



**END OF YEAR REVIEW  
2016-2017**

**Newton Council on Aging  
Newton Department of Senior Services**

# NDSS & COA VISION In Action



## **Our Vision Inspires Us**

**Provide sustained leadership that helps Newton be a**

**Livable and Age-friendly Community for all who**

**choose to live here.**

# NDSS & COA MISSION In Action



## **Our Mission Defines our Actions**

**Optimize quality of life for older adults and those who support us through welcoming, respectful, and meaningful opportunities that engage and value older people, and empower us to remain independent and to be important assets in our community.**

# FY 2016 - 2017



- **Accomplishments**

- Hired two new staff: Volunteer Coordinator and Outreach and Engagement Coordinator
  - ✦ More volunteers recruited/placed
  - ✦ PLAAN Initiated

- **Challenges**

- Budget
- Changes to Social Services

# Strategic Goals as Strategies



- **Advocate for Seniors & Those Who Support Us**
- **Identify Population Needs, Skills & Diversity**
- **Ensure & Improve Access to Resources**
- **Build Partnerships & Bridges**
- **Improve Community Awareness**
- **Financial Sustainability**
- **Effective Marketing Strategies**
- **Maintain, Strengthen, Create Programs & Services**

# Advocate for Seniors & Those Who Support Them



- **WHO/AARP Designation & Award Presentation**
- **PLAAN**
  - Planning for a Livable All Age-friendly Newton
  - Strategic Planning for COA/NDSS
- **Supported City Projects to benefit Seniors**
  - Austin Street
  - Accessory Apartments
  - Sunrise Senior Living
  - Washington Place

# Identify Population Needs, Skills & Diversity



- **“Living and Aging in Newton” – 2014**
- **PLAAN Listening Sessions & Key Interviews**
  - 30 Sessions/Interviews
  - 300+ people
- **Day Middle School Project**
- **Emerging Themes**
  - Housing
  - Isolation & Loneliness
  - Senior Center Building
  - Intergenerational

# Ensure & Improve Access to Resources



- **Housing**

- Criteria
- Housing Guide
- Safety Check-List

- **Transportation**

- Sustained service with increased demand
- TRIPPS program with Brookline 2<sup>nd</sup> year of funding
- TRIPPS transportation resource guide



# Ensure & Improve Access to Resources



- **Programs/ Services**
  - Expanded to more Community sites
  - Memory Cafes
  - Expanded Newton Talks to families of Veterans & immigrants to Newton.
  - New Jewelry repair workshop immediately over subscribed.
  - New art classes
  - Intro to Topology
  - Expanded LGBTQ café attendance
  - Added bereavement group to support group offerings.
  - 3 part financial planning series with library
  - 6<sup>th</sup> annual spring fling
  - 4<sup>th</sup> annual senior prom
  - Theater outings -Parks & Rec, Newton at Home & Newton housing authority
  - Added adult coloring
  - Property tax deferral program with BC, assessing and HHS

# Build Partnerships & Bridges



- **Newton Free Library**
- **Commission on Disabilities**
- **Chamber of Commerce**
- **Planning Department**
  - Accessory Apartments
  - Housing Development Proposals
- **Springwell**
  - New Board Appointment
- **City Council**

# Improve Community Awareness



- **Library Sessions**
  - Fall and Spring 2017
- **TAB Column & Letters**
- **Elected Officials – age-friendliness in “language”**
  - Mayoral Forum
  - Housing
  - Transportation

# Financial Sustainability



- **Gain**
  - Full time Case Manager
  - Formula Grant money being reallocated for new position
  - Marketing & Outreach Coordinator
  - Volunteer Coordinator
  - Part-Time Program Staff for FY 18
- **Loss – Budget Cuts (-8%)**
  - Case Manager
- **Needing to allocate funds from revolving account for Transportation in FY17**

# Effective Marketing Strategies



- **Newsletter**
- **Web-site**
- **Library programs**
- **Targeted Press Releases**
- **Development of an Information Card**
- **Presentation to City Council**
- **Village Day presence**
- **Tab Articles**
- **Listening Sessions/Key Interviews**

# Challenges



- **Budget & Resources**
- **City Government Commitment**
  - New Mayor
  - City Councilors
- **Community Groups Commitment**
  - Chamber of Commerce, Livable Newton, Engine 6, NWH, YMCA
- **Marketing**
- **Improved On-Line Visibility**
- **New/Improved Senior Center Building**
- **Succession Planning-draft structure and PLAAN**