How to Mobilize and Turn Volunteers Into Leaders in Your Community

Rebecca Delphia
AARP Livable Communities
Aging America

PERCENT OF POPULATION AGE 65+

<table>
<thead>
<tr>
<th>Range</th>
<th>States</th>
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<tbody>
<tr>
<td>0-10</td>
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<tr>
<td>10-12.5</td>
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<td>12.5-15</td>
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<td>15-17.5</td>
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<td>22.5-25</td>
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<td>25-27</td>
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Source: US Census
Aging Florida

Source: Census 2010, Prepared by AARP Research Center.

Percent Population 65+ 2010
- 21% or more
- 18% to 21%
- 15% to 18%
- 12% to 15%
- Less than 12%
Aging Florida

Elderly in U.S. Are Projected to Outnumber Children for First Time

Census Bureau predicts milestone will be hit within 17 years

By Paul Overberg and Janet Adamy
Updated March 13, 2018 9:13 p.m. ET

People over 65 years old would outnumber children by 2035, a first in U.S. history, according to updated projections released by the Census Bureau on Tuesday.

The milestone would be the latest marker of the nation's aging, which has accelerated with baby boomers’ move into their senior years and recessionary effects on births and immigration over the past decade.

March 13, 2018
A 10-year American child today has a 50% chance of living to 100+. 
A livable community is one that is safe and secure, has affordable and appropriate housing and transportation options, and has supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents’ engagement in the community’s civic, economic, and social life.
Older people want to live in the community they call home

8 of 10 ADULTS age 50 and older want to stay where they live

77% Strongly agree with the statement, “I would like to remain in my community as long as possible.”

76% Strongly agree with the statement, “I would like to remain in my current home as long as possible.”

Source: 2018 AARP Home and Community Preferences Survey: A National Survey of Adults Age 18+
Millennials and baby boomers have similar preferences for walkable, mixed-use neighborhoods.

Age doesn’t define us

- Well maintained, safe and accessible streets: 80%
- Conveniently-located grocery stores: 82%
- Safe Parks: 83%
- Well-maintained health care facilities: 87%

Source: 2018 AARP Home and Community Preferences Survey: A National Survey of Adults Age 18+
Are communities ready?

American homes have traditionally been designed and built for able-bodied 35 year olds.

For the past 50 years, communities have developed around motor vehicles as the principal form of transportation.
Volunteer Engagement in Livable Communities

- Provide a credible presence within each community
- Deliver knowledge of the community’s history
- Bring networking resources, including knowledge, skills and contacts
- Offer issue-area expertise
- Inspire and motivate people to improve communities
- Build capacity for community and state initiatives
Models for Volunteer Engagement

- Community Volunteers
- Issue Area Volunteers
- Community Volunteer Leaders
- Statewide Volunteer Leaders
- Service Year Members
Models for Volunteer Engagement

• **Community Volunteers**
  • Volunteers around the country coordinate and support Livable Communities advocacy and programmatic priorities through events and outreach activities.

• **Issue Area Volunteers**
• **Community Volunteer Leaders**
• **Statewide Volunteer Leaders**
• **Service Year Members**
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- Statewide Volunteer Leaders
- Service Year Members
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- Community Volunteers
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- **Statewide Volunteer Leaders**
  - Volunteer leaders can play an important role in coordinating and supporting livability work throughout their state.
- Service Year Members
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- **Service Year Members**
  - Service Year Members — volunteers who dedicate a year of full-time service to an organization — can be engaged in efforts to increase capacity to accomplish livable communities goals without over-extending budgets.
Half of the 50+ adult survey respondents said that it is extremely or very important for older adults to have volunteer opportunities that allow them to actively engage in their community.

Top three volunteer opportunity features for people age 50+

- Transportation to and from volunteer activities for those who need it
- Opportunities for older adults to participate in decision-making bodies such as community councils or committees
- A range of volunteer activities to choose from
Tips for Engaging 50+ Volunteers

1. Consider how to leverage their skills and experience.
2. Professional associations can be helpful for recruiting professionals – or retired professionals – with specialized skill sets. People who show up at meetings and events related to your issue area may wish to get involved in other ways.
3. By offering a range of opportunities, people can choose how they’d like to take part in a community effort or program.
4. Utilizing proven volunteer engagement practices is essential, regardless of a person’s age.
5. Show how their contributions impact the community and make it a better place by solving challenges and inspiring change.
What we do, we do for all
AARP Florida and Role of Livable Community Ambassadors

Laura Cantwell

AARP Florida
Statewide Efforts

Safe Mobility for Life Coalition
www.safeandmobileseniors.org

Pedestrian & Bicycle Coalition
Alert Today/ Alive Tomorrow
www.alerttodayflorida.com

Florida Transportation Plan (FTP) and Strategic Intermodal System (SIS) Policy Plan
http://floridatransportationplan.com
AARP Walk Audit Toolkit
Walk Audit Example: Broward MPO

Join Us for a **Walking Audit** in the City of Deerfield Beach!

Walk with us to evaluate Dixie Highway, provide a community perspective and help us identify ways to improve this corridor.

**WHY**
- Walking audits help identify concerns regarding safety and access for those who walk and bike.
- Help us transform it into a Complete Street™.
- A street designed for all modes of transportation.

**WHEN + WHERE**
- **Date:** Saturday, November 3, 2018
- **Time:** 9:00 a.m. - 11:00 a.m.
- **Meeting Location:** HTC Community Center
  50 Hillsboro Technology Drive,
  Deerfield Beach, FL 33441

**DETAILS**
- Walking distance will be approximately 1 mile with water and snacks provided. This is an outdoor event so please be sure to wear sunscreen and comfortable shoes.

**RSVP**
- For more information about the walking audit, including a route map, please visit [Browardmpo.org/walking-audit](http://Browardmpo.org/walking-audit). Please contact Stephanie Garcia at garcias@browardmpo.org for more information.

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For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 671-0306 or ryanc@browardmpo.org.
AARP Network of Age-Friendly Communities

Coral Gables
Cutler Bay
Dunedin
Fort Lauderdale
Hallandale Beach
Hollywood
Lakeland
Longwood
Miami
Miami-Dade County
Miami Lakes
Palmetto Bay

Pembroke Pines
Pinecrest
Pinellas County
Pompano Beach
Sarasota County
Satellite Beach
St. Petersburg
Tallahassee
Wilton Manor
Winter Haven
New Port Richey
Models for Volunteer Engagement

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  - Volunteer leaders can play an important role in coordinating and supporting livability work throughout their state.
- Service Year Members
Broward cities join AARP 'Age-Friendly Communities'

By Helen Wolf - Contact Reporter
South Florida Sun-Sentinel

Cities that accommodate all residents as they grow up and grow old are joining a global movement of age-friendly communities. Locally, Fort Lauderdale, Hallandale Beach and Hollywood are among Broward County cities that have joined the AARP Network of Age-Friendly Communities.

The goal is to encourage the growth of well-designed, livable places. People will stay healthy and active if they can get around easily and access services, health and recreation.

"What's good for an 80-year-old is good for an 8-year-old," said Ken Reinhardt, an AARP executive council member and volunteer. For instance, damaged or missing sidewalks hinder a teen on a skateboard as well as seniors.

"It's not a matter of catering to seniors but allowing them to be able to stay engaged in the community," Reinhardt said.
<table>
<thead>
<tr>
<th>Coral Gables</th>
<th>Pembroke Pines</th>
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<tbody>
<tr>
<td>Cutler Bay</td>
<td>Pinecrest</td>
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<tr>
<td>Dunedin</td>
<td>Pinellas County</td>
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<tr>
<td>Fort Lauderdale</td>
<td>Pompano Beach</td>
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<td>Hallandale Beach</td>
<td>Sarasota County</td>
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<td>Hollywood</td>
<td>Satellite Beach</td>
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<td>Lakeland</td>
<td>St. Petersburg</td>
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<td>Longwood</td>
<td>Tallahassee</td>
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<td>Miami</td>
<td>Wilton Manor</td>
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<td>Miami-Dade County</td>
<td>Winter Haven</td>
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<tr>
<td>Miami Lakes</td>
<td>New Port Richey</td>
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<tr>
<td>Palmetto Bay</td>
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Resources
Age-Friendly Sharing Symposium
AARP.org/LivabilityIndex
AARP Community Challenge

AARP.org/CommunityChallenge
Publications and Online Resources

AARP.org/Livable
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- Statewide Volunteer Leaders
- Service Year Members
Age-Friendly Ambassador Greater Orlando

Jerome Williams
AARP Florida Executive Council
## Dangerous by Design 2016: Florida

### Most dangerous metro areas for people walking based on PDI, 2016

<table>
<thead>
<tr>
<th>2016 rank</th>
<th>Metro area</th>
<th>2016 PDI</th>
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<tbody>
<tr>
<td>1</td>
<td>Cape Coral-Fort Myers, FL</td>
<td>283.1</td>
</tr>
<tr>
<td>2</td>
<td>Palm Bay-Melbourne-Titusville, FL</td>
<td>235.2</td>
</tr>
<tr>
<td>3</td>
<td>Orlando-Kissimmee-Sanford, FL</td>
<td>234.7</td>
</tr>
<tr>
<td>4</td>
<td>Jacksonville, FL</td>
<td>228.7</td>
</tr>
<tr>
<td>5</td>
<td>Deltona-Daytona Beach-Ormond Beach, FL</td>
<td>228.2</td>
</tr>
<tr>
<td>6</td>
<td>Lakeland-Winter Haven, FL</td>
<td>200.6</td>
</tr>
<tr>
<td>7</td>
<td>Tampa-St. Petersburg-Clearwater, FL</td>
<td>192.0</td>
</tr>
<tr>
<td>8</td>
<td>Jackson, MS</td>
<td>189.6</td>
</tr>
<tr>
<td>9</td>
<td>Memphis, TN-MS-AR</td>
<td>153.3</td>
</tr>
<tr>
<td>10</td>
<td>North Port-Sarasota-Bradenton, FL</td>
<td>148.2</td>
</tr>
<tr>
<td>11</td>
<td>Miami-Fort Lauderdale-West Palm Beach, FL</td>
<td>145.1</td>
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What makes a community a great place to live?

The 8 Domains of Livability

- Community Support & Health Services
- Outdoor Spaces & Buildings
- Transportation
- Communication & Information
- Civic Participation & Employment
- Respect & Social Inclusion
- Social Participation
- Housing
Age Friendly Ambassador Training
What is the most valuable feature in your community?

When poll is active, respond at PollEv.com/agefriendlyfl. Text AGEFRIENDLYFL to 37607 once to join.
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Complete Streets St. Petersburg

Brian Kelly, AARP Volunteer Advocate
AARP Volunteer Background

Became interested in advocacy on behalf of seniors. This has taken a few forms.

Worked with AARP lobbying team in Tallahassee to present AARP stance on key bills affecting seniors, e.g. consumer loans, utility service interruptions, elder abuse to legislators.

Florida Utility Ambassador role: study electric utility ratemaking, storm hardening, resiliency with goal of understanding upcoming legislation.

Age-friendly workshop and neighborhood listening sessions.

Complete Streets St. Petersburg

Volunteers + Area(s) of Interest + Study + Team Organization = Successful Volunteer Effort.
Worldwide effort to create transportation systems that work for pedestrians, bicyclists, and vehicles equally.

Complete Streets Committee

- Monthly meeting at City Hall to discuss a range of topics, e.g. bike project updates, e.g. MLK, bus stop placement, long range transportation planning.
- Make recommendations, provide feedback.
- Composed of City Transportation staff, representatives from CONA, AARP, Dept. of Health, Police, and guest speakers, e.g. PSTA.
- The City has been presenting the master plan in a series of meetings for the last year.
- Upon adoption of this Plan, the CSC will continue to meet and provide guidance on the development of complete streets projects within St. Petersburg.

Goal as volunteer: become a SME in order to follow the program through its 5 year history and communicate to AARP management how the program contributes to livable community goals.
• 432 Infrastructure recommendations made across the city over a 10+ year period.
• 216 additional bike route miles; 54 additional trail miles.
• Major elements of the Draft Plan: modal priority maps, desired speed tables, context zones, project phasing maps.
• PSTA projects: Bus rapid transit, electric buses, autonomous buses.
• Recommendations for major streets – speed reduction, bike lanes, wider sidewalks, more crosswalks, better lighting, intersection improvements.
• A chance to make useful contributions to ongoing policy.
Dr. Martin Luther King, Jr. Pilot Project

- Mixed use connector: pedestrians, bicycles, vehicles.
- Project scope: 34th Ave. → 5th Ave. N.
- One southbound lane eliminated to allow space for bike lanes and medians.
- Traffic volume, crash history analyzed.
- 6 additional crosswalks planned with parallel neighborhood greenway.
- Project began with neighborhood workshops. Speed reduction a major point.
- Goal to reduce average speed from 45 mph to 25 to 30 mph,
- A challenge to balance residential and business needs.
- In test phase now with lane markings only.
- A template for subsequent efforts.
Complete Streets in the Community

- A project to install a diverter at 7th Avenue North and 31st Streets.
- Traffic calming measure intended to prevent jackrabbit sprints from 5th Ave. N. → 7th Ave. N.
- Requested by local residents, similar to many Complete Streets projects.
- City creates proposed design.
- Neighborhood comment, Test phase, revision if called for, implementation.
SAFE STREETS NOW

VISION ZERO

ONE TRAFFIC DEATH IS TOO MANY
VISION ZERO IN HILLSBOROUGH COUNTY TODAY

Started from Citizen Advocacy

High School Student Video Contest

- 32 entries
- 78 participants
- 7 high schools

- Goal: Peer-to-peer messaging
- Judges: Hillsborough Community College Media Production Class

A collaboration of:
<table>
<thead>
<tr>
<th>VISION ZERO</th>
<th>ZERO</th>
<th>We get what we build for</th>
<th>Traffic violence is a public health crisis</th>
<th>Storytelling is central</th>
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<tr>
<td>is a national movement</td>
<td>is the right number</td>
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<tr>
<td>Reducing speeds is critical- and possible</td>
<td>Implementation &amp; enforcement must be equitable</td>
<td>Data isn’t a one-way street</td>
<td>Not just about individual drivers</td>
<td>Ensure everyone has a voice</td>
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The Vision Zero Coalition
wide range of people and professions

...and growing
What is Vision Zero – National Expert Action Track Teams – Breakout Brainstorming

• Paint Saves Lives
  pop-up street design interventions

• One Message, Many Voices
  communications and engagement

• Consistent & Fair
  Enforcement

• The Future Will Not Be Like the Past
  roadway design standards and culture change
Vision Zero Workshop 2

“Consistent & Fair” Team

- On-Street Audit
- Action Track Teams – Refine Action Plan

Tampa Bay Times, February 1, 2017: “Hillsborough planners take to streets to study pedestrian safety”
Vision Zero Workshop 3

• Paint temporary green bike lane
• Draft Action Plan – prioritize strategies

“Paint saves lives” Team
Engage victims of traffic violence and their families
Approve Final Action Plan
Consistent & Fair

Vision Zero Corridor Engagement & Community Organizing

- King High School
- Islamic Society Mosque
- City of Temple Terrace
- University Community Center
- Local pastors
Paint Saves Lives

Seminole Heights

CLEVELAND ELEMENTARY SCHOOL
MURAL PAINTING DAY!

Join us as we paint the winning student's mural design on the street in front of the school!

Sat. December 15th
10 AM - NOON
723 E. Hamilton Ave.

Refreshments and snacks will be provided.

For further information please contact
torresg@plancom.org

VISION ZERO
One Message, Many Voices
Where does Vision Zero go from here?

Hold Quarterly Meetings:
- August 28, 2018
- November 29, 2018
  - 6pm-8pm
  - River Room, Julian B. Lane
- February 2019
- May 2019

Form Executive Committee:
- Speakers
- Heroes
- Events
- Heartache
Speakers
Heroes

Top 20 Severe Crash Corridors in Hillsborough County (2012 - 2016) All Modes

1. Brandon Blvd from Valleybrooke Dr to Green Rd (7.06 miles)
2. North 50th St from Manor Rd to 53rd Ave (1.26 miles)
3. Gibbons Ave from Flatwood Rd to Brooke Ave (0.9 miles)
4. Northwest 18th St from 20th Ave to 26th Ave (0.83 miles)
5. Northwest 17th St from 14th Ave to 19th Ave (0.75 miles)

Be a Vision Zero hero! Remember drivers, every passenger and person walking or cycling is someone’s loved one. Take the Vision Zero Safety pledge:

- Stay calm
- Pay attention
- Slow down
- Travel sober

Vision ZERO: Zero traffic deaths, 10% impact numbers

American Planning Association Florida Chapter

Safe & Sound Hillsborough
Events
Heartache

Saturday, October 20
Walk of Silence 2018
Franklin Street between Jordan & Whiting
Vision Zero Hillsborough

The heartache never ends...

Lexus, Laura's 12-year-old, was killed May 27, 2018, both victims of preventable traffic crashes. Laura 12
marks the summer to die in Hillsborough County this year, yet she is not being punished by her
mother in the lucrative business model where they were struck and killed by speeding teenagers. Lea
12, who was 18 months old, was killed May 1 by an out-of-control driver in the wrong lane. Her
university-bound 18-month-old was killed. Lea 12 was riding a bicycle with her mom, and another
18-month-old baby fell 12 feet from a window. They were riding bikes together. Lea 12 was
sheepishly going to her friend's birthday party.

Breathing Down Heartache

TOGETHER, WE WILL DRIVE DOWN HEARTACHE!
WHAT VOLUNTEERS CAN DO

• Join the Vision Zero Coalition
• Participate in upcoming events (listed on webpage)
• Distribute the Action Plan & Let Their Voices be Heard Video
• Follow our Facebook page
• Visit the Vision Zero webpage:
  • Sign the Vision Zero Pledge
  • Share Your Story
  • Book a presentation
• Sponsor a future painted intersection or outreach material production
Contact Information

Gena Torres
Executive Planner

[Email Address: torresg@plancom.org]  813.273.3774 x357

[Website: planhillsborough.org]

All incoming and outgoing messages are subject to public records inspection.

Visit the Vision Zero Hillsborough Webpage
http://www.planhillsborough.org/vision-zero/

Follow us on Facebook!
Vision Zero Hillsborough