

**SENIOR TRANSPORTATION COALITION**

**Thursday, December 3, 2015**

**1:30 pm - 3:00pm**

**Pathways Hospice, Long's Peak Room  
305 Carpenter Rd. Fort Collins, CO**

**AGENDA**

**STC Chair Updates**

Thomas

1. Welcome and introductions
2. Review of Meeting Notes (November)
3. Chair Update
  - Larimer County Senior Transportation
  - Senior Travel Training Program

**4. Discussion Items:**

- DriveSmart Community Discussion/Volunteers
- AARP Walkability Study
- AARP Network of Age Friendly Communities  
Larimer County Designation
- Senior "Rebranding"

Warring  
Stevens

Mason  
Warring

**5. Member Updates**

**6. Next STC meeting – TBD**

**7. Adjourn**

# SENIOR TRANSPORTATION COALITION

NOVEMBER 2015

1:30 P.M.

PATHWAYS HOSPICE - 305 CARPENTER ROAD- LONGS PEAK ROOM

## MEETING NOTES

<b>ATTENDEES:</b>	Gary Thomas, Chair	Ruth Fletcher-Carter	Mary Finn-Warring, Co-Chair
	Katy Mason	Diane Smith	Earl Stevens
	Lisa Hayes		

## STC Chair Updates

<b>MEETING NOTES</b>	Thomas called for motion to approve, Fletcher-Carter motioned to approve as written. Notes were approved as written.
<b>UPDATES</b>	<u>County-Wide Transportation Plan</u> – Online survey/needs assessment currently underway – county will pursue more outreach in early 2016. Mason added that \$100K had been added as a line item to the county budget and was approved for study of unincorporated LC area transportation needs. Survey is first step – implementation plan is desired outcome of work.

## Discussion Items

<b>SENIOR TRAVEL TRAINING</b>	<p><u>Berthoud</u> – Fletcher-Carter shared that 12 participants attended last training – rated experience very highly and found it useful. Same group interested in same type of outing for Bustang trip. Currently looking into scheduling Spring and Fall 2016 trainings.</p> <p><u>Loveland</u> – Thomas shared that discussions had gone well and training is being advertised for Jan., Feb. &amp; March training sessions. The route will go from COLT to FLEX to MAX and then downtown for lunch at Enzo's. The Loveland senior advisory board is also interested in a training session. Geena Debelle is the senior center contact for the training sessions.</p> <p><u>Next Steps</u> – Fletcher-Carter shared that there has been some confusion at Enzo's and that not all servers are aware of senior lunch &amp; learn arrangement. Enzo's has honored advertised price but may want to double check. Warring will call contact @ Enzo's to confirm.</p>
<b>STC MEMBER SURVEY</b>	Thomas reviewed survey results. 11 responses/Overall consensus of staying as is with more emphasis on project coordination with other agencies. Suggested activities/projects include public awareness work, special events to bring agencies together and private business outreach.
<b>AARP WALKABILITY STUDY</b>	Stevens shared that the day was successful - approx. 1.5 hour walk that revealed multiple issues to correct. Final report due in next few weeks. In interim, AARP Livability fact sheets are good reference @ <a href="http://www.aarp.org/livable-communities/info-2014/livable-communities-fact-sheet-series.html">http://www.aarp.org/livable-communities/info-2014/livable-communities-fact-sheet-series.html</a>

## Member Updates

<b>THOMAS</b>	Updated the STC on upcoming transit discussion regarding Loveland COLT. City taking comprehensive look at system. Discussion will include funding scenarios and possible transfer of some operations to Fort Collins/Transfort. Thomas will keep coalition apprised of progress and any decisions made.
<b>MASON</b>	LC Office on Aging will be presenting information to the LC Board of Commissioners about pursuing a AARP Network of Age Friendly Communities designation. Looking for Board approval to move forward.

## Next Meeting: Thursday 12/3 - 1:30 to 3:00pm

Pathways Hospice/Long's Peak Room - 305 Carpenter Road, Fort Collins

<b>ADJOURN</b>	Meeting adjourned at 3:00 p.m.
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# Older Adult Drivers Wanted!

DRIVE SMART COLORADO  
would like your input  
concerning issues facing  
Colorado's senior drivers.



**WHAT:** Older Driver Community Discussion  
Individuals Ages 65 and Older

**WHEN:** January 25, 2016

**WHERE:** Silver Leaf Apartments #1  
375 W. 37th  
Loveland, CO 80538

**TIME:** 11:30 a.m. - 1:00 p.m.

Lunch will be provided and each participant will  
receive a \$25 VISA gift card at the end of the  
discussion group.

**If you are interested in participating, please contact:**

Alison Newman  
970-495-7502

**Thank you in advance for participating!**



## BOARD OF COUNTY COMMISSIONERS

Post Office Box 1190  
Fort Collins, Colorado 80522-1190  
(970) 498-7010  
FAX (970) 498-7006

November 24, 2015

Morie Pierce Smile  
State Director  
AARP Colorado State Office  
303 E. 17<sup>th</sup> Ave., Suite 510  
Denver, CO 80203

Dear Ms. Smile,

On behalf of Larimer County, I am pleased to submit this letter of support for our county to be considered by AARP as part of AARP's Network of Age-Friendly Communities. We are well aware of the changing demographics in our community, where the population of adults age 60 and over is expected to increase by 71% in the next ten years and make up 31% of the total population. Larimer County prides itself as a desirable place to live for people of all ages and recognizes the challenges we face to meet the needs of an increasing number of older adults.

In 2013, Larimer County was one of six communities in the country to be a recipient of the Livable Communities Collaborative grant from the National Association of Area Agencies on Aging (n4a). As a result, the Partnership for Age-Friendly Communities (PAFC) was formed. PAFC is a collaboration of community agencies and volunteers sponsored by the Foundation on Aging and the Larimer County Office on Aging, with support from nine other affiliate organizations. The PAFC is actively working in the areas of housing, transportation, the culture of aging, and health & wellness. In each of these areas, there are exciting projects currently underway. Furthermore, in May of this year, the PAFC held a "Summit on Aging" with 200 people in attendance in order to mobilize the community and raise awareness about issues related to an aging community.

Through these efforts we feel Larimer County has developed a strong framework to address the eight domains of livability as defined by AARP. Inclusion as part of the AARP network will strengthen this framework and provide PAFC with the support it needs to continue the work that has already been started.

The Board of County Commissioners is looking forward to joining Colorado Springs, the Denver metro area and the 70 other communities throughout the country that are a part of the AARP Network of Age-Friendly Communities. Moving forward with this designation will help provide our senior citizens the most rewarding, productive and satisfying lives possible.

Sincerely,

Lew Gaiter III  
Chair, Larimer County Board of Commissioners

## BOARD OF COUNTY COMMISSIONERS

Lew Gaiter III  
District 1

Steve Johnson  
District 2

Tom Donnelly  
District 3

# THE WALL STREET JOURNAL.

Nov. 12, 2015 9:32 p.m. ET

## To Lure Baby Boomers, Senior Centers Try Rebranding

Old monikers are out, replaced by hip new names like '125 Live', but not everyone is happy

Rochester Senior Center in southeastern Minnesota will relocate to a \$14 million publicly funded building next year. It plans to add a bistro-style cafe, a bike-sharing program and a test kitchen for cooking classes. But it intends to ditch one thing: the "Senior" moniker.



"It's very clear when you talk to people in the baby boom group that they don't like that name and they don't want anything to do with it," said Sally Gallagher, executive director of the center soon-to-be known as the "125 Live."

Senior centers in Minnesota, Maryland, Ohio, Illinois, California and elsewhere are rebranding themselves to appeal to baby boomers, the generation turning 65 at an estimated clip of 10,000 people a day. Many boomers find old-age labels and conventions to be unappealing.

The trend dovetails with one under way in the senior housing business, where some have cast

out terms like senior citizen, retirement and assisted living. The word senior is "just definitely old school," said Maribeth Bersani, chief operating officer for the Assisted Living Federation of America, a national trade group for senior housing that is now transitioning to a new name, "Argentum," - Latin for "silver."

But some older adults consider the new euphemisms ridiculous. They see the word "senior" as a mark of experience and worry the trend may jeopardize their comfortable meeting spots. Janice Gunlogson, an 82-year-old retired first-grade teacher plays cards at the Rochester center four days a week. She made 60 buttons that say: "We are senior citizens and proud of it." "As far as we're concerned, we're going to keep calling it 'the senior center,'" she said.

Senior centers, meanwhile, say boomers have been a tough sell. Attendance was flat at the county-run Ellicott City Senior Center outside of Baltimore, despite the growth in the local senior population. People in their mid-60s would inquire about the center and say, "I'm not old enough to be here but I'm looking for my parents,".

So in September, the county lost the s-word, renaming the senior center as the Ellicott City 50+ Center. The center also opened a new fitness wing, offering classes like Zumba and power yoga. The word "senior" was similarly removed from the names of two other county senior centers.

The rebranding prompted Joanie Casey, a local 60-year-old retiree to begin attending fitness classes at the Ellicott City center in October when she wouldn't have thought to check it out before. "I thought it was for old people," she said. Instead, the classes were demanding and she found it more fun to work out with people in her own age group. "At the gym, you see all these cute little things," she said. "That's just not me."

Increased revenue from the fitness classes will allow the Ellicott City center to offer more low or no-cost activities for seniors. “We’re not competing with the private sector but we need to think like a business,” said Ms. Saathoff, the director. The new name has gone over well & membership has increased, she said.

Some senior centers are trying to bring in revenue by renting out rooms for events. Since the Lee County Council on Aging in Illinois renamed its Dixon Senior Center as the Post House Community Center in April, more people are interested in throwing parties there, said operations manager Jennifer Lang. “I don’t think people liked the word ‘senior’ so it’s been kind of nice to drop that,” she said.

But in some places, seniors successfully overturned name changes. In 2014, the city of Lafayette, Colo., said it was renaming its Senior Services center as “GO Services,” standing for “Grown-up Opportunities.” Explaining the transition, the city said “we recognize and celebrate Grown-Ups!” . “They just dropped it on us like a bomb,” recalled Carol Poore, a retired librarian who is 80, and blasted the proposal as “dumb.” “You don’t need to tell me I’m a grown-up, I’ve been there a long time,” she said.

Ms. Poore, who takes a watercolor class and recently signed up for a van trip to see “The Lion King” in Denver through the senior center, argued that a trendy new name wouldn’t make a difference. Boomers “aren’t going to come to the senior center and bump downtown in a van,” she said.



Ron Shiloh, 64, plays billiards at the Ellicott City 50+ Center in Maryland. (PHOTO: SHAWN HUBBARD FOR THE WSJ)

Seniors spoke out at public meetings. Given the hubbub, the city reversed course, and changed the center name back to “Senior Services” in September, said Debbie Wilmot, a city spokeswoman. “They weren’t particularly connected with the ‘Grown-Up Opportunities,’ ” she said. “They felt like that was a bit degrading.”

While the Rochester, Minn., rebranding has been “extremely touchy,” it is likely to “all catch on once we finally open,” said Dale McCamish, head of the city’s recreation and facilities division. The Rochester Senior Center serves

about 1,500 people—the average age is 75—out of an old National Guard armory, with activity centered on card games and education. Some of its members got riled up about the “125 Live” rebranding, which was unveiled at a July groundbreaking event. That put the center on the defensive.

The center’s website explains the name. “Why 125? Numbers are memorable. It is our new address: 125 Elton Hills Dr. Why LIVE? Live rhymes with 5. Again, memorable, easy to remember. It’s short and easy. LIVE evokes the feeling of energy, activity, vitality, and life.” To 77-year-old Nyckie Evans, the new name struck a different tone: condescending. “We need our Senior Center name back...we don’t need 125 in the title. We aren’t that bad off that we can’t remember the address,” she wrote on the local paper’s [Facebook](#) page. Ms. Evans says she has played Pinochle and Canasta, as well as taken a safe-driving course, at the senior center. The name 125 Live “sounds like an AM radio station,” said 68-year-old Dee Schemmel in a letter to the editor of the Rochester paper. “It’s easier to ask for a ‘senior discount’ than it is to ask for a ‘125 Live discount,’ ” she quipped by phone.

**Write to** Jennifer Levitz at [jennifer.levitz@wsj.com](mailto:jennifer.levitz@wsj.com)