SENIOR ADVISORY BOARD
2006 WORK PLAN

The Board shall:

- Serve as a supporting agency for all senior citizen services and activities in Fort Collins;
- Publicize and support present senior citizen services and activities in the community;
- Investigate and make recommendations regarding new senior citizen programs;
- Encourage and support widespread opportunities for more meaningful and useful participation of seniors in community activities and programs;
- Establish and maintain communication with local, state, and national groups and agencies concerning seniors;
- Advocate for policies and practices within the community that respect and consider senior needs and interests;
- Work to dispel stereotypes about aging through education awareness activities.

1. OUTREACH

A. Schedule quarterly off-site meetings at locations where older adults live or congregate to gather information about issues, concerns, ideas that the constituency may have. The Board will also inform older adults at these sessions about the activities of the SAB.

B. Participate in City and community activities and respond to senior related invitations that impact and/or involve older adults to support agencies and organizations that provide service for older adults, get input regarding senior needs, and provide education regarding the Senior Advisory Board and its mission. These events may include: Bridging the Gap Network Luncheon, CCN Caring Connections events, AARP meetings and conferences, Fort Collins Senior Center Council events, Homecoming events, conferences, and focus groups.

C. Develop and maintain relationships with other boards and commissions, organizations and agencies that deal with areas important to aging citizens, including: Affordable Housing Board, Commission on Disability, Human Relations Commission, Women’s Commission, Transportation Board, Senior Center Council, Office on Aging, TRIAD, AARP, and VOA.

1. Focus on promoting greater interaction with City Council on issues relating to aging and to have more participation from City Council.

2. Promote senior needs to the Transportation Board.

D. Target outreach to the “boomer” generation with intentional marketing, programming, and name change of the Fort Collins Senior Center.

E. Utilize Newcomer’s Club to reach relocating seniors.

II. ADVOCACY

A. Actively support Senior Center Expansion (BOB) and the matching fund efforts.

B. Work with the Transportation Board to keep transportation services available for older adults, to work for transportation services to all primary parts of the community and to provide input on other transportation issues that may impact older adults. Specifically emphasize South Campus at Harmony, Dial-a-Ride options, PVH service, and evening transportation service. Consider a transportation symposium to bring together providers and older users of transportation services.

C. Support and participate in fund raising activities for the Fort Collins Senior Center including the Sundance Bluegrass Festival and Chili Cook-Off.

D. Stay involved and informed of current health care initiatives and affordable housing issues (low-income and affordable housing that would also include the needs of mid-range income older adults and the Boulder model).
III. COMMUNICATION

A. Utilize many media sources to inform seniors about available resources. Also use these sources to educate the community about senior needs and issues. Highlight the contributions and achievements of older adults.
   1. All print media; Radio; Local Television (“Life Goes On”)
   2. SAB members author Soap Box editorials throughout the year.
   3. Recruit and maintain a core of writers for media presentations.
   4. Explore possibilities of using the Utility Bill and of working more closely with the Coloradoan.

B. Maintain effective communications with the City Council, the Mayor and the City Manager.
   1. Quarterly meetings with the Mayor, the SAB liaison, and the City Manager to give and receive information regarding senior issues.
   2. Encourage SAB members to meet as needed with their City Council member to present senior issues.

C. Attend City Council meetings where senior issues are being discussed. Encourage SAB members to address Council during public participation segments of Council meetings.

IV. COORDINATION/EDUCATION/FACILITATION

A. Co-host the Bridging the Gap Senior Network event annually with the Larimer County Office on Aging and the City of Loveland Senior Advisory Board to encourage networking and cooperation among agencies, businesses and organizations that service aging adults.

B. Host a meeting with the City Council members annually to promote better communication of issues that may affect seniors.

C. Solicit information about aging issues to members of the Senior Advisory Board.
   1. Recruit speakers that will provide insight into issues, resources, and other items of interest for aging adults to present for members at SAB meetings.
   2. SAB members will report at meetings from books, reports or articles that inform about senior issues.

D. Work with the Senior Center Council to promote the Senior Center.
   1. Continue working with the SCC and the City Council to rename the Senior Center.
   2. Actively soliciting new members and participants to the Senior Center facility and activities.