



TESTIMONY

Presented by

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Commissioner**

on

**Oversight: Age-friendly NYC Aging Improvement Districts –
Successes and Future Challenges**

before the

**New York City Council
Committee on Aging**

on

**Thursday, October 30, 2014
1:00 P.M.**

at

**250 Broadway, 14th Floor Committee Room
New York, NY 10007**

Good afternoon, Speaker Mark-Viverito, Chairperson Chin, and members of the Aging Committee. I am Donna Corrado, Commissioner of the New York City Department for the Aging (DFTA). I am joined today by Caryn Resnick, Deputy Commissioner for External Affairs, and Dr. Jo Ivey Boufford, President of the New York Academy of Medicine (NYAM). Thank you for inviting us to testify about Age-friendly NYC. I will begin by providing an overview of Age-friendly NYC and NYAM will discuss Age-friendly NYC Aging Improvement Districts.

OVERVIEW OF AGE-FRIENDLY NYC

According to US Census data, New York City's population of adults age 65 and older is expected to double between 2010 and 2030. To prepare the City for this aging boom, Age-friendly NYC was launched as a collaborative initiative by the Bloomberg Administration, the New York City Council, and the New York Academy of Medicine. Since the fall of 2007, Age-friendly NYC has been working to address this trend, and meet the challenges of growing older in New York City. The goals of Age-friendly NYC were to assess the City's responsiveness to the needs of older New Yorkers, develop recommendations, and implement strategies that allow New York to sustain and enhance its status as an age-friendly city.

Age-friendly NYC builds on the work of the World Health Organization's Global Age-friendly Cities initiative, which engaged older adults and other stakeholders in cities around the world in identifying the core components and features of an age-friendly city. Using the Global Age-friendly Cities framework, the City and NYAM conducted a comprehensive assessment of the age-friendliness of New York City. Throughout 2008 and 2009, the City and NYAM engaged older New Yorkers, City agencies, and leaders from the private, nonprofit, and academic sectors to learn how the City could improve the quality of life of seniors. In August 2009, in response to their findings, the City announced 59 initiatives to make New York City more age-friendly. The initiatives focus on four key areas: 1) Community & Civic Participation; 2) Housing; 3) Public Spaces & Transportation; and 4) Health & Social Services. Age-friendly NYC has been recognized globally: in July 2010, the World Health Organization named New York City the first Age-friendly City under its new certification process.

HIGHLIGHTS OF AGE-FRIENDLY NYC

The 59 Age-friendly NYC initiatives are the result of a public/private partnership that includes not only government initiatives, but also several private and nonprofit initiatives. I will highlight a number of the initiatives led by City agencies. These initiatives emerged from interagency collaborations to identify and implement new strategies in government operations using an age-friendly lens.

Innovative Senior Centers (ISCs): A cornerstone of Age-friendly NYC, Innovative Senior Centers were successfully launched throughout the City in 2012 and 2013. ISCs provide enhanced programming, including robust health and wellness programs, arts and cultural activities, and technological and volunteer opportunities. A second round of ISCs received contract awards this year, resulting in a total of 16 ISCs in the DFTA senior center network.

Naturally Occurring Retirement Communities (NORCs): Naturally Occurring Retirement Communities are residential locations – single buildings, housing developments, or clusters of buildings within a neighborhood – that are neither age restricted nor built for seniors. Over time, however, they have become home to significant concentrations of older residents. NORC programs provide supportive environments that allow seniors independence as they age in place; engage residents and facilitate linkages; and respond to residents' needs. All NORCs furnish case management for homebound and non-homebound seniors, offer assistance with public benefits, and provide healthcare management by medical professionals. Other programs include recreational trips, exercise classes, and arts workshops. DFTA funds 28 NORCs citywide.

Seniors Partnering with Artists Citywide (SPARC): The Seniors Partnering with Artists Citywide program places artists in residence at DFTA sponsored senior centers. Artists receive a stipend and materials budget and access to workspace in the centers, in exchange for providing seniors with interactive arts activities. Resident artists also produce public program events at their senior centers to share the work created by SPARC participants with the local community. SPARC artists have created cultural programs including a ukulele orchestra in Brooklyn, a Bomba dance group in the Bronx, Japanese calligraphy classes in Staten Island, photography workshops in Queens, and Shakespeare performances in Manhattan.

Silver Alert: Silver Alert was created through the enactment of the first local law generated from an Age-friendly NYC initiative, and New York City became one of the first municipalities in the nation to implement this system. DFTA, the New York City Police Department (NYPD), and the New York City Council partnered on passing this legislation for a public notification system that aids police in the search for missing older persons with dementia. When a senior with a cognitive impairment, such as Alzheimer's disease, is reported missing and deemed to be in imminent danger of physical injury or death, the NYPD initiates a protocol. An alert is broadcast through Notify NYC and to media outlets, community organizations, senior service providers, and others, allowing the public to assist in searching for the missing senior.

Safe Streets for Seniors: Through the Safe Streets for Seniors initiative, the New York City Department of Transportation implements safety improvements in 25 areas identified as having an above-average rate of senior pedestrian fatalities and injuries. Typical improvements include extending pedestrian crossing times at crosswalks, adding countdown clocks, altering curbs and sidewalks, restricting vehicle turns, and narrowing roadways. Since the program began, senior pedestrian fatalities have decreased 21 percent citywide.

Falls Prevention: Recognizing that falls continue to be a major cause of fatal injuries in the older adult population, DFTA and the New York City Department of Health and Mental Hygiene convene the New York City Falls Prevention Coalition. Members of the Coalition represent various sectors including health care, social services, academia, advocacy, and government. The Coalition launched a falls prevention website, developed falls prevention education and programming, completed a falls survey of senior center participants, and created a home safety checklist to address fall hazards in seniors' homes.

MarketRide: MarketRide uses New York City Department of Education school buses during off hours to provide transportation for DFTA senior center participants and NORC residents to supermarkets, green markets, and recreational activities. The goal of the program is to increase access for seniors to healthy foods and cultural opportunities. Since October 2012, there have been more than 100 MarketRide trips with nearly 3,000 seniors participating.

AGE-FRIENDLY NYC COMMISSION

In January 2010, the City joined with NYAM to seat the Age-friendly NYC Commission. The Commission was comprised of leaders in the business, education, civic, nonprofit, and other sectors. Members of the Commission were charged with making recommendations on how the City might partner with these sectors and leverage their resources to enhance age-friendly efforts. This Administration is committed to building on the successes of Age-friendly NYC and looks forward to working with the New York City Council and NYAM as we embark on the next phase of this initiative. At present, we are working together on reseating the Age-friendly NYC Commission, which is expected to commence meeting in early 2015.

CONCLUSION

Thank you again for this opportunity to provide testimony on Age-friendly NYC. I applaud the leadership of Speaker Mark-Viverito and Chairperson Chin in ensuring that New York City maintains its status as one of the most age-friendly cities in the world. I look forward to continuing the partnership with the New York City Council and NYAM in these efforts. I am pleased to answer any questions you may have.



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Gale A. Brewer, Borough President

**Testimony submitted to the New York City Council Committee on Aging Public Hearing
on Age-Friendly NYC Aging Improvement Districts-Successes and Future Challenges
October 30, 2014
Manhattan Borough President Gale A. Brewer**

Good afternoon Chair Chin and members of the Aging Committee. My name is Gale A. Brewer and I am the Manhattan Borough President. Thank you for giving me the opportunity to comment on the Age-friendly NYC Initiative, its success and future challenges. According to the 2013 American Community Survey, based on the 2010 Census, there are 231,326 older adults 65 years and older living in the borough of Manhattan. Throughout the five boroughs, the total rises to 1,074,547. The city's senior population is expected to increase by 45% in the next two decades, when one in every 5 New Yorkers will be age 60 or older.

As you know, in fall 2007, the New York City Council, in conjunction with Mayor Bloomberg and the New York Academy of Medicine (NYAM), launched Age-friendly NYC, a citywide initiative with the goal of making all parts of city life more inclusive of older adults. In March 2008 and April 2011, I hosted senior forums at the American Bible Society in partnership with NYAM and One Stop Senior Services, on various topics including Transportation, Housing, Civic Engagement, Employment, Health, Hospitality/Retail, Culture, and Social Services. Hundreds of seniors participated in these programs, and their input was integral to shaping the City's 'Blueprint' for improving services, as well as providing direction for the West Side Aging Improvement District, which I founded with NYAM in March 2012.

Essential to the success thus far of the West Side Aging Improvement District is senior engagement, in addition to the partnership of many wonderful West Side senior centers and institutions, NORCs, citywide nonprofits and city agencies. I would like to share with you several of our accomplishments in improving various areas of the quality of life for seniors on the West Side – which have also improved the lives of many others, regardless of age.

Transportation Safety: A concern frequently voiced by West Side seniors, especially with the establishment of the Columbus Avenue bike lane, introduction of electric bikes for commercial deliverymen, and an increase in cycling citywide, is that of pedestrian safety and cyclists. With NYPD, I visited restaurants that use delivery people to explain the relevant safety laws, and last year hosted with DOT a series of interactive workshops about the commercial bicyclists' law for business owners, with the goal of educating them about safety regulations that keep both pedestrians and employees safe. We also continue to work with seniors and advocates in the disability community on identifying safety 'hot spots' as part of the Vision Zero Initiative and assessing the streetscape and condition of pedestrian ramps and curb cuts.

CityBench: Seniors are on the move – but also sometimes just need a place to rest for a moment. Working with NYAM, local seniors, and the Department of Transportation, we

identified locations for the CityBench Program, a three year federally funded program to install benches throughout the city to support riders and encourage walking among older and mobility-impaired New Yorkers. According to DOT, in the fall of 2012 over twenty benches had been installed on the upper West Side.

Tickets!: Since the first Age-friendly forum, I've heard a familiar mantra – "We want free tickets!" The West Side is rich with cultural institutions of every size and discipline, but high ticket prices make it challenging for older adults on fixed incomes to enjoy these pleasures. In July 2011, I hosted a Senior Cultural Discount Fair at the American Museum of Natural History. Information from citywide cultural and arts groups – theatres, museums, and more – about free or low cost tickets and offerings for seniors were available at this event. The Mayor's Office of Film and Television has been a valuable partner in connecting seniors with free tickets to local screenings.

Technology: Prior to the Age-friendly initiative and while serving as Chair of the Council Committee on Technology, I've been a longtime supporter of increasing access to technology for all New Yorkers. In 2005, I launched "Senior Technology Touch Tanks" with the nonprofit organization Older Adults Technology Services (OATS). In 2007, I sponsored the "Connecting Seniors for the 21st Century" budget initiative, a collaboration between OATS, DOROT, and Per Scholas, which developed and implemented a technology program connecting, educating, empowering, and improving access to health resources for thousands of senior citizens in neighborhoods across New York City. I am delighted that funding has been allocated to continue senior technology programs, even after the federal three-year Broadband Technology Opportunities Program grant ended in December 2013. I have seen first-hand how they improve the connectivity and quality of life for so many older adults, with full credit due to the great staff who work within this community.

Grow Green Age Well Initiative: A strong advocate of food sustainability, I sponsored Local Law 50 of 2011 that encourages the sourcing of locally grown or processed foods by city agencies to the maximum extent possible. Through a partnership of the New York Academy of Medicine, New York City Department for the Aging (DFTA), Goddard Riverside Community Center, Citymeals-on-Wheels, Fairway Market, New York Sun Works, Project FIND, Lincoln Square Neighborhood Center, and our neighborhood nonprofits, I launched the Grow Green Age Well Initiative, comprised of four main programs Wholesale for Whole Meals, Greenhouse to Goddard, the Age-friendly West Side Grocery Guide, and the Westside Senior Supported Agriculture (WSSA) Food Bag Program, which continue to operate today. Here's how they work:

Wholesale for Whole Meals - In hopes of enriching senior center meals with local fresh food, I reached an agreement with DFTA to provide senior centers with a list of options available through GrowNYC's Greenmarket Co. wholesale program, identifying items rich in Vitamin A and C for substitution in already-planned meals, which are often prepared with frozen or canned foods; this approach also conforms to the six-month advance deadline to submit meal menus to DFTA. Seniors who lunch at Project FIND Centers, Lenox Hill Neighborhood Center, as well as the homebound serviced by Meals-on-Wheels, are now enjoying fresh fruits and vegetables from the Greenmarket! I applaud the support that Commissioner Corrado and the DFTA Bureau of

Community Services' Nutrition Unit staff have placed on encouraging the purchasing of fresh and local food in our senior center congregate and home delivered meal programs, as well as the Commissioner's focus in tackling the serious issue of food insecurity in our senior population.

Greenhouse to Goddard - For the past three summers, the Greenhouse at the Manhattan School for Children/MS 333 on West 93 Street, working with New York Sun Works, delivered over 200 heads of delicious lettuce along with fresh herbs – grown in hydroponics! - to west side senior centers. Due to the success of the program over the summer, the school has continued to share its harvest throughout the school year with the students visiting to the local senior center, establishing an important intergenerational connection. With the growth of school-based hydroponic classrooms and greenhouses, we are working to replicate this partnership in other neighborhoods.

Annual Age-friendly West Side Grocery Guide - In 2011, I unveiled the city's first Age-friendly West Side Grocery Guide, a unique survey of grocery store best-practices including: sale of fresh and prepared foods in single portions, various delivery and ordering options, accessible aisles and floors, availability of seating and water, and senior discounts. Expanding on the fresh food focus, the 2012-2013 guide included information on the neighborhood's Greenmarket locations, as well as grocery stores' hours of operation and prices for phone ordering and home delivery.

Senior Fresh Food Bag Program - Thanks to my innovative and unique bi-monthly Westside Senior Supported Agriculture (WSSA) Food Bag Program, participants receive a bag of assorted fresh, locally grown produce from NY State farmers for only \$8! Unlike a typical Community Supported Agriculture (CSA) program, seniors do not need to pay for more than one week in advance and were not required to participate each week. Home health aides are also welcome to join. Before beginning the program, my office engaged local senior centers and organizations to determine how the type, weight, and packaging of the produce could meet the widely varying needs and abilities of seniors. Attention is also given to striking a balance between familiar produce and introducing new items, and my office prepared a produce guide with storage and recipe tips to accompany each bag. The bags are packed and distributed on the same day by a dedicated team of older adult volunteers, students, FECS members; and seniors collect their bags at the same location where they registered.

The program's first year – as documented in a report released February 2013 – was a great success and grew steadily, with over 120 seniors enjoying tomatoes, corn, apples, peppers and swiss chard! Orders and deliveries are coordinated through local senior centers and organizations including Goddard Riverside, NCJW's Council Lifetime Learning, DOROT, Project FIND Hamilton House, Bloomingdale Aging in Place, and several West Side NORCs. In October 2013, we completed the second year of the program with seniors from over 10 sites participating, including DOROT's homebound seniors. The success and growth of this self-funded program is directly attributable to its simplicity and ease of access, which we conceived from the direct input of seniors and local centers. I am proud to have partnered this year with Council Members Helen Rosenthal and Corey Johnson to expand this program in their respective Councilmanic districts. Every two weeks, a combined average of over 260 seniors participate in this program, including VISIONS, one of our newest partner sites, which produces a special

braille and large print version of the weekly produce guide. This fall we also launched a Northern Manhattan pilot with Corbin Hill Food Project and the Doe Fund at the Central Harlem Senior Citizens Center, Lincoln Senior Center and Carter Senior Center.

SCRIE: With my advocacy, the Department of Finance, with the Department for the Aging, opened a SCRIE acceptance office in downtown Manhattan. This office acts as a SCRIE/DRIE service center. The office is located at 66 John Street, 3rd Floor, NY, NY. It is open from 8:30 AM to 4:30 PM. While our office still receives a steady flow of seniors seeking information about the status of their applications and related issues, the seniors also appreciate a place where they can go in person (as opposed to trying to get answers through 311). We continue to work with DOF to increase awareness of the recent increase in income eligibility for the SCRIE program.

In addition to the many seniors who have shaped the West Side Age-friendly District through their participation, I would also like to recognize the following partners for their contributions: the New York Academy of Medicine, GrowNYC and the Greenmarket farmers, DFTA, DOT, NYPD, DCA, Goddard Riverside Senior Center, Bloomingdale Aging in Place, West Side NORC, Project FIND Hamilton Senior Center, JASA's St. Martin's NORC, DOROT, JASA's Club 76, Project Open Lincoln Towers, NCJW Council Lifetime Learning and MS333: Manhattan School for Children.

I laud the creativity, partnerships and programming originating in the East Harlem and Bedford-Stuyvesant Age-friendly districts as well as Jimmy Vacca's Bronx district and commend Speaker Melissa Mark-Viverito, Chair Chin and members of the Council for their leadership in dedicating resources to expand the Age-friendly initiative. New York City continues to be an international and national leader in creating policies to benefit older adults, as our senior population increases. It is particularly important that we work together to integrate age-friendly services across city agencies and neighborhoods.

I would also like to recognize the wonderful work of Dr. Ruth Finkelstein and Dorian Block, at the Columbia University Robert N. Butler Columbia Aging Center. One of their current projects is creating a guide for small businesses on best practices for hiring, valuing and retaining older workers. They are working together with our city's small business owners and employees about their challenges in terms of workforce and the innovative ways small businesses have hired, used and retained older workers to meet various business needs. This guide builds on the earlier work of the Age Smart Employer Awards. I believe that by identifying these best practices and working hand-in-hand with employers, we can increase hiring of older adults and am happy to be involved and supportive of this initiative.

One of the challenges moving forward is defining what it means for our City to be more 'Age-friendly' while maintaining an active role for seniors in generating priorities and initiatives that are reflective of the neighborhood's interests and needs.

This September, I convened the Manhattan Borough President Senior Advisory Board. Our appointees, a diverse group of older adults representing neighborhoods and communities throughout the borough, are providing integral assistance in finalizing our Senior Resource

Guide, which will be released next month. In addition, they identified several key action areas to increase Age-friendly policy and programming, including: Community Boards, Higher Education, Technology and Affordable Internet Access, Emergency Preparedness, Arts & Culture, and Parks and Recreation. The Higher Education Subcommittee has devised a survey for higher education institutions to find out more about what programs they offer for older adults including courses and access to health and computer facilities. Following analysis of the survey results, we will be hosting a forum for seniors with these institutions. The Arts & Culture Subcommittee is reaching out to the Broadway League, CIGs and additional cultural programs to identify free and low cost performance opportunities for older adults, in addition to best practices by senior centers and organizations in disseminating these tickets.

In summary, I am so pleased to continue working with my Council colleagues and the New York Academy of Medicine toward the goal of making all Manhattan communities Age-Friendly. I also commend DFTA for its work on behalf of the city's seniors, and it is always a pleasure to work with the agency, its leadership and staff. I encourage all those who are committed to the well-being of our older adults to join and support these age-friendly initiatives.



AIA New York Chapter

Testimony on Age-Friendly NYC Aging Improvement Districts before the New York City Council Committee on Aging October 30, 2014

The Design for Aging Committee (DFA) of the AIA New York Chapter (AIANY) aims to increase public awareness of the needs of seniors in an urban environment and to create an age-friendly New York City by promoting design that accommodates those needs. The AIANY DFA Committee strongly supports the efforts of the NYC Council, the Age-Friendly NYC Commission, and the New York Academy of Medicine in establishing Age-Friendly Districts throughout the five Boroughs of NYC.

Working toward improving the city in ways that enable independent seniors to live safely and comfortably in their neighborhoods and apartments, or to age in place, is an important aspect of creating an age-friendly city. Implementing ways for seniors to easily negotiate their surroundings also facilitates the goal of universal design, by creating an environment that better serves the needs of all age groups, thus helping to maintain the diverse neighborhoods that are key to the city's vitality.

For the past five years the DFA Committee has been exploring multiple issues of "aging in place" within a dense urban environment. In May 2013, we conducted a charrette (intensive one-day workshop) to generate ideas for modifying the existing housing stock of NYC to enable seniors to continue to live independently in their current apartments and communities. The results of that charrette were exhibited at the Center for Architecture in January 2014, and now can be viewed on the website www.boomingboroughs.org. The ideas generated can be considered for incorporation into the guide for building owners on how to adapt their properties to better accommodate the needs of tenants who are seniors, for which Council Speaker Melissa Mark-Viverito plans to introduce legislation. The DFA Committee would be very pleased to participate in developing that guide.

As a follow-up to the charrette, we are currently organizing a large-scale architectural competition to generate additional possibilities for modifying existing NYC housing stock.

The DFA Committee would also be pleased to participate on the recently proposed Senior Housing Task Force to continually monitor existing conditions and focus on appropriate solutions.

In May 2011, at the request of the Age-Friendly NYC Commission and the New York Academy of Medicine, the DFA Committee produced a short document, "Urban Design & Architectural Guidelines for an Age-Friendly NYC," which contains numerous detailed suggestions for elements that should be included in an Age-Friendly District. That document is available on our website, www.aiany.org/committees, under "Design for Aging," and is included below.

These recommendations are consistent with the Mayor's recently announced housing and Vision Zero plans and would help New York's burgeoning senior population to remain active and engaged in their communities, thus aging with dignity.

Respectfully submitted,

Jerry Maltz, AIA
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AIANY Design for Aging Committee



Urban Design and Architectural Guidelines for an Age-Friendly New York City

Older adults want and should be able to live actively and independently for as long as possible. Age-friendly design takes into account the physical changes that occur over time, reducing physical and psychological barriers and the potential for injury. It enables older adults to maintain and maximize their physical capabilities and continue to live independently.

1. General

- a)- Restorative recommendations for urban environments should advance numerous social objectives: liveliness, safety, sustainability, health, pleasure, dignity, equitable use, inclusiveness (e.g. age, gender, race, disabilities, height, pets, etc.).
- b)- Design for the scale of a range of individuals and how they experience an environment: eye level, pace of walking, views, clarity of information, flexibility of use, etc.
- c)- Emphasize qualitative aspects of design: comfortable eye-level stimulation with esthetic variety that is not overwhelming or confusing (contrast in color and shapes, elements with varying textures to respond to sight and touch, ample amount of ambient light, non-glare finishes), control of ambient noise.
- d)- Design for minimization of perceived or real physical barriers; all elements for public use should be located in easily accessible barrier-free areas.
- e)- Design building forms and public spaces to maintain a uniform level of comfort: reducing glare and drafts; controlling temperature, sound, and light; providing a feeling of safety.
- f)- Allow for reasonable amounts of physical activity in daily routines, but avoid elements that require high levels of strength and dexterity to operate.
- g)- Pay special attention to edges; whenever ground surface level changes exist, design the edges with contrasting colors and textures for easy perception by all users (street/sidewalk, stair treads and platforms, park/street, public/private, etc.).
- h)- All elements intended to be used by the public should be located in close proximity to access points (the public right-of-way, public transportation stops, accessible parking spaces, passenger drop-off areas).
- i)- Use multiple modes (pictorial, verbal, tactile) to provide information and enable wayfinding through the environment; use a font size and type that is easily perceptible by seniors.
- j)- All age-friendly design should take into consideration the 7 principles of Universal (Inclusive) 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. For additional information about these principles see the website of the Center for Universal Design of North Carolina University
<<http://www.ncsu.edu/www/ncsu/design/sod5/cud/index.htm>>.

2. Public Spaces

- a)- Design ways to invite people to use public space. Spaces should be designed to include items of interest for a variety of age groups (artwork, playgrounds, comfortable viewing areas, etc.), arranged so people with different interests can interact but not interfere with each other.
- b)- Provide the same means of access for all users, identical when possible, equivalent when not.
- c)- A percentage of the public space and elements should provide shelter from inclement weather - rain, sun, wind - so activities can occur under sheltered conditions that are easily accessible and safe.
- d)- Provide both shady and sunny areas, noisy and quiet areas, more-public and more-private areas, covered and open areas.

- e)- 'Shortest-distance' paths of travel with minimal changes in grade and smooth but not slippery surfaces should be clearly indicated.
- f)- If steps are necessary, provide dual handrails, at least on both sides and possibly in intermediate locations; provide ramps for wheelchairs, baby carriages, tricycles, etc.
- g)- Provide an adequate amount and variety of seating along the pathways, ideally on widened areas of the paths, in comfortably arranged conversational groups as well as in linear configurations; provide tables in some locations; provide movable chairs, at least some of which have arms.
- h)- Water fountains, restrooms, and recycling wastebaskets should be conveniently located along the pathways; food concessions are usually desirable.
- i)- Provide adequate lighting for paths of travel, seating areas, and play areas, to enable all desired activities and to increase comfort, safety, and security at all times.
- j)- Separate pedestrian traffic from bicycles, skateboards, rollerblades, etc., and provide appropriate informational signs and warning signs at intersections.

3. Streets

- a)- Design for safety, access, and mobility. Incorporate mid-block curb extensions that can support benches, shading trees, and other elements that help reduce the length of continuous travel.
- b)- Sidewalks should be smooth, flat (level cross slope), with some protection from the elements, and no slippery surfaces. Provide a clear path free of obstructions; light poles, fire hydrants, seating, vegetation, newsstands, subway entrances, bicycle racks, parking meters, wastebaskets, etc. should be organized linearly near the curb. Use tinted concrete or different materials to create contrast between high-traffic zones and safe rest areas.
- c)- Design for context and livability, with some encouragement for physical activity. Provide frequent seating in hilly areas.
- d)- Provide separated pathways for walking, bicycling, and motor transport. Pay special attention to safety, accessibility, convenience, and comfort at junctions where the pathways cross.
- e)- Provide sidewalk extensions at intersections where possible. Curbs at crosswalks should include visible, textured ramps for wheeled vehicles and pedestrians.
- f)- Crosswalks should be clearly marked and well lit; medians and other safe areas in which pedestrians can rest should be provided, especially on high-traffic two-way streets. Wherever possible, incorporate raised crosswalks with contrasting paving materials; changes in level will help to reduce traffic speed and increase safety on residential streets.
- g)- Traffic signals for motorized vehicles, bicycles, and pedestrians should be located to be clearly visible relative to the corresponding pathway; timing of traffic signals should be adequate to allow slower-moving pedestrians to cross.
- h)- Sewer drains with numerous small openings (rather than fewer large openings) should be located adjacent to curbs, but not in crosswalks.

4. Neighborhood Developments

- a)- These should be designed, as much as possible, to contain all the components necessary for daily living, in reasonable proximity to each other: housing, stores, restaurants, offices, schools and day care centers, social service facilities, medical offices/hospitals/clinics, parks/playgrounds, community activities spaces, etc. The public facilities should be available not only to residents/tenants but also to others in the neighborhood.
- b)- New developments should 'reach out' to the surrounding community and be organized to take advantage of and be supplemental to existing elements in that community. Respect cultural diversity.
- c)- Exterior gathering spaces in new developments should be visible to the surrounding streets/community; visibility encourages interaction and enhances safety.
- d)- Provide some indoor community spaces designated solely for seniors, and others designated solely for children.
- e)- Public transportation should be conveniently located, easy to reach, and easy to access. Provide bus shelters, with raised loading platforms if necessary. If possible, request additional bus stops in proximate locations to the development.

5. Buildings

Residential and non-Residential Buildings

- a)- Design building floor plans that are clearly understood and easily negotiable. Access to spaces must be clear and intuitive. Avoid complicated circulation patterns and provide wayfinding markers (forms, color, texture, light, sound, landmarks, etc.).
- b)- To accommodate a wide range of abilities, literacy and language skills, use a multiplicity of modes to provide essential information (pictorial, verbal, tactile). Maximize legibility of essential information; introduce color to establish identifiable landmarks within buildings.
- c)- Provide covered car drop-off areas (with curb cuts if possible) and covered entries for pedestrians.
- d)- Provide power-assisted entry doors, whether swing or sliding.
- e)- Design deep vestibules to give people with walkers or wheelchairs better maneuverability and more time to move away from one set of doors that is opening or closing.
- f)- Provide seating in lobbies to allow seniors to rest and wait comfortably.
- g)- Provide seating near elevators to allow seniors to rest while waiting for elevators on all floor levels.
- h)- Design all public toilets to be handicapped accessible; when providing grab bars, provide a rear-wall flip-down bar, as most seniors need 2 side supports if they need to use grab bars.
- i)- In public toilets provide automatic sensor no-touch water faucets, soap dispensers, and flushometers whenever possible.
- j)- Develop alliances with nearby dry cleaners, markets that deliver groceries, and house-cleaning companies that could provide maid service for apartments.
- k)- Design consistent light levels that allow seniors to see well with obviously-located, adequately-lit directories and wayfinding signs. Prevent glare by providing indirect light and by controlling sunlight.
- l)- Design buildings to provide access to views and controlled natural light wherever possible; this is good for orientation and general well-being.
- m)- Provide handrails or lean-rails along interior corridors.
- n)- Provide warnings when approaching hazardous areas or sectors that are not intended for everyone.

6. Residential Units

A. General:

- a)- Design all residential spaces to accommodate people with diverse abilities. Design spaces that can be flexibly adapted as the needs of users change.
- b)- Design layouts that are barrier-free and allow for adequate maneuverability of wheelchairs.
- c)- Give especially careful attention to fall-prevention and to the selection of materials (colors, textures, maintenance requirements, offgassing). Avoid rounded transition strips.
- d)- Design hallways at least 4 feet wide.
- e)- Provide washers and dryers within units in multiple dwellings, preferably side by side, front-loading on storage pedestals, stacked accessible second choice. In private houses, locate appliances on the living-area level, not on an upper floor or in the basement.
- f)- Design walk-in closets with 2 parallel sides of hanging space to be more than 6' in width; if closets must be less than 6' wide, design them with L-shaped hanging space.
- g)- Provide multiple shelves in all closets, mounted at different heights to allow use by people of all abilities. If possible, design for the shelves to be adjustable.
- h)- Provide lighting inside all usable spaces, especially storage areas, closets, cabinets, and drawers. Incorporate automatic motion sensors when possible. If automated sensors are not possible for closets and storage areas, install switches on the exterior side of each space.
- i)- Mount electrical wall-outlets at heights conveniently accessible to seated and standing users. Provide more than the minimum required number of electrical outlets in every space, to allow greater flexibility of use.

B. Kitchens:

- a)- Provide universally-designed equipment, fixtures, and cabinets.
- b)- Microwaves and other ovens must be placed at a height that eliminates the need for lifting hot objects overhead. Use counter-level or under-counter microwaves.

- c)- Wall ovens must be located adjacent to a counter.
- d)- Raise dishwashers (install like wall ovens) so seniors don't have to bend to load.
- e)- Do not design cabinets above 7', since it is too high to reach, so stools (which could result in loss of balance) are not required.
- f)- Favor drawers, pull-out shelves, pull-out cabinets, and other pull-out elements over basic below-counter storage cabinets. Drawers and pull-out elements allow for greater reach and less maneuvering space within a kitchen.
- g)- Incorporate dynamic systems that provide greater convenience in the use of the kitchen, e.g. a countertop that can be raised or lowered to accommodate the needs of tall, short, seated, and standing users.
- h)- Introduce light in all storage cabinets and drawers. Take advantage of the different systems available, such as contact, magnetic, motion-activated.

C. Bathrooms:

- a)- Favor showers over bathtubs. Design showers large enough to include a bench, or room to bring in a stool.
- b)- Avoid designing deep soaking tubs that are difficult for seniors to get out of, requiring a lot of upper body strength.
- c)- In showers and tubs, provide temperature controls and anti-scalding devices; put shower head on a vertical adjustable rod for ease of use if resident must sit down in the shower.
- d)- Reinforce all bathroom walls to allow for (future) installation of grab bars in a flexible manner. Though horizontal grab bars are the most common placement, they are not always the best solution for a variety of disabilities in the use of tubs, showers and toilets.

AIA New York Chapter
Design for Aging Committee

May 18, 2011



**Michael Lambert, MBA
Executive Director for
Bedford-Stuyvesant Gateway Business Improvement District**

October 30, 2014

Before the New York City Council Committee on Aging

**Re: Oversight Hearing: Age-Friendly NYC Aging Improvement Districts-Successes
and Future Challenges.**

The Benefits of Aging Improvement Districts to consumers and the local small business economy.

Good afternoon. My name is Michael Lambert. I serve as the Executive Director of the Bedford-Stuyvesant Gateway Business Improvement District which is the home to almost 400 small businesses along Fulton Street between Troy and Classon Avenues, and along Nostrand Avenue from Atlantic Avenue to Halsey Street in the Bedford-Stuyvesant neighborhood of Central Brooklyn. I also serve as the Co-Chair of the New York City BID Association, a member organization of the City's BID Directors, created to collectively address issues faced by the City's Business Improvement Districts.

I would like to thank, Mayor De Blasio, Department for the Aging Commissioner Corrado, Speaker Mark-Viverito, Committee on Aging Chair Chin, the members of the Council's Committee on Aging, and the members of the New York City Council, for the opportunity to testify before you this afternoon.

Under the leadership of Department of Small Business Services Commissioner Maria Torres-Springer, one of the core goals of Business Improvement Districts is to provide resources that contribute to the economic viability of the City's commercial corridors within which they are located. One strategy to achieve this is to create environments that attract consumers of all demographics. The aging population within the broader consumer demographic represents a very important consumer segment, especially in a neighborhood like Bedford-Stuyvesant, which has residents, many of which have lived there for over 4 decades.

As Bedford-Stuyvesant's main commercial thoroughfare, the Bedford-Stuyvesant Gateway Business Improvement District is situated in one of three New York City neighborhoods presently designated as Aging Improvement Districts. Based on NYC Census data, nearly 30% of Bedford-Stuyvesant residents are aged 60 or greater.

To identify methods to accommodate the shopping needs of the aging demographic of Bedford-Stuyvesant, the BID has worked with the office of Councilmember Cornegy, the Coalition for the



Improvement of Bedford-Stuyvesant, the Age Friendly Initiative of the New York Academy of Medicine, and local BID businesses to promote and execute programs that benefit this group of consumers.

Programming has included evaluating local small businesses to determine their level of “age friendliness”, providing technical assistance to those local businesses with regard to where they can better accommodate aging consumers, offering small grants to implement changes related to making businesses more age friendly, engaging seniors from the community as Age Friendly Ambassadors who are able to conduct outreach to area businesses and the local community regarding the benefits of Age Friendly services. There have also been meetings, one on one communications, and social media campaigns designed to further get the word out.

Aging consumers are often pleased with programs specifically created to provide them with targeted and more convenient shopping options. These have included discounts for seniors on specific days of the week, physical accommodations such as providing wider aisles, placing products at levels where seniors don’t have to bend to reach them, and providing menus and flyers in larger fonts making them easier to read. In some cases this results in new customers patronizing, and a new source of revenue for local area small businesses. The BID has also worked with the staff at the New York Academy of Medicine’s Age Friendly Initiative to conduct surveys and produce profiles of Age Friendly Businesses and the benefits to aging consumers.

While these are some examples of how Age Friendly programs benefit both the aging consumers who take advantage of them, and the businesses that create them, there is still a greater need to market and promote these concepts to greater numbers of businesses and residents in the area. Providing expanded funding opportunities for businesses looking to become Age Friendly, would also be welcomed by many local small businesses.

The BID looks forward to working with the Council, the New York City BID Association, and others to continue to promote Age Friendly Initiatives in Bedford-Stuyvesant and throughout the City, making it a great place for our aging New Yorkers.



BED-STUY
Aging Improvement District

Bed- Stuy Aging Improvement District
1360 Fulton St., Suite 419
Brooklyn, NY 11216

City Council's Committee on Aging

October 30, 2014

To Whom It May Concern,

My name is Laryssa Green. I serve as the program manager of the Bedford Stuyvesant Aging Improvement District (AID). I would like to express my gratitude for the invitation to Bed-Stuy's AID to come and share our successes with you all.

The Bedford Stuyvesant Aging Improvement District is a program that brings the concerns and suggestions of older adults in specific neighborhoods to local businesses non-profit organizations, city officials, cultural, educational and religious institutions to develop strategic initiatives that positively impact the lives of older adults. Funded by the Fan Fox and Leslie R. Samuels, the program began with the Coalition for the Improvement of Bed-Stuy in partnership with the New York Academy of Medicine, the Local Support Initiatives Corporation, and Bedford Stuyvesant Restoration Corporation. We would also like to recognize and thank our Councilmember Robert Cornegy for his unwavering support. Our AID's goals are to promote healthy eating, living and social engagement, encourage financial empowerment, and to promote Age- Friendly Retail among the neighborhood's seniors.

The Coalition for the Improvement of Bed-Stuy (CIBS)' model is the way these goals are reached. CIBS is a community organization partnership. We facilitate collaborative programming between nonprofits in Bed- Stuy so that greater change is effected in different focus areas. The organizations in partnership with CIBS incorporate senior activities that promote healthy eating, living, and social engagement as well as financial empowerment into their work plans. For example, Bridge Street Development Corporation has a multitude of workshops and events, such as cooking classes, line dancing, and financial empowerment seminars, etc. for the community's seniors. North East Brooklyn Housing Development Corporation has built their community garden, with the help of



BED-STUY
Aging Improvement District

their resident seniors, and they have begun offering gardening, cooking and nutritional classes to the community. They also have begun to screen the participants at their pantry for benefits, in order to increase the amount of seniors who are taking advantage of their free benefits. The Bedford Stuyvesant Restoration Corporation is another one of our star partnerships as they are extremely instrumental in increasing the number of seniors who have the opportunity to get their homes weatherized in addition to a number of free benefits. Many of our partners go above and beyond to incorporate enrichment programs for our seniors.

In addition to these things, our AID participates in Age- Friendly Retail, which means that we advocate on behalf of seniors to business owners, imploring them to offer senior discounts, and/or make physical improvements that will benefit their senior customer base. To date, we have engaged in conversation with 55 business owners and influencers about making their businesses more senior friendly. 11 businesses have signed on to make their businesses more senior friendly by way of a physical improvement and/or to offer discounts.

The Bed-Stuy AID seeks to assist older individuals in achieving safe, healthy, and independent lifestyles by providing for them, through our community organizations, opportunities where they can:

- Learn about the benefits and resources that they are qualified for and enroll in those free services. These things will aid them in financial security for retirement.
- Shop Safely and Comfortably: Benefit from the services of an Age- Friendly Retail Campaign Initiative.

To do these things even more effectively and to increase the program's sustainability within the community, we have teamed up with the neighborhoods senior leaders and ordained them, Age Friendly Ambassadors. Our Age Friendly Ambassadors have embarked on a campaign of Benefit Screenings at different senior centers throughout the neighborhood, where we utilize Single Stop of Bed-Stuy Restoration Corporation to screen for SNAP, SCRIE, DRIE, Access-A-Ride, the Medicare Savings Plan, and a variety of other free benefits. Single Stop on the road makes it easy for seniors to access benefits. The seniors are screened, provided with application assistance so that the applications are completed, and then the applications are mailed out. Follow up is then done. They are a one- stop



BED-STUY
Aging Improvement District

shop for determining eligibility of all benefits and, in the case of Senior Benefit Screenings, enrollment.

Our Age- Friendly Ambassadors have also hit the pavement in our Age-Friendly Retail Initiative. They, too, go door to door engaging with local business owners to advocate for physical improvements and senior discounts.

We are very proud of the work that has been done to date. However, our funding period has unfortunately come to an end. In order for such a great work to continue, we are in need of financial support.

Thank you all for allowing me to testify.

Sincerely,

A handwritten signature in black ink, appearing to read "Laryssa Green", with a long horizontal flourish extending to the right.

Laryssa Green
Program Manager
Bed- Stuy Aging Improvement District



COALITION FOR THE
IMPROVEMENT OF
BEDFORD-STUYVESANT



BED-STUY
Aging Improvement District



NO NEED TO MAKE MORE THAN A SINGLE STOP

**Come in for a benefits screening and find out
which FREE services you are eligible for!**

-
- ☐ **Sign- Up to enroll for SNAP Food Stamps conveniently onsite without having to wait in line.**
 - ☐ **Save hundreds of dollars per year and sign up for the Medicare Savings Program.**
 - ☐ **Are you a spouse of a veteran? Inform with us whether you qualify for veteran services.**
 - ☐ **Sign up for free financial counseling services to help manage your budget.**
 - ☐ **Don't want your rent to increase? See if you are eligible for the Senior Citizen Rent Increase Exemption (SCRIE)**
 - ☐ **Also for assistance with Access-A-Ride applications, Senior Employment Services, and much more**

**Single Stop at Pratt Area Community Council
666 Willoughby Ave, Brooklyn, NY 11206**

Friday, November 14, 2014 | 11:00AM to 2PM

**For more information or to make an appointment, please contact:
Ms. Laryssa Green at 347-955-5823**



MONICA BLUM
President

FOR THE RECORD

1841 Broadway, Suite 1112
New York, NY 10023

t 212.581.3774
f 212.581.3563

info@lincolnsquarebid.org
www.lincolnsquarebid.org

October 30, 2014

**Testimony submitted by Monica Blum, President of the Lincoln Square
Business Improvement District, to the New York City Council Committee
on Aging regarding Age-Friendly NYC Aging Improvement Districts, successes and future challenges.**

Chairperson Chin and members of the Committee on Aging: Thank you for the opportunity to submit testimony before you today regarding Age-Friendly NYC initiatives and successes in which the Lincoln Square BID has participated.

The Lincoln Square BID has a long history of working with New York Academy of Medicine, the NORC, our elected officials, and the City to further age-friendly initiatives on the Upper West Side. Lincoln Square has one of the largest concentrations of older adults in the City and is located within an Aging Improvement District outlined by Age-Friendly NYC. As part of the overall mission to improve Lincoln Square our initiatives are designed to improve the quality of life for all who live, work and visit our district. In the past, the Lincoln Square BID has hosted age-friendly brainstorming sessions with our Board of Directors, many other community partners, and stakeholders to discuss ways in which the BID can contribute to making Lincoln Square a neighborhood that is friendly to persons of all ages. In addition, I and other members of my staff have attended many meetings with NYAM over the years to consider ways in which the businesses in our district could become more age-friendly.

In 2011, with funding from then-Borough President Scott Stringer, administered through the Department for the Aging, the BID took the initiative to make Lincoln Square and the Upper West Side more "age-friendly" for residents, workers and visitors by producing and distributing a brochure titled, "Lincoln Square: A Community for All Ages," which identified places for seniors to stop and sit, sculptures, monuments and free public art, places to find information and assistance, locations of public restrooms, and handicapped accessible areas. In 2012, thanks again to a grant from the Borough President, the BID was able to produce and distribute another brochure titled "A Guide to Lincoln Square's Parks, Monuments and Public Art," which featured a self-guided tour of the area's parks, historic monuments and public art. Both were created as part of the BID's campaign to highlight all of the amazing and accessible amenities Lincoln Square has to offer, while also marketing the neighborhood as an age-friendly district. The BID recently requested funding once again from the Borough President's Community Grant Program in order to update and publish a new brochure that would combine our "Parks, Public Art and Monuments" brochure with our "Community for All Ages" brochure, as both of these are out of print.

In addition to these brochures, the BID takes a number of measures to ensure that everyone, including older adults, has a safe and enjoyable experience in Lincoln Square. Our 14-person Clean Team clears sidewalks of ice, snow,

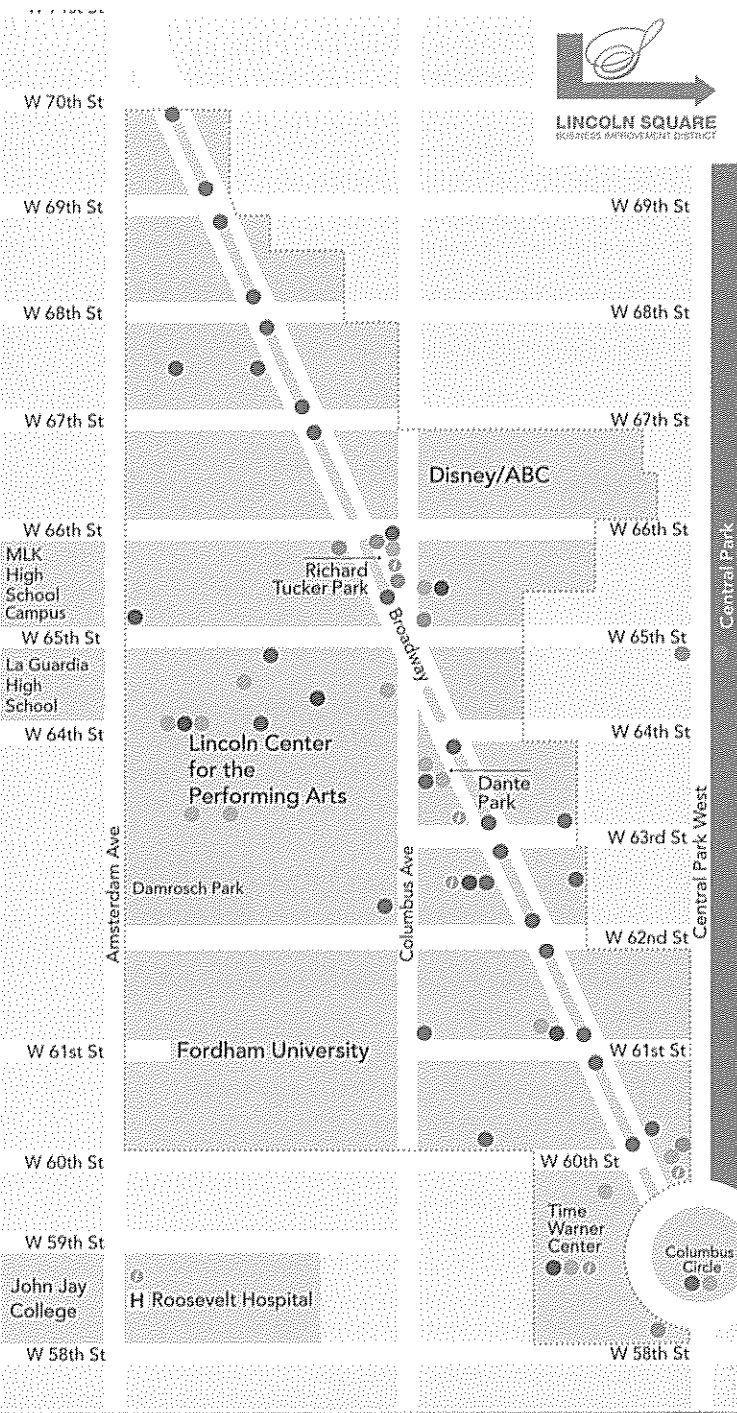
garbage and other trip hazards. Our 10-person Public Safety Team reports any issues including potholes and broken traffic lights, and helps pedestrians, including seniors who may need directional or physical assistance. Our Public Safety Team also actively prevents bicyclists from riding on sidewalks, and issues bicycle safety fliers to those who are not compliant with the law. In the summer, our district's three information carousels are staffed by two retirees through ReServe, along with 10 high school and college student Ambassadors who work alongside them gaining valuable experience. We also work closely with Lighthouse Guild International (formerly The Jewish Guild for the Blind) and were able to install some audible signals in the district, but more are needed.

The BID's beautification program maintains public and green spaces for gathering, which allows for ample everyday seating including moveable tables and chairs at our two parks, and benches around Dante Park and in our 10 Broadway malls, offering many options for seniors to stop and sit in Lincoln Square. Richard Tucker Park in Lincoln Square was recently renovated with specially hewn ADA-compliant granite that accommodates wheelchairs and allows for easier and safer walking. Our free Lunchtime Concert Series has been offered every summer for the past seven years in Richard Tucker Park and is always frequented by seniors. In fact, based on surveys conducted during the BID's 2014 Free Lunchtime Concert Series, 60% of attendees were over the age of 50, and 30% were over the age of 65.

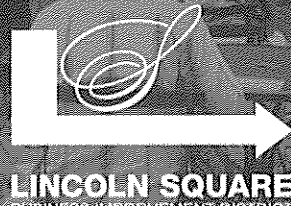
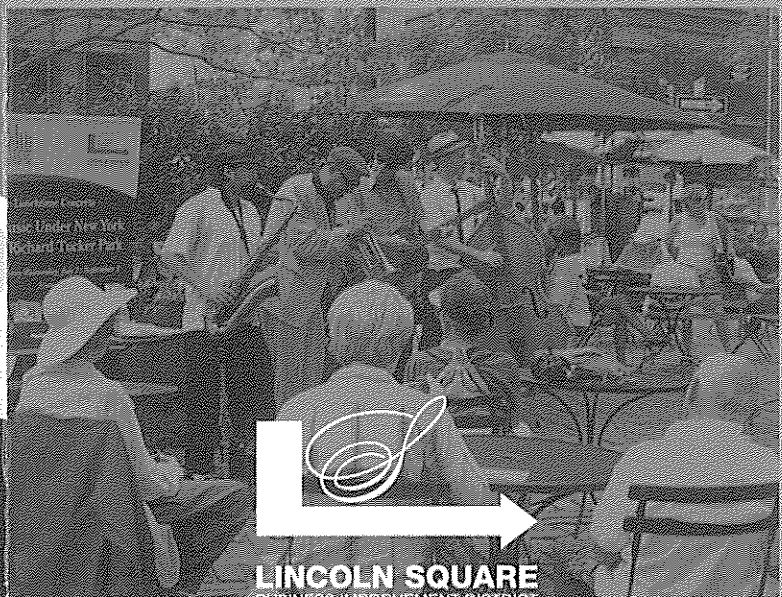
The BID's largest event of the year, Winter's Eve at Lincoln Square, is a free holiday festival featuring the Upper West Side's only Holiday Tree Lighting Ceremony, more than 20 live performances, food tastings at nominal cost from over 30 restaurants and family fun for all. The event attracts over 20,000 attendees every year, with many being older adults who live or work in the Lincoln Square area. Based on our 2013 Winter's Eve Survey, we estimate that approximately one third of the attendees are over the age of 50. Project Open, an outreach program for the elderly living in the Lincoln Towers residential complex located right outside the district, brings groups of seniors to Lincoln Square specifically for the festival every year.

The BID also maintains an age-friendly section of our website titled "Healthy Aging". This section lists similar information to our "Community for all Ages" brochure, as well as information on discount tickets and other resources for seniors. And, through our monthly e-newsletter, the BID highlights City-wide and Upper West Side programs and initiatives geared toward older adults, such as the Grow Green, Age Well food bag program.

The BID's age-friendly initiatives, neighborhood information carousels, clean and safe programs, and extensive beautification program all play an undeniable role in enhancing the Lincoln Square neighborhood for visitors of all ages. Attached are the two age-friendly brochures the BID has produced. We applaud Council Member Chin and the other members of the Committee on Aging for holding this hearing and building upon the important work of Age-Friendly NYC. The Lincoln Square BID will continue to work with the City and other partners to make the Upper West Side a more welcoming and livable place for older adults so that they may comfortably age-in-place in their homes and in the Lincoln Square Community.



Lincoln Square: A Community for All Ages





Places to Stop & Sit

Columbus Circle

At 59th Street & Broadway across from Time Warner Center and the southwest corner of Central Park
Benches surround the illuminated fountain.

Broadway Malls

Medians on Broadway from 60th to 70th Streets maintained by the Lincoln Square BID
Benches and shade against a backdrop of beautiful flowers and shrubs.

Dale F. Frey Plaza at the Trump International Hotel and Tower

Broadway between 60th & 61st Streets

Charles B. Benenson Grove at Lincoln Center

NW corner of Columbus Avenue & 62nd Street

30 Lincoln Plaza

1886 Broadway between 62nd & 63rd Streets

David Rubenstein Atrium at Lincoln Center

Indoors at Broadway between 62nd & 63rd Streets / 212.875.5000 / www.lincolncenter.org/atrium

Amenities include: Tables, chairs, restrooms, drinking fountains, visitors' desk, box office for day-of discounted tickets, departure point for Lincoln Center guided tours, and weekly Target Free Thursday performances. Food service available, but not required, through 'wichcraft.

Dante Park

Broadway at 63rd Street

Benches, shade, moveable tables, chairs, umbrellas, and an information carousel.

Richard Tucker Park

Broadway at 66th Street

Benches, shade, moveable tables, chairs, umbrellas and an information carousel. Additional amenities include a Greenmarket on Thursdays & Saturdays and a free Summer Concert series on Wednesdays (July and August) hosted by the Lincoln Square BID.

Barclays Capital Grove / Lincoln Center's Hearst Plaza

Closest entrance on 65th Street between

65th Street between Broadway and Amsterdam Avenue

Benches line the block.

Bel Canto Atrium

Indoors at 1991 Broadway between 67th & 68th Streets

Food service is available, but not required.

Please reference map for additional seating options, including more privately owned public spaces throughout the district.




Sculpture, Monuments & Free Public Art

Monument: Christopher Columbus

Inside Columbus Circle

Marble monument commemorates the 400th anniversary of Christopher Columbus' first voyage to the Americas. Statue serves as point from which distances to and from NYC are officially measured. Sculptor: Gaetano Russo

MTA Arts for Transit Mural: Whirls and Twirls

Porcelain tile wall drawing on the mezzanine wall of the 59th Street / Columbus Circle subway station entrance at Broadway & 60th Street. 
Artist: Sol LeWitt

Sculptures: Adam and Eve

Time Warner Center, 10 Columbus Circle

Two bronze monumental sculptures.
Sculptor: Fernando Botero

Museum of Biblical Art

1865 Broadway at 61st Street / 212.408.1500

Rotating exhibitions revealing the diversity and richness of art inspired by the Bible.
Suggested donation. www.mobia.org

Monument: Dante Alighieri

Dante Park, Broadway at 63rd Street

Bronze sculpture commemorates the 600th anniversary of the Italian poet's death.
Sculptor: Ettore Ximenes


TimeSculpture

Dante Park, Broadway at 63rd Street
Contemporary bronze sidewalk pedestrian and town square clock. Designed by: Philip Johnson

Monument: Richard Tucker

Richard Tucker Park, Broadway at 66th Street
Bronze portrait bust honoring the renowned Metropolitan Opera tenor. Sculptor: Milton Hebaldo

MTA Arts for Transit Mural: Artemis, Acrobats, Divas and Dancers

Glass and ceramic mosaic tiles inside the 66th Street / Lincoln Center subway station. 
Artist: Nancy Spero

Lincoln Center for the Performing Arts

Permanent art works include *The Triumph of Music* and *The Sources of Music* by Marc Chagall (inside the Met Opera House); *Bachi* by Masayuki Nagare (on the outdoor balcony of the Met Opera House); *Le Guichet* by Alexander Calder (in front of NYPL for the Performing Arts); and *Reclining Figure* by Henry Moore (rising from the reflecting pool in front of Lincoln Center Theater). www.lincolncenter.org

Free and rotating exhibitions at the following:

Nesuhi Ertegun Jazz Hall of Fame and the **Peter Jay Sharp Arcade** in **Frederick P. Rose Hall**, home of **Jazz at Lincoln Center** at Broadway & 60th Street in Time Warner Center, 5th Floor / 212.258.9800 / www.jalc.org

Vincent Astor and Donald and Mary Oenslager Galleries at the **New York Public Library for the Performing Arts Dorothy and Lewis B. Cullman Center** at 40 Lincoln Center Plaza / 212.870.1605 www.nypl.org

Arnold and Marie Schwartz Gallery at the **Metropolitan Opera House** / 212.799.3100 www.metopera.org

Hours vary and are limited; please call prior to visiting.

American Folk Art Museum, Lincoln Square Branch

125 Columbus Avenue between 65th & 66th Streets / 212.595.9533
Rotating exhibitions of traditional folk art and works by contemporary self-taught artists. Suggested donation. www.folkartmuseum.org/branch



Public Restrooms

American Bible Society

1865 Broadway at 61st Street
on the ground floor

American Folk Art Museum, Lincoln Square Branch

125 Columbus Avenue between 65th & 66th Streets
on the ground floor

Avery Fisher Hall

10 Lincoln Center Plaza, on the main floor

David Rubenstein Atrium at Lincoln Center

Broadway between 62nd & 63rd Streets, on the 1st and 2nd floors

NYPL, Performing Arts

40 Lincoln Center Plaza, on the Amsterdam Avenue level & 2nd and 3rd floors

NYPL, Riverside Branch

127 Amsterdam Avenue between 65th & 66th Streets on the 1st floor

Time Warner Center

10 Columbus Circle, on the 2nd & 3rd floors



Accessibility

59th Street / Columbus Circle Station

A, C, B, D, 1 Trains

Elevators available on NW corner of Columbus Circle & Central Park West and on NW corner of Eighth Avenue & Columbus Circle in front of Time Warner Center

66th Street / Lincoln Center Station 1 Train

Elevators available on SW corner of 66th Street & Broadway (downtown) and SE corner of 66th Street & Broadway (uptown)

Audible Signals

Audible signals for the visually impaired are on West 65th Street at Columbus Avenue and at Central Park West

Lincoln Center for the Performing Arts

For an accessibility guide of its campus, visit www.lincolncenter.org/accessibility; view a printed copy at the David Rubenstein Atrium (Broadway between 62nd & 63rd Sts.); or call 212.875.5375/



Information & Assistance

Lincoln Square Business Improvement District's Neighborhood Information Carousels

*Richard Tucker Park – Broadway at 66th Street;
Dante Park – Broadway at 63rd Street; and/or
near the Columbus Circle subway station*
Free maps, calendars and other information
about events and opportunities in Lincoln
Square and New York City.

311

NYC's phone number for government information
and services, including the Department for the Aging
and non-emergency services.

911

Emergency

20th Precinct, New York Police Department
212.580.6411

Council Member Gale Brewer
212.873.0282 / www.council.nyc.gov/brewer

Manhattan Borough President Scott Stringer
212.669.8300 / www.mbpo.org

David Rubenstein Atrium's Visitors' Desk
Broadway between 62nd & 63rd Streets
212.875.5000 / www.lincolncenter.org/atrium

Shops at Columbus Circle Guest Services Desk
Time Warner Center, 10 Columbus Circle, 1st floor
212.823.6300 / www.shopsatcolumbuscircle.com

Roosevelt Hospital Emergency Room
59th Street between 9th & 10th Avenues
212.523.4000 / www.wehealny.org

The mission of the Lincoln Square Business Improvement District is to make Lincoln Square cleaner, safer, and more beautiful and to undertake various improvement projects. We focus our efforts on supplemental sanitation and security services; the beautification of public spaces, malls and parks; and the promotion and marketing of the area's diverse business and cultural offerings. For more information, call 212.581.3774 or visit www.lincolnsquarebid.org.



Find Us On Facebook



Follow Us On Twitter

Lincoln Square's rich cultural, educational, personal wellness and shopping resources make our neighborhood a wonderful place for individuals to live or visit at any age, from the very young to those well into their 60's, 70's, 80's, 90's or beyond! Many free or low-cost activities for older adults are available here. The best way to find out about this wealth of resources is by visiting our website, www.lincolnsquarebid.org/aging, where we maintain an "Age-Friendly" section and a link to our neighborhood events calendar.

There are many organizations in the neighborhood catering to the needs of older adults. Please dial 311, NYC's phone number for government information, including the Department for the Aging and non-emergency services, for more information.

If you are an older adult visiting or living in the area, we hope this brochure will make your time here more enjoyable.

.....
The Lincoln Square Business Improvement District (LSBID) produced this guide with support from Manhattan Borough President Scott Stringer. For additional copies, please call 212.581.3774, e-mail info@lincolnsquarebid.org or visit

15 VERDI SQUARE AT
72ND & BROADWAY



W 69th St

W 68th St

W 67th St

W 66th St

W 65th St

W 64th St

W 63rd St

W 62nd St

W 61st St

W 60th St

W 58th St

BROADWAY

12 **14** RICHARD TUCKER PARK

DANTE PARK

LINCOLN CENTER
FOR THE
PERFORMING ARTS

DAMROSCH
PARK

FORDHAM
UNIVERSITY

COLUMBUS AVE

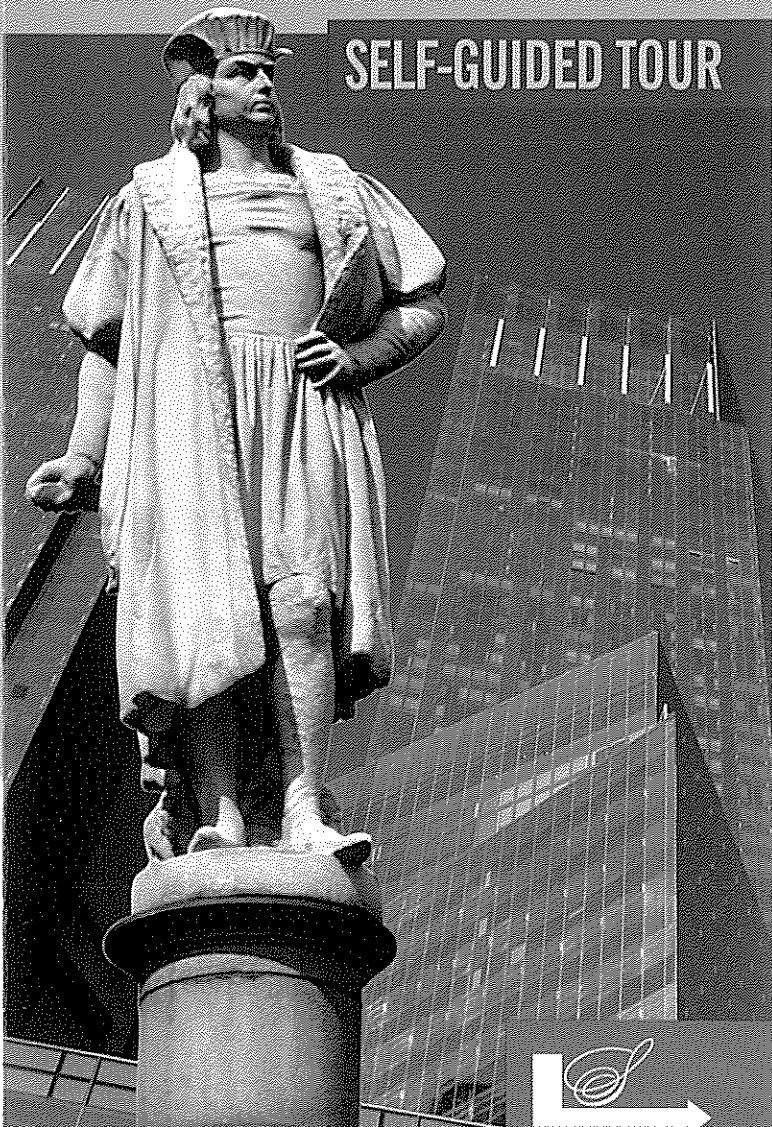
CENTRAL PARK

CENTRAL PARK WEST

LINCOLN SQUARE

PARKS, PUBLIC ART & MONUMENTS

SELF-GUIDED TOUR



3 Parks, Public Art & Monuments

Public Restrooms

Information & Assistance

To get to Lincoln Square, take the A,C,B,D or 1 train to 59th St./Columbus Circle, the 1 train to 66th St./Lincoln Center or the 1,2 or 3 train to 72nd St. The M5, M7, M10, M11, M20, M66, M72 and M104 bus lines all stop within Lincoln Square.



LINCOLN SQUARE

START THIS SELF-GUIDED TOUR AT 58TH & BROADWAY

1 COLUMBUS CIRCLE

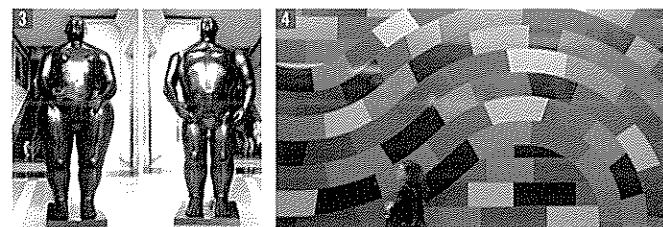
Completed in 1905 and redesigned by the Olin Partnership of Philadelphia, PA in 2005, Columbus Circle is located across from the southwest corner of Central Park. Plantings, benches and a beautiful illuminated fountain surround the **Statue of Christopher Columbus**, sculpted by Gaetano Russo. Perched upon a 70-ft granite column with bronze reliefs of the Niña, Pinta and Santa María, this marble statue was erected as part of New York's 1892 commemoration of the 400th anniversary of Columbus' first voyage to the Americas. An angel holding a globe adorns the pedestal. New York's own version of *kilomètre zéro*, all distances to and from NYC are officially measured from this point. **Time Warner Center**, **Trump International Hotel & Tower** and the **Museum of Arts & Design** (www.madmuseum.org) are all located around Columbus Circle.

2 CENTRAL PARK

The first public park built in America, Central Park encompasses 843 acres with a six mile perimeter extending from Central Park West to Fifth Avenue and 59th Street to 110th Street and has approximately 50 fountains, monuments and sculptures and 36 bridges and arches. Designed by **Frederick Law Olmsted** and **Calvert Vaux**, the park was completed in 1873 and declared a National Historic Landmark in 1965. **Merchants' Gate**, at 59th St. and Columbus Circle, was named by the Commissioners of Central Park in 1862 to honor commerce and business professions for their important contribution to New York City. Today it is one of the park's busiest entry points as well as the location of the **U.S.S. Maine Monument**.

Commemorating the 266 American casualties from the mysterious explosion of the battleship *Maine* on February 15, 1898 which precipitated the Spanish American War, the U.S.S. Maine Monument was financed by public contributions after the *New York Morning Journal* called for a public collection in honor of the fallen servicemen.

The sculptor of the monument was **Attilio Piccirilli**, and the architect was **Harold Van Buren Magonigle**.



3 ADAM AND EVE

(Time Warner Center, 10 Columbus Circle / 212.823.6300) Appearing in many a tourist's photograph, these supersized bronze sculptures are the works of Columbian artist **Fernando Botero**, whose proportionally exaggerated figures in paintings and sculpture have brought him worldwide recognition. www.theshopsatcolumbuscircle.com

4 WHIRLS & TWIRLS (MTA)

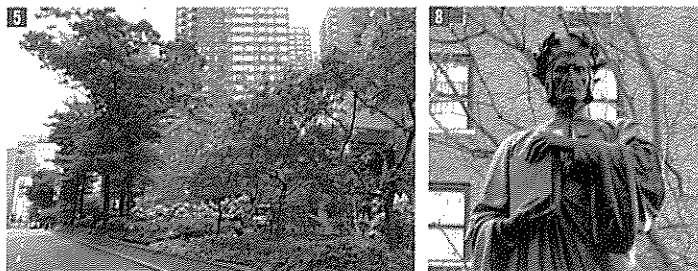
The energetic porcelain tile wall drawing on the mezzanine wall of the 59th Street/ Columbus Circle subway station entrance at Broadway and 60th Street is a creation of the late conceptual and minimalist artist **Sol LeWitt** (1928 – 2007), whose works can be found at New York City's Museum of Modern Art, London's Tate Modern, and the

Detail of the Maine Monument at Merchants' Gate

There's so much to see and do in Lincoln Square. In addition to the almost nightly concerts, music and theater at our many fine cultural organizations, there are diverse and delicious restaurants, quick casual eateries and great shops. What many don't realize is that Lincoln Square also has jewel-like parks, historic monuments and public art – each with its own unique history. All of these are highlighted in this self-guided brochure

5 BROADWAY MALLS

(Medians on Broadway from 60th-70th Sts.) A series of unique urban gardens created in 1869 to model the grand Champs-Élysées in Paris, the Broadway Malls extending to 168th Street originally provided New Yorkers a marvelous walking plaza lined with majestic elm trees. In keeping with the Malls' history as a unique urban green space, today the Lincoln Square BID works tirelessly to keep the Malls litter-free and to create lush gardens with seasonal displays for the public's enjoyment in the 10 Malls within our district—equating to nearly 43,000 square feet of greenery. Each Broadway Mall offers benches and shade against a backdrop of beautiful flowers and shrubs.



6 FORDHAM UNIVERSITY, LINCOLN CENTER CAMPUS

(113 West 60th Street / 212.636.6000) Fordham's visual arts department has two exhibition spaces centrally located on the Lincoln Center Campus: **6 Lipani Gallery**, located in the Visual Arts Complex, and the **6 Center Gallery** off the main lobby at the Lincoln Center campus, Columbus Avenue entrance. **6 Robert Moses Plaza**, the central courtyard of the Lincoln Center campus, showcases a number of sculptures on its landscaped lawns. www.fordham.edu

7 MUSEUM OF BIBLICAL ART

(1865 Broadway at 61st St. / 212.408.1500) The U.S.'s only scholarly museum celebrating art and the Bible, MOBIA offers rotating exhibitions revealing the diversity and richness of art inspired by the Bible. Suggested donation. www.mobia.org

8 DANTE PARK

(63rd St. and Broadway) Dante Park and the parcel to its north, Richard Tucker Park, were at one time jointly known as Empire Park. The parks were eventually separated into "Empire Park North" and "Empire Park South." Empire Park South was officially renamed Dante Park in 1921. The bronze sculpture of **8 Dante Alighieri** commemorates the 600th anniversary of the death of the Italian poet best known for his masterpiece *The Divine Comedy*, which tells the tale of the poet's journey from Hell to Heaven, presenting a changeless universe ordered by God. The New York branch of the Dante Alighieri Society and Carlo Barsotti, editor of *Il Progresso*, the first Italian daily newspaper in the United States, raised funds for the statue, which was sculpted by **Ettore Ximenes**. At the northern end of the park **8 Time Sculpture** provides a contemporary update to the tradition of pedestrian and town square clocks that dot New York City. The bronze clock features faces oriented to the west, north and southeast. Installed in 1999, it was designed by **Philip Johnson**, one of the principal architects of the Lincoln Center campus across the street. Dante Park's visitors today can enjoy movable tables, chairs and umbrellas, planters, a permanent way-finding kiosk and

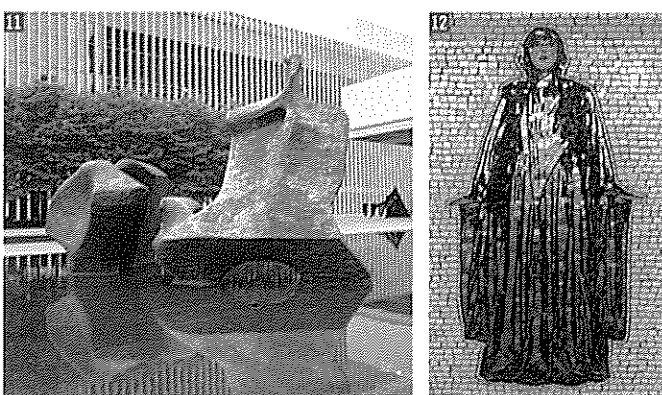
9 LINCOLN CENTER FOR THE PERFORMING ARTS

(Columbus Avenue from 62nd - 66th Sts. / 212.875.5000) Permanent art works at Lincoln Center include **The Triumph of Music** and **The Sources of Music** by **Marc Chagall** inside the Met Opera House; **Bachi**—two subtle stone sculptures by **Masayuki Nagare** on the Met Opera House's outdoor balcony; the whimsical structure **10 Le Guichet**—French slang for "box office"—by **Alexander Calder** in front of NYPL for the Performing Arts; and **11 Reclining Figure**, considered to be one of British artist **Henry Moore**'s greatest works, which rises from the reflecting pool in front of Lincoln Center Theatre.

Scenic outdoor spaces on the Lincoln Center campus include the **Charles B. Benenson Grove** at the NW Corner of Columbus Ave. & 62nd St.; **Barclays Capital Grove/Lincoln Center's Hearst Plaza** at 65th St. btwn. Broadway and Amsterdam Ave.; and the grassy **Illumination Lawn** at 40 Lincoln Center Plaza, above Lincoln Ristorante.

Damrosch Park at 62nd St. and Amsterdam Ave. was named for the unrivaled family of musicians who contributed greatly to the musical heritage of New York City. The Daniel and Florence Guggenheim bandshell is the focal point with a concrete plaza that holds 3,000 people and serves as the main location for large events. In September 2010 Damrosch Park became the new home of the internationally-known New York Fashion Week, which takes place each September and February.

There are also free rotating exhibitions at the following: **Nesuhi Ertegun Jazz Hall of Fame** and the **Peter Jay Sharp Arcade** in **Frederick P. Rose Hall**, home of **Jazz at Lincoln Center** at Broadway at 60th Street in Time Warner Center, 5th Floor/ 212.258.9800, www.jalc.org; **Vincent Astor and Donald and Mary Oenslager Galleries** at the **New York Public Library for the Performing Arts Dorothy and Lewis B. Cullman Center** at 40 Lincoln Center Plaza/212.870.1605; and the **Arnold and Marie Schwartz Gallery** at the **Metropolitan Opera House**/212.799.3100. Hours vary and are limited; please call prior to visiting. www.lincolncenter.org



12 ARTEMIS, ACROBATS, DIVAS AND DANCERS In a nod to both the Lincoln Center campus above, as well as the artistic character of the Upper West Side neighborhood, the walls of the 66th Street/Lincoln Center subway station are adorned with a series of 22 glass mosaic tiles by feminist artist **Nancy Spero** (1926-2009). Throughout the piece the central female icon of the opera, the Diva, is featured in various states of movement creating the illusion of dancing when viewed from a

13 AMERICAN FOLK ART MUSEUM

(125 Columbus Avenue between 65th & 66th Streets/212.265.1040)

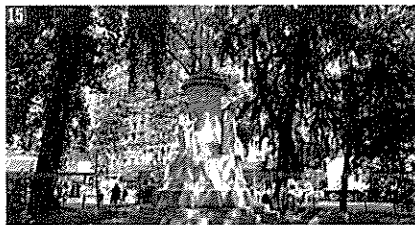
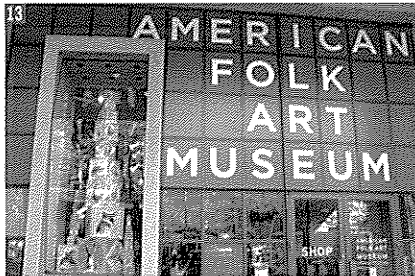
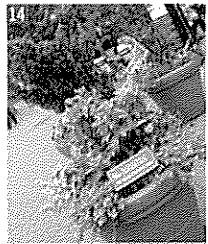
The American Folk Art Museum offers rotating exhibitions of traditional folk art and works by contemporary self-taught artists. Suggested donation.

www.folkartmuseum.org

14 RICHARD TUCKER PARK

(66th St. and Broadway) First known as "Lincoln Square", then later as "Empire Park North", in 1980 this small park was renamed in honor of the renowned tenor and Brooklyn native **Richard Tucker**, who enjoyed a thirty-year career with the Metropolitan Opera specializing in Italian operatic works.

A bronze portrait bust of Tucker sculpted by **Milton Hebdald** and unveiled in 1979 is on a granite plinth, which lists the title of 31 operas in which Tucker performed. Today's amenities at Richard Tucker Park include movable tables, chairs and umbrellas, planters, a permanent way-finding kiosk, one of the BID's mobile neighborhood information carousels, a year-round Greenmarket on Thursdays and Saturdays, and the BID's free Summer Concerts on Wednesdays during July and August.



15 VERDI SQUARE

(72nd St. and Broadway) Small in size at just .05 acres but big on musical heritage, Verdi Square is named after the famed opera composer **Giuseppe Verdi** and is located near the historic Ansonia Hotel, now a residential apartment building where Verdi and other great composers lived. The marble statue of Verdi by **Pasquale Civiletti** was erected in 1906 and is flanked by four of Verdi's most famous characters: Falstaff, Leonora of La Forza del Destino, Aida and Otello. Today the Verdi Square Festival offers an annual series of free outdoor concerts.

Sources used: Central Park Conservancy, www.centralparknyc.org; Verdi Square Festival of the Arts, www.verdisquarefestival.com; MTA Arts for Transit, www.mta.info/art; NYC Department of Parks & Recreation, www.nyc.gov/parks.

The Lincoln Square Business Improvement District (BID) produced this guide with support from Manhattan Borough President Scott Stringer and the New York City Department of Parks & Recreation. The mission of the Lincoln Square BID is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. We focus our efforts on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings.

For more neighborhood information and assistance:

- Lincoln Square BID's permanent visitor way-finding kiosks, located at Richard Tucker Park, Broadway at 66th Street or at Dante Park, Broadway at 63rd Street;
- Lincoln Square BID's mobile Neighborhood Information Carousels, located at Richard Tucker Park, Dante Park and/or near the Columbus Circle subway station: each offers free neighborhood maps, calendars and other information about local events and happenings;
- Lincoln Square BID's uniformed Public Safety Officers patrol the district and can provide visitors with an area map and directions.

For additional copies of this brochure, please contact:

Lincoln Square Business Improvement District (BID)
1841 Broadway, Suite 1112
New York, NY 10023
Telephone: 212.581.3774
Email: info@lincolnsquarebid.org
Website: www.lincolnsquarebid.org

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Testimony of the New York Academy of Medicine (NYAM) to the Council of the City of New York Aging Committee: Oversight - Age-Friendly NYC Aging Improvement Districts-Successes and Future Challenges.

Jo Ivey Boufford, MD, President, NYAM

October 30th, 2014

Good Afternoon and thank you for the opportunity to testify today. My name is Jo Ivey Boufford and I am the President of the New York Academy of Medicine (NYAM).

The New York Academy of Medicine (NYAM) has been advancing the health of people in cities since 1847. An independent, non-profit organization, NYAM addresses the health challenges facing the world's urban populations through research, education, community engagement, and policy leadership. Our current priorities include fostering environments that support healthy aging; strengthening systems that prevent disease and promote the public's health; working to eliminate health disparities; and preserving and promoting the history of medicine and public health.

Right now, there are more than 1 million people over 60 living in New York City, and by 2030 this number will increase by 50%. Soon, New York City will have more older adults than school-aged children for the first time in history. Every day roughly 10,000 baby boomers turn 65 and this will continue for the next 19 years. This new longevity is a public health victory we can all be proud of.

In recognition of this trend in population aging, Age-friendly NYC was established in 2007. A partnership between the Office of the Mayor, the New York City Council, and NYAM, Age-friendly NYC works to make all aspects of city life inclusive for older adults. One major part of this effort is the citywide Age-friendly NYC Commission, composed of public and private sector leaders from a wide range of industries, organizations and institutions in New York City who are dedicated to making the city a better place for older adults. A new Commission is currently being recruited and will soon be seated under Mayor DeBlasio. The other major component of Age-

friendly NYC was the development and implementation of Aging Improvement Districts, which you will be hearing about today.

Over the past seven years, through Age-friendly NYC, New York has become an internationally recognized model and leader in taking a broad, comprehensive approach to creating a city where it is great to grow old. New York City has made dramatic changes to its environment – from capital investment to no-cost and low-cost simple fixes – and Age-friendly NYC has leveraged its partners in the public and private sector to develop creative solutions. These changes have undeniably improved the city for people of all ages and have often saved the government money. We thank the New York City Council for its continuous support of Age-friendly NYC and especially for its renewed commitment through the \$400K allocation for the new Age-friendly Neighborhoods Initiative

Aging Improvement Districts

From Age-friendly NYC's inception, older adults have said that New York is a city of neighborhoods, and that immediate area where they live has become more important to them as they have grown older. Older adults also said that each of the city's neighborhoods have both their own challenges and strengths and that creative solutions to issues faced by older adults must be developed organically in communities, not only through uniform citywide policy. The innovative concept of Aging Improvement Districts (AID's) was created to response to this input from older adults.

In March of 2010, Speaker Member Melissa Mark Viverito and NYAM piloted the first Aging Improvement District in East Harlem. The "age-friendliness" of this work (and in all AID's) begins with consultations with older adults as they are the experts on their own lives. These conversations help to establish the goals and activities for the AID. An advisory group of leaders from the community - which includes older adults, elected officials, senior services, businesses, cultural institutions, housing entities, etc. - is then organized to create the strategy or plan to meet said goals.

The AIDs have served as incubators to test new policies and programs for the overall Age-friendly NYC initiative. These include: the CityBench Program, which has installed over 1000 sidewalk benches across the City; Senior Swim, which offers senior-only swim times at 16 public pools citywide; and the Age-friendly Local Business Initiative, which has engaged over 1000 small businesses in learning how to better attract and serve older customers.

In addition to East Harlem, the Upper West Side, Bedford Stuyvesant, and Pelham Parkway areas have each have piloted an AID. I'd like to share with you just some of the key accomplishments in each of these neighborhoods.

In East Harlem:

- In 2011, the Thomas Jefferson pool established senior swim hours, the first in the City to do so.
- 30 City Benches have been installed in the neighborhood to date, helping improve accessibility for the community's older adults.
- Ribbon cutting ceremony in June 2013 for new laundry facility in the NYCHA Corsi Houses.

In the Upper Westside:

- An Age-friendly West Side Grocery Guide was developed, outlining the local grocery businesses exhibiting the best practices for addressing the needs of older adults.
- The "Grow Green, Age Well" initiative was established to help seniors eat greener and live longer. These efforts include matching greenmarkets with senior centers and the Westside Senior Supported Agriculture (WSSA) Food Box Program, a bi-monthly program that connects older adults with boxes of affordable, quality produce.
- The Lincoln Square Business Improvement District created a "Community for All Ages" brochure and webpage, outlining the area's places to stop, sit and relax, a listing of the area's free public art and monuments, public restrooms, and accessibility features.

In Bedford-Stuyvesant:

- Education and technical assistance have been provided to small businesses on how to be age-friendly. A seed fund for small scale improvements was created to cover costs of small scale improvements.
- Workshops for older adults, including senior-only financial workshops, benefits screenings, and computer classes.
- Established a new neighborhood-based corp of older adult volunteers.

In Pelham Parkway:

- Volunteer-led senior computer classes have been held at Throggs Neck Public Library.
- The MTA's Metro Card Bus is stationed at three different locations in the district to provide seniors with easier access to reduced-fare Metro Cards.
- Westchester Square BID committed to becoming age-friendly by adopting age-friendly principles for community events and encouraging members to become age-friendly businesses; 4 CityBenches have been installed around Westchester Square.

Age-Friendly Neighborhoods Initiative

The Age-Friendly Neighborhood Initiative is an expansion of the Aging Improvement District model into 10 additional communities and maintains a commitment to engage local older adults and stakeholders to collaboratively leverage the assets of a community to maximize the social and economic participation of older residents

To be clear, the efforts in East Harlem, the Upper West Side, Bed-Stuy or Pelham that I described would not have been possible without the support of City Council Members and their dedicated staff. The new \$400K funding allocation for the Age-friendly Neighborhood initiative in the Fiscal Year 2015 budget demonstrates a renewed commitment to implementing tangible work focused on improving the lives of older New Yorkers.

The Age-friendly Neighborhood Initiative is an assets-based approach to improving the age-friendliness of local neighborhoods and an opportunity to build upon the rich experience of older

adults and leverage the strengths of organizations that make each New York City neighborhood unique. Specifically, NYAM will work with Council Members to do the following:

- Conduct consultations with older adults in specified neighborhoods (one large town hall meeting and 1-2 targeted focus groups)
- Assess the neighborhood for age-friendly interventions that are already in place. Such interventions correspond to the City's 59 age-friendly initiatives and those established by the Commission. (e.g. City Benches, bus shelters, safe streets for seniors projects, age-friendly cultural institutions and colleges and universities with programs for older adults).
- Organize a local advisory committee that will help guide the work of each Age-friendly Neighborhood. This committee will be comprised of stakeholders in the neighborhood that represent various aspects of the community (one advisory committee for each neighborhood).
- Develop the annual plan for each Age-friendly Neighborhood and help announce to the community at individual kick-off events.
- Deliver workshops and trainings to key entities and people that interact regularly with older adults (e.g. landlords, businesses, cultural institutions, constituent service staff, local precincts, etc.) We anticipate 3-4 customized trainings for each neighborhood.
- Organize event programming and catalyze physical improvements to the built-environment. We anticipate 2 for each age-friendly neighborhood.
- Connect older adults to services/opportunities that typically do not target them (e.g. job training, volunteerism, neighborhood events, etc.)
- Create and implement a system for tracking outcomes. The City Council and NYAM will create performance indicators for all Age-friendly Neighborhoods to ensure equity and

standards across the network to help measure impact. This will include creating alignment with the Council's participatory budgeting process.

- Publicize work and accomplishments via a newly built website dedicated to the initiative.

The Speaker's recent commitment to expand Age-friendly initiatives to all 51 districts by 2018 is a testament to both the work that has been done and the importance of appropriately addressing the needs of older adults as we prepare to see the number of older adults in New York City grow. The New York Academy of Medicine remains committed to being a partner with the New York City Council and the Mayor's Office in creating the innovations that will improve the day to day lives of our city's older adults and championing efforts to making New York City more age-friendly.

Thank you.

FY15

Age-friendly Neighborhood Initiative

SHAUNEEQUA OWUSU
PROJECT MANAGER

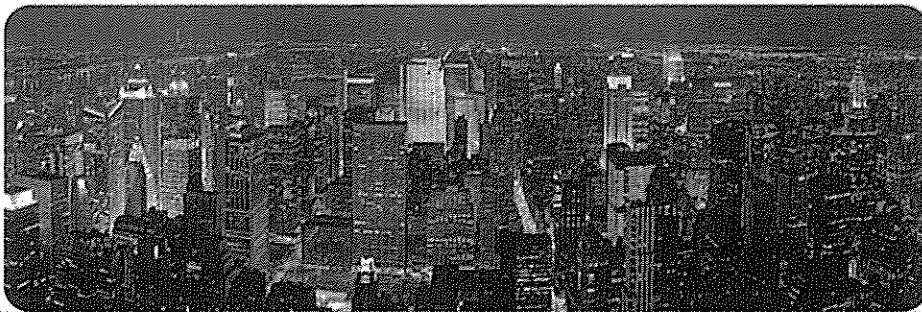


**The New York
Academy of Medicine**

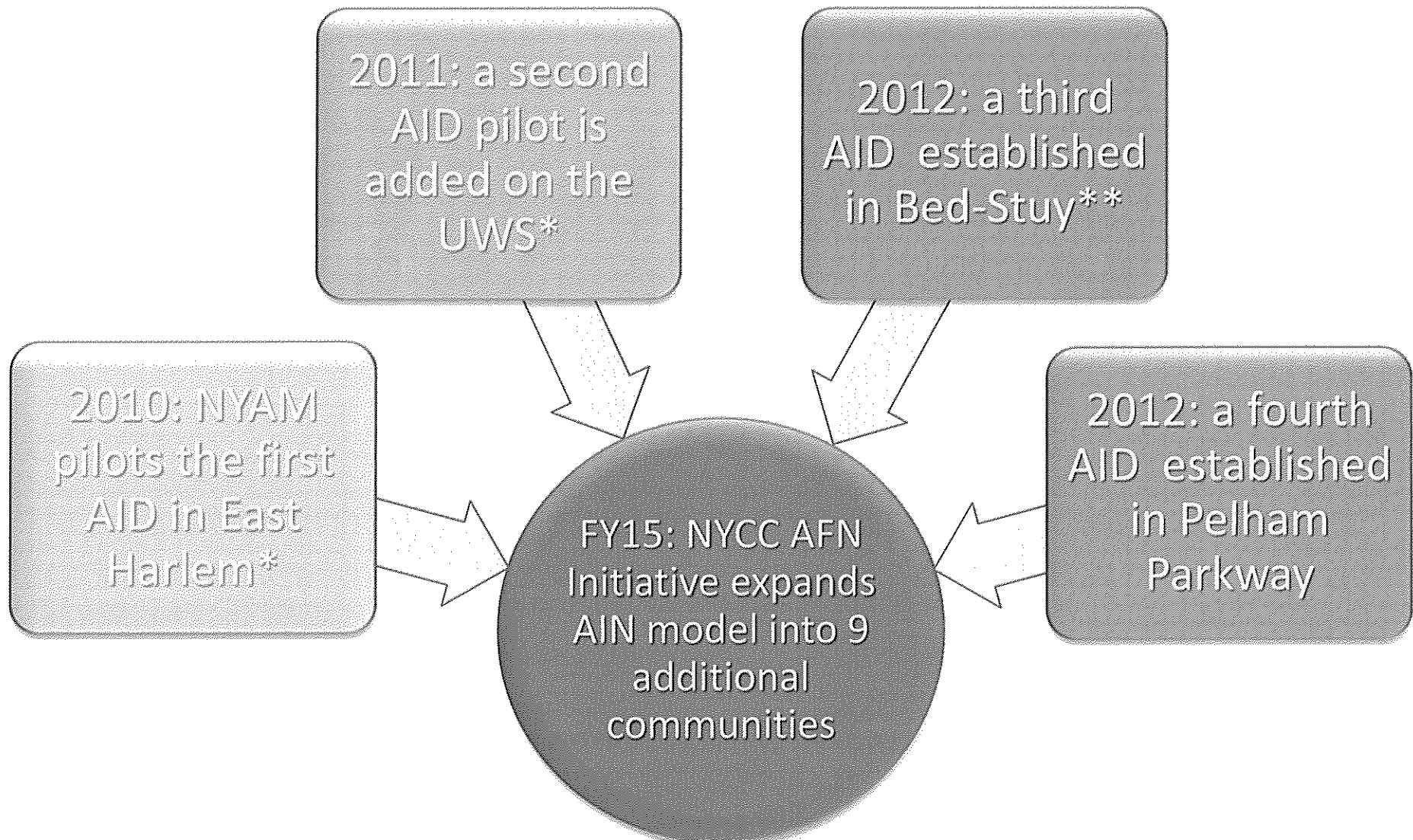
At the heart of urban health since 1847

NYC: A City of Neighborhoods

- The Aging Improvement District (AID) model brings forward the concerns and suggestions of older adults in a neighborhood to collectively strategize to make the neighborhood's economic and civic life more inclusive of older adults.
- Funded by the City Council, the Age-Friendly Neighborhood (AFN) Initiative is an expansion of the AID model into 10 additional communities across five boroughs and maintains a commitment to engage local older adults and stakeholders to collaboratively leverage the assets of a neighborhood to maximize the social and economic participation of older residents.



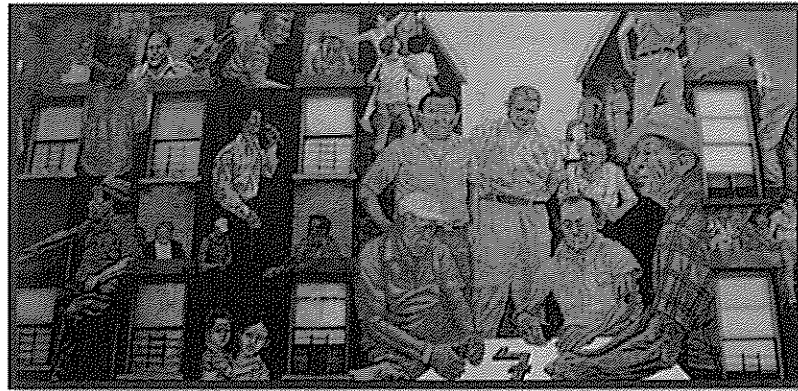
From AIDs to AFNs



NYAM will continue to provide support to these existing AFNs either via discretionary allocations* or private funding**

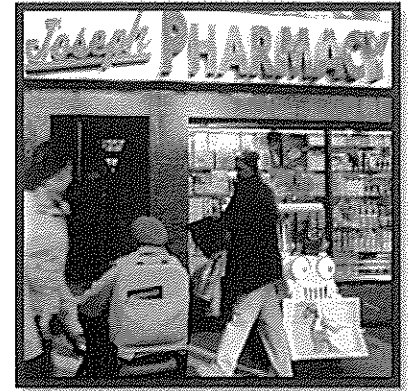
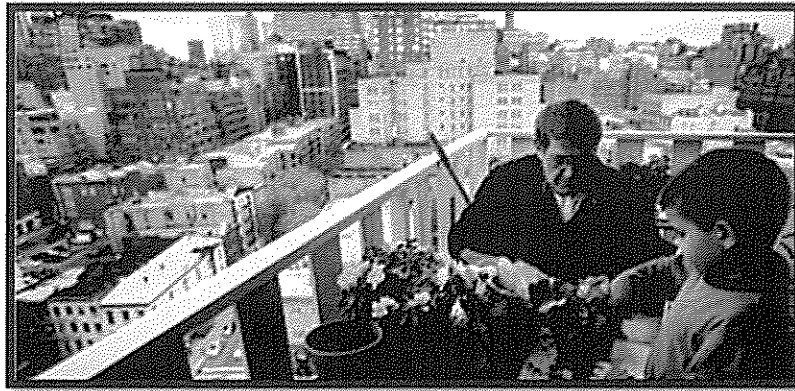
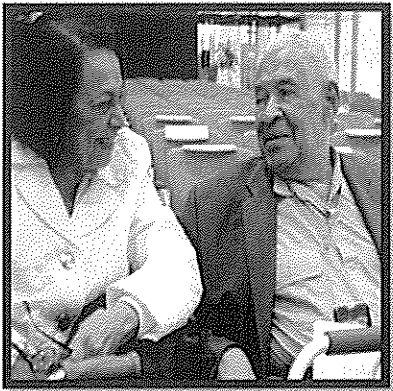
East Harlem AID Pilot

- In 2010, East Harlem was the city's first pilot Aging Improvement District and was sponsored by Council Speaker Melissa Mark-Viverito.
- Early successes include:
 - special hours for older adults at the Thomas Jefferson Park Pool (the first of 16 pools to implement these hours),
 - increased seating on the streets through the DOT's CityBench program and at more than 60 neighborhood businesses,
 - efforts to improve laundry access in public housing, and
 - efforts by neighborhood museums, restaurants and libraries to improve access and programming for older adult residents



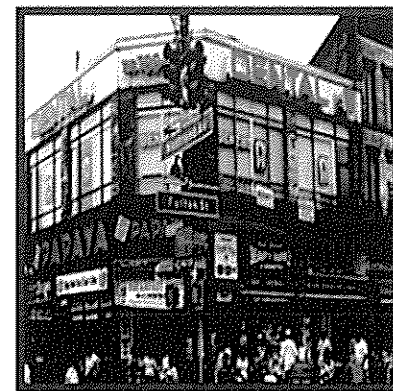
Upper West Side AID

- Lead by former CM Brewer, work continues under CM Rosenthal
- Emphasis on food programs
- Grow Green, Age Well initiative consisting of 4 programs intended to help seniors eat greener and live longer, including:
 - Matching greenmarkets with senior centers and the Westside Senior Supported Agriculture (WSSA) Food Box Program
 - Bi-monthly produce boxes for older adults
 - Senior Centers buy food from farmers
 - Age-friendly Grocery Guides were created – 1,000 copies gone in a week



Bedford Stuyvesant AID

- Began under CM Vann, work continues under CM Cornegy
- Unlike the first two pilots, which were staffed by NYAM and an advisory group, this district was/is staffed by the Coalition for the Improvement of Bedford Stuyvesant (CIBS), an existing community organization.
- The Coalition for the Improvement of Bedford Stuyvesant considers the needs and contributions of older adults in the areas where they have existing networks of hundreds of community partners.
 - These include housing and physical development, workforce development, business vitality, asset building, and social services.



Criteria for FY15 AFN Initiative

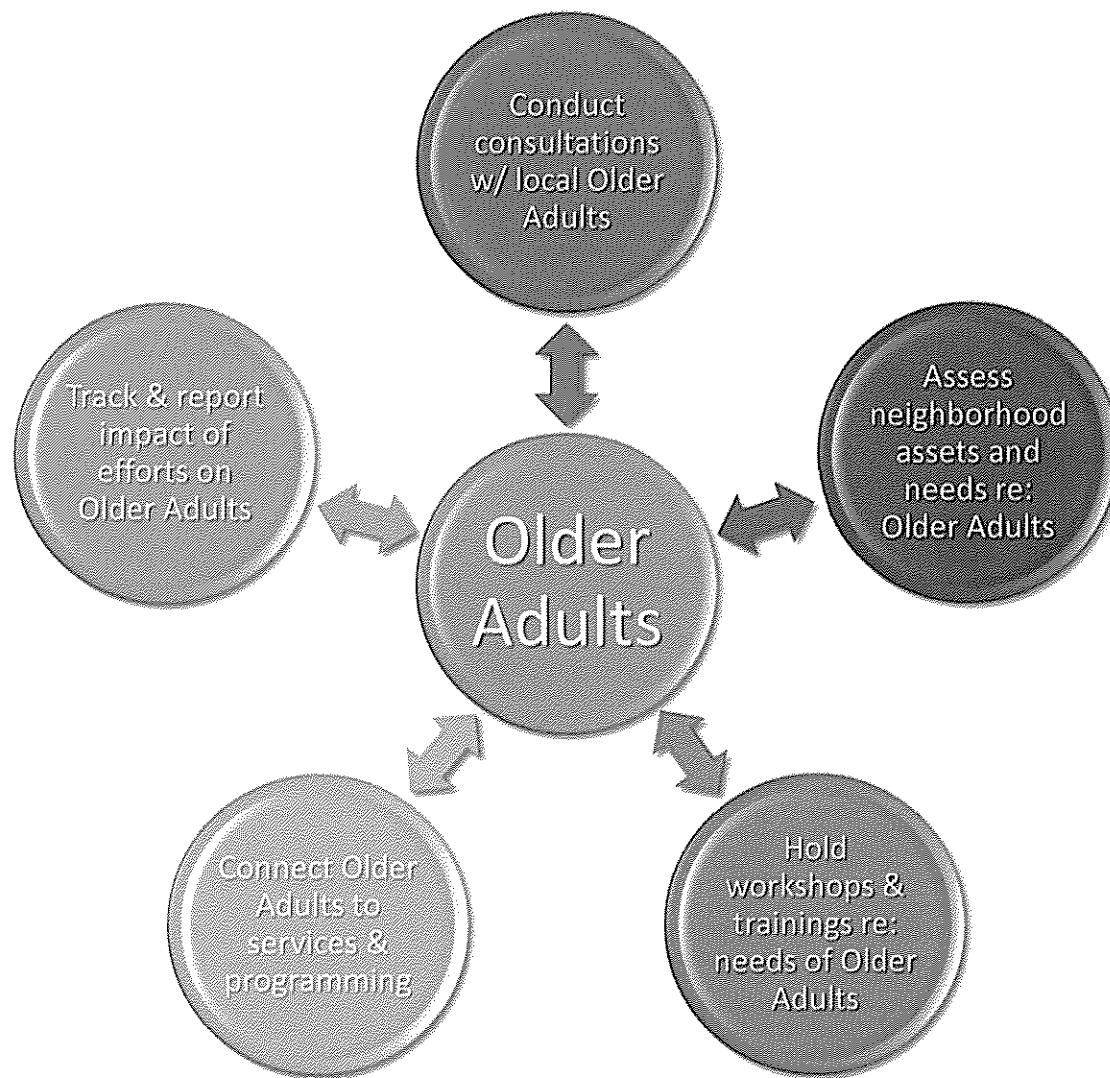
A REVIEW OF EXISTING DATA TO HELP DETERMINE NEED:

- **% OF 60+ LIVING IN POVERTY**
- **% OF 60+ LIVING ALONE**
- **% OF 60+ WITH MOBILITY ISSUES**
- **% 60+ WHO PRIMARY LANGUAGE
ISN'T ENGLISH**
- **OVERALL % OF 60+ IN A
COMMUNITY/COUNCILMANIC
DISTRICT**

A COMMUNITY THAT:

- **HAS BUY-IN FROM THE LOCAL
COUNCIL MEMBER**
- **PRESENCE OF A BID IN THE
NEIGHBORHOOD, AS WELL AS CBOs
WITH KNOWN COMMUNITY
DEVELOPMENT CAPACITY**
- **ACTIVE AND ENGAGED OLDER
ADULTS IN THE COMMUNITY**

Creating an Age-friendly Neighborhood



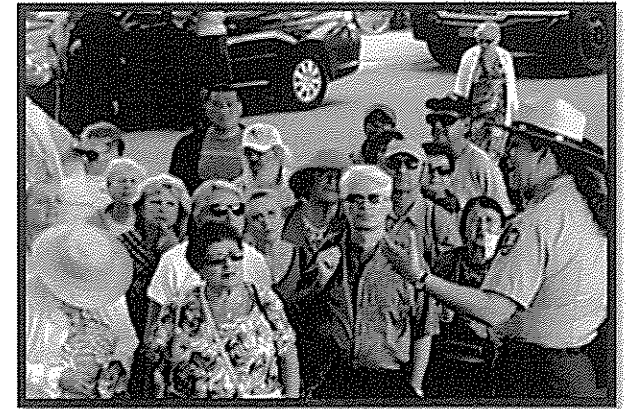
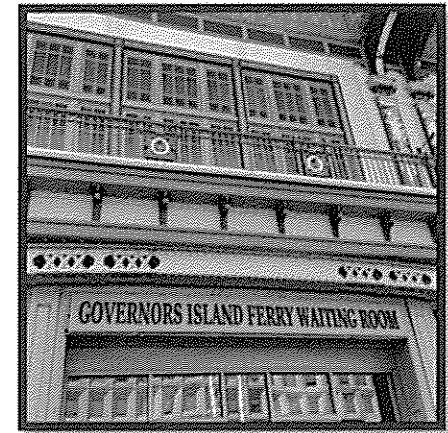
AFN Activities

- Conduct community consultations w/ local seniors
 - 1 large town hall meeting
 - 1-2 targeted focus groups
- Assess neighborhood age-friendly interventions, including needs and those already in place
 - i.e. City Benches, bus shelters, safe streets for seniors projects and age-friendly cultural institutions
- Identify and seat members of the local advisory committee
 - will help guide the work of the Age-friendly Neighborhood
 - comprised of stakeholders in the neighborhood that represent various aspects of the community
- Develop the annual plan for the specific Age-friendly Neighborhood
 - make announcement at community kick-off event



AFN Activities

- Deliver workshops and trainings to key entities and people that interact regularly with older adults
 - e.g. landlords, businesses, cultural institutions, constituent service staff, local precincts, etc.
- Organize event programming and catalyze physical improvements to the built-environment
- Connect older adults to services/opportunities, including those that typically do not target them
 - e.g. job training, volunteerism, neighborhood events, etc.
- Implement system for tracking outcomes
 - performance indicators to ensure equity and standards across the network
 - alignment with participatory budget process
- Publicize work and accomplishments
 - via a newly built website dedicated to the initiative



FY15 AFN Timeline

November – December

- Seat neighborhood advisory councils
- Begin assessment of new neighborhoods
- Roll out AFN website
- Begin Community Consultations

January – February

- Develop implementation plans
- Community kick-off events
- Workshops & trainings

March

- Progress report to City Council

June

- Citywide event
- Final report to City Council

THANK YOU

For more information please check our website and social media listed below.

www.AgeFriendlyNYC.org



AgeFriendlyNYC@nyam.org



twitter.com/AgeFriendlyNYC



facebook.com/AgeFriendlyNYC



**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 10.30.14

(PLEASE PRINT)

Name: Caryn Resnick

Address: Deputy Commissioner, External Affairs

I represent: DFTA

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 10.30.14

(PLEASE PRINT)

Name: Donna Corrado

Address: Commissioner

I represent: DFTA

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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☒ in favor ☐ in opposition

Date: 10/30/2014

(PLEASE PRINT)

Name: MICHAEL AMBROSE

Address: 1368 FULTON STREET, BK NY 11216

I represent: BED-STUY GATEWAY BID / NYC BID ASSOC.

Address: 1368 FULTON STREET BK NY 11216

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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☐ in favor ☐ in opposition

Date: 10/30

(PLEASE PRINT)

Name: Laryssa Green

Address: 1360 Fulton St. Bklyn, N.Y. 11216

I represent: Beth-Stuy Aging Improvement District

Address: 11

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 10/30/14

(PLEASE PRINT)

Name: Helene Caloit

Address: 301 Seneca Avenue NYC 10018

I represent: Local Initiatives Support Corp (LISC) NYC

Address: same address CA

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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☐ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: JO Boufford

Address: 1216 Fifth Avenue

I represent: New York Academy of Medicine

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: JERRY MALTZ

Address: 40 FIRST AVE. NY NY 10004

I represent: AMERICAN INST. ARCHITECTS

Address: 536 W. 149th ST. NYC DESIGN WORKSHOP

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☒ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: Manhattan Borough President Gale Brewer

Address: 1 Centre St., 19th fl. South

I represent: _____

Address: _____

Please complete this card and return to the Sergeant-at-Arms