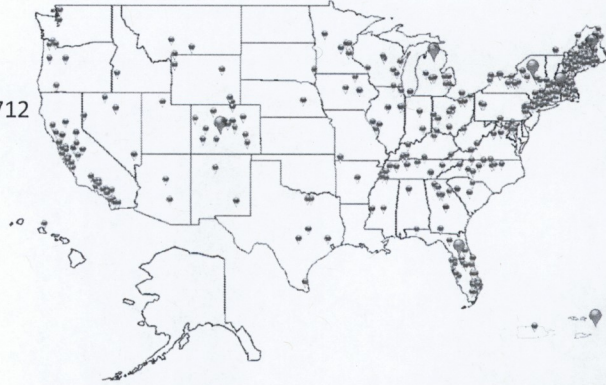


## AARP Network of Age-Friendly States and Communities

### Oregon Communities

- **City of Sisters:** Joined: 2019 | Pop: 2,700
- **Multnomah County:** Joined: 2014 | Pop: 776,712
- **Newberg:** Joined: 2017 | Pop: 23,465
- **Portland:** Joined: 2012 | Pop: 619,360
- **Salem:** Joined: 2017 | Pop: 164,549
- **Springfield:** Joined: 2015 | Pop: 60,177
- **Talent:** Joined: 2019 | Pop: 6,492



Governor Brown support for Age-Friendly Oregon

Six states, one territory, 440 communities nationwide

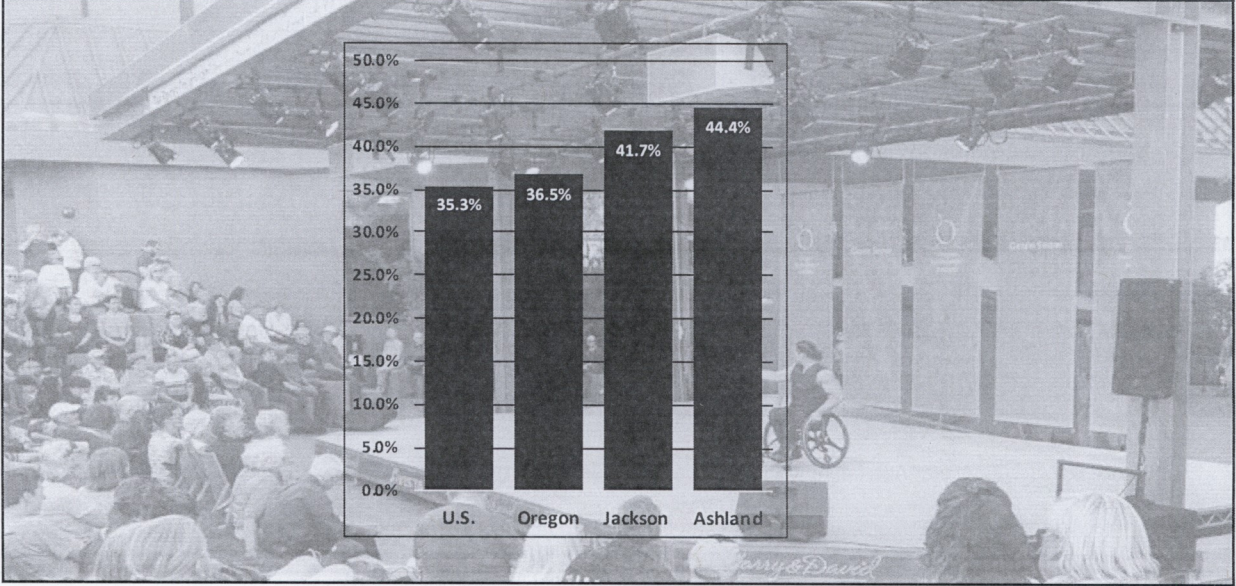
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## Why Apply for AARP “Age-Friendly” Ashland Designation?

- Good for newborns, centenarians and everyone in between
- Aligns with City of Ashland goal of an all-age friendly community
- Supports the existing demographics of Ashland residents
- Increases attractiveness of Ashland as a tourist destination
- Favorably positions Ashland as the U.S. 50+ population grows
- Taps the upside potential of the age 50+ demographic
- Provides a framework and focus for efforts already under way
- Utilizes AARP resources for attaining the above benefits

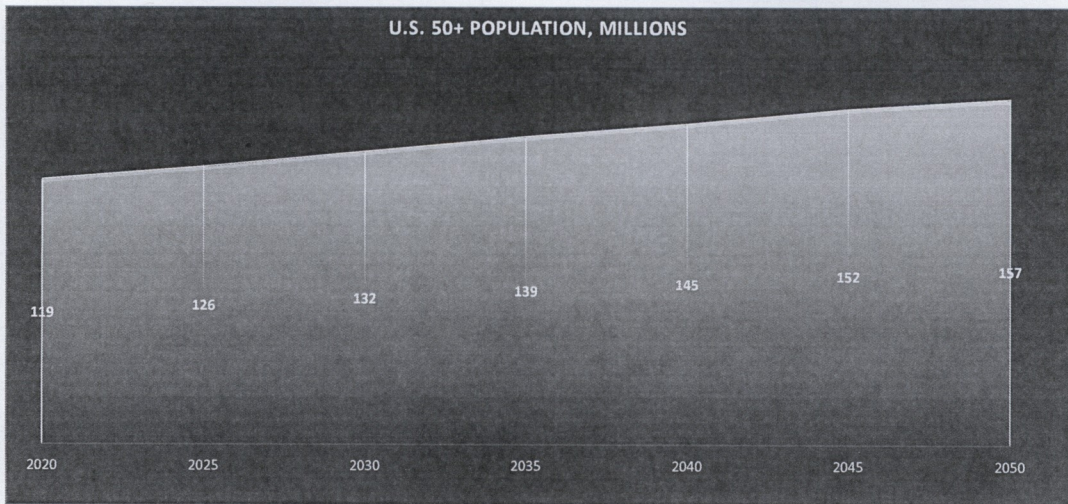
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## More Ashland Residents (& Visitors) Are Age 50+



3

## U.S. Age 50+ Population Growth, 2020-2050

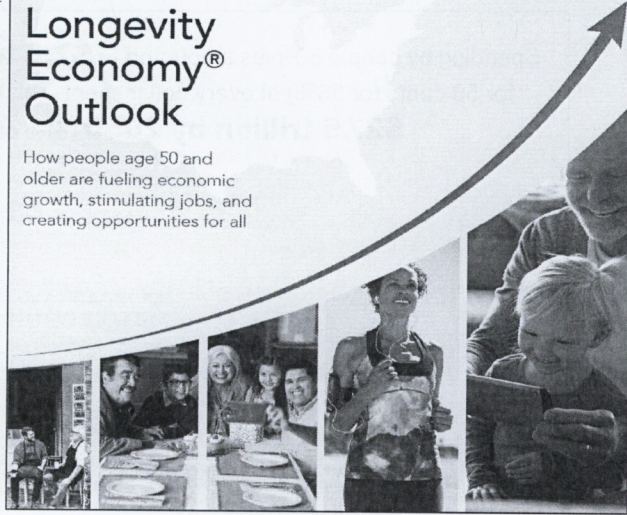


4

# Implications of an Aging America

## The Longevity Economy® Outlook

How people age 50 and older are fueling economic growth, stimulating jobs, and creating opportunities for all



5

# Unpaid Contributions of the Age 50+ Population

People 50-plus contributed unpaid activities worth **\$745 billion** in 2018.

■ Volunteering ■ Caregiving

**\$140B**  
in volunteering,  
up 112% since  
2000

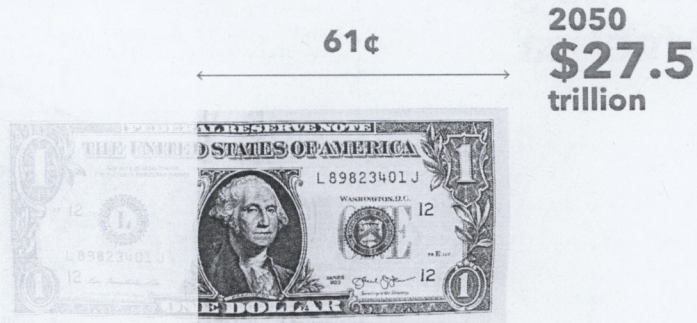


**\$604B**  
in caregiving, up  
76% since 2000

6

## Spending of the Growing Age 50+ Population

Spending by people 50-plus amounted to **\$7.6 trillion** in 2018 – accounting for 56 cents (or 56%) of every dollar spent. This cohort is forecast to spend **\$27.5 trillion by 2050** (61% of total spending).



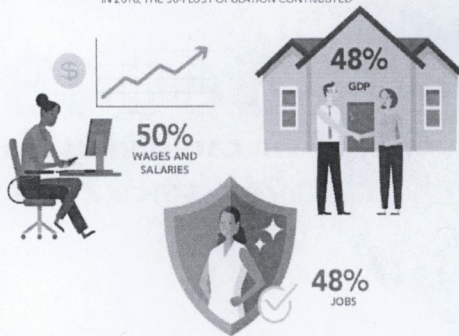
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## Businesses Targeting the Economic Power of Age 50+ Will Gain

Aging is unleashing **exponential growth** in every industry. Businesses that target the economic power of the 50+ age group will see big gains.

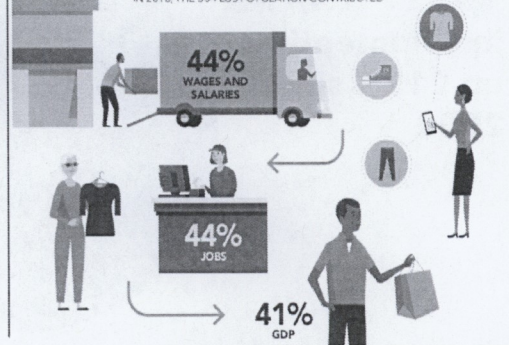
### FINANCE, INSURANCE, AND REAL ESTATE

IN 2018, THE 50-PLUS POPULATION CONTRIBUTED



### WHOLESALE AND RETAIL TRADE

IN 2018, THE 50-PLUS POPULATION CONTRIBUTED



8

## Tax Contributions of the Growing Age 50+ Population

People age 50-plus contribute significantly to **federal, state and local taxes**, and their contribution will quadruple in dollar value terms from **\$2.1 trillion in 2018** to **\$8.3 trillion by 2050**.

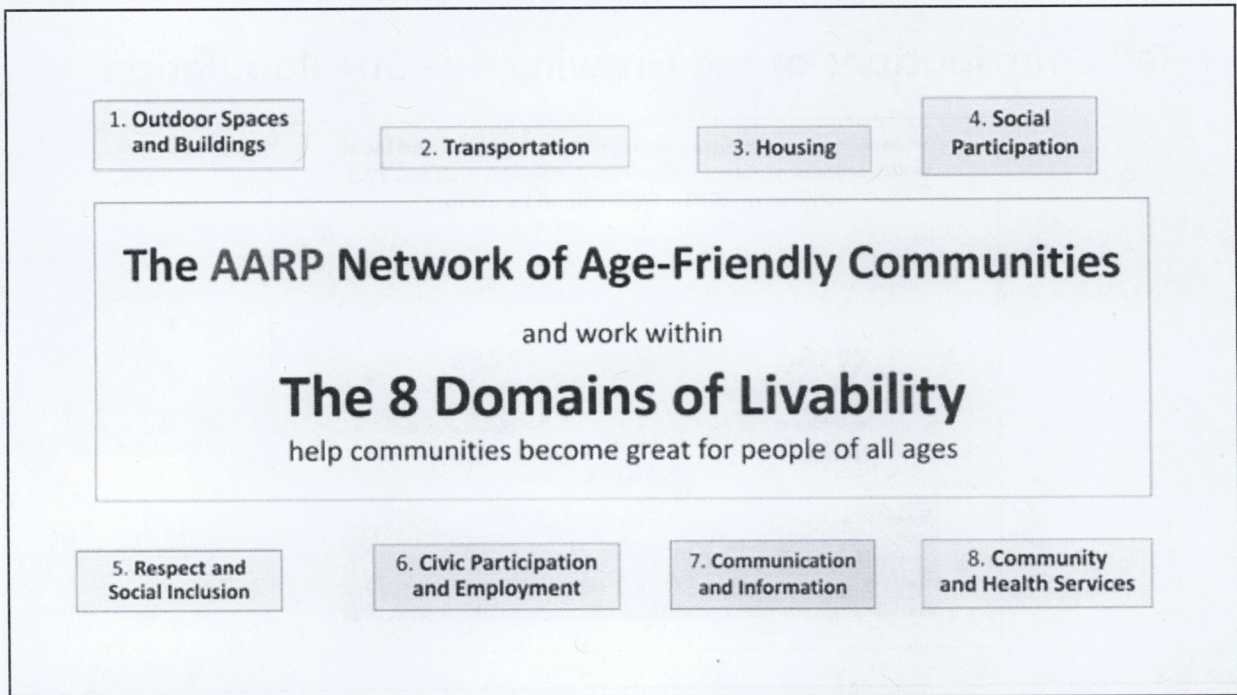


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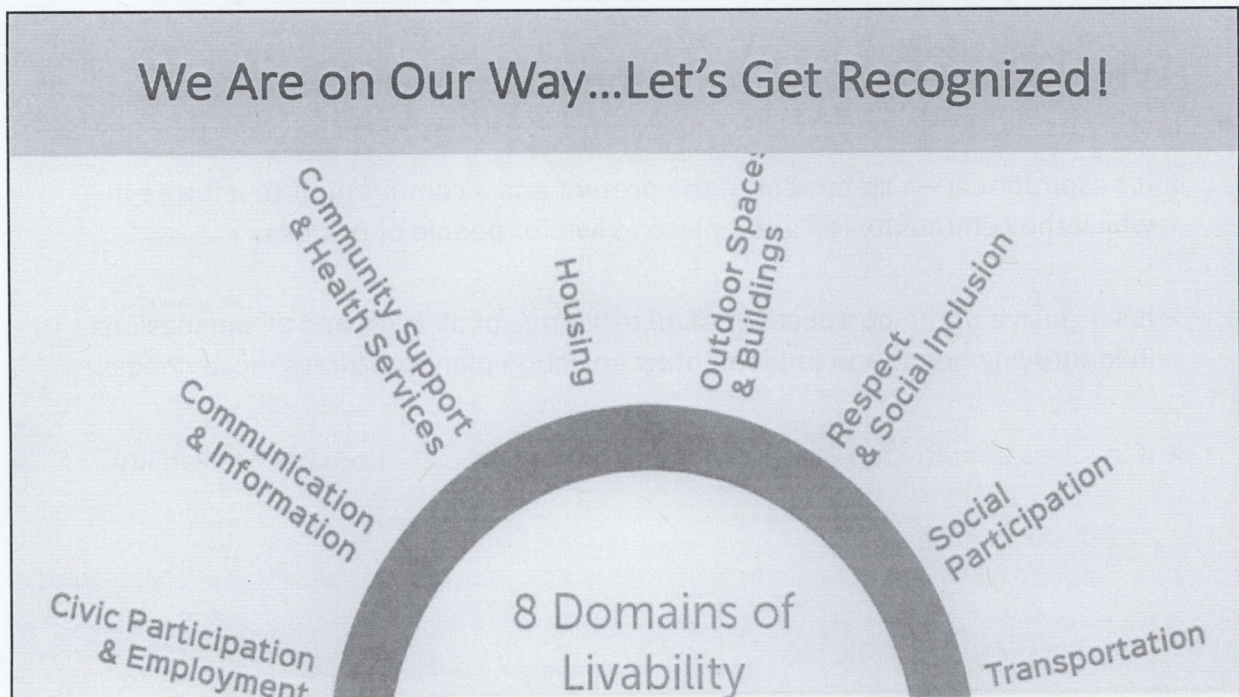
## What Does Membership in the AARP Network Mean?

- It's aspirational—a statement of the present and a commitment to a future in which the community is a great place to live for people of *all ages*.
- It's inclusive of the perspectives of *all* residents, of all ages, and all persuasions in identifying needs and implementing an action plan to address those needs.
- It involves a multi-step process of improvement on eight domains of livability.

10

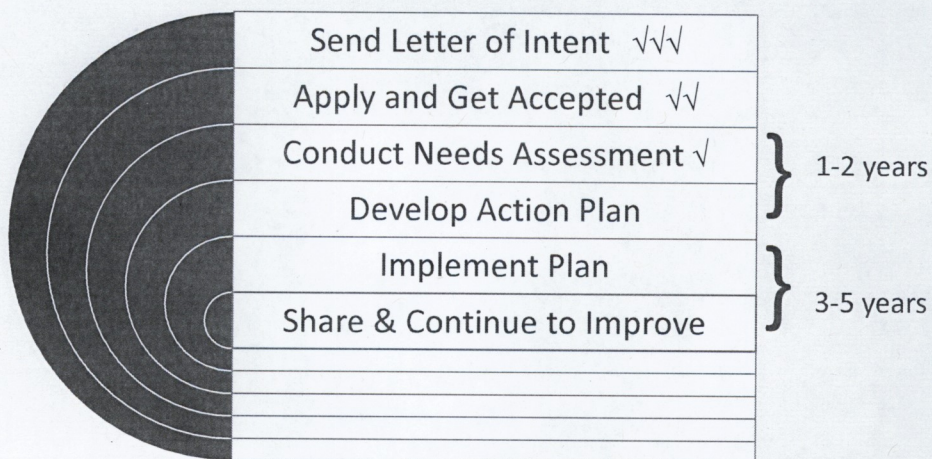


11



12

## The Process: A Five-Year Cycle with Flexible Endpoints



13

## AARP Provides Clear Path...For Free



14



15



# CITY OF ASHLAND

July 18, 2019

Ruby Haughton-Pitts, State Director  
AARP Oregon  
9200 SE Sunnybrook Blvd, Suite 410  
Clackamas OR 97015

Dear Ms. Haughton-Pitts,

On behalf of the City of Ashland, I am writing this letter of intent to express our interest in joining the AARP Network of Age-Friendly States and Communities. Ashland is committed to promoting policies and programs to make Ashland friendly to people of all ages and abilities.

Ashland is a city of 20,733 people according to 2017 data. Of that number 44.3% are over the age of 50. In 2016 the city participated in the National Citizen Survey which showed that older people were concerned about housing, cost of living, transportation, and health care.

Ashland has already taken several steps toward becoming friendlier for all ages. The City Council has adopted All Age-Friendly as one its initiatives. The Ashland Senior Advisory Committee of the Ashland Parks and Recreation Division has also identified moving toward being age-friendly as one of its initiatives. We believe that collaboration among different entities in the city is important and we are actively working to communicate and engage city commissions and other groups that serve seniors and other residents.

As a Network of Age-Friendly States and Communities member, we look forward to partner and exchange ideas with AARP to enhance our ability to:

1. Practice sound planning
2. Establish and age-friendly committee that includes active engagement of older adults
3. Develop a plan of action that responds to the needs identified by older adults and other residents and complements other city plans
4. Implement the plan, measure activities, review outcomes, and report on them publicly.

We appreciate your interest in working with Ashland and we look forward to our partnership on this important program.

Sincerely,



John Stromberg  
Mayor, City of Ashland

OFFICE OF THE MAYOR  
20 East Main Street  
Ashland, Oregon 97520  
[www.ashland.or.us](http://www.ashland.or.us)

Tel: 541-488-6002  
Fax: 541-488-5311  
TTY: 800-735-2900







# Membership Application

To join the **AARP Network of Age-Friendly States and Communities**  
and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email [livable@aarp.org](mailto:livable@aarp.org)
- If you need additional space for answering the questions you may add an additional sheet of paper

## Section 1: COMMUNITY DETAILS

APPLICATION SUBMISSION DATE: 2/4/2020

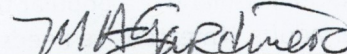
NAME OF THE COMMUNITY: Ashland

STATE: OR

John Stromberg, Mayor of Ashland

POPULATION SIZE: 20,733

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: 31.1%

  
Mike Gardiner, APRC Chair

NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: John Stromberg, Mayor of Ashland and Mike Gardiner, Chair of Ashland Parks and Recreation Commission

OFFICE ADDRESS OF THE SIGNER: Office of the Mayor, 20 East Main Street, Ashland, OR 97520.  
Ashland Parks & Recreation Commission, 340 S Pioneer St, Ashland, OR 97520

## Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States and Communities

- The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work - it is not the responsible AARP staff member.

NAME: Isleen Glatt

POSITION: Senior Services Staff

EMAIL ADDRESS: [isleen.giatt@zsjland.or.us](mailto:isleen.giatt@zsjland.or.us)

TELEPHONE NUMBER: 541-552-2481

Please describe the named person's role in the city or community's age-friendly initiative:

The Superintendent of the Senior Services Division (SSD) of Ashland Parks and Recreation Commission (APRC) has strategic and operational oversight for the Division's mission of enhancing the lives of seniors by promoting healthy aging, well-being, dignity and independence. In concert with the SSD staff and Ashland Senior Advisory Committee (ASAC) and governed by the policies of APRC and the City of Ashland, the Superintendent works to empower older adults as valued, contributing members of the community and advocate for the diverse needs of seniors and their families throughout Ashland.

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit [AARP.org/livab/e-Subscribe](#).

Isleen Glatt, her staff, and members of the Ashland Senior Advisory Committee have previously subscribed to the AARP Livable Communities Weekly e-Newsletter.

### Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.

The City of Ashland has had an active senior program since 1973. In 2017, the Ashland Parks and Recreation Commission determined that the program needed to be restructured to serve a broader segment of the older adult population because the proportion of those aged 60+ in Ashland had grown to over 31% of residents, significantly greater than the proportion of those in this age group in the county, state and nation. In addition, Ashland is a popular tourist destination and its over 300,000 annual visitors also skew towards older adults. An extensive needs assessment was performed with active involvement of citizens via listening sessions and a survey, and an adhoc senior advisory committee produced detailed recommendations. This effort culminated in creating the Senior Services Division as a separate division within Ashland Parks and Recreation, elevating the position of the division's leader to a superintendent level, expanding the scope of responsibility, and establishing a permanent Ashland Senior Advisory Committee (ASAC). The City of Ashland followed this by formally committing to the goal of ensuring that Ashland serves those of all ages in our community, making it a great place both to grow up and grow old. The City acknowledges that there are current gaps with regard to housing, public transportation, and caregiver/care manager resources to support older adults, but realizes that Ashland benefits from many existing resources: walkable downtown, two nearby healthcare systems with city-based providers, three pharmacies, five fitness centers including a 9000-member YMCA with an Active Older Adult Program, rich cultural resources, public library, a state university with a vibrant, 2100-member older adult lifelong learning program, a regional campus of the OHSU nursing program, a village model program, a large 55+ active retirement community, two assisted living facilities, two memory care facilities, an extensive parks program, bike and walking paths, three grocery stores, a food bank, Meals on Wheels delivery program and congregant meal site, grower's market, existing (though limited) bus system, Uber and Lyft services, good public safety, well-established communication vehicles that include two daily newspapers and a public radio station, and excellent collaborative relationships with relevant stakeholders within the city as well as with county agencies and state legislators. Perhaps most importantly, City leadership is committed to addressing gaps and is structured with city commissions that are focused to do so.

2) How will the community engage and involve older people in the process of becoming a more age-friendly?

The Ashland Senior Advisory Committee will take a leadership role in the age-friendly initiative. The process will begin with publicity about the goals and methods via local media, along with an invitation to engage and a description of how to become involved. A focus group of key stakeholders will be used to frame additional questions for inclusion in the biennial Ashland Livability Report that is part of the National Citizen Survey. While there is an implicit assumption that older adults would offer the most relevant insights about needs and suggestions for improvements, the City recognizes that older adults are part of families and all family members have a stake in ensuring senior well-being. In addition, the City believes that solutions that leverage intergenerational connections rather than highlighting differences will have the greatest success in strengthening our community. Furthermore, our age-friendly initiative will focus on the strengths and experiences that our older citizens can offer our community. Accordingly, the City will ask key organizations, e.g., AARP Oregon, Southern Oregon University (both its Osher Lifelong Learning Institute program and its degree-seeking students), OHSU nursing program, K-12 schools, Asante Ashland Hospital,

religious communities, residential care communities, fitness centers, Ashland Chamber of Commerce, etc. to support this effort and to provide a suggestion mechanism for their constituents to provide ideas for how to make Ashland more friendly for those of all ages. The City is also seeking to ensure that there are senior advocates on City commissions and committees and has so far appointed such to the Housing and Human Services Commission, Transportation Commission, Revitalize Downtown Citizen Advisory Committee, and Daniel Meyer Pool ad hoc committee.

**3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.**

There are existing collaborations that can be leveraged and connections formed among these groups since some Ashland residents participate in several of the existing networks. For example, there is already an Ashland Health & Well-Being consortium led by Ashland Chamber of Commerce and Ashland Asante Community Hospital that is working on priorities similar to the AARP livability domains. The Osher Lifelong Learning Institute program maintains active partnerships with 30 organizations in the cultural, educational and senior services realms. The regional aging services businesses are connected in a networking organization, Southern Oregon Networking And Resources (SONAR), that meets monthly. There is excellent communication between and among City of Ashland governance and departments, which will facilitate planning and implementation of senior-focused initiatives. The Superintendent of SSD has forged alliances with many community partners and City departments, and she is a member of the Senior Advisory Council of our two-county Area Agency on Aging. She and members of ASAC have been communicating with City of Ashland departments and commissions, as well as with community stakeholders through individual visits and presentations.

**Section 4: NETWORK MEMBERSHIP**

- Your answers to the following questions will help us complete your membership in the global age-friendly network and better enable us to understand how to support the network.

**4) How do you hope to contribute to the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?**

The City of Ashland, given its scale and collaborative relationships with community stakeholders, is well-positioned to pilot and assess programs to enhance the lives of those of all ages in our community. We will report on what has worked or not worked in the hopes that others in the Network may benefit from our experiences. In addition, the relationships that exist between the City and nearby communities, county agencies and state legislators may enable us to export the value of age-friendly communities beyond our town and to serve as a resource to those who wish to pursue this designation.

**5) What motivated your community to join the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?**

Community leaders recognized that Ashland has been a retirement mecca for many years, which has led to the anticipated impacts of aging Baby Boomers having occurred in our community well in advance of our state and the nation. There was a growing awareness that the quality of life of a large proportion of our older residents could be threatened by some modifiable factors such as low awareness of available support resources, limited prior planning in practical or financial terms for loss of independence, and insufficient utilization of measures that might prevent or delay dependency. A focus on mitigating these risks was deemed urgent, particularly given the reality of less easily managed threats such as a serious and growing lack of caregivers/care managers, shortage of age-friendly residences and transportation options in our town, and inadequate private and public funding for long term care. With the creation of the Ashland Senior Services Division we are now structured to develop initiatives to educate and prepare our community for the future. We realized that joining the Network will let us draw on the best practices and innovative programs of other communities and share our own successes for the benefit of our region, state, nation and the world.



6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi. As an example of an image, here's ours:

<http://www.ashland.or.us/images/global/fb-logo.jpg>

