

Advocating for Older People & Adults with Disabilities in the Atlanta Region

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Atlanta Regional Commission
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Atlanta Regional Commission

- Area Agency on Aging **and** Regional Planning Organization
- 10 counties - 700,000 residents aged 60+
- Focus Areas:
 - Land Use
 - Natural Resources
 - Transportation
 - Workforce
 - Research and Analytics
 - Aging and Independence Services



Lifelong Communities

- Promote housing & transportation options
- Encourage healthy lifestyles
- Expand access to services



ARC's Role in Aging & Disability Advocacy

- Educate and inform public, partners, and decisionmakers
 - Data about needs, services, funding
 - Policy briefs
 - Success stories
- Collaborate with partners - local, state, national
 - Advisory Committee on Aging
 - Council of Advocates for Georgia's Elderly (CO-AGE)
 - National Association of Area Agencies on Aging (n4a)
- Convene others in learning exchanges
 - Empowerline Forum Series
 - Lifelong Communities Partnership

How

- **Reframe** how you talk about aging
- **Share** information widely
- **Engage** in meaningful conversations
 - Social Media
 - Civic Dinners
- **Provide** clear, specific, and relatable information, actions, and solutions
 - Example: ARC Policy Briefs outline key issues and potential solutions
- **Demonstrate** what it means

Reframing Aging

In everything we do



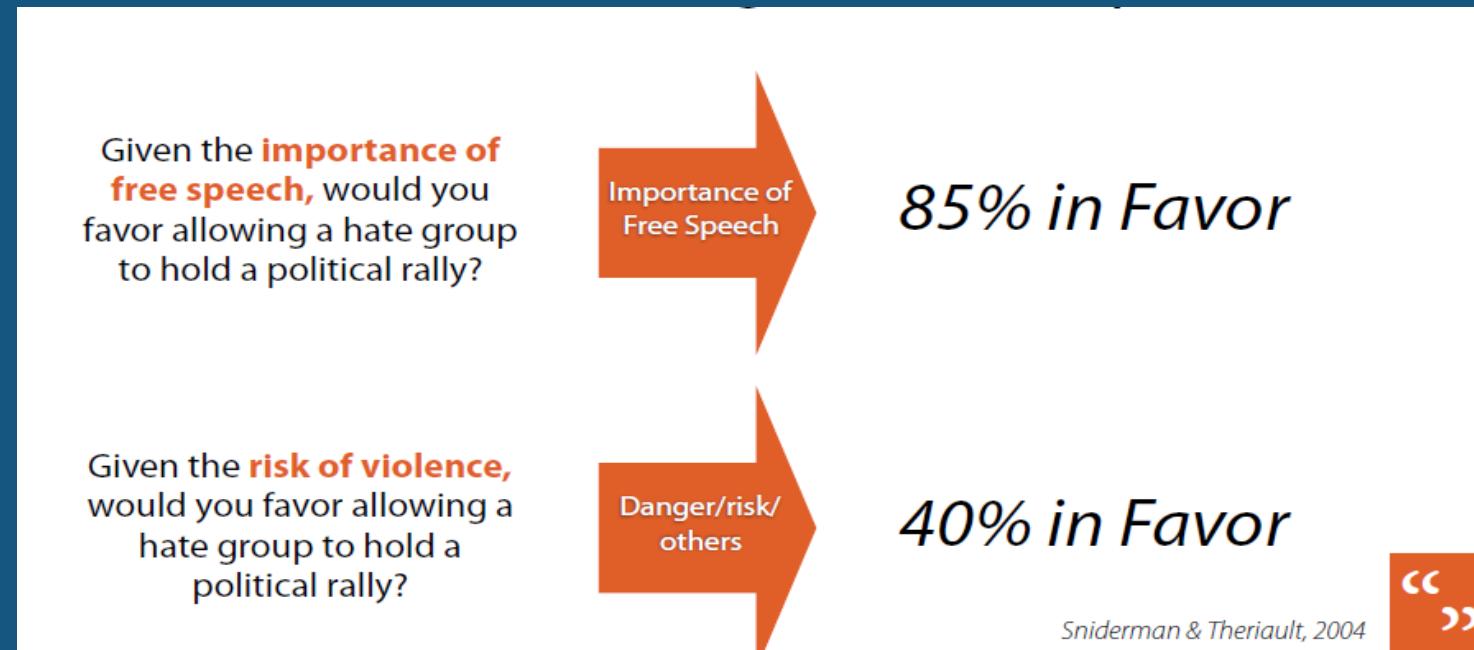
Theory of Change



Nat Kendall Taylor – Frameworks Institute

Why Does Framing Matter?

- The frame you're exposed to influences the way you think.



- BUT what you say, might not be **what they think**.

Your Frame MATTERS

What ageist comment did you hear today?

- Are you sitting here, young lady?
- It's a tsunami of older people.
- I'm having a senior moment.

What's another way to say it?

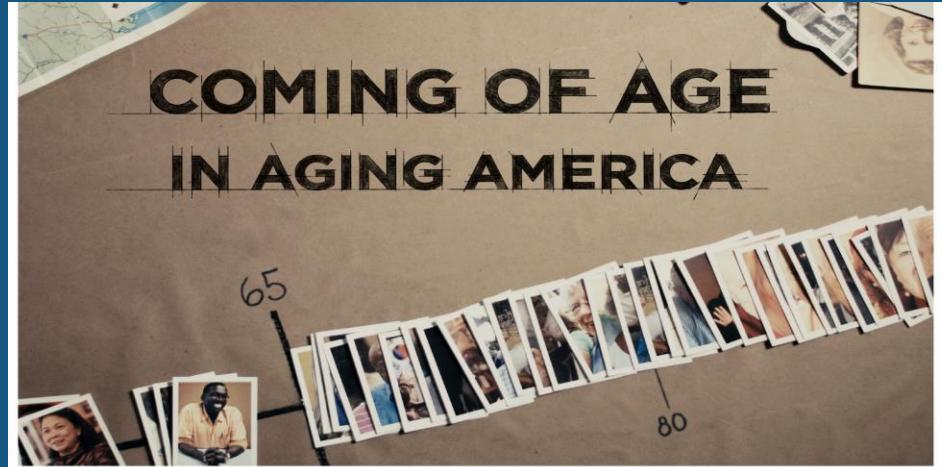
Are you sitting here [ma'am]?

We are aging as a society

Just don't say it! Or "I just forgot"

For more background and strategies, visit the FrameWorks Institute's Gaining Momentum Communications Toolkit: <http://frameworksinstitute.org/toolkits/aging/>

Screening of *Coming of Age in Aging America*



Never in human history have so many lived for so long. What will it mean for all of us to grow up, live and age in a society where half the citizens are over the age of 50? What might this look like in metro Atlanta, home to one of the fastest growing older adult populations in the country.

The Atlanta Regional Commission invites you to attend the debut event for *Vital Pictures' Coming of Age in Aging America*. This documentary, much of it shot in the metro area, explores the demanding reality of this permanent transformational phenomenon.

Wednesday, June 28, 2017

4:00 p.m. Reception with filmmakers from Vital Pictures
5:00 p.m. Screening
6:00 p.m. Panel Discussion

The Loudermilk Conference Center
40 Courtland Street NE, Atlanta, GA 30303

This event is complimentary.
RSVPs are required.

RSVP at <https://agingamerica.eventbrite.com>

To learn more about the Coming of Age project visit www.theagingamerica-project.com.

Engaging Partners

Reframing Aging Workshop

- Designed to catalyze collective impact
 - ARC and partner agencies participated in shared learning on Toolkit's research and strategies

- Reframing Workgroup
- Build capacity of region to Reframe Aging
 - Core working group created PowerPoint slides, metaphor and other tools to assist with uniform communications across agencies
 - Work shared widely across region

Internet and Social Media

empowerline





At ARC, we're designing an
age- and ability-friendly region for
all residents.

Meet empowerline

empowerline

WELL DESIGNED WELL BEING

POWERED BY ARC

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I'm looking for...



Well designed,
well being

Empowerline is the front desk for people who need help navigating life changes and surprise obstacles.

The Atlanta region thrives when our homes, health, and communities are priorities. We partner with a trusted network of community services and healthcare providers to help you live your best life.

Let us help you make healthy and informed decisions. Our free and certified phone counselors and helpful online resources are available



Helping you make informed life decisions

“I live so far from Mom. **I sometimes worry** whether she’s doing okay at home.”

“I have diabetes. I want to learn to **manage my health** and still do the things I love.”

“I love my home, but it’s getting to be a lot to manage. **Where can I find help?**”

Blog Posts



Smart Growth: Why You May Want Apartments in Your Neighborhood

BY MARY BLUMBERG POSTED FEBRUARY 13, 2019 IN YOUR COMMUNITY



During a recent visit, my friend Deb felt very disgruntled with the mayor of her city. "He said my town's new proposed development is 'Smart Growth', but it is really just a way to add more apartments in our community." No one likes to be deceived, but was Deb misled by her mayor?

Deb, like so many people, is uncomfortable with apartments being located too close to her neighborhood filled with traditional, single-family homes. She fears declining property values, increased traffic, and the lack of privacy.

Social Media

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Engage in Meaningful Conversations

Reimagine Aging Civic Dinners



Three Big Goals

1. **Offer** meaningful engagement opportunities, no matter the plan cycle, and generate output that we can use
2. **Facilitate** conversations that matter
3. **Broaden** the reach of ARC and engage new voices



ARC

Atlanta Regional Commission

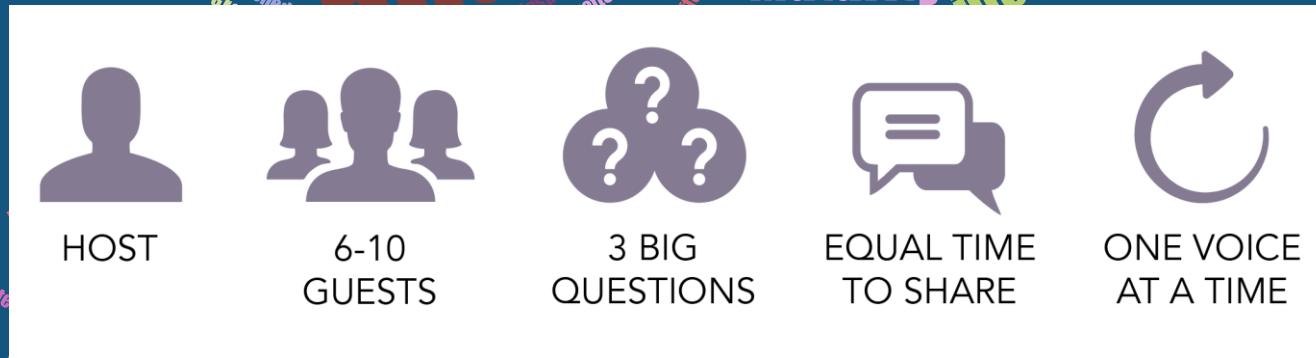
JOIN US ^{AT} THE TABLE

Bringing new voices to the regional planning table



Reimagine Aging

How a Civic Dinner Works



TO HOST OR ATTEND: www.civicdinners.com/ARC-aging

Guest Quotes about their Experience

How easy it was to share with complete strangers about a subject that will eventually (hopefully) affect us all

How everyone's input was related even when talking about very different things. It shows how wide and deep cultural representations of aging exist

I serve in the Senate. Aging is an issue that is a challenge for the state of Georgia and I'm interested in helping craft policies and budget approaches to address our rapidly aging population so this dinner is quite interesting to me. Thanks so much for launching this initiative!

Policy Briefs



Policy Briefs To-Date

- Metro Atlanta's Senior Housing Shortage
 - Homeownership Challenges
 - Affordable Rental Housing Shortage
- Transportation Issues for Older Adults
- Supporting Caregivers

Present Clear Information

- Outline the issue
- Work with community
- Provide solutions that are effectively framed
 1. Concrete: specific
 2. Collective: systemic, shared
 3. Causal: show process, connect to problem
 4. Conceivable: feasible
 5. Credible: people see in it themselves

The image shows two side-by-side policy briefings from the Atlanta Regional Commission (ARC). Both briefings have a light blue header bar with the ARC logo and the title 'POLICY BRIEFING'. The top briefing is dated 'JANUARY 2018' and the bottom one is dated 'January 2018'. The top briefing is titled 'Transportation Issues for Older Adults' and is divided into 'THE CHALLENGE' (with a green background), 'BACKGROUND' (with a grey background), and 'SOLUTIONS' (with a light green background). The bottom briefing is also titled 'Transportation Issues for Older Adults' and is divided into 'STATE-LEVEL SOLUTIONS' (with a light green background), 'LOCAL SOLUTIONS' (with a grey background), and 'Contact information' (with a light blue background). Both briefings contain text and small images related to transportation issues for older adults.

ARC POLICY BRIEFING
JANUARY 2018

Transportation Issues for Older Adults

THE CHALLENGE

We all need reliable transportation options, whether it's getting to work or running errands. As we age, our abilities change, affecting everything from our ability to care for ourselves to our ability to work. Yet an ARC survey found that more than half of Metro Atlantans aged 60 and older frequently lack transportation options.

BACKGROUND

Metro Atlantans are living longer lives, and the older adult population is growing rapidly. According to the U.S. Census Bureau, the number of people aged 65 and older in the United States is projected to grow from 46 million in 2010 to 71 million by 2020. This growth is particularly pronounced in the South, where the number of older adults is expected to increase by 40% over the next decade.

While many older adults are driving less often, they still rely on their cars for a number of factors can negatively affect their ability to drive, including loss of vision, weaker muscles, reduced flexibility, and decreased cognitive function.

Atlanta is predicted to have the worst traffic in the nation for older adults. In fact, Atlanta is projected to have the worst traffic in the nation for older adults by 2020, according to the U.S. Census Bureau.

The loss of ability to drive is associated with increased risk of depression among older adults. Furthermore, challenges with finding transportation options result in physical isolation. Older adults who live alone are at greater risk for falls, injuries, and death.

ARC POLICY BRIEFING
January 2018

SOLUTIONS

Improving transportation access for older adults and people with disabilities can be accomplished in a number of ways, including addressing state and local governmental policies and service provider protocols and procedures. Changes are needed to remove barriers related to infrastructure, amenities, affordability, safety, and security for all users.

STATE-LEVEL SOLUTIONS

- Support a comprehensive assessment of current transportation resources and existing gaps, to guide coordination across jurisdictions and maximize available funds and service delivery.
- Increase funding and regulatory flexibility to develop and expand local transportation options, including voucher programs that provide tickets or coupons in exchange for a ride, public transportation, smart technology, and collaboration with ride-hailing services.
- Ease statutory restrictions on transportation funding by allowing revenues to go toward a wider array of projects and service operations, such as public transportation and bike and pedestrian infrastructure.
- Adequately fund programs that enable people to find transportation options that meet their needs, such as web-based trip planning tools (e.g., SimplyGetThere.org) and trained Aging & Disability Resource Connection (ADRC) counselors.

LOCAL SOLUTIONS

- Include the disability and older adult communities in all transportation planning efforts.
- Identify — and prioritize for service — areas where large concentrations of older adults lack transportation options.
- Provide expanded transportation options such as volunteer driver programs, voucher programs, ride-hailing services, special shuttles to destinations frequented by older adults, and safe, publicly-supported bike share systems with accessible and inclusive options like electric assist bikes (E-bikes), handcycles, and adult tricycles (trikes).
- Expand and improve accessibility of existing options through measures such as: improving lighting, seating, and shelter at transit stops; providing and maintaining quality sidewalks, paths, and trails; increasing ADA accessibility within walking and biking distance of stops/stations; providing Travel Training to increase understanding and usage of available options; and offering discount fares for populations for whom transit fares are a hardship.

Contact information
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Atlanta Regional Commission | International Tower | 229 Peachtree St. NE, Suite 100 | Atlanta, Georgia 30303 | atlantaregional.org

Demonstration Projects





Sweet Auburn

LIVING BEYOND EXPECTATIONS

Hey Atlanta! Let's make Sweet Auburn even sweeter!

Experience a Two-Day Street Transformation Featuring:

Pop-up Shops • Outdoor Cafés • Live Music • Local Food
Bike Lanes • Community Art • Celebrations of the History
of the Old Fourth Ward & "Sweet" Auburn

June 19th

Planning
Academy

June 20th

Hands-on Lab
& Build-Out!

June 21-22nd

Temporary Street
Transformation



Tactical Urbanism: *if you build it, they will come.*



Thank you!

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- Contact Katie Perumbeti
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470.378.1663
- www.atlantaregional.org
- www.empowerline.org
- Civic Dinners: www.civicdinners.com/ARC-aging
- Reframing Aging Gaining Momentum Toolkit:
<http://frameworksinstitute.org/toolkits/aging/>