



Engaging Aging: Seattle Women's Equity Forum Issues & Recommendations for Age Friendly Seattle

Age Friendly Seattle and community partners presented “Engaging Aging,” a forum about women and optimal aging in Seattle, on Monday, November 6, 2017 at Seattle City Hall. Among many actions, the event was requested by the Mayor and the City Council via Age Friendly Seattle Resolution [31739](#).

The event started with a resource fair in the City Hall lobby. More than four dozen organizations exhibited materials and answered questions.

The forum program started at 4 p.m. The welcome, keynote, and lightning talks were videotaped by The Seattle Channel. The video was broadcast numerous times on The Seattle Channel (21) and is available [online](#). For event photos, [click here](#).

Welcome

Deputy Mayor Kate Joncas and Seattle City Councilmembers Sally Bagshaw and Lisa Herbold opened the program. Seattle Human Services Department director Catherine Lester served as emcee.



Councilmembers Lisa Herbold and Sally Bagshaw

Keynote

LueRachelle Brim-Atkins, Brim-Atkins & Associates, gave the keynote presentation, “The Triple Whammy: Ageism, Racism & Sexism,” which set the tone for all issue discussions. Key take-aways:

- Deliberately put yourself in situations that promote cross-cultural relationships (multi-racial, intergenerational, male/female, straight/gay, U.S. born/immigrant, other religions/no religion, able-bodied/physically challenged)
- Talk through differences of perspectives with candor and without judgment of blame
- Without judgment, accusation, or blame, tell people what you need from them rather than assuming they “should know.”

- Pay attention to your words and language.
- Avoid comments that encourage sexism, even as a joke.
- If you are a person of color, remember that you are in charge of your life and don't disparage another racial group.
- If you are white, don't leave it up to people of color to confront racism; listen to experiences people have with racism; speak up, especially with other white people; and don't reiterate that you're not a racist—racism is about a larger structural issue.
- Seek opportunities to give visibility to the work of people of color up front rather than as an afterthought.
- Volunteer at organizations that support people of color.
- Offer space for meetings.
- Don't treat people of color like your personal racial Google.
- Speak up whenever you witness a racist situation.
- Don't expect to be rewarded for not being racist. It's not exceptional, it's an obligation.



LueRachelle Brim-Atkins

Program and Issue Papers

The forum program included eight 7-minute “lightning talks” on issues of interest to women in Seattle, along with possible City strategies for age-friendly improvements, designed to spark table conversations. Each lightning talk presenter prepared an issue paper, which was posted online for pre- and post-forum reading. The issue papers were also printed in the program used at the forum ([click here](#)). Five presenters used slidedecks.

1. Longevity, Equity, and Healthy Aging

Patty Hayes, Public Health—Seattle & King County)

[Issue Paper](#) | [Slidedeck](#)

Key take-aways:

- Good news—nationally, on average, a woman born today can expect to live more than three decades longer than her great-grandmother born at the turn of the last century. Unprecedented gains are rooted in medical science developments, understanding sources of contagion, and disease control interventions such as sanitation, immunizations, and health education.
- Challenge—King County residents do not benefit from longevity equally. While King County is a top performer among all counties in the U.S., life expectancy by neighborhood differs significantly. There is a 13-year difference in average life expectancy between South Renton (74 years) and South Bellevue (87 years). This health disparity is unacceptable.
- Social determinants of health (e.g., environment, behavior, and social circumstances) have a far greater impact on your health than genetics and health care. Addressing community conditions is key to achieving the goal of greater longevity for all.
- Healthy living, social engagement, and financial security are critical determinants of healthy aging.



Patty Hayes

- Addressing chronic disease (e.g., diabetes, heart disease), immunizations, health screenings, food safety, and emergency response are important for ongoing health.
- Emerging issues include communicable diseases (Hepatitis A and C), opioid addiction, climate change, and emergency preparedness.

2. You're Not Alone: Avoiding Loneliness in Later Life

Anu Orebiyi, African American Elders Program, Catholic Community Services of Western Washington)

[Issue Paper](#) | [Slidedeck](#)

Key take-aways:

- Everyone feels alone and lonely at times. Studies have found that between 20%–35% of older adults suffer from the pain of loneliness.
- Not just a feeling, chronic loneliness (actual or perceived) takes a toll on our mental and physical health—increased chance of premature death, higher blood pressure, less disease resistance, greater cancer, stroke, and Alzheimer's risk.
- Steps in addressing loneliness:
 1. Admit and recognize that you feel alone.
 2. Remember that others struggle with loneliness and the importance of building and maintaining high quality relationships.
 3. Grace and self-understanding—small steps can be big steps
 4. It's okay to reach out and ask for help (e.g., PEARLS—Program to Encourage Active, Rewarding Lives), support groups, other mental health resources



Anu Orebiyi

3. Pushing the Re-Set Button: Taking the Stigma Off Housing Options

Sharonn Meeks, Washington State Housing Finance Commission

[Issue Paper](#)

Key take-aways:

- Need to dispel the stigma/belief that low-income senior housing is the end of the road. Some are surprised to learn that affordable housing can have beautiful grounds, grocery, hair salon, van access, movie nights, and more.
- Much current affordable senior housing is linked to Section 8.
- Stairs are a problem, and it's acknowledged that multi-story senior housing must have an elevator. Elevators in homes are not common; however, the City's weatherization and home repair programs, State property tax exemption program, and various utility assistance programs do help older adults continue to live in their homes.
- Virtual villages and time banks are useful tools for aging in place.
- State and local policymakers are beginning to talk about SASH—Support and Services at Home.
- Benefits of living in a senior housing community include more eyes on your well-being, more friends, more activities, and less stress.



Sharonn Meeks

- It's rare to find a person living alone who wants to leave that home. It's no less a home if there's no deed attached to it. Whether it's owned, shared, or rented, it's still your home. We need to create more age-appropriate housing that looks, feels, and comforts us as we age in place, wherever that may be.

4. **Keep Moving, Stay Connected, Live Well with Memory Loss**

Marigrace Becker, UW Memory & Brain Wellness Center

[Issue Paper](#) | [Slidedeck](#)

Key take-aways:

- Physical activity and social connection are vital to healthy aging for all people.
- The Sound Steps walking program for people age 50+ coordinated by Seattle Parks and Recreation accomplishes both goals.
- Staying active and socially connected is especially important for people with dementia and their loved ones.
- Seattle Parks and Recreation's Dementia-Friendly Recreation program—the first municipal program of its kind in the U.S.—offers arts, social, and fitness programs for people with memory loss and their loved ones (e.g., Greenwood Senior Center weekly enrichment program, Alzheimer's Café, song circle, and yoga class; Southeast Senior Center's drum circle; and the Camp Momentia at Camp Long in West Seattle. Other senior centers have tried at least a one-time program.
- Partnerships among Dementia-Friendly Recreation, senior centers, and community-based organizations like The Frye Art Museum, Alzheimer's Association, and Taproot Theatre make a difference.
- The City of Seattle can increase education and training, awareness about dementia-friendly programs and models, incentives to focus on this area, and resources like funding and mentorship.
- Proposal: RFPs for future funding can ask: "Show how you will increase social connection or physical activity opportunities for people with memory loss and their loved ones in their neighborhood."



Marigrace Becker

5. **Women and Economic Insecurity: Advocacy and Policy Solutions**

Jennifer Romich, University of Washington School of Social Work & Evans School of Public Affairs

[Issue Paper](#) | [Slidedeck](#)

Key take-aways:

- There's a lot this city and the citizens of our state and country can do to create structures to close the gender gap in financial security.
- How to budget, how to save for retirement, and what to expect from some income sources are important tools but they need to be kept in context of two larger ideas:
 1. Life course—the scope of a person's life from childhood through senior years. Economic security for the last decades of life isn't about what happens at 80, 70,



Jennifer Romich

or even 60 but about events and opportunities over a lifetime, particularly early, middle, and later adulthood.

- It would be nice to have some combination of adequate Social Security benefits, employer-funded pension or retirement funds, private savings, and reasonable expenses, but that isn't always the case.
- Three things can happen to diminish or interrupt building economic security in a woman's life course:
 - Discrimination (e.g., lower wages, lower raises, age, work activities given lesser value, leading to less money, lower savings, and less Social Security credit)
 - Child bearing (i.e., work interruption, lower pay)
 - Unpaid care work (i.e., women are 50% more likely than men to report spending time taking care of a member of their household, and spent more time each day in caregiving than men who are caregivers; and women are 30% more likely than men to report spending time taking care of someone outside their home, such as a parent), resulting in an estimated \$324,000 in forgone earnings and Social Security credits.

2. Public institutions can and should:

- Encourage and enforce pay equity
- Ensure paid family leave and paid sick leave—Seattle was a national leader in instituting mandatory paid sick leave and safe time leave for private sector employees and Washington State passed a family leave act that provides up to 12 weeks of paid leave for new parents by birth or adoption, plus an extra two weeks for complicated pregnancies (take effect in 2020).
- The City of Seattle can continue to work to make this an affordable place to live for older adults, including women who live on a modest or fixed retirement income, so they remain active and stable members of our community.
- Create policies to support economic security across a lifetime for girls, young women, mid-life women, and seniors in Seattle.

6. Finding Employment When You're Female, Fabulous, and Fifty-plus

Lynda Hunter, Aging and Disability Services,
Seattle Human Services Department
[Issue Paper](#)



Lynda Hunter

Key take-aways:

- Nothing can be viewed outside the age-friendly context.
- There's more to the data than meets the eye. It's surprisingly difficult to get good data about mature unemployed women; however, the Bureau of Labor Statistics projects that by 2024 older workers will be the fastest growing population within the workforce, and twice as many women age 55+ will be in the workforce as women ages 16–24.
- Barriers include access to good jobs, and education and training—especially computers and technology needed to compete for even entry-level jobs. Computer training and professional skills development needs to be offered on a fast track.
- Reentry programs, including subsidized employment like SCSEP, offer invaluable workplace experience.

- Older jobseekers who lose their present job are less likely to get another job. If they do, it's likely to be at a lower pay level.
- Ageism, racism, and sexism have profoundly shaped our culture, society, and individual being, and we don't always recognize it. Younger managers and supervisors may be reluctant to employ older people. Some studies suggest that age bias outranks bias against women and bias against minorities. Older female workers too often tolerate ageist stereotypes about their inability to contribute sufficiently to the workforce.
- Finding employment requires that women reconnect, reinvent, and reassure. For women of color, trans women, and older women, this can be a time of stress, strife, and struggle.

7. Preventing Gender-Based Violence

Lan Pham, Mayor's Office on Domestic Violence and Sexual Assault, Seattle Human Services Department

[Issue Paper](#)

Key take-aways:

- One in four women and one in six men will be victimized in their lifetimes.
- Gender-based violence does not discriminate based on age, race, sexual orientation, country of origin, socioeconomic class; however, women of color and immigrants/refugees are two to three times more likely to suffer mortalities than their white counterparts. Those with mental illness or physical challenges are also at increased risk for abuse and exploitation, regardless of age.
- Gender-based violence thrives in isolation—both physical and structural (lack of family support, community connections, employment, language access, socioeconomic status and/or legal documentation, as well as racism). Connecting people, building community, and protecting children from negative messages (music and news) helps to counter violence.
- The Human Services Department invests more than \$7 million in prevention plus offender accountability programming, providing direct services and partnering with community-based nonprofits and system partners (e.g., SPD, Law, Prosecuting Attorney's Office).
- No one can tackle gender-based violence alone. It takes a community to bring healthy relationships into homes.



Lan Pham

8. Caregiving: So Rewarding ... and Oh, So Stressful

Dolores Maria Rossman, Rossman-Guerrero y Asociados

[Issue Paper](#) | [Slidedeck](#)

Key take-aways:

- First Lady Rosalyn Carter quote: "there are only four kinds of people in the world—those who have been caregivers, those who are currently caregivers, those who will be caregivers, and those who will need caregivers."



Dolores Maria Rossman

- If you are a caregiving spouse or partner, you are 63% more likely to die within four years than a non-caregiving spouse/partner, unless you get adequate caregiving support.
- Take care of yourself:
 - Get help from the King County Caregiver Support Network.
 - Develop a support system
 - Meditate, practice mindfulness
 - Exercise
 - Find ways to bring more joy into your life
- Book recommendation: “Taking Care of Aging Family Members: A Practical Guide,” by Wendy Lustbader and Nancy R. Hooyman (local authors)
- The City of Seattle can and should:
 - Increase awareness about the needs of caregivers
 - Advocate for more State funding for caregiver assessment (TCARE), planning, counseling and support services
 - Create strategies to increase the pool of respite providers (those who provide temporary relief)
 - Develop new programs to reduce social isolation for both caregivers and care receivers (e.g., Parks, city-funded senior centers)
 - Increase focus on older adults, individuals with disabilities, and caregivers through programs like Block Watch and Night Out (SPD); Neighbor Day and Neighborhood Matching Fund (Department of Neighborhoods), and SNAP (Office of Emergency Management).
 - Increase collaboration with private sector and nonprofit organizations to better serve caregivers and care receivers.
 - Advocate for Universal Design, ensuring that more homes and buildings are designed well for all ages and all abilities, requiring less modification for aging in place.

Issue Input

Two sets of roundtable discussions about the presentations generated a large number of recommendations. Data that will inform development of the Age Friendly Seattle Action Plan for 2018–2021 was received in multiple ways, including presentations by experts and community leaders, roundtable discussion notes, verbal reports, personal response cards, and a post-event online survey. Verbatim input from the personal response cards and survey are included in this document.



A summary of roundtable discussion notes and report-outs follows, organized according to The 8 Domains of Livability, upon which the Age Friendly Seattle Action Plan is structured.

Civic Engagement and Employment: The vast majority of comments in this domain related to employment. Those recommendations for the City include:

- Make the City of Seattle a model for older adult employment—count lived experience/skills as a volunteer when looking at a person’s work history, particularly for women or those that identify as women; provide computer technology training; allow for job sharing, especially among older adults; encourage flexible schedules; and support women in accessing jobs, especially part-time opportunities.
- Develop hiring incentives if employers hire adults age 50+ (not unlike hiring of veterans and individuals with disabilities).
- Encourage entrepreneurship.

In addition, forum participants wanted information about how to get involved in their neighborhoods, and how to advocate for policy changes.

Communication and Information: Community outreach to let women know about programs and services received significant attention, particularly:

- *Age*—Make program information available to all ages. Outreach to younger family members can connect older adults to services
- *Language access*—communicate in a variety of languages, and go where people with limited English work or congregate (e.g., places of worship, salons)
- *Events*—neighborhood events such as Night Out (SPD event in early August) and Block Watch meetings can be venues to communicate City discount programs and highlight emergency preparedness.
- *Geographic access*—Divide the city into areas, sections, etc. and help older adult women know what is available in their area (housing was the biggest issue).
- *Partnerships*—Collaborative partnerships help to extend funding. Existing programs can partner more effectively to share public information. Use networks to share information. Offer more information at community centers.
- *Platforms*—use multiple platforms to promote programs, including social media, TV ads, podcasts, public service announcements
- *Program access*—Do a better job of communicating eligibility and benefit information (e.g., state property tax exemption program), housing options, DV prevention, dementia/memory loss programs
- *Tailor messages*—understand that different cultures have different understandings of what is acceptable/tolerable/allowed. Get educated as to what groups are most vulnerable.
- *Transparency*—report results



Community and Health Services: Caregiving was a primary topic at the forum. Related recommendations included:

- Expand caregiver support services, caregiver conversation cafes, and funding for respite.
- Increase the caregiver pool (respite and professional).
- Caregiving abuse—if you see or suspect something, take a step to address
- Create a drop-in daycare for kids, older adults, and individuals with disabilities
- Have dementia training available, have more memory care programs available.



Other concerns included:

- Domestic violence and gender-based violence: Help people recognize the signs and where to get help. Include information in schools about how to recognize an abusive relationship and where to get help.
- Loneliness—support and assistance
- Mental health and socialization

Other suggestions included:

- Create opportunities for a multigenerational AmeriCorps team to work with the City on community and health services, communications, and outreach
- Encourage virtual villages, so that shopping, movies, socialization opportunities, etc. are within an easy to reach distance.
- Funding—specifically a request for increased funding for Block Watch, senior centers, community services, and urban villages

Housing: Housing was a hot topic, with considerable agreement. Forum participants wanted more and diverse housing options, including home sharing, intergenerational housing, smaller homes, and housing with services (including mental health), supports, and activities. They want safe housing, in neighborhoods designed to promote social connections and physical activity.



One table reported that they felt very strongly that older adults should not be separated from the broader population.

Affordability is a significant challenge. There is a need for affordable housing for middle-income households. There was also agreement that affordable housing options need to be available in every community, not just select neighborhoods, to reduce displacement.

Outdoor Spaces and Buildings: Three themes arose in this domain:

- Accessibility—inclusive design (also called Universal Design)
- Green spaces
- Intergenerational spaces
- Learning places—create more spaces for classes and community workshops
- Multiethnic spaces that welcome and invite lots of different people
- Walkability

Respect and Social Inclusion: Not surprisingly, ageism, racism, and sexism were themes that intertwined with every other. There appeared to be consensus that diversity is good. Some specific comments included:

- Have safe spaces to have the conversations. Looks at how behaviors perpetuate ageism, racism, and sexism but hiring practices, conversations in meetings, and community presentations. Struck by cold doesn't come from outside, it comes from within. Changes happens inside people, not outside people.
- Offer anti-bias training (skill building) and advocacy
- In funding scenarios, make certain things “not optional” (e.g., must include racial representation in communities)
- Older adults must be included, not left out or pushed out.

Multiple tables reported a desire for more intergenerational programming (e.g., connecting youth and older adults for computer training). See also references to intergenerational housing, and communication and information.

Transportation: Several tables discussed affordability and ease of riding transit.

A final thought from one table: Puppies—they make everything better!

Personal Response Cards

Cards were available on every table in the main forum room on which participants could provide personal input. The reverse side of the card requested demographic information, providing further context for the comments.

<i>When I think of aging and growing older in Seattle, I feel ...</i>	<i>Here are ways I think the City of Seattle could support optimal aging ...</i>	<i>By ...</i>
I feel great about aging. I feel awesome about Seattle. But when I think about growing older in Seattle, I feel nervous—mainly because it is already very hard to afford to live here even as a 36-year-old.		36-year-old
Not valued!!! Jobs—opinions/experience has value. Looking at housing. Women needing a bathroom. Education, starting in grade school. Domestic violence (ways to get help). Save.	<ul style="list-style-type: none"> Partnerships—City of Seattle partnering with job agencies, Microsoft, companies, Amazon (private sector) to hire 55 and older with respect. Also, programs to help women. 	African American female from Downtown Seattle 98101 (age not reported)
Old	<ul style="list-style-type: none"> Coordinated transportation Concierge advice for trip planning Senior ORCA passes available at senior centers 	66-year-old White lesbian from Capitol Hill 98102
Worried about housing		30-year-old White straight female from Green Lake 98103
Hopeful	Hearing friendly community, loops, and captions—all venues, all programs like this one.	60-year-old White female from Green Lake 98103
<ul style="list-style-type: none"> Anxious about housing affordability. Will I be able to stay in my neighborhood, or even within the Seattle city limits as I get older? Grateful that I live in such a forward-thinking and progressive city, with such natural beauty all around 	<ul style="list-style-type: none"> Address the current housing crisis in a way that is inclusive of diversity, income level, and age—acknowledging that a diverse community is a strong community. Continue to strengthen support for community organizations such as senior centers, to ensure those places stay open and available to provide resources for healthy, positive aging in Seattle. 	47-year-old straight Caucasian female from Wallingford 98105
Uncertain since the city is changing so much but hopeful since the City is asking these questions	<ul style="list-style-type: none"> Safer streets—accessibility ramps to all sidewalks, sidewalk repair to decrease falls/fear of falls, longer sidewalk crossing times, decrease speed limits in the city and enforce! Ensure affordable housing options Improve transportation options for low-income seniors Show inclusion of diversity in representing programs and services—welcoming to all 	33-year-old heterosexual multiple-racial individual from Ballard 98107
People need to stay connected and not isolated. Loneliness is a killer. In your neighborhood, you can set up connections by:	Definitely zone for low-income housing—have City Council mandate these areas.	77-year-old Caucasian female from Phinney Ridge 98107

<i>When I think of aging and growing older in Seattle, I feel ...</i>	<i>Here are ways I think the City of Seattle could support optimal aging ...</i>	<i>By ...</i>
<ol style="list-style-type: none"> 1. Holding a Block Watch meeting. 2. Have police come and talk about safety. 3. Have someone talk about earthquake readiness. 		
<p>Afraid that I won't be able to stay in my home because of rising taxes</p>	<p>Levy developers more heavily to supplement our tax base for these programs</p>	<p>65-year-old Caucasian female from Queen Anne 98109</p>
<p>The city is supporting developers' aggressiveness and buying into building in a manner which doesn't support neighborhood cohesiveness and community values. The greed and business orientation is not in balance with social, diversity needs any society needs to support all populations. Human-scale architecture seems abandoned. I feel unsafe in streets now. I also feel burden of ever-increasing real estate taxes and cost of living.</p>	<ul style="list-style-type: none"> • More female police officers • More resources and support for DV. • Resources and grants and programs to support neighborhood gatherings, ongoing conversation cafes, intergenerational projects where seniors can work with various age levels. • Support hospitals that seem overburdened by ever-increasing population in Seattle. • Seniors need greater access to medical facilities. • Seattle should encourage more doctors who have expertise in gerontology and medical ailments, by offering encouragement to move to Seattle and have careers here in hospitals. 	<p>73-year-old Asian (Chinese-American) heterosexual female from Queen Anne 98109</p>
	<ul style="list-style-type: none"> • Intergenerational programs • Housing • Better distribution of information 	<p>21-year-old White straight female student from Green Lake 98115</p>
<p>Mixed—I love Seattle yet it is changing so rapidly that I am unsure about living here as I age. My house is now worth so much that the incentive is to move to a more affordable town.</p>	<ul style="list-style-type: none"> • Access to affordable housing • Walkability • Cross-generational events 	<p>62-year-old Caucasian female from Wedgwood 98115</p>
<p>Worried about the cost of housing</p>	<ul style="list-style-type: none"> • Emphasize sensitivity to differences and needs of those who are older, different races, difference genders, and different incomes 	<p>70-year-old heterosexual Caucasian female from Roosevelt 98115</p>
<p>Worried about most older folks getting priced out of their neighborhoods. An expensive house doesn't give you income, just taxes, until you sell it. Unless you monetize your extra space [arrow pointing to next question]</p>	<ul style="list-style-type: none"> • Do a program to support homeowner who want to do an ADU similar to the Rain Garden program. • Gather information and contractor lists, and sample floor plans for the most comment basement and second story remodels. • Make codes clearer/give access to city code employees to review plans and suggest what other work and expertise the homeowner needs to hire out, etc. 	<p>58-year-old straight Caucasian female from PhinneyWood 98117</p>

<i>When I think of aging and growing older in Seattle, I feel ...</i>	<i>Here are ways I think the City of Seattle could support optimal aging ...</i>	<i>By ...</i>
	<ul style="list-style-type: none"> • Home shares and higher density will make more affordable housing • Assist elderly homeowners financially and socially 	
<ul style="list-style-type: none"> • Worried about housing when I need assistance • My friends will be more important than ever • I love all the services here and the transportation options • Health issues will be major concerns 	<ul style="list-style-type: none"> • Blanket the city with free classes • Senior-friendly exercise programs • More co-housing options • Free food programs marketed to all seniors to bring us together • Well-advertised and appealing programs (like this one) • Matching young women with old women, each contributing to the matchup (housing, education ...) • I want to know what's happening! 	76-year-old white heterosexual female from Ballard 98117
Hopeful that programs like here at City Hall will keep expanding	<ul style="list-style-type: none"> • Hearing about services offered • Central Area Community Center • Reach out to senior services, community centers • Churches • Doctor offices, hospital, pharmacies • Family Support Workers through Seattle schools • Priorities: affordable housing • Fostering social networking • More financial resources for caregivers • Cost of living be reasonable 	76-year-old straight Caucasian female from Central District 98122
<ul style="list-style-type: none"> • Worried at the cost and availability of safe and affordable housing, even at my age, as a single-working female • Not able to live where I work • Not sure where to find resources available to me or the older adults I serve 	<ul style="list-style-type: none"> • Increased transportation options for aging adults to access programs and resources • Reach out to place where older adults visit (e.g., hospitals, grocery stores, etc.) 	33-year-old Asian straight female renter and community engagement coordinator for a small health care organization from Capitol Hill 98122
Concerned	<ul style="list-style-type: none"> • Publicity or outreach to understand services that the city already funds. People are unaware. • Safe communities • Change of housing codes • Intergenerational housing—stop segregating 	African American female from Madrona 98122 [age not reported]
We need to build more opportunities into each community.	More community-based opportunities, according to neighborhood.	61-year-old heterosexual female from First Hill 98122
Unaffordable, not possible	<ul style="list-style-type: none"> • More transportation options • Affordable housing for everyone • Home and community-based services 	25-year-old White straight female from Capitol Hill 98122
Optimistic about programs and services for older adults (more here)	<ul style="list-style-type: none"> • Funding for mental health services for seniors (and all) 	47-year-old straight female from Lake City/NE

<i>When I think of aging and growing older in Seattle, I feel ...</i>	<i>Here are ways I think the City of Seattle could support optimal aging ...</i>	<i>By ...</i>
than in many other cities) but worried about funding priorities and availability of information for people about how to find help.	<ul style="list-style-type: none"> • Increase awareness of resource/servicers—do outreach, not just at senior centers or community centers or online, but driving communication thru neighborhoods about the info • Home sharing programs—matching service and screening program • Intergenerational efforts like City Year to work with seniors 	Seattle 98125; also concerned parent and daughter of older parents.
	<ul style="list-style-type: none"> • Change zoning to allow detached cottages which DO NOT require a designated parking space • Senior centers in every quadrant of the city [diagram indicates N/S of ship canal & E/W of I-5] 	65-year-old Caucasian female, who works in a business focused on seniors and their families, from Meadowbrook 98125
<ul style="list-style-type: none"> • Anxious. For those 65+ there is a 70% chance that you will need long-term care; however, there are few options. For most folks like myself who are middle class this will mean spending down my life savings to poverty level to access Medicaid. • I want to be excited but we need to plan for our demographic changes that will change aging for my generation! As someone who doesn't plan to have children, I exemplify a future "Elder Orphan" who will rely on the paid caregiving economy. 	<ul style="list-style-type: none"> • While AARP has rated Washington as the #1 place to ag, it's #36 in cost. While there are currently so many options in accessing long-term care, there needs to be ways to afford that care. • The City of Seattle could support optimal aging by helping to lead the conversation of long-term care. It's currently stigmatized and not talked about enough when it affects so many! 	23-year-old queer White female from West Seattle 98126
My property taxes and the growing tax initiatives will price me out of my home.	Examine the New Orleans model—at 65, your property tax is capped at the rate on your birthday. If you are still living in your home at 80, no property tax. This will encourage homesharing and quality of life.	66-year-old white female from West Seattle 98126
Excited. There are so many adventures to be had. So many people doing interesting things to meet!	Advertise what is available more and provide transportation to some or all of these opportunities.	60-year-old African American female from Jackson Place 98144
Like I'm behind. I have a lot of saving and work to do to get ready for my retirement years.	Provide incentives for hiring mature workers (similar to what they do for veterans or people with disabilities)	53-year-old African American female from Beacon Hill 98144
Somehow worried about the high cost of living, including housing, medical care, taxes, all bills, utilities, etc. Crime is increasing, car and home burglary	<ul style="list-style-type: none"> • Increase free programs to assist seniors • Increase pay for caregivers • Promote more <u>all</u> the wonderful programs 	White multilingual (English, Portuguese, French, Spanish, Italian) Latino heterosexual female from Broadview/Ballard/Fremont 98177 [age not reported]
<ul style="list-style-type: none"> • Housing increase in costs will be a major burden 	<ul style="list-style-type: none"> • Increase visibility through fairs, expos, forums 	28-year-old straight African American female from 98198

<i>When I think of aging and growing older in Seattle, I feel ...</i>	<i>Here are ways I think the City of Seattle could support optimal aging ...</i>	<i>By ...</i>
<ul style="list-style-type: none"> Progressive layouts and modifications for all ages, stages, and mobility Inclusivity (hope) 	<ul style="list-style-type: none"> Partner with organizations such as churches, community centers Know your audience—representation matters; have marketing materials that reflect your audience. 	
Like I will be homeless because I have no retirement and Social Security will probably be gone	<ul style="list-style-type: none"> Treat caregivers like employees—pay them for their value Provide respite programs for caregivers (like parents receive family leave) 	54-year-old White hetero female from Carnation 98014
<ul style="list-style-type: none"> Not sure how to navigate the city Transportation Services too spread out / [need] user-friendly app or outreach that reflects the community served like promoter or community workers The need for support intergenerational connections 	Bring senior services to where the seniors are!	55-year-old white straight English/Spanish speaking “her/she” from Redmond 98053
The City is growing bigger and bigger, focusing on the younger generation. I would like to see age-friendly focus downtown.	<ul style="list-style-type: none"> Designate downtown to be more age-friendly and safer in the retail core. Access to services in all communities 	68-year-old straight African American from Renton 98055
<ul style="list-style-type: none"> As though there are any options, but only for those who know where to look, have a case manager/advocate, etc. Age friendly but not lower-income elder friendly 	<ul style="list-style-type: none"> Use technology classes to help seniors enhance their existing interests Make an effort to target the general population in marketing strategies 	24-year-old heterosexual female from Renton 98056 [race not reported]
I don't live in Seattle. I live in Kitsap County.	Hearing access, particularly hearing loops	51-year-old white heterosexual female from Poulsbo 98370
Sad	<ul style="list-style-type: none"> Build more housing Recontextualize existing housing Free Internet Free clothing 	[not reported]
Blessed. Blessed that I have seen Seattle evolve into what it is now. I am not afraid but I am curious as to where I will end up.	<ul style="list-style-type: none"> Increase awareness of resources available (just like this event). Send a committee or City representative to other cities in the U.S. or other countries, or even in the State of Washington, to see what works there; what is successful? Involve the younger generation more; they have aging parents and most likely have great ideas. 	[not reported]
City taxes ... respite ... Alz cafes [portions were unreadable]	<ul style="list-style-type: none"> Music in neighborhoods like downtown—use schools, churches, and libraries for community. No charge at lunch and dinner programs—like kid lunches at schools, but for seniors 	[not reported]

When I think of aging and growing older in Seattle, I feel ...	Here are ways I think the City of Seattle could support optimal aging ...	By ...
	<ul style="list-style-type: none"> • Rehabilitate housing instead of tearing down • Tours of senior and low-income housing • Advertising in utility bills • Use HALA for senior housing and ... [ending was unreadable] 	
<p>There is not enough variety of services and housing in all neighborhoods. More affordable housing, low-income and middle income, by using HALA.</p>	<ul style="list-style-type: none"> • Better communication on services and be aware of language used—classes on communicating with diversity and classes on different cultures. • Activities, like a gym, easier registration at community centers. Exercise and equipment at centers. • Use neighborhood Night Out and emergency preparedness teams, and advertise in utility bills, to bring people together. • Neighborhood gardens 	[not reported]
<p>Overwhelmed with the cost of living and reviewing lower cost of living cities in the Southwest</p>	<p>Provide incentive for hiring mature workers like they do with people with disabilities and veterans. (Boeing recently recalled retirees due to shortage of skilled workers.)</p>	[not reported]
	<p>Outreach. How are we to know where to go? Advertise for health, jobs, etc., mentoring.</p>	[not reported]
<p>A little nervous and a bit excited</p>	<p>Encourage age-friendly businesses:</p> <ul style="list-style-type: none"> • Signage that the business is age-friendly • Ambassadors of the idea into businesses. 	[not reported]
	<p>By providing training for City of Seattle employees regarding Alzheimer's/dementia/memory loss. Every employee that deals directly with residents should receive the training.</p>	[not reported]

Evaluation

Feedback was gathered in multiple ways, including a paper feedback form, available as participants exited the forum, and an online survey, e-mailed two days after the event.

Paper Feedback Form

Following are the comments on the forms that were returned:

The best idea(s) I heard today:

- Carry/walk with a cane to get more respect and for self-defense.
- Intergenerational
- LueRachelle's stories
- More village models; international cooperative living.
- What agencies are doing and how many are involved in services that support aging residents boomers.
- When elders go off and missing, have amber alerts done along with providing dog tags for free.
- When needing help, yell "Fire!" instead of "Help!"

I would like more information about:

- Hearing-friendly
- Keep me on your e-mail list for future events—thank you
- Ongoing community conversations
- Where low-income housing is being built from the funds paid/collected by developers. Seattle residents never hear about how this money is actually being spent.

Other thoughts about the forum:

- Excellent
- Good food; good format; I would like to speak on intergeneration power!
- It was a big undertaking—so many speakers and topics. Kudos for staying on time AND still giving time for feedback for important topics. GREAT organization!
- More! Our community should be thinking more together.
- Thanks for having this event—it's a rewarding, supportive environment for aging women.

Evaluation Survey

On November 8, Age Friendly Seattle e-mailed a link to a Survey Monkey evaluation to everyone who registered to attend the November 6 forum. As of November 13, 2017, 77 total responses were received (75 who attended). Among those who attended, 76% attended both the resource fair and forum program. Another 19% attended only the forum program, and 5% attended only the resource fair. Following are verbatim evaluation survey responses:

What was the most meaningful part of the forum for you, and why?

- Becoming aware of the various agencies and their work.
- The roundtable discussions because we had the opportunity to thoughtfully reflect on all the speakers' topics and the great questions posed.
- The keynote speaker was excellent!
- Engaging with women
- The table discussions because we were able to go deeper into issues.
- seeing lots of service providers together at once
- The main speaker and lightning talks
- I was impressed by the quality and content of all the speakers. I left inspired.
- Networking with professionals during the resource fair.
- Lightning Speeches. Like the diversity of topics.
- small group discussion. An opportunity to meet people and generate ideas. But I also was inspired and educated by ALL the speakers.
- The beginning, where there was visual information about the hearing accommodations- describing the hearing loop, the symbol and the verbal description for Cart and the loop during the housekeeping announcements
- The 7-8 min presentations of what are the latest practices and what are further gaps identified.

- The exposure. First time attended and was amazed by the gathering of strength, love and compassion being utilized for humanity and not just women even though the focus was that. I believe housing resonated with my concerns a bit more because of the daily reminder of homelessness and displacement of our seniors that helped make this city what it is.
- the discussing format and connecting with others around the table
- lots of great information.
- The networking. I'm currently looking for career opportunities so this was important to me.
- Diversity among the participants
- The discussions about equal pay and equity in the workplace. Our group leader shared some striking statistics about women in the workforce, and some of the women in our group shared barriers they've faced.
- table discussions with women of all ages. Sharing insights experiences
- The table discussions, although the speakers were fantastic.
- The opportunity to meet with agency representatives from so many different service areas. I had no idea there were so many wonderful programs serving senior in the greater-Seattle community.
- Discussion group - provided food for thought
- open dialogue, much informative information, friendly social with different ages and diversity coming together for important issues on aging, now and in the future.
- The Lightening round of stories shared by the presenters.
- Chance to discuss issues and strategies with women at my table. It was good to hear their experiences and passions.
- Opportunity to network and hear all the speakers to find out what's going on in the city to address issues of aging and mobility.
- The lightening talks
- The keynote speaker. She was bold and courageous in speaking to the "isms".
- I enjoyed the presentations greatly. I learned a lot about the community support for women and seniors.
- Speed dating and table discussions, along with gathering as stakeholders to reaffirm our commitment to making change
- Just to see how many people attended and cared about this issue. Clearly this was an important and much needed conversation.
- Assembly of energetic, fired-up women: these presenters & participants are inspiring
- Resource fair,
- Ideas shared at the very end. Good table discussion, but even more impactful to hear what each table discussed.
- Hearing from speakers as well as those at my table. I learned a lot and became even more engaged!
- The lightening talks and the roundtable discussions afterwards. Meeting wonderful people and listening to their ideas and sharing knowledge is my kind of event!
- The Group discussions and reporting out
- The keynote speaker and the other speakers was great!!
- presentations, awareness
- The table discussions after the presentations
- The lightning talks and the following table conversations with questions for discussion. It was esp. refreshing to have young participants at my table to hear their input. They do not view us as the enemy!
- resource Fair
- Key note speaker - set good context to the forum.
- The segment on being alone and job opportunities for those of us that are 50+ (and fabulous). It's a very common problem so it was helpful to know others are experiencing the same thing and be provided great resources.
- table discussion - chance to interact with women outside my normal social circle
- Discussions around the table. Hearing peoples experiences and thoughts.
- To connect with others and to see that we are facing similar issues - housing costs, healthcare, employment, loneliness
- I really only caught the keynote and several lightening talks. Each was valuable and informative. Lue Rachelle Brim Atkins' keynote about the "Triple Whammy" was a great energizer and context setter. All wonderful!
- The keynote and lightening talks
- I thought all the speakers covered such an interesting and diverse range of topics. I learned a lot about the work being done in the community, and gathered some additional resources to refer to later.
- hear out --concerns---and looking for change

- Unfortunately, I had to leave half way through the lightning talks. LueRachelle Brim-Atkins sharing her spirit was inspiring.
- Connection and social engagement with women who presented and attended.
- The presentations and keynote were great, but I really got the most out of the tabletop discussion over dinner with other attendees.
- The lightning talks
- LueRachelle Brim-Atkins was motivational.
- The key note speaker was fantastic, though I enjoyed the talks as well.
- Two: interacting with the women at my table and the "7 minute" speakers.
- I really enjoyed the lightning talks - it was great to learn about so many issues and perspectives from a wide variety of presenters in a short time.
- The keynote speaker, and all of the other speakers were exceptional and most meaningful.
- Opportunity to share ideas and camaraderie

In your opinion, what was the most important issue discussed at the forum, and why?

- Each issue was important. It's hard to believe the info about human trafficking. Glad someone is working in that field. Homelessness should be the number one priority.
- Housing and affordability of housing - it's a very pertinent topic to the Seattle and King County community, and a very important social determinant of health.
- You're not alone: Avoiding Loneliness in Later Life, because messaging about staying connected as we age is critical to healthy aging.
- caregiving
- I enjoyed so much of the forum. I was happy to hear what was happening and also the focus on solutions and awareness of abuse and harassment and equality. I liked that family caregiving was brought up as a problem, but wish I would've heard more about caregiving issues and solutions for our aging population that do not have savings or retirement benefits.
- The need for better and more equal access to resources for all aging women regardless of where they live, their socioeconomic status, race, etc.
- That's a tough one because they were all so compelling. I was struck by the longevity disparity in different parts of the city. I believe that is something that we can improve.
- Inclusiveness for all.
- Ageism
- Affordable housing & economic security. They are related and there seems to be growing economic disparity in Seattle.
- Accessibility. We must have access to an environment that is conducive to healthy aging—age-friendly communities.
- Gaps of "wrap around" services or one stop shop. Yes, we have Area A of Aging or Senior Services or AARP. Either these are slow or full of barriers to getting help with services, navigation ... or they want you to contribute to their business (\$ to join AARP). We truly need an Aging Center that addresses resources without difficulty or ulterior motives. Could city, academia (several in the area), philanthropy, business, come together to create such a center, where it is a win-win for all?
- Housing and it's future.
- the elements of institutionalized ageism
- That we need to appreciate aging
- Social Isolation in our communities. It's a devastating killer
- Increase opportunities for intergenerational programming—not only is it better for socialization, health, etc., but opens up the funding streams.
- Women and Economic Security/Insecurity
- Coordination by the city to communicate services/programs that are available for all citizens
- The triple whammy presentation, really talking addressing the intersection of racism, sexism, and ageism.
- The topic in and of itself is self-proclaiming - "Engaging" as opposed to "Women aging ..." ugh ...
- Since I am a white old lady, probably ageism, although all 3 topics intertwine
- more opportunities for age-related jobs and transportation close to communities we live in.
- Outreach to share the programs and info available to Senior Women.
- Housing issues --if this need isn't met it's hard to address other issues like health and employment
- How to address problems of our aging population in general.
- Affordable Housing, Home and Community Based Services
- Economic security and affordable housing. These are the two factors that dictates aging in place.
- Breaking down barriers and perceptions through education and shared community events.

- Need for city's leadership in supporting new housing models that are intergenerational, diverse, and accessible
- I was unable to listen to all the speakers, but appreciated the discussion on social isolation.
- Jobs and housing
- The current array of programs already working & we need to publicize these programs
- All we're important
- Topic of loneliness and connectedness. Feel like there needs to be a major shift in how live and create community both in facilities and communities.
- Affordability. Seattle is becoming too expensive for seniors, as well as others!
- Loneliness, Gender-based Violence and Economic Insecurity. These seem to have the least support and the most stigma.
- Housing
- Economic security and housing
- housing, economic security, domestic violence
- Respect and Opportunity. As this is what is important to me
- Sexism, Ageism & Racism. Folks don't talk about these enough.
- priorities for City
- Awareness of all the resources available for the variety of topics presented. Had I not had a friend who posted that she was interested in this event on Facebook, I would have never known about this. She ended up not registering but I did and I am so glad I attended. Social media in this case was vital. A good strategy on awareness was brought up in purchasing television air time or even doing radio ads.
- senior living costs - basic survival need
- Housing options... they affect how seniors can be in community and be in places with variety of supports. Other topics were important too.
- The trifecta of discrimination - Ageism, Racism and Sexism
- intersectionality of race, age and gender because it is a triple whammy
- Housing security
- Affordable housing for seniors--because fixed incomes makes this challenging with our housing market--and it quickly destabilizes residents who can't afford housing/rent payments. Additionally, social engagement--getting community members out and about, interacting together.
- all about the same
- Keep moving and stay connected.
- Housing options- due to homelessness population increasing and high rents and taxes to those residing in Seattle
- Affordable housing came up again and again as a major issue facing older women (and everyone else!).
- Ageism in the workplace
- The need for diversity of all types across the entire city.
- Communication and messaging of available supports and services for older adult women
- Affordable Housing and rising costs to live in Seattle. I am afraid that the seniors, including me, are getting priced out of Seattle. With my income, I am not eligible for low-cost or subsidized housing, but my costs have risen too sharply to be able to afford to live here.
- I think the most important issues were the unholy trinity of ageism, sexism, and racism.
- All of the programs that are available for city residents
- Economic insecurity and social isolation --> the need for women to work together to improve self-sufficiency, social connections, and status within institutions (including home and family)

If you have thought of additional ways that the City of Seattle can promote optimal aging in Seattle, please comment below:

- Just find a way to connect the givers with the need.
- I think we can consider looking at resilience literature in social science research, and pull out evidence-based factors that support optimal aging. Some things to support would be social connectedness, and what that will look like in different cultures/communities.
- Keeping Seattleites informed about implementation of the age-friendly plan, including opportunities for input and feedback.
- more affordable housing and activities
- Family caregivers are so stretched, under-represented and uncompensated, and often fall victim to their own health issues. If there were more ways to integrate them and support them in the health care and services matrix, that would be great.
- For me, I would like to see measurable results from the forum and suggestions presented at the forum

- At our table we discussed housing options and would like to see the city promote multi-generational housing "communities." Consider affordable housing that is has a certain percentage of the units allocated to people over 65, another percentage allocated to families with children, and a percentage to singles or couples. The building uses Universal design concepts (friendly to any age) and is designed with a common area to facilitate social interaction. Ideally (and I'm dreaming big here) it contains a health clinic, a daycare center, and a gym/recreation center. Just think of how healthy this could be! Seniors can help with childcare, younger adults can help the older ones, and all ages live together, learning from each other. I don't think we should be segregating people by age, that just facilitates ageism and disconnection.
- More opportunities for older adults to be included.
- Need for free medical devices availability
- It seems that a lot is already going on to promote healthy aging, but I wasn't aware of it till now.
- Promote May is better Speech and hearing Month. Have council members and other policy makers participate in a day long workshop wearing earplugs to garner a sense of exclusion that results from hearing loss.
- Start looking around businesses that are doing such "wrap around" and then ask for their input to enlarge their scope with the city.
- A panel is needed to gather information at Senior housing communities on the conditions seniors are being treated. There is definitely a problem.
- Determine the elder demographic of Seattle and disperse it to employers so they can evaluate their internal parity; educate employers about ageism and retaining older workers
- Partner with other organizations with elderly clients to promote the Mayor's Office of Senior Citizens activities. I work at Centerstone, and just referred a client to that office, but it would be helpful to have a contact person, or more details on the services - particularly the 55+ employment center
- Don't segregate older citizens. Do not subscribe to the language of ageism, i.e., using the term elderly—it implies that older citizens are less capable. While many older citizens have chronic conditions that may need accommodation or additional care, this is not unique to us. We have worked in the community voted for parks school and library levies. We actively volunteer countless hours
- Yes! Host Dance Programs (break-dancing!), Poetry Readings (poetry slams), in the wonderful City Hall Lobby - what a great location for the event!
- more safe and physical activities to bring all ages together less isolation from general population for aging adults/seniors
- Do direct outreach to individuals. Tell them about resources available, and how they can access it via phone, Senior Centers, libraries, etc.
- In Seattle neighborhoods where women live significantly shorter lives, these communities need to be asked what would be most useful in changing that—a full-service grocery store, sidewalks, etc.?
- Keep the networking going with email updates to attendees and additional events like this.
- The entire region needs to build more affordable housing with supports for seniors. If seniors are not adequately housed- nothing else (wellness programs, healthy eating, etc.) matters. Those things come secondary to finding clean, nice, affordable housing.
- Local, neighborhood events between aging populations and advocates within city government and social service agencies.
- The city is pricing out middle- and lower-income residents more and more. I hope the affordability crisis can be approached in an intersectional way that supports people of all ages, especially those facing barriers related to racism, sexism, and ableism
- Resources are out there and available, we just need to get creative on getting the word out.
- Include everyone
- Walking groups. Use existing community centers to promote exercise and social circles.
- There is no channel of information getting to the very poor
- Multiply everything we're doing by 10....
- The city needs to focus on Seniors as an immediate need group for housing
- Affordable housing for seniors
- Supporting diverse groups and underserved small businesses instead of always hiring expensive firms, look at the small businesses in Seattle, learn, hire and support them.
- Address the economic disparities in aging in place. Economic barriers still exist for applying for assistance with taxes, utilities and social activities. Also, transportation programs are limited to income qualifications and for seniors with disabilities and do not go beyond the 9-5pm weekdays.
- targeted funding for special populations, delivered by community-based organizations
- Traveling to other cities, communities, states or countries to see what is working there and what is successful. I'm pretty sure the City of Seattle could come back with great ideas to implement.
- more affordable housing, both intergenerational and senior targeted

- Engage more labor union/community activists. Move outside the Senior Services community.
- Promoting programs via direct mail and social media. It seems like there are many programs available but awareness is an issue.
- additional ways to get info out about all that is already happening; more community based events such as this that bring together women and others with a focus on women and aging, intentionally engaging additional diverse communities through interpretation, etc.
- Advocacy and bringing to light the resources currently available
- Promote more walking groups like Out and About--cost effective/free, easy to organize a monthly walk. Fund senior centers to be open longer hours for community members to come and gather. Improve information proliferation--across governing bodies to improve public's access to services, programming.
- Jobs--City partnership with Amazon, other agencies.
- Intergenerational involvement. Education on signs of abuse to spouses and how it affects children.
- Keep inviting the community into the conversation and keep a race and equity lens at the forefront.
- Keep the conversation going in multiple venues
- Have more opportunities for women to hear from other women of the positive aspects of aging.
- Please: more forums and programs similar to this. I feel that I really am interacting and giving my views to City of Seattle government.
- More affordable (not just for those of the lowest income) senior housing throughout the city.
- The city needs to promote, and finance ways to advertise its programs in all communities, according to its ethnic makeup.
- Continue to bring people of different races, genders, and cultures together to talk about common interests

If the City could make one policy change that reflects the issues addressed at this forum, what would you want that to be?

- Whatever policies are in place to combat homelessness.
- Support mixed-income housing to be able to impact the inevitable gentrification of communities.
- transportation issues
- Something to support family caregivers.
- maintain funding for transportation for older adults
- Increased funding towards programs that work effectively and address the needs for aging women
- I am not familiar enough with your policies to be able to make a recommendation here.
- Homelessness
- Funds for caregiver respite.
- Job sharing to allow for family responsibilities.
- Implement ADA Compliance for hearing access/ hearing loops for 219 and captions for effective communication access and Publicize it!
- Give women the (Social Security) credits when they were home, raising children or caring for the old! They are doing a lot of "voluntary" work that need to be compensated for so they don't become poor in their later years.
- Hold people accountable by removing them when needs are not being met.
- Issue a proclamation that Seattle is committed to recognizing aging people as part of the diversity of the City; will extend all inclusion protections to this group; will identify and eradicate institutionalized ageism
- Create incentives for businesses/ organizations to become age-friendly.
- Related to housing displacement - have city review w/an age friendly lens any proposal to displace more than x elders or people with disabilities (e.g. apartments being converted to condos). Require owner to find accessible and affordable housing if displacing.
- mandate paid maternity and paternity leave be granted to any employee. I specify both because the responsibility of staying at home with a new baby should not fall solely on the mother.
- Transportation should be planned for the benefit of everyone, not just special groups (e.g., bicyclists). Pedestrian safety should be the major focus for planning mobility. \$ should be directed to mass transit as this benefits more citizens off all ages.
- I think increasing housing resources was the most important issue discussed, both helping women retain housing and helping them out of homelessness. I also think providing programs that increase connection is very important.
- Engaging women are alive and kicking ... make sure programs and policies reflect positive engage and offer opportunities for involvement through employment, community liaisons with city government.
- more inclusiveness and informative relating to aging friendly in Seattle.
- Domestic Violence treatment of abusers, and collection of guns of abusers.
- Asking if a policy would positively impact older women

- More publicity on where to find the range of senior services and public meetings thru libraries, PSAs, senior and community centers.
- There needs to be more variety of payment options for services (people either have to spend down to Medicaid, or private pay). For Seattle services, it may be best to have income levels in variety- having more options for services.
- Mandate that all developers designate 25% (not 10%) of all new units built be affordable with racial diversity.
- Expand Medicare.
- Create an innovation fund to support new intergenerational housing models, using partnerships with community land trusts
- Fair housing. Most of the people of color have been price out if the city
- Acknowledge the value of our elder women & the variety of ways that they contribute to the functioning of our city.
- Lift or relieve the income lid for financial qualifications for senior housing
- Improved transportation options for elders, especially low income
- Put a check on out of town developers and investors, have them give back to our communities, including supporting more affordable housing for all.
- Larger housing tax breaks and subsidized housing vouchers for people 55+ and the disabled.
- Base the average income of the senior population on something other than HUD AMGI calculations for the county.
- Work with landlords about the amount of security deposits they charge and the non-refundable application costs!!
- To have an Elder Task Force for Aging Friendly Seattle and maybe an Aging Friendly committee,
- REAL affordable housing.
- affordable housing for new developments
- Requiring companies to have a minimum number of employees aged 50+, or limiting them to layoffs. Seems like the first to go in a layoff are the elders regardless of their tenure. And then it makes it difficult to find a job even though we have so much experience and talent and want to continue working because we love working!
- Allow/encourage backyard cottages
- Including seniors in the discussions related to housing and social interaction.
- Move toward creating more affordable housing options
- Affordable senior friendly housing in their communities
- Fund more transportation for seniors. I heard a lot about how ineffective Access is if you aren't located near a transit stop--we need affordable and viable options for our seniors to get places.
- looking at homeless women, providing a place--where they could shower
- Not only promote anti-ageism but demonstrate it by creating meaningful opportunities for seniors so they continue to make a difference by sharing their knowledge and experiences.
- Funding care giving services to allow working age adults to help care for their elders
- More money for housing, social and recreational programs.
- A declaration by City Council that Seattle will be an Age-Friendly city by considering age-friendly solutions in every city program and activity
- Affordable, accessible housing that supports a village model. Having places to meet, connect, shop, etc. within your neighborhood
- More affordable housing. How to pay: City income tax on ALL who work in the City of Seattle-resident and non-residents.
- More affordable (not just for those of the lowest income) senior housing throughout the city.
- Stop segregating people, and city housing codes.
- Training for City employees so they know how to communicate and serve older adults & people with disabilities effectively

How can the City of Seattle reach out to people with interests similar to yours most effectively in the future (to invite participation in events or provide information about programs and services)?

- Social media, TV and magazines
- Use social media, and community-based organizations.
- Include information on utility bills, PSAs, social media, etc.
- using media
- Not sure.
- email is good for me - also utilize AARP's "marketing machine"

- Increased advertisement and collaboration with agencies that work with marginalized populations and/or that work with aspects that impact aging women
- Consider advertising in 3rd Act Magazine. :)
- Free or low cost events to share information.
- Multiple languages, location with easy access, marketing event to diverse populations.
- I'm older, and prefer printed material (all in one place) over websites.
- Publicize the hearing access and how people will be able to hear, understand and participate.
- Call a meeting of like-minded people together to o a Think-Tank....always involve legislative people so that they are involved and not as "2nd tier people" to reach later.
- Interview seniors to get their stories and hold property management companies accountable.
- Direct email—I learned of this forum through a UW School of Social Work blast
- have local neighborhood meetups
- Create a one page fact sheet about the city wide initiative that can serve to inform and encourage participation
- Email, Senior Centers, Community Centers, other places I normally go to
- Target marketing to direct service nonprofit employees - specifically try to connect with client facing staff (case managers, client advocates) and volunteers at these places.
- Consider using multiple media, i.e., print newspapers, email lists, notices in community centers, expand email list of Dept. of Neighborhoods
- By using as many communication modalities as possible.
- Newsletters, Church Bulletins, Social Groups, City Council Agendas, TV/Radio Spots, Blogs, Travelogues, AAA, AARP, etc.
- Flyers in their utility bills
- More communication and gathering like the one we experience. More personal connections and more activities for aging healthy, social and involved.
- Send invitations to Senior Groups and Senior Centers.
- ADS newsletter was how I found out. Hopefully information went out to specific senior centers and community centers
- I have residents (seniors living in affordable housing) that will be willing to come to forums to discuss senior issues. If there could be a way to reach out to professionals/social services professionals to give them to the residents/ people that we work with.
- Make announcements at the Senior Centers.
- Promote via Facebook and partner with community organizations who can help spread the word
- 1. Senior center 2. Senior housing 3 community center 4. Churches 5 schools
- Website
- Set forum in all neighborhoods
- University, society, senior center, other group listservs.
- So far we seem to be "preaching to the choir". Reaching others will more challenging. We should think about who we need to hear from on what topics and have a targeted approach.
- Mailbox flyers, email flyers -Ask AARP also!
- Re-establish the Community Councils that were dissolved by Murray.
- Continue to contact social service agencies and work with grass roots groups and churches, and the African American/communities of color.
- A list serve developed perhaps from the forum
- Advertise within each community where people gather. Information Kiosks in the neighborhood would be great. Not everyone is computer literate and knows about the city's websites or use Facebook or Twitter.
- Advertise in Seattle Gay News
- 1. Social media. 2. Television ads. 3. Radio ads. 4. Communicate in sporting events, i.e. Mariners, Seahawks, Sounders where many of us attend games (passing out flyers at these events). 5. Church bulletins. 6. Employers' benefits packages. 7. Offices of dental/medical/eye doctors where many of us look for reading material in the waiting area. 8. Metro ads on the buses. 9. Billboard ads in the city. 10. Seattle Times full-page ads (many of us still love reading the newspaper)
- E-mail notices
- Ask to meet with labor union and more community based organizations on their turf or go to their meetings
- More attention from the media, reaching out to faith communities, public forums promoted through universities and other venues
- Email, social media, direct mail, radio, tv - take a multi-channel approach.
- Multiple community based events with such a theme and/or lightening talks embedded in other events, tabling at other events; always good to provide food, beverage, and sweets, as you did!
- Request all participants from the Nov 6 forum share information to at least 10-20 other people

- Flyers in local government buildings, postings on community blog pages about upcoming events, email. I got word about this event through a friend who forwarded me the email invite.
- Electronically, local news media, listings in radio/TV/news agencies/ calendar of events, dedicated web page for events on Seattle.gov.
- Since not everyone has access or uses internet to have flyers posted in Senior Centers, libraries, etc. To communicate with Directors of retirement communities and adult family homes about programs and services
- E-mail
- Facebook and Instagram invites/flyers/notifications
- Television, radio, established organizations' newsletters
- Have events at different times of the day. Can't get out at night as can't drive. Think about the make-up of the neighborhood and offer forums, events, etc. that might be of interest to that cultural group, age group, or interest.
- I attend the Mayor's Office monthly Coffee Talks. Awesome program to meet and hear high level City of Seattle department heads (or assistants) Expand this program to all sections of the City,
- That's a tricky one. Mass emails? Events in the Department of Neighborhoods newsletters?
- To engage people in the different communities, and ethnic makeup.
- Blogs, social media

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Women's Funding Alliance

Contact Information

For more information about Age Friendly Seattle, visit www.seattle.gov/agefriendly or e-mail agefriendly@seattle.gov.

Follow us on Facebook ([/AgeFriendlySeattle](https://www.facebook.com/AgeFriendlySeattle)) and Twitter ([@agefriendlySEA](https://twitter.com/agefriendlySEA)).

For information about Age Friendly Communities Task Force meetings (open to all), e-mail agefriendly@seattle.gov.