



# JCOA PLANNING WORKGROUP SUBCOMMITTEE AGENDA

February 13, 2024 at 3:00 PM

Zoom Webinar

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<https://juneau.zoom.us/j/81491760970?pwd=bkFwWk42Mllmazi0aFdMS3ArTG5qZz09>

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

## A. CALL TO ORDER/ROLL CALL

Present:

Absent:

Others Present:

## B. APPROVAL OF AGENDA

## C. AGENDA TOPICS

### 1. JCOA Media Plan for Review & Discussion

Guest Speaker - Lynda Giguere

### 2. 2024 JCOA Priorities - Draft for review by full commission

### 3. 2024 JCOA Brochure - Draft for review by full commission

## D. NEXT MEETING DATE

Regular JCOA Meeting - February 20, 2024 @ 3pm via Zoom

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

## E. ADJOURNMENT

ADA accommodations available upon request: Please contact the Clerk's office 36 hours prior to any meeting so arrangements can be made for closed captioning or sign language interpreter services depending on the meeting format. The Clerk's office telephone number is 586-5278, TDD 586-5351, e-mail: [city.clerk@juneau.gov](mailto:city.clerk@juneau.gov).

# Building a Message

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 an action to help you get from A to B.

## GOAL

**What do you want to have happen?**

- 1. Community support for an Age-Friendly Community Plan with emphasis on housing and recreational activities to start.**
- 2. Creation of an Office of Aging - Hire a Coordinator to facilitate the planning and implementation process.**

## DECISION MAKER / AUDIENCE

**Who can help make it happen?**

## VALUES

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

## THREAT OR PROBLEM

**What is the problem or threat?**

## SOLUTION

**What is the solution?**

## CALL TO ACTION

**What would you like your audience to do?**

## YOUR MESSAGE

**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.**

The mandate of the JCOA is to advise the CBJ Assembly on actions and policies needed to maintain and improve the quality of life for seniors within CBJ. We are committed to providing the CBJ with forward thinking, coordinated, culturally sensitive, holistic and comprehensive strategies aimed at addressing the challenges of providing robust services for an aging population. Our 2024 Priorities include the creation of a Juneau Age-Friendly Community Plan and an Office of Aging, with a focus on improving the availability of appropriate housing and promoting recreation and social activities that are accommodating and suitable for all ages in our community.

**Commissioners:** Carole Ende  
 Jennifer Carson Jennifer Garrison  
 Kimberly Adkison Ann Stepetin  
 EJ Stokes Emily Kane, Past Chair  
 Linda Kruger, Secy Deborah Craig, Chair

# JUNEAU COMMISSION ON AGING

## 2024 PRIORITIES

*Empowering Juneau's Elders*



**JUNEAU'S DEMOGRAPHIC SHIFT:** The senior population in Southeast Alaska continues to grow faster than any other cohort. In 2010, 11% of our population was 65 and over. By 2022, seniors now represent **25%** of our regional population (AKDOLWD 2022).

**FROM GRAY HAIR TO GREENBACKS:** Juneau seniors bring an array of "silver dividends" to our community: retirement income, home ownership and property taxes, and a willingness to volunteer and contribute to the community on many levels while not taking jobs (encouraging in-migration of working age people).

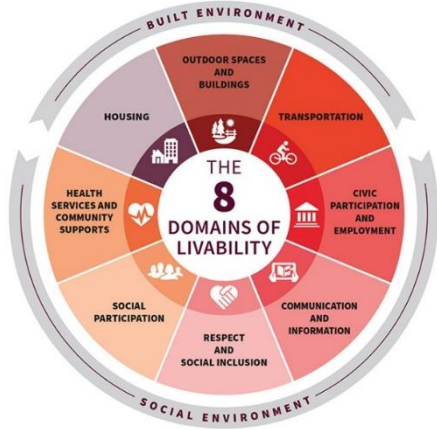
**JUNEAU'S FUTURE HINGES ON STRONG SENIOR SUPPORT:** CBJ's 10-year fiscal plan states that a top priority is to "grow the senior economy". The JCOA seeks CBJ in addressing the distinct needs of Juneau seniors to enable healthy aging in the community we call home.

**BUILDING AN AGE-FRIENDLY COMMUNITY:** Promoting the well-being and vitality of Juneau's aging population, including those needing additional support through implementation of Juneau's Age-Friendly Plan. Age-Friendly communities serve those aged 8 to 80, ensuring the availability of housing, recreational and social spaces that are accommodating and suitable for all age groups.

***Aging.... so cool everyone's doing it!***

## PRIORITY 1: DEVELOP AN OFFICE OF AGING TO ASSIST IN THE CREATION AND IMPLEMENTATION OF JUNEAU'S AGE-FRIENDLY COMMUNITY PLAN

**Background:** In 2023, the CBJ joined the **AARP Age-Friendly States and Communities Network**. Cities across this AARP sponsored Global and National Network strive to make every community a better place for people of all ages by advocating for Age-Friendly policies. By joining the **AARP Age-Friendly States and Communities Network**, cities commit to an approach that engages stakeholders across all sectors of the Eight Domains of Livability and involves older people every step of the way. This effort makes every community a better place for people of *all ages* by advocating for Age-Friendly policies to encourage active participation by older residents, promote neighborhood cohesion and maximize opportunities for residents to be active and engaged with their neighbors, family, and friends. In an Age-Friendly Community, all residents meet their essential needs in a safe, healthy environment and have opportunities for social and civic participation to help people feel part of the community. Age-friendly initiatives contribute to improved economic



performance and a vibrant, desirable, and competitive environment for housing and commercial investment. Age-friendly initiatives foster collaboration between public and private entities, encouraging joint investment and efforts in programs and projects. They enhance the community for individuals of all ages by advocating for Age-friendly policies and effecting positive changes in social and service environments.

In 2023, AARP and JCOA began the process of information gathering by hosting listening sessions to learn from residents what services and facilities are valued and what changes or additions are desired. The information helped to update the 2020 Senior Needs Survey and resulted in an Age-Friendly Blueprint for Juneau. With the help of stakeholders, JCOA will continue the process of developing an **Juneau Age-Friendly Plan** by combining our local knowledge base with national strategies surrounding the Eight Domains of Livability. *JCOA's initial focus will be the Domains of Housing, Outdoor Spaces (Recreation), Social Participation and Inclusion.*

**Priority:** *Create an Age-Friendly Community Plan utilizing the Age-Friendly Blueprint as a foundation for actionable initiatives. This priority underscores the commitment to creating a comprehensive framework that addresses the diverse needs of Juneau's aging population.*

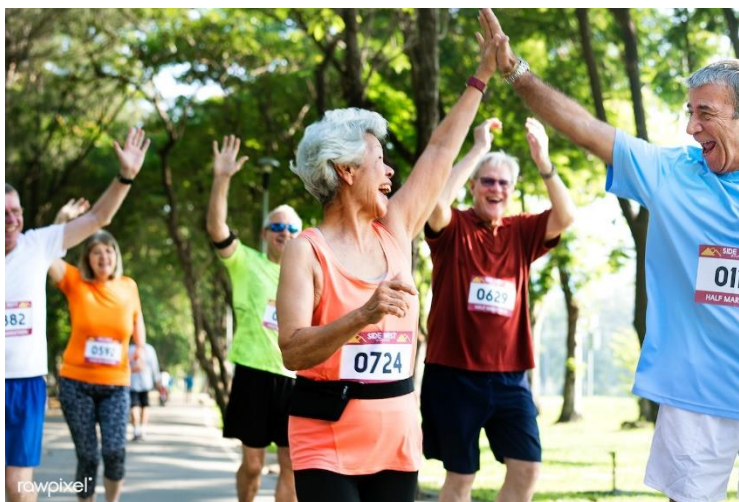
**Background:** Our senior population continues to grow while other age groups diminish. This situation calls for immediate action, urging the CBJ to recognize and acknowledge the substantial and valuable resource represented by seniors by ensuring adequate representation within the city structure by creating a position that can provide oversight and coordination of senior needs. Currently the CBJ provides support for an array of senior services that could be more effective if coordinated more proactively. In 2022, the JCOA helped form the Southeast Regional Eldercare Coalition (SREC) to bring regional providers together to better coordinate services and we procured funding to assist with systems change. Nonetheless, it is our belief that long-term, permanent change is only possible with the support of the CBJ and development of an Office of Aging.

**Priority:** *Creation of an Office of Aging Coordinator within the City and Borough of Juneau to ensure representation of senior and eldercare needs and challenges to facilitate creation and implementation of the Juneau Age-Friendly Community Plan.*

### **PRIORITY #2: ENCOURAGE INCLUSIVE RECREATION AND SOCIAL ACTIVITIES VIA THE CREATION OF AGE-FRIENDLY COMMUNITY PLANNING THROUGH THE OFFICE OF AGING** **Age-Friendly Domains: Outdoor Spaces and Buildings, Social Participation, Respect and Social Inclusion, and Civic Engagement.**

**Background:** Healthy aging is a key component to improving community and one of the two areas of emphasis for JCOA's Age-Friendly Planning is related to Recreation and Social Engagement. The 2020 Senior Needs Survey revealed that walking was the most popular activity among seniors, closely followed by hiking. However, concerns were raised regarding the challenges and safety issues associated with winter walking. Transportation needs highlighted the importance of enhanced snow removal from sidewalks and the provision of dry, safe pathways During the winter. Additionally, there was a prioritized need for transportation linked to a meal program aimed at addressing issues related to food security and social isolation.

One high priority identified is the need for an independent community senior center offering navigation to help seniors and families find services and information; social and recreational activities; information resource/ IT help, etc. Better information and communication about senior services and opportunities was also identified as needed.



The 2020 Senior Needs Survey found over 80% of seniors 55-74 are active, exercising or recreating at least once a week and 72% of those 75 and over exercise or recreate at least once a week. The survey also found that 40-48% of Juneau seniors who responded participate in Community Schools, UAS and online classes. The Juneau Age-Friendly Plan aims to coordinate services to further enhance the overall well-being of the senior community. Survey respondents expressed a vision for a dedicated senior center akin to the Zack Gordon Youth Center, serving as a focal point for recreational pursuits such as pickleball, Tai Chi, walking, and more. The envisioned center would also facilitate social and educational opportunities, including lectures, training, and senior-focused classes.

**Priority: Support creation of an Office of Aging Coordinator within the City and Borough of Juneau to ensure that seniors have a voice regarding recreational activities and transportation options, as well as establishment of a community owned and operated Senior Center that serves the broad array of senior needs – from those with high levels of health seeking recreational activities such as Pickleball, yoga, Tai Chi and walking, as well as intellectual and social activities such as Age-Friendly lecture series, and promotion of continued learning. This would be in addition to our current system that does well in helping those needing support services.**



## PRIORITY #3: FOSTER AGE-FRIENDLY HOUSING VIA THE CREATION OF AGE-FRIENDLY COMMUNITY PLAN THROUGH THE OFFICE OF AGING

### Age-Friendly Domain: Housing and Social Participation (Neighborhood Development)

**Background:** In 2020, the JCOA with financial and technical support of CBJ, conducted a survey of residents 55 and older. It identified affordable, *Age-Friendly housing as a dominant concern* that was inextricably connected with health care and overall cost of living. Housing is defined not merely as shelter, but as a home that meets the physical, social and financial needs of an aging population. Thus, the overarching objective is to establish thoughtfully designed, age-friendly housing options in Juneau, emphasizing the importance of creating inclusive living spaces. This fosters a community that accommodates the varying needs of its residents, promoting independence and well-being among all as we age.

#### SEVEN PRINCIPLES OF UNIVERSAL DESIGN

- Equitable use
- Flexibility in use
- Simple and intuitive use
- Perceptible information
- Tolerance for error
- Low physical effort
- Size and space for approach and use.

#### Recommendations

1. Embrace **Universal Design**
  - Adopt the concept of **Universal Design** as a best practice to integrate age-friendly features into the design, regardless of the age of the targeted buyer today.
  - Establish standards that guarantee housing in Juneau meets the basic requirements for individuals of all ages and physical abilities, whether starter homes or residences for seniors to age in place.
  - Make **Universal Design** a central goal in the Community Development Department (CDD), Planning Commission (PC), and the CBJ Assembly.
2. Incentivize Age-Friendly Housing
  - Collaborate with local developers and contractors to incentivize development of more age-friendly housing options using voluntary measures rather than strict regulations.
  - Offer financial incentives, tax breaks, or other rewards to developers who prioritize age-friendly design elements in their housing projects.
3. Explore Innovative Housing Models
  - Encourage diverse housing options, including co-housing, Tiny Homes, micro-housing, college dorm-sharing with seniors, senior village-to-village, organizations, multigenerational housing, and cottage-style housing.
  - Remove regulatory obstacles and actively support the integration of these innovative housing models into the community.
4. Address Regulatory Barriers:
  - Identify and eliminate regulatory obstacles hindering age-friendly housing development.
  - Collaborate with stakeholders to streamline approval processes for housing projects emphasizing universal design and age-friendly features.
  - Ensure that city employees engaged in permitting and development consistently prioritize the question: "What kind of housing do you imagine needing and wanting for your well-being as you move towards being an elder?"

**PRIORITY: Support creation of an Office of Aging Coordinator within the City and Borough of Juneau to 1) ensure that senior housing needs are encompassed in community planning and 2) embrace the concept of universal housing that meets the needs of Juneau residents whether they are "8 or 80".**

# JCOA

**MANDATE:** Advise Juneau City and Borough Assembly on actions and policies needed to maintain and improve quality of life for all aging residents.



**COMMITTTED:** Provide CBJ with forward thinking, holistic, coordinated, and culturally sensitive strategies to promote healthy aging strategies for all.

**PRIORITY:** Develop **Juneau's Age Friendly Community Plan**, with initial emphasis on building age friendly housing and healthy aging focused recreation and social engagement and activities.

## JUNEAU COMMISSION ON AGING

Commissioners:	Carole Ende
Jennifer Carson	Jennifer Garrison
Kimberly Adkison	Ann Stepetin
EJ Stokes	Emily Kane, Past Chair
Linda Kruger, Secy	Deborah Craig, Chair

*Aging –  
So cool,  
everyone is  
doing it!*



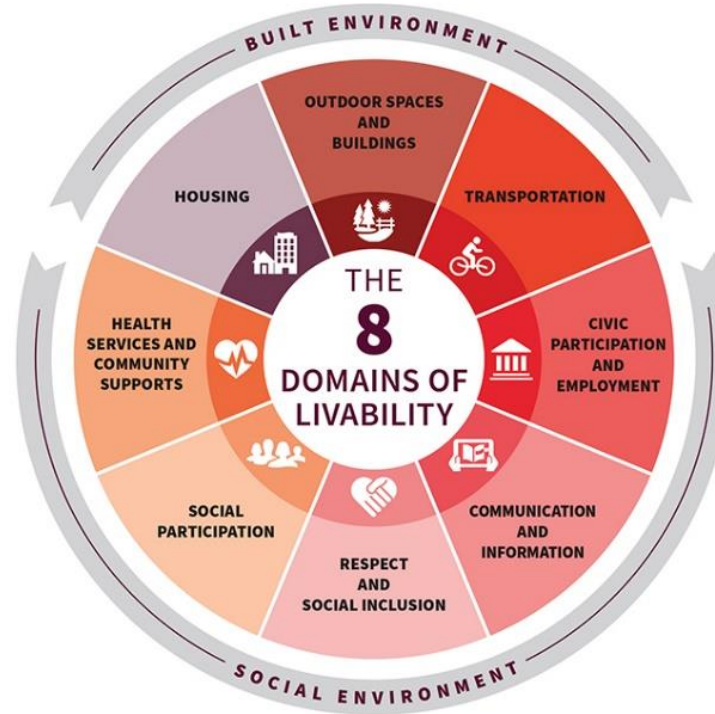
**Juneau  
Commission  
On Aging**

Section C, Item 3.

# Juneau Commission On Aging

HEALTHY AGING  
IN COMMUNITY

ADDING VALUE TO  
COMMUNITY



AGING AT HOME  
HOUSING OPTIONS

SUPPORT & SERVICES  
FOR ALL AGES

## JUNEAU'S DEMOGRAPHIC SHIFT:

The senior population in SE Alaska is growing rapidly. In 2010, 11% of our population was 65 and over. By 2022, seniors represent **25%** of our regional population.

## FROM GRAY HAIR TO GREENBACKS:

Juneau seniors bring “*silver dividends*” to our community: retirement income, home ownership/ property tax payment, and a willingness to volunteer/ contribute to our community while not taking jobs.

**AGE FRIENDLY  
COMMUNITES  
SERVING ALL AGES**



## JUNEAU'S FUTURE HIINGES ON STRONG SENIOR SUPPORT:

A top priority of CBJ's 10-year fiscal plan is to “grow the senior economy”. JCOA supports Juneau seniors' unique needs to enable healthy aging in our community.

## CREATE AGE FRIENDLY COMMUNITY:

Age friendly communities serve those aged **8 to 80**, ensuring age friendly housing, and age friendly recreational and social spaces Juneau's aging healthy and active population, as well as those with additional supportive needs.