



Age Friendly Seattle

2024 Highlights Report

In 2024, we remained focused on supporting older adults' health, economic security, and social connectivity.

Working with partners in government, academia, non-profit, and private sectors, we're proud of our collective progress in 2024 and eager to continue the momentum.

Health and Wellbeing

Launched a Public Anti-Ageism Training

Did you know that ageism harms our health and wastes billions of dollars? To combat this, we adapted our internal anti-ageism training for public consumption. Informed by community stakeholders, the training covers demographic trends, ageist biases, and tips for being more anti-ageist in personal and professional spaces. Already, thousands of people have explored these trainings and we've held post-viewing conversations with groups ranging from city commissions and management associations to senior living communities and community college students. In 2025, we plan to launch a healthcare-specific training.



2,000+
people engaged with our
anti-ageism training

Explored Innovation in Caregiving

A looming workforce shortage combined with a growing aging population is threatening to limit access to caregiving services. By leading a small pilot project, our team explored ways to support caregiving professionals and ensure older adults receive the care they need. The project concluded in December, and we look forward to analyzing results and learning from the process next year.

42%

increase in discount
directory business
participation, 6,000 user
applications processed

Featured Universal Design

Being able to age safely in place allows people avoid costly renovations and disruptive moves. We again partnered with the Northwest Universal Design Council and Jensen Hughes to create an educational demonstration highlighting the importance of designing spaces with accessibility in mind. This year, we featured an interactive game enjoyed by more than 500 festival goers.

Social Connectivity

Hosted 11 Civic Coffee events

We continue to evolve our monthly event series that brings expert speakers to audiences of older adults across Seattle. Last year, nearly 450 older adults joined these discussions. Working in partnership with ten different Senior Centers and Seattle's Department of Neighborhoods, we provided live interpretation in multiple languages to ensure no one was excluded. These events are held in partnership with the Seattle Public Library and our teams will jointly present on this successful program at the 2025 US Aging Conference.

450

older adults at Civic Coffee,
7 language interpreted, 10
senior center partnerships

Economic Security

Grew the Age Friendly Discount Directory

We continue to manage a citywide network of discounts for older adults and people with disabilities. Building on last year's improvements—including website updates and an online application portal—we ramped up outreach efforts and added 50+ new businesses to the directory. We also nearly doubled the number of older adults utilizing the program, distributing 10,000 cards to partner organizations and processing more than 6,000 online applications. Our new Explore and Save itineraries highlight geographic clusters of discounts where older adults can spend a day enjoying the city and saving money. Seattle's Departments of Neighborhoods and Transportation have helped make this a success.



Began a Social Connectivity Learning Network

Loneliness is increasingly recognized as a health crisis, so we launched a regional learning network to bring practitioners, academics, and government professionals together. The goal is to share strategies, explore shared visions and goals, and serve as a collective learning space. One positive early outcome: several organizations teamed up to successfully request that Washington State collect data about people's experiences with loneliness and social isolation.

Accountable to Our Values

Our Strategic Framework outlines 5 key values that guide our work. As part of our commitment to accountability, we reflect each year on how these were operationalized.

Value	2024 Integration
Lead with Race	This year, Age Friendly Seattle became the liaison for the Mayor's Council on African American Elders, a group focused on identifying and addressing the unique needs of Black older adults. We also heeded community feedback and changed our training narration to reflect a broader range of voices.
Prioritize Inclusivity and Equity	Live translation at events and multi-lingual outreach continued in 2024. We focused on equitable distribution of programs and benefits, recruiting new discounts for older adults across 16 neighborhoods and holding Civic Coffees at 10 locations around Seattle.
Recognize Intersectionality	Soliciting event topics from the communities helps us be responsive to the many unique factors influencing people's ability to age well. We continue to participate in a range of workgroups addressing various needs, including the launch of the Find-A-Ride app to assist people with mobility needs.
Work in Partnership	Whether organizing an older adult photoshoot with the Animal Shelter, co-hosting a public meeting about Seattle's Comprehensive City Plan, supporting community members as anti-ageism ambassadors, or serving on state and national workgroups to advance age-friendly practices, partnership remains integral to our work.
Informed by Data	In 2024, we gathered data to paint a clearer picture of aging in Seattle. We compiled a GIS map displaying demographic trends and other information and established benchmark metrics to track our progress towards an age-friendly city. We intend to make this information public in 2025.