**

**Describe the visual that will accompany and reinforce your written message.**

Member Comments at end of meeting:

- Keep message that we are all aging but we want to have people of all ages as part of this process – we're all going to be elders some day. It applies to all.
- Have a two sentence message that covers the holistic idea.
- We need to be thoughtful – not rush it, look at the data, be creative.
- Great start for coming up with good product.

# JCOA QUESTIONING STRATEGY REGARDING EIGHT DOMAINS OF LIVABILITY

FEBRUARY 2024

## POSSIBLE ADDITION TO MONTHLY MEETING AGENDA

### AKDOLWD Questions

This data gathering exercise is intended to provide information that focuses on both the Eight Domains of Livability, as well as focusing on the positives of aging. There are an array of surveys that look at senior deficits and this strategy is hoping to find areas where there are benefits to seniors living in a community, as well as identifying potential gaps.

### Juneau specific questions:

How many people over age 55 live in Juneau currently and what is forecasted for the future of aging in Juneau?

- Outdoor Spaces and Buildings (places indoors and out for people to gather)
  - What percentage of seniors are members of gyms or local health clubs?
  - What percentage of seniors use local facilities Eaglecrest, the pools, skate rink? (passholders, day use, etc)
- Transportation
  - What percentage of seniors own automobiles?
  - What percentage of seniors use the bus system (bus passes)?
  - What percentage of seniors use Senior oriented transport (CareAVan)
- Housing
  - What percentage of seniors own homes and pay taxes?
  - What percentage of taxes are a component of CBJ's senior tax relief?
  - What percentage of seniors live in low income housing?
  - What percentage of seniors are homeless?
- Social Participation
  - What percentage of seniors are volunteers in any organization?
  - What percentage of seniors participate in financial support of Perseverance, the symphony, Juneau Jazz and Classics, Theater in the Rough, etc?
- Respect and Social Inclusion
  - What percent of seniors participate in jury duty?
  - What percent of seniors are represented on the Juneau Assy and associated boards and commissions?

## JCOA QUESTIONING STRATEGY REGARDING EIGHT DOMAINS OF LIVABILITY

FEBRUARY 2024

### POSSIBLE ADDITION TO MONTHLY MEETING AGENDA

- Work and Civic Engagement
  - What percentage of seniors are employed full time?
  - What percentage of seniors are employed part time?
  - What percentage of seniors engage in contract or temp work?
  - What percentage of seniors pay CBJ Sales Tax on self employment?
  - What percentage of seniors employ people in their homes or businesses?
  - What percentage of seniors are former State of AK Employees (have addl insurance, receive the 10% COLA, etc)
  - What percentage of seniors receive a PFD (i.e. spend enough time in Juneau to be eligible for a PFD)
- Communication and Information
  - What percentage of seniors own smart phones, tablets or computers?
  - What percentage of seniors own landlines?
  - What percentage of seniors indicate in previous surveys that they have difficulty getting local information?
- Community and Health Services
  - What percentage of seniors have adequate insurance from age 55 to 65 at which time they qualify for Medicare?
  - What is the impact of Medicare on healthcare providers financially?
  - What percentage of seniors have both Medicare and additional insurance coverage?