

Broome Age-Friendly Action Plan Update on Progress in 2021



Broome County Office for Aging is pleased to present this first update of progress on the multi-year Broome Age-Friendly Action Plan. Listed below are Goals, Objectives and Action Steps for each domain. A Status Update is provided for each of the Action Steps. Since creation of the action plan, some additional age-friendly changes have been made, and these are represented as **NEW**. Thank you for taking the time to review and support Broome County’s efforts to become more age-friendly!

Domain #1: Information and Communication

GOAL 1: Promote age-friendly practices throughout Broome County and the use of age-friendly communication.

Objective 1: Utilize communication strategies to promote age-friendly practices in Broome County.

Action Steps	Status Update
Research best practices on the use of promotional items and possible sources of funding for a marketing campaign to raise awareness of the importance and benefits of age-friendly approaches to all aspects of public life to improve livability.	<p style="text-align: center;">COMPLETED</p> Research was completed by Office for Aging (OFA) staff and age-friendly intern with input from OFA’s Marketing Committee. New York State Office for Aging Age-Friendly Planning Grant Funds were utilized to purchase promotional items to raise visibility of Broome Age-Friendly Project.

Objective 2: Promote age-friendly communication practices such as readability and utilizing both technology-based and traditional communication methods.

Action Steps	Status Update
Create a printed and online fact sheet of best practices for age-friendly communication which includes both traditional communication options, online communication practices, and verbal communication.	<p style="text-align: center;">COMPLETED</p> <p>OFA staff and intern utilized research completed by the workgroup to create an “Age-Friendly Communication Fact Sheet.” Input on several drafts of the fact sheet was obtained from OFA’s marketing committee and professionals in the community.</p>
Distribute fact sheet to businesses, nonprofits, community organizations, Broome County government departments, and municipalities to encourage age-friendly communication practices.	<p style="text-align: center;">COMPLETED</p> <p>The “Age-Friendly Communication Fact Sheet” was widely distributed in Broome County to businesses, nonprofits, government, education, cultural and entertainment venues, and is also posted on OFA’s website.</p>
Explore hosting a forum or other public event to promote age-friendly communication practices.	<p style="text-align: center;">ON-HOLD</p> <p>Implementation impacted by the Covid-19 pandemic.</p>

NEW	<p style="text-align: center;">COMPLETED</p> <p>OFA’s website was redesigned utilizing age-friendly communication best practices in order to be more user friendly and visually appealing.</p>
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Objective 1 and 2:

Action Steps	Status Update
Explore developing a volunteer speaker’s bureau which would promote age-friendly practices and age-friendly communication in Broome County.	<p style="text-align: center;">ON-HOLD</p> <p>Implementation impacted by the Covid-19 pandemic.</p>

GOAL 2: Enhance education about existing community programs, services, and events among professionals and the public.

Objective 1: Promote the Elder Services Guide available in print and online and local referral platforms, including but not limited to NY Connects and 211, for up-to-date information about community programs, services, and events.

Action Steps	Status Update
Publicize the “Broome County Elder Services Guide” through the <i>Senior News</i> and Press & Sun-Bulletin ads.	IN-PROGRESS The “Elder Services Guide” is in the process of getting updated and will be posted on OFA’s website and printed at the end of January 2022.
Promote local referral platforms for individualized information and referrals through networking meetings and speaking opportunities and through distribution of brochures.	COMPLETED/ONGOING OFA staff continuously promote local referral platforms at ongoing community networking meetings and through distribution of brochures. There have been fewer speaking opportunities during the pandemic.

Objective 2: Create an online and printed community calendar of events.

Action Steps	Status Update
OFA will look at how to reach those without access to or comfort with technology for communicating information about current events.	COMPLETED The <i>Senior News</i> now has a monthly column called “Mark Your Calendar! Upcoming Community Events” which is dedicated to communicating information about local community events.
Identify volunteers or lead agency to either enhance existing printed community guides or create a new printed guide specific to social and cultural opportunities and events in Broome County.	IN-PROGRESS
OFA will follow up with Broome County IT on the current status of the Ba-Bing app contract with Broome County and determine if this will effectively serve as a central digital resource for community events such as library offerings,	COMPLETED OFA discussed this opportunity with Broome County IT, and this Action Step will not be pursued. A new opportunity is described in the Action Step listed below.

theater, local business programs and events, fairs, government-sponsored events, senior center events and programs, etc.	
If the app does not come to fruition or if it does not meet community needs, OFA will evaluate whether there is a viable alternative.	COMPLETED OFA is in talks with the Association on Aging in New York about an app that will be available to Area Agencies on Aging to communicate events, services, and other important information.

Objective 3: Create a guide of important local information for older adults such as service providers, healthcare, senior centers, government, and libraries.

Action Steps	Status Update
Design guide according to age-friendly communication standards such as readability.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 4: Improve communication among community groups and agencies.

Action Steps	Status Update
Share the list of existing groups with Broome County social, service, mission-driven, and civic groups and government departments. Encourage participation in order to improve communication.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
If it is determined that a gap exists in this area, explore creating a quarterly in-person or online meeting or listserv (email distribution list).	ON-HOLD Implementation impacted by the Covid-19 pandemic.

GOAL 3: Work towards increased internet access and education around technology in Broome County.

Objective 1: Advocate for increased availability of affordable internet access.

Action Steps	Status Update
Explore ways to provide affordable or free internet access in various parts of Broome County such as public-private partnerships and municipal Wi-Fi.	IN-PROGRESS
Advocate for the importance of affordable internet access programs with local and state government as well as internet providers.	IN-PROGRESS

Objective 2: Advocate for increased internet coverage in rural areas.

Action Steps	Status Update
Learn more about current efforts to increase rural internet coverage.	IN-PROGRESS
Explore the USA ReConnect Loan and Grant Program which may be used to provide broadband service in eligible rural areas.	IN-PROGRESS
Advocate for new 5G internet structure vs. older 4G options due to long-term cost savings and additional benefits.	IN-PROGRESS

Objective 3: Promote the availability of technology classes.

Action Steps	Status Update
Due to the COVID-19 pandemic, many people have turned to technology for ways to stay connected and learn up-to-date information.	<p style="text-align: center;">COMPLETED/ONGOING</p> <p>The <i>Senior News</i> has highlighted ways to stay connected and learn about technology through local libraries and Senior Planet nonprofit agency. An OFA Virtual Senior Center pilot project is providing tablets and technology support to older adults in their homes.</p>

Advocate for additional classes where gaps are identified based on type of classes or geographic area served.	IN-PROGRESS
Publicize available technology classes through the <i>Senior News</i> , Facebook, Senior Centers, inter-agency meetings, etc.	COMPLETED/ONGOING The availability of technology classes has been publicized through the <i>Senior News</i> .

NEW	COMPLETED Promoted the available virtual senior programming including the Virtual Senior Center (VSC) and Get set up. These virtual platforms are available to Broome County older adults through pilot projects offered by NYS Office for Aging.
NEW	COMPLETED OFA secured 20 tablets with 4G Internet service and provided these tablets to vulnerable and isolated older adults to help them access virtual senior programs through VSC and Get set up.

Domain #2: Community Supports and Health Services

GOAL 1: Support age-friendly changes to the local health care system and affordable, accessible health care which minimizes health disparities and provides better health outcomes.

Objective 1: Explore plans that local hospitals and primary care centers have for age-friendly changes to their physical facilities and service delivery, including dementia-capable care and age-friendly emergency rooms.

Action Steps	Status Update
As needed, work with area hospitals to improve the age-friendliness of emergency rooms in Broome County.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Identify local health care system efforts to provide dementia friendly care.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Encourage participation by local health care providers in the Institute for Healthcare Improvement’s Age-Friendly Health System, implementation of dementia friendly care, and age-friendly geriatric emergency room changes, as appropriate.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 2: Advocate for increased local delivery of primary and urgent care in rural areas, including mobile health services.

Action Steps	Status Update
Advocate for expanded rural healthcare options with local healthcare providers.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Explore utilizing community locations as settings for periodic wellness services such as blood pressure and diabetes checks, flu shot clinics, etc.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Work to expand coverage of mobile healthcare vans working in underserved areas.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 3: Increase access to transportation for medical care from rural areas.

Action Steps	Status Update
Explore how Northern Broome CARES rural transportation efforts can be expanded to other rural areas.	IN-PROGRESS
Encourage use of Getthere mobility management program, a current provider of rural transportation planning and access	COMPLETED/ONGOING Transportation services are provided and promoted by Getthere. With funding support from OFA, Getthere was able to:

<p>to transportation through the Connection to Care program and the volunteer driver program.</p>	<ul style="list-style-type: none"> - expand rural-to-rural transportation in Windsor and Whitney Point through a taxi program, - continue to provide rural-to-urban transportation - continue to provide additional transportation services in urban areas. <p>OFA promoted Rural Health Network’s free vaccine transportation program through an ad in the <i>Press & Sun-Bulletin</i> and through direct referrals of clients calling OFA’s vaccine hotline.</p>
<p>BC County provides reservation-based rural-to-urban transportation in Broome County. Explore how this can be expanded, especially to meet the need for medical transportation.</p>	<p style="text-align: center;">IN-PROGRESS</p>

Objective 4: Explore increased use of tele-health services, including access to technology, internet and technology training.

Action Steps	Status Update
<p>Research New York State regulations regarding tele-health, including the 2014 tele-health parity law and 2019 expansion of Medicaid tele-health.</p>	<p style="text-align: center;">IN-PROGRESS</p>
<p>With local providers, explore tele-health privacy and security issues and access, including technology, internet and technology training.</p>	<p style="text-align: center;">IN-PROGRESS</p>
<p>Determine if a pilot project to provide technology, internet and technology training is needed and feasible to expand current efforts. Reach out to grant funders if needed.</p>	<p style="text-align: center;">IN-PROGRESS</p>

Objective 5: Work with local health systems and community partners to improve public health literacy, access to resources, and advocate for improved coordination of multiple health services.

Action Steps	Status Update
Promote the Office for Aging and Binghamton University initiative for tele-health education at senior centers in Broome County.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Explore and promote local efforts to assist consumers in obtaining healthcare-related resources such as the lowest cost prescription drugs and appropriate Medicare supplement options.	COMPLETED/ONGOING Action for Older Persons, Inc. provides Medicare insurance counseling and information on prescription drug coverage. Local hospitals, primary care offices, and pharmacies also provide information on obtaining low-cost prescription drugs. Education about Medicare Open Enrollment counseling has been publicized through the <i>Senior News</i> and through ads in the <i>Press & Sun-Bulletin</i> .
With local healthcare providers, explore ways to improve coordination of multiple health services, including bundling of appointments for those living in rural areas but needing to travel to the urban core for healthcare.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Promote the integration of substance use treatment into other systems of care such as mental health treatment for older adults.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

GOAL 2: Improve access to affordable, timely, and convenient mental health and substance use disorder services and activities that promote mental wellness.

Objective 1: Advocate for increased funding for affordable mental health and substance use disorder services.

Action Steps	Status Update
Identified needs and gaps in current services will be brought to local and state leaders through ongoing advocacy efforts.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 2: Educate the public about available mental health and substance use disorder services.

Action Steps	Status Update
Continually provide updated information on availability of services to local referral platforms.	IN-PROGRESS
Promote awareness of available in-home supports such as R.S.V.P.'s (Retired & Senior Volunteer Program) "Good Morning Broome" service and MHA's (Mental Health Association of the Southern Tier) Sunshine Wellness Center "warm" line, among others that can be accessed by phone.	IN-PROGRESS
Promote a phone app and website being developed by BroomeINCLUDES which will use Google maps to display mental health and substance use disorder services by geographic area.	IN-PROGRESS
Identify geriatric mental health counselors and other mental health counselors who can do home visits. Ensure this information is available to NY Connects staff who make referrals.	IN-PROGRESS

Objective 3: Explore increased use of tele-mental health services, including access to technology, internet and technology training.

Action Steps	Status Update
Research New York State regulations regarding tele-mental health, including the 2014 tele-health parity law and 2019 expansion of Medicaid telehealth.	IN-PROGRESS
With local providers, explore privacy and security issues related to tele-mental health and the feasibility of tele-mental health expansion including technology, internet and technology training issues.	IN-PROGRESS
Determine if a pilot project to provide technology, internet and technology training is needed and feasible to expand current services and reach out to local grant funders.	IN-PROGRESS

Objective 4: Provide older adults with activities to promote mental health.

Action Steps	Status Update
Work with partners in creating a local public education campaign about the behaviors and activities which promote mental health.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Broome County Senior Centers, Lyceum and other organizations will continue to provide older adults with socialization, learning opportunities, and physical activity options which contribute to mental health. These opportunities may become part of a “How to Retire” workshop.	COMPLETED/ONGOING Local socialization, learning and physical activity options continued to be available locally even during the pandemic. For example, when OFA senior centers were closed, virtual options were available through the internet, phone and by information sent through the mail. Now that the senior centers have opened, in-person opportunities are available again and two virtual platforms are available to those who prefer to access senior center activities and other online programming from home.

Objective 5: Explore how mental health and substance use screenings are or can be integrated into local primary care.

Action Steps	Status Update
Identify which primary health care providers are engaged in regular mental health and substance use screenings. Encourage providers to integrate mental health and substance use screenings into primary care where this is not currently in practice.	IN-PROGRESS

GOAL 3: Improve the social determinants of health for Broome County older adults and rural residents.

Objective 1: Promote NY Connects as a source for up-to-date information about community programs and services.

Action Steps	Status Update
Continue to publicize NY Connects through articles in the <i>Senior News</i> , ads in the <i>Press & Sun-Bulletin</i> , and through speaking engagements by Office for Aging staff.	<p style="text-align: center;">COMPLETED/ONGOING</p> <p>The <i>Senior News</i> now includes a new Question and Answer-format monthly column which highlights the different ways that NY Connects can assist. NY Connects has also been publicized through ads in the <i>Press & Sun-Bulletin</i>. Due to the pandemic, OFA staff have not had in person speaking engagements. This is expected to resume in the future.</p>
Ensure that agencies and healthcare providers are informed about how NY Connects can assist their clients in obtaining clear and accessible information about services.	<p style="text-align: center;">COMPLETED/ONGOING</p> <p>OFA participates in several interagency meetings where information about NY Connects is shared with other local providers. NY Connects also has regular contacts with healthcare providers.</p>
Continue to provide brochures about NY Connects to agencies, healthcare providers and at a variety of community locations.	<p style="text-align: center;">ON-HOLD</p> <p>Implementation impacted by the Covid-19 pandemic.</p>
Feature NY Connects on digital platforms such as Facebook and Twitter, and promote the NY Connects searchable, self-service online Resource Directory.	<p style="text-align: center;">IN-PROGRESS</p>

Objective 2: Improve transportation services to basic services (grocery, pharmacy, banking, health care) and community supports which address the social determinants of health (food pantries, congregate meal sites, public benefit assistance, chronic disease management classes, exercise, social and civic opportunities, faith communities).

Action Steps	Status Update
Explore how services implemented and lessons learned from the North Broome CARES project in the Towns of Lisle and Triangle can be applied to other geographic areas in Broome County.	<p style="text-align: center;">COMPLETED</p> <p>Getthere was able to expand the transportation model utilized in the Northern Broome Care area to another rural community. It</p>

	now offers weekly taxi rides to basic services for residents of Windsor.
Work with the Age-Friendly Transportation Workgroup on their efforts to expand transportation options.	IN-PROGRESS

Objective 3: Increase access to community supports and services at geographically convenient locations such as food pantries, senior centers, community centers, libraries, and churches and increase mobile resources able to make home delivery.

Action Steps	Status Update
Research current services and community supports being delivered within rural communities and identify any gaps in types of services available or communities which are not being served regularly.	IN-PROGRESS
Work with local agencies to increase the services and community supports being offered to older adults and rural residents in their communities or through home-delivery.	COMPLETED/ONGOING OFA started a pilot project with the Southern Tier Food Bank to provide monthly food baskets to seniors in need in the Deposit area. The program was discontinued due to lack of interest.
NEW	COMPLETED Greater Good Grocery store, operated by the Broome County Council of Churches, opened on the Northside of Binghamton in an area that was formerly a food desert. The store partners with the Rural Health Network's Fruit and Vegetable Prescription program where people can obtain vouchers for produce through their physician.

Objective 4: Explore creating a “Village” or other volunteer-based model in one part of Broome County as a pilot program to address people’s needs as they age-in-place. This objective is shared with the Housing Workgroup.

Action Steps	Status Update
Research the “Village” model of grassroots neighbor-to-neighbor support and similar programs and create a list of required features and benefits of each model.	IN-PROGRESS
Explore the feasibility of these options for the Broome County community and identify a lead agency to pilot the program.	IN-PROGRESS
Identify funding needs and apply for grants to cover pilot program.	IN-PROGRESS

NEW	<p style="text-align: center;">COMPLETED</p> <p>OFA’s pilot Virtual Senior Center project, GetSetUp online learning platform, and Senior Planet are assisting older adults in staying active and connected.</p>
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GOAL 4: Work to increase the availability of home health aides and trained medical personnel working in Broome County.

Objective 1: Advocate for expanded Medicaid and non-Medicaid subsidized in-home services due to current unreasonable long wait periods.

Action Steps	Status Update
OFA will maintain an unmet needs list for clients currently waiting to be served by the Expanded In-Home Services to the Elderly Program (EISEP).	<p style="text-align: center;">COMPLETED/ONGOING</p> <p>OFA maintains a list of clients needing services through EISEP.</p>

OFA will advocate for the need for expanded in-home services with New York State Office for Aging and New York Department of Health.	COMPLETED/ONGOING OFA continuously advocates for expanded in-home services to meet local demand.
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NEW	COMPLETED/ONGOING OFA received additional funds to eliminate the EISEP wait-list. Unfortunately, the wait-list still exists due to the lack of aide staffing at local agencies.
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Objective 2: Advocate for higher wages for paid in-home aides to improve hiring and retention of workers.

Action Steps	Status Update
OFA will work with WorkForce New York to explore local wage rates and policy changes that could support increased wages.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
OFA will advocate for higher wages for aides working in the Expanded In-Home Services for the Elderly Program (EISEP) and other programs supported by New York State Office for Aging.	COMPLETED/ONGOING OFA Director Mary Whitcombe participated in advocacy efforts calling for further investment in home health care and the need for higher wages with Senator Kirsten Gillibrand and advocates from the Southern Tier Independence Center.

Objective 3: Explore workforce development changes to promote job opportunities and training for in-home aides in Broome County.

Action Steps	Status Update
OFA will contact SUNY Broome and WorkForce New York to explore providing remote in-home aide training. The use of the internet or no-cost use of cable subchannels may be options for widespread dissemination of training opportunities.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

OFA will contact SUNY Broome and WorkForce New York to explore ways that tuition discounts could be obtained for aides who agree to work in Broome County for 3-5 years.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
OFA will contact WorkForce New York to explore current efforts and future plans to promote job opportunities for in-home aides.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 4: Advocate for changes to support increased retention of trained medical personnel in Broome County.

Action Steps	Status Update
OFA will contact Binghamton University to learn about current efforts to attract and retain graduating nurses, social workers, and pharmacists in Broome County.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Explore ways that tuition discounts could be provided for nurses, pharmacists, and social workers receiving their education in Broome County.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Explore providing student loan forgiveness for trained medical personnel who agree to remain in Broome County for 3-5 years after graduation.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
OFA will contact SUNY Broome to learn about current efforts to attract and retain allied health professionals.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 5: Advocate for transportation support and/or subsidies for in-home aides due to transportation issues preventing service to some clients, especially in rural areas.

Action Steps	Status Update
Explore how vanpool or Rural Health Network's Transportation to Employment program can assist with this	ON-HOLD Implementation impacted by the Covid-19 pandemic.

issue and whether there are current capacity issues in serving those who need employment transportation support.	
Work to ensure that in-home care providers know about transportation options available to their staff.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Domain #3: Respect, Social Inclusion, Civic Participation, and Employment

GOAL 1: Educate the community about the benefits of inclusiveness and how to engage with individuals with special needs.

Objective 1: Facilitate community-based programming that promotes broad community interaction and integration.

Action Steps	Status Update
Working with knowledgeable provider agencies, create a list of best practices for creating inclusive events and programs and disseminate the list throughout Broome County.	IN-PROGRESS
Work with community agencies to create programming which is sensitive to the needs of all participants.	IN-PROGRESS

Objective 2: Promote the benefits of inclusiveness through an educational campaign for businesses, government offices, nonprofit agencies, and service and cultural groups.

Action Steps	Status Update
Explore offering trainings or workshops about the benefits of inclusiveness, building understanding and respect, and breaking down barriers when interacting with individuals with special needs.	COMPLETED/ONGOING OFA offered a grant-funded Disability Awareness Training featuring speakers from Our Ability, Inc. and the Association for Vision Rehabilitation and Employment, Inc. BroomeINCLUDES, the county-wide initiative aimed at connecting residents with needed services and promoting inclusion of all community members, will

	also be providing education on creating inclusive environments through a trained Inclusivity Assessor.
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GOAL 2: Enhance education about existing community resources, social and cultural opportunities, and events.

Objective 1: Promote existing sources of community information through digital, TV/radio, social media, print, and public speaking.

Action Steps	Status Update
Publicize the “Broome County Elder Services Guide” through traditional media such as the <i>Senior News, Press & Sun-Bulletin</i> ads, press releases as well as through digital outlets and social media.	IN-PROGRESS
Promote Broome County Office for Aging’s NY Connects service for individualized information and referrals through networking meetings and public outreach events.	COMPLETED/IN-PROGRESS NY Connects is promoted at several ongoing county networking meetings. Public outreach events have largely been on hold due to the pandemic.

Objective 2: Provide printed information about social and cultural opportunities and events to the public.

Action Steps	Status Update
OFA will look at how to better utilize existing printed sources of community events, such as the <i>Senior News</i> , however, it has space limitations and print deadlines.	COMPLETED The Senior News now features a monthly column, “Mark Your Calendar! Upcoming Community Events” which highlights local social and cultural events.
Identify volunteers or a lead agency to either enhance existing printed community guides or create a new printed guide specific to social and cultural opportunities and events in Broome County.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Research a comprehensive list of social and cultural opportunities and events in Broome County.	IN-PROGRESS
Promote enhanced guide or new guide throughout Broome County.	ON-HOLD Implementation impacted by the Covid-19 pandemic.

Objective 3: Ensure that there will be a printed and digital Community Calendar of Events.

Action Steps	Status Update
OFA will follow up with Broome County IT on the current status of the Ba-Bing app contract with Broome County and determine if this will effectively serve as a central digital resource.	COMPLETED OFA discussed the Ba-Bing app with Broome County IT and decided not to pursue this option. The Association on Aging in New York is exploring creation of an app which could be used by Area Agencies on Aging for this purpose.
If app does not come to fruition or if it does not meet community needs, OFA will evaluate whether there is a viable alternative.	IN-PROGRESS

GOAL 3: Increase intergenerational opportunities.

Objective 1: Enhance outdoor spaces to better facilitate intergenerational interaction.

Action Steps	Status Update
Identify outdoor spaces and types of equipment which could facilitate intergenerational interaction.	COMPLETED/ONGOING Progress in this area is happening at many outdoor spaces in Broome County including a number of accessibility updates planned at Dorchester Park, intergenerational tandem swings at African Road Park in Vestal, rebuilt accessible equipment at Rec Park in Binghamton, and the Columbus Park project in Binghamton. OFA is also exploring installation of “Buddy Benches” which will encourage intergenerational interactions at the new dog park at Otsiningo Park.

Identify possible funding sources for equipment purchase and apply for grants or sponsorships.	IN-PROGRESS
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Objective 2: Develop intergenerational programs such as a “Senior to Senior” intergenerational event which will bring together high school seniors and older adults to enjoy a shared evening of dinner and dancing.

Action Steps	Status Update
Identify possible community partners interested in and capable of facilitating intergenerational programming.	COMPLETED/ONGOING OFA is part of an intergenerational planning group consisting of Johnson City Community Schools, Binghamton University, Sarah Jane Memorial United Methodist Church, and Johnson City Senior Center. Lessons learned from pilot intergenerational programs can be brought to other areas of Broome County.
Conduct meetings to identify feasible programming ideas.	COMPLETED/ONGOING The intergenerational workgroup has identified a number of programs such as the “Senior to Senior” dinner dance which is scheduled for Spring 2022.
Plan, implement and evaluate the success of programs.	IN-PROGRESS

NEW	COMPLETED Vestal Public Library hosted an intergenerational event, “Seedy Saturday” related to its new seed library.
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GOAL 4: Improve awareness within Broome County of retirement opportunities related to lifelong education, physical activity, volunteering, employment, and civic engagement.

Objective 1: Offer a How-to-Retire Workshop or series of workshops.

Action Steps	Status Update
Identify a lead agency to facilitate an existing workshop which can be used locally (such as Aging Mastery Program through NCOA) or create a new workshop.	ON-HOLD Implementation impacted by the COVID-19 pandemic.
If needed, funding or sponsorship will be sought.	ON-HOLD Implementation impacted by the COVID-19 pandemic.
At the end of the workshop, participants will be asked for feedback through an exit survey and this will be used to determine if the workshops were successful and if content needs to be adjusted for future workshops.	ON-HOLD Implementation impacted by the COVID-19 pandemic.

NEW	COMPLETED The United Way to Broome County launched a new volunteer matching website called “Volunteer HQ” which increases awareness of volunteer opportunities.
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Objective 2: Publicize OFA’s information and assistance services to address individual questions about lifelong education, physical activity, volunteering, employment, and civic engagement.

Action Steps	Status Update
Run a series of articles in the <i>Senior News</i> about the ways that OFA’s information and assistance can assist by topic.	COMPLETED The <i>Senior News</i> now includes a new Question and Answer-format monthly column which highlights the different ways that NY Connects can assist. NY Connects has also been publicized through ads in the <i>Press & Sun-Bulletin</i> . Additional articles in

	Senior News include “Age Well by Giving Back: Become a Volunteer” and “Age Well with the Yesteryears Social Day Program.”
Include information about OFA’s information and assistance services in a printed guide of community resources.	ON-HOLD Implementation impacted by the COVID-19 pandemic.
At OFA staff presentations to other agencies, include information about the ways Action for Older Persons (AOP) can assist with health insurance counseling, long-term care planning, and Advanced Planning for End of Life (APEL) and OFA’s information and assistance services can help with other retirement information.	ON-HOLD Implementation impacted by the COVID-19 pandemic.

NEW	COMPLETED AgZeit is an expanding local, indoor organic farming venture which partners with Union Endicott school district. Through the School Agriculture Program, students learn about all aspects of the business and are trained to be hired after graduation.
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Domain #4: Transportation

GOAL #1: Increase rural transportation options for older adults in Broome County.

Objective 1: Improve existing rural-to-urban transportation services and explore additional options to better meet the needs of older adults.

Action Steps	Status Update
Work with Rural Health Network and Broome County Department of Public Transportation to identify and define the current rural-to-urban transportation needs in the community.	COMPLETED OFA staff continue to engage in planning to address rural-to-urban transportation needs in our community. To address some of these needs, OFA provided funding to Getthere mobility management.

	With this additional funding, Getthere was able to serve more clients and supplement the gaps in public transportation options that exist for clients needing to travel from rural to urban locations.
Engage in planning to address identified needs.	COMPLETED/ONGOING The Getthere Mobility Management Advisory Council and Rural Health Network's NORC Advisory Council meet regularly. OFA staff members continues to serve on the Getthere Advisory Council to provide support and expertise about the needs of older adults.
Seek innovative and cost-efficient solutions to increase and improve the existing rural-to-urban service provided by BC Transit by engaging community partners in the planning process.	IN-PROGRESS
Engage with transportation providers and community partners on development of a "feeder" or "first mile, last mile" system to address access to rural-to-urban transportation.	ON-HOLD Implementation impacted by the COVID-19 pandemic.

Objective 2: Improve rural-to-rural transportation for basic services like groceries and pharmacy.

Action Steps	Status Update
Rural Health Network's Northern Broome Cares NORC (Naturally Occurring Retirement Community) project will continue to provide rural-to-rural transportation in the Whitney Point and Lisle communities. This includes a weekly taxi service and a volunteer driver program.	COMPLETED/ONGOING
Office for Aging, Rural Health Network, and BC Transit will work together to find ways to address rural-to-rural transportation needs, including exploring the feasibility of	COMPLETED

expanding current rural-to-rural transportation options to communities outside of Whitney Point and Lisle.	With funding support from OFA, the Getthere Satellite Taxi program offered to residents of Northern Broome was expanded to Windsor.
Rural Health Network will seek Federal Transit Administration funds for volunteer driver mileage reimbursement.	IN-PROGRESS Postponed due to FTA funding cycle.
Additional drivers will be sought through recruitment efforts such as PSAs and working with local churches	ON-HOLD Implementation impacted by the COVID-19 pandemic.

GOAL #2: Enhance transportation hours so people can attend social opportunities, public events, and worship services.

Objective 1: Explore the feasibility of service enhancement options such as offering the OFA Mini-Bus on Saturdays and Sundays on a rotation basis.

Action Steps	Status Update
OFA will look at feasibility of different options, determine the costs involved, and explore funding for expanded services.	ON-HOLD Implementation impacted by the COVID-19 pandemic.

Objective 2: Educate Rural Health Network’s Getthere clients about Saturday and Sunday transportation options.

Action Steps	Status Update
Getthere will continue to educate clients about weekend service options.	COMPLETED/ONGOING Getthere’s mission is to continually educate clients about transportation options and offer transportation training.

Objective 3: Increase the number of clients served through Rural Health Network’s Getthere volunteer driver program.

Action Steps	Status Update
Recruit and train additional volunteers through Public Service Announcements and working with local churches.	ON-HOLD Implementation impacted by the COVID-19 pandemic.

Seek FTA funds for volunteer mileage reimbursement.	IN-PROGRESS Postponed due to FTA funding cycle.
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GOAL #3: Educate the public about the purpose and proper use of age-friendly street enhancements such as pedestrian crosswalks and rapid flashing beacons in order to increase compliance and improve safety.

Objective 1: Air Public Service Announcements (PSAs) on televisions and social media.

Action Steps	Status Update
Work with the NYS Pedestrian Safety Action Plan Committee on education and public outreach tools including videos and other materials.	COMPLETED/ONGOING Binghamton Metropolitan Transportation Study (BMTS) staff representing Broome County are involved on a statewide New York State Department of Transportation committee and advocates for local needs for public outreach and education.
Explore possible use of existing PSAs.	COMPLETED/ONGOING Four “See! Be Seen!” pedestrian safety PSAs were featured on OFA’s Facebook page. Additional PSAs related to rapid flashing beacons and pedestrian crosswalks are currently being developed at the state level and will be available to air locally when completed.
Work with the BC Sheriff on pedestrian safety enforcement exercises.	IN-PROGRESS
Work with the Broome County Traffic Safety Committee on creation of additional local PSAs as needed.	IN-PROGRESS
Create topical social media posts for the Facebook and Twitter accounts of government departments and community partners.	IN-PROGRESS
Contact local TV stations to obtain monthly free airtime for PSAs.	IN-PROGRESS

GOAL #4: Obtain additional bus shelters and seating for the fixed route bus system.

Objective 1: Install 30 new bus shelters.

Action Steps	Status Update
BC transit Received funding to install 30 shelters.	COMPLETED 30 new shelters were installed.
BC transit is determining the location of the new shelters through identifying high volume areas and those with unpredictable wait times.	COMPLETED This step was completed prior to installation of the 30 new shelters.

Objective 2: Add additional seating at other bus stops.

Action Steps	Status Update
Seek additional local funding for seats through business sponsorships and donations from local service or nonprofit organizations.	IN-PROGRESS
Add this goal to the Broome County Coordinated Transportation Plan.	IN-PROGRESS

GOAL #5: Improve public education about transportation options and transportation planning assistance.

Objective 1: Educate the public about available transportation and transportation coordination services.

Action Steps	Status Update
Continue to promote transportation services, trip planning assistance, and travel training through the Getthere mobility management program.	COMPLETED Getthere continually promotes their transportation services, trip planning assistance and travel training. OFA also publishes transportation information in the <i>Senior News</i> .

Promote how BC Country assists residents in scheduling their appointments around bus availability to avoid long wait times.	ON-HOLD Implementation impacted by the COVID-19 pandemic.
Publicize the OFA Mini-Bus as a transportation option for older adults.	IN-PROGRESS
Publicize how new technology can assist with route planning and identifying transportation options: the Getthere Trip Planner and Broome County Public Transportation Department.	COMPLETED Trip planning technology was publicized by Getthere and BC Transit.
Promote local rideshare and carpool options.	ON-HOLD Implementation impacted by the COVID-19 pandemic.

GOAL #6: Coordinate transportation planning and create a mechanism for continuous evaluation of Broome County transportation needs.

Objective 1: Utilize existing collaborative efforts such as Getthere and the BMTS Advisory Council for transportation planning and evaluation.

Action Steps	Status Update
Encourage transportation partners to attend meetings.	COMPLETED/ONGOING The Getthere Advisory Council meets bi-monthly. Community professionals are invited to participate.
Discuss emerging challenges, opportunities, and plans.	COMPLETED/ONGOING This discussion occurs during Getthere and BMTS Advisory Council meetings.
Find or create a mechanism to continuously evaluate transportation needs.	IN-PROGRESS Getthere’s Director held a virtual information session to share and collect information about transportation needs and services in Chenango County. This will be replicated in Broome County.

NEW	IN-PROGRESS
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	An E-Bike policy is being developed by the BMTS Pedestrian and Bicycle Advisory Committee.
NEW	COMPLETED BMTS hosted a virtual Complete Streets Walk the Streets Workshop. An in-person event might be offered in the future.

Domain #5: Housing

GOAL #1: Improve the availability of housing and the variety of housing options for low, middle-income, and rural older adults in Broome County.

Objective 1: Increase housing availability and the variety of housing options for low, middle-income, and rural older adults in Broome County.

Action Steps	Status Update
Office for Aging will continue to educate the public about existing and new low, middle-income, and rural housing options in Broome County.	COMPLETED/ONGOING OFA staff created a “How to Find a Private Apartment” document to assist renters who do not qualify for subsidized housing but have limited means. NY Connects caseworkers are continually educating the public about housing options for low, middle-income and rural residents.
Expand the current Office for Aging “Senior Apartment Housing Guide” to include rental housing for middle-income older adults with rental rates between \$875 and \$2,000 per month.	ON-HOLD Implementation impacted by the COVID-19 pandemic.
Identify currently underserved geographic areas and advocate with local and state entities for funding for low, middle-income, and rural housing in Broome County.	IN-PROGRESS
Explore the development of low, middle-income, and rural housing in Broome County with nonprofit and for-profit housing developers.	COMPLETED/ONGOING A Housing Workgroup has been meeting with local housing developers, the Broome County Land Bank, the Broome

	Community Land Trust, and the Broome County Department of Planning and Economic Development to explore creation of new housing, to learn about future development plans, and to identify any barriers to the creation of new housing which could be addressed through local actions.
Office for Aging will support housing developers through providing OFA data and Age-Friendly Housing Workgroup recommendations.	COMPLETED/ONGOING OFA and the Housing Workgroup have provided the results of the 2019 Age-Friendly Community Needs Assessment and housing recommendations to local nonprofit housing developers.
Explore current networking and coordination efforts among housing developers, such as housing networking meetings, and determine if additional coordination is needed to successfully work towards increasing housing availability.	COMPLETED/ONGOING The Housing Workgroup meetings provide opportunities for networking and coordination of efforts between local partners and stakeholders with the goal of increasing housing availability.
Research innovative and feasible housing solutions.	IN-PROGRESS
Work with community partners to implement innovative housing options.	IN-PROGRESS

NEW	COMPLETED New Housing: Fairmont Park Apartment, S.E.P.P. Inc. in partnership with Two Plus Four Management, constructed 17 two-bedroom and 17 three-bedroom units in the Town of Union at the former IBM Country Club property on Watson Boulevard. The units are energy, efficient, affordable apartments with two fully accessible units.
NEW	COMPLETED New Housing: The former Henry B. Endicott school building was transformed into 61 affordable apartments in the area known as Endicott Square. Of the new units, 15 apartments are set aside for

	families who were previously homeless. On-site supportive services are provided by the YMCA.
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GOAL #2: Improve the availability of home repair and modification options for Broome County older adults.

Objective 1: Support and advocate for community agencies to obtain more funding to help seniors repair and modify their homes and explore additional home repair/modification resources, including utilizing trade schools and affordable private pay options.

Action Steps	Status Update
Identify gaps in current programs by geographic service area or types of home repair/modifications covered by available programs.	IN-PROGRESS
Work closely with community partners who provide home repair/modification to explore existing challenges and potential solutions.	IN-PROGRESS
Continuously advocate with local and state entities to communicate the need for home repair and modification funding to improve existing housing stock which supports seniors who wish to remain in their homes and communities.	IN-PROGRESS
Provide letters of support and data from the Office for Aging Community Needs Survey to community agencies when they apply for funding to help seniors repair and modify their homes.	IN-PROGRESS
Explore utilizing trade schools for home repairs and modifications.	IN-PROGRESS
Research efforts to educate homeowners about home maintenance, modifications, and hiring contractors.	<p style="text-align: center;">COMPLETED/ONGOING</p> <p>OFA worked with the Southern Tier Home Builders & Remodelers Association (STHBRA) on an article that was published in the <i>Senior News</i> about hiring contractors and avoiding scams. OFA's NY Connects staff also continuously makes referrals to local home repair and modification programs and distributes the OFA's</p>

	<p>“Weatherization and Home Repair Programs” guide, which is also available on OFA’s website. The STHBRA also continually educates the public about home maintenance and hiring contractors.</p>
<p>Explore the development of a list of common home repairs with local cost estimates where possible.</p>	<p>COMPLETED OFA explored this idea with the Executive Director of the STHBRA. A list of this kind is not realistic due to too many variables for any given project.</p>
<p>Explore ways to assist homeowners in connecting with vetted contractors and those who offer a discount to seniors.</p>	<p>COMPLETED An article on connecting with STHBRA member contractors was published in the <i>Senior News</i>. Per STHBRA, local contractors do not offer discounts to older adults.</p>
<p>Office for Aging will continue to educate the public about contractor scams through articles in the <i>Senior News</i>.</p>	<p>COMPLETED/ONGOING Articles about contractor scams are periodically published in the <i>Senior News</i>. These are often seasonal, such as “Blacktop Scams” during the warmer months.</p>
<p>Identify innovations which may assist older adults to successfully age-in-place such as home technology modifications and internet-based home monitoring options.</p>	<p>IN-PROGRESS</p>
<p>The age-friendly housing implementation group and/or Office for Aging will share any new, newly identified, expanded home repair and modification options, and in-home technology advances with the public through the printed and online “Weatherization and Home Repair Programs” guide as well as through articles in the <i>Senior News</i>, as appropriate.</p>	<p>IN-PROGRESS</p>

GOAL #3: Increase age-friendly zoning regulations in Broome County and promote age-friendly features in new housing.

Objective 1: Advocate for changes or variances to local zoning regulations to allow for age-friendly housing alternatives such as shared housing and accessory dwelling units.

Action Steps	Status Update
Create a list of age-friendly zoning changes, such as allowing for accessory dwelling units and shared housing, that would enhance the housing options available in Broome County.	IN-PROGRESS
Research and develop an inventory of current zoning regulations related to age-friendly housing options by geographic area.	IN-PROGRES
Identify current local regulations which might inadvertently impact older adults' housing options.	IN-PROGRESS
Determine a strategic approach for encouraging municipalities to allow for age-friendly zoning.	IN-PROGRESS
Reach out to local planners, municipal planning boards, municipal attorneys, and law departments to discuss the need for and benefits of zooming for age-friendly housing options and obtain support for zoning changes as needed.	IN-PROGRESS
Educate the public about local zoning and housing options. Consider development of a guide.	IN-PROGRESS

Objective 2: Work with community partners to educate housing developers about the benefits of incorporating age-friendly features in their developments.

Action Steps	Status Update
Create a list of age-friendly housing features for new developments as well as the relative cost of incorporating these features at the development stage.	IN-PROGRESS
Research and create a list of current age-friendly residential and commercial properties as models of age-friendly development.	IN-PROGRESS
Work with the Broome County Planning Department on sharing a list of age-friendly housing features with town/village planning boards and other planners in Broome	IN-PROGRESS

County. Encourage them to utilize the age-friendly housing features list during the comments stage of new developments and to provide it to all housing developers, especially those focused on creating housing for older adults.	
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Objective 1 and 2:

Action Steps	Status Update
Explore creation and implementation of a continuing education program in Broome County related to age-friendly housing options, features and zoning.	<p style="text-align: center;">COMPLETED</p> <p>OFA and Broome County Planning and Economic Development are exploring a municipal training to take place in Spring of 2022.</p>

DOMAIN #6: Outdoor Space and Public Buildings

GOAL #1: Improve the safety and public enjoyment of facilities, outdoor spaces, and programs across all of Broome County.

Objective 1: Integrate age-friendly features into county facilities and outdoor spaces.

Action Steps	Status Update
Compile a list of age-friendly best practices that can be integrated into county projects.	<p style="text-align: center;">IN-PROGRESS</p>
As capital upgrades are made to county facilities, encourage Facilities and Department of Public Works to utilize Universal Design Best Practices.	<p style="text-align: center;">COMPLETED</p> <p>Broome County Facilities has completed a number of age-friendly improvements including construction of a pavilion for outdoor programs at Northern Broome Senior Center and LED lighting at Broome West Senior Center. Additional age-friendly improvements will be made as funds are available.</p>
The Department of Public Works will complete the Broome County ADA Transition Plan.	<p style="text-align: center;">COMPLETED</p>

Encourage County Facilities to address needs identified in the Age-Friendly Communities Broome County Facilities Self-Assessment Tool.	<p style="text-align: center;">ON-HOLD Implementation impacted by the COVID-19 pandemic.</p>
Support the Broome County Planning Department’s efforts to develop a facilities master plan.	<p style="text-align: center;">IN-PROGRESS</p>
Determine if there is a need for more age-friendly benches with back and armrests at County facilities.	<p style="text-align: center;">IN-PROGRESS</p>
OFA will pursue funding for intergenerational playground equipment for Otsiningo Park.	<p style="text-align: center;">IN-PROGRESS</p>
Ensure that all County facilities have adequate signage for visitors.	<p style="text-align: center;">IN-PROGRESS</p>
Provide more pedestrian and bicycle amenities at County facilities including bike racks and pedestrian crossings.	<p style="text-align: center;">IN-PROGRESS</p>

NEW	<p style="text-align: center;">COMPLETED</p> <p>African Road Park in Vestal now has intergenerational swings. Recreation Park in Binghamton has “Our Spot,” an accessible playground and sensory garden, an accessible Liberty Swing, and a tandem swing. Dorchester Park has started accessibility upgrades for the beach and boat launch.</p>
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Objective 2: Enhance age-friendly programming at the county.

Action Steps	Status Update
<p>Increase programming accessibility by working with BC Transit to determine the feasibility of offering periodic excursion buses to County parks and events.</p>	<p>COMPLETED/ IN-PROGRESS OFA and BC Transit are working together on an excursion bus pilot program to start in summer 2022. Rural Health Network is also pursuing a grant that would provide periodic excursion buses.</p>
<p>Identify opportunities for matinee shows at the Forum and the Arena.</p>	<p>ON-HOLD Implementation impacted by the Covid-19 pandemic.</p>
<p>Work with community groups to organize intergenerational activities.</p>	<p>COMPLETED OFA is part of an intergenerational programming workgroup which is planning a number of initiatives in Johnson City, which then may be replicated in other parts of Broome County. The workgroup consists of Johnson City Community Schools, Johnson City Senior Center, Binghamton University, and Sarah Jane Johnson Memorial United Methodist Church.</p>
<p>Work with the Binghamton Metropolitan Transit Study to develop Bicycle Safe Routes for their Bicycle Plan.</p>	<p>IN-PROGRESS</p>
<p>Where feasible, establish a community garden program at senior centers and Willow Point.</p>	<p>COMPLETED Flower beds were built for the residents of Willow Point. There are already garden beds at Northern Broome Senior Center. In the past, there were garden beds at Eastern Broome and North Shore Towers Senior Centers so OFA will explore whether there is an interest in bringing these back.</p>

Objective 3: Promote age-friendly concepts for utilization by local Broome County municipalities when improving their outdoor spaces and public buildings.

Action Steps	Status Update
Share the list of Age-Friendly Best Practices with Broome County municipalities and encourage utilization when capital upgrades are made.	IN-PROGRESS
The Planning Department will host a municipal training about age-friendly best practices.	IN-PROGRESS

GOAL #2: Improve public knowledge of Broome County facilities and programs.

Objective 1: Publicize information about facilities, activities, and discount programs throughout Broome County.

Action Steps	Status Update
Exploring utilizing community volunteers as guest speakers at the senior centers and to community organizations to educate the public and encourage use of County assets.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Identify ways to cross-promote county facilities between departments.	ON-HOLD Implementation impacted by the Covid-19 pandemic.
Publicize activities and event discount programs available to older adults in the <i>Senior News</i> and encourage other local publications and agencies to spread the word.	COMPLETED The <i>Senior News</i> now features a monthly “Mark Your Calendar! Upcoming Community Events” article featuring a wide variety of activities in Broome County. The <i>Senior News</i> also ran a feature on senior discounts at Broome County Parks in the summer.

NEW	COMPLETED OFA offers a monthly Nature Walking Club to replace the previous hiking club in order to attract more participants.
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NEW

COMPLETED

OFA requested and obtain a senior discount for the Binghamton Bridge Pedal 2021. The event and senior discount were publicized in the *Senior News*.

DO YOU KNOW OF ANY AGE-FRIENDLY IMPROVEMENTS HAPPENING IN BROOME COUNTY?

Let us know by calling 607-778-2411 or by emailing OFA@BroomeCounty.US