



Connecting Caring Communities Neighborhood Plan	
Neighborhood:	Shorewood
Geographic Boundaries:	The Village of Shorewood
Approximate number of older adults in neighborhood & demographic characteristics:	3,000 adults age 55+; half are renters; most are affluent and well-educated; nearly twenty percent do not speak English well (many are Russian immigrants who live in the River Park apartments)
Neighborhood Assets:	<ol style="list-style-type: none">1. Relatively small, well-defined neighborhood2. Strong involvement from Village Government; School District3. Leadership comes from older adult residents

Older Adult Concerns (from survey conducted in September 2007):

1. Ability to maintain good health and afford health care
2. Ability to afford property taxes
3. Enjoying life & being hopeful re: the future

Partnership Priorities:

1. Identify isolated older adults and connect them with people and/or services
2. Ensure that older adults know where to go for information about resources available to them
3. Develop a consciousness about older adult issues and a call to action for Village Residents to help their neighbors
4. Promote the safety and accessibility of public places for older adults
5. Increase the number of intergenerational activities

Desired Outcomes:

- To create more opportunities for interaction between older adults and other Village residents.
- To ensure that older adults in Shorewood feel connected to their neighborhood, feel valued, and feel that someone cares, especially those older adults deemed vulnerable
- To ensure the safety and accessibility of public places for older adults
- To ensure that older adults are connected with the resources they need to remain in the Village
- To sustain key elements of the partnership beyond the technical assistance period ending 12/31/09

Outcome Measures:

- Increase in the number of calls to the Senior Resource Center and to Shoreline Interfaith
- Increase in the number of volunteers at the Senior Resource Center and at Shoreline Interfaith
- Increase in the number of intergenerational programs offered through the Rec. Dept., Library, School District
- New opportunities for intergenerational interaction created
- Increase in the number of absentee ballots requested
- Greater community awareness of older adults and older adult issues

Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end	Completed (as of 3-1-09)
<i>Vulnerable Older Adult (VOA) Workgroup</i>			
Goal 1: To ensure that vulnerable older adults in Shorewood feel connected to their neighborhood, feel that someone cares, and feel valued by the community			
Objectives			
1. Provide face-to-face outreach to 15 vulnerable older adults (with ongoing contact to 8-10)	Recruited Volunteers	February – December 2009	
2. Raise community awareness re: vulnerable older adults and when/how to make a referral for outreach or other services	VOA and Communication Workgroups	May – December 2009	
Activities			
1. Define characteristics of Shorewood's vulnerable older adults and how to find them	VOA Workgroup	June 2008	√ focus will be on renters who live alone and those id'd by police, fire, & health depts..
2. Approach Shorewood rental property owners about referring tenants to outreach program	VOA Workgroup	July – October 2008	√ 2 property owners have been approached
3. Identify 3 potential older adults to interview, develop a set of questions, and conduct initial interviews	Melinda Vernon, Judy Spencer, Bev Colton	Oct. – Nov. 2008	√ 1 was interviewed
4. Develop a leave-behind resource listing	Communications & VOA Workgroups	Oct. 2008 – Jan. 2009	√ brochures & magnets are in printing stage

Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end	Completed (as of 3-1-09)
5. Develop job description and expectations for volunteers	Shoreline Interfaith	Oct. – Nov. 2008	√ draft completed
6. Based upon initial interviews, refine approach and develop further activities and evaluation approach	VOA Workgroup	Nov.2008 – Jan. 2009	√ plan is to recruit volunteers for Shoreline Interfaith rather than specific to peer outreach
7. Recruit a corps of 8-10 volunteers for outreach, under the auspices of Shoreline Interfaith’s Neighborhood Outreach Program	VOA Workgroup, Communication Workgroup, Senior Resource Center	February – June 2009	
8. Contact Shoreline Properties and other property managers for referrals of older adults	Melinda Vernon, Bev Colton	April 2009	
9. Provide volunteer orientation and training	Shoreline Interfaith	ongoing	
10. Match volunteers with vulnerable older adults; provide ongoing support	Shoreline Interfaith	ongoing	
<i>Communications Workgroup</i>			
Goal 2: Establish the Shorewood Connecting Caring Communities Partnership as a recognized, ongoing source of older adult information and activities			
Objectives			
1. Serve as an ongoing resource for other workgroups, resulting in at least 5 products	Communications Workgroup	October 2008 – December 2009	√ 2 products completed
2. Publish at least 4-5 event-related articles	Communications Workgroup	October 2008-December 2009	√ 3 articles published

Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end	Completed (as of 3-1-09)
3. Develop new logo and revise project name	Karen deHartog with Communications Workgroup	November 2008- April 2009	
4. Develop an email listserv for communicating news to older adults	Communications Workgroup	January – April 2009	
5. Explore need for a central point of contact for the partnership, including phone and web accessibility	Communications Workgroup	May – June 2009	√ Decision made to promote Senior Resource Center as the central point of contact
6. Create a sustainable communications plan for 2010	Communications Workgroup	October 2009	
Activities			
1. Work on requests for specific products from other workgroups	Communications Workgroup	August 2008 - ongoing	√ 2 products completed for Accessibility Workgroup & Intergenerational Workgroup
2. Develop dissemination methods specific to the target population	Communications Workgroup	August 2008 - ongoing	√
3. Create media resource list for future articles	Communications Workgroup	October – Nov. 2008	√
4. Identify possible uses of a listserv and develop a statement of purpose	Communications Workgroup	January 2009	√
5. Compile email addresses for Senior Resource Center-affiliated older adults; invite them to join listserv	Communications Workgroup	February – March 2009	

Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end	Completed (as of 3-1-09)
6. Identify other vehicles for inviting older adults to join listserv	Communications Workgroup	March – April 2009	
7. Begin use of listserv & maintain address data base	Communications Workgroup	April 2009 & ongoing	
<i>Accessibility & Safety Workgroup</i>			
Goal 3: Ensure that frail older adults who want to vote are able to do so			
Objectives			
1. Educate older adults re: voting options, including absentee ballots	Communications Workgroup	July – October 2008	√
2. Make improvements to voter accessibility at Atwater School	Communications Workgroup with the Village of Shorewood	September – November 2008	√
Activities			
1. Create and send a mailing to all voters in wards 5-8 outlining voter options and procedures	Communications Workgroup with the Village of Shorewood	August – October 2008	√
2. Increase signage at Atwater School	Communication Workgroup with the Village of Shorewood	September – November 2008	√
3. Utilize Atwater 6 th grade student volunteers to guide voters once inside the building	Karen deHartog with Bonni Haber	November 2008	√
Goal 4: Increase the pedestrian safety of older adults crossing at designated crosswalks and in other areas of the Village			
Objectives:			
1. Identify crossings that pose difficulties for older adults,	Accessibility & Safety	May 2008	√

Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end	Completed (as of 3-1-09)
particularly those with frailties	Workgroup with input from the Pedestrian Safety Committee		
2. Recommend locations for the placement of countdown timer lights donated by the Shorewood Men’s Club and those purchased by the Village of Shorewood	Accessibility & Safety Workgroup	May – July 2008	√
3. Investigate the development of a walking club for residents of The River Park Apartments	Susan Sellin	May 2008	√ not enough interest at this time
4. Install patrol signs along the Oak Leaf Trail near River Park	Village of Shorewood DPW	July 2008 – April 2009	
5. Investigate the development of a pedestrian flag crossing program and determine cost/benefit to Village	Mike Hawes, Accessibility & Safety Workgroup	May – October 2008	√ program not recommended at this time
6. Request the designation of “Senior Parking Spaces” at Pick N Save	Susan Sellin	May 2008	√ 2 spaces designated
<i>Intergenerational Programming Workgroup</i>			
Goal 5: Develop a greater sense of community and an appreciation among generations of what each has to offer, incorporating various elements of “community wellness”			
Objectives:			
1. Increase participation in existing intergenerational activities. Existing activities include the SH Fitness Center, the District Performing Arts Series, and the new “Learning Never Ends” course offered by the Rec. Dept.	Intergenerational Workgroup	January – December 2009	
2. Develop at least 3 new intergenerational activities, incorporating opportunities for meaningful connections	Intergenerational Workgroup	August 2008 – December 2009	√ 2 activities planned

Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end	Completed (as of 3-1-09)
3. Investigate and monitor the possible development of a tax rebate policy for older adult volunteers in the school system	Intergenerational Workgroup with the School Board & Administration	October 2009-December 2009	
4, Create a permanent structure in cooperation with the school district to recruit volunteers on an ongoing basis to help with occasional tasks requested by older adults. Consider incorporating volunteer recruitment into Shorewood Connects in addition to SHS's Guidance Dept. and the District's New Horizons charter school.	Intergenerational Workgroup with the Senior Resource Center and the School District	January – September 2009	
Activities:			
1. Identify existing intergenerational activities and use media resources to promote. Existing activities include the Veteran's Day school assemblies and the Memorial Day celebration at Atwater Park.	Intergenerational Workgroup with Communications Workgroup	Feb. – December 2009	
2. Create & implement annual fall yard clean-up for 10-15 older adults, recruiting 50-60 volunteers	Intergenerational Workgroup	August – November 2008 and again in 2009	√ first event served 20 older adults with 80 volunteers; next event scheduled for 11-07-09
3. Create & implement a Shorewood High School Performing Arts free performance series for older residents	Deb Stolz, SHS Performing Arts faculty, Communications Workgroup	November 2008 – May 2009	√ first event attended by approx. 20 older adults
4. Create & implement one additional service and/or program to fulfill the needs of Shorewood residents	Intergenerational Workgroup	January – December 2009	

Strategies to ensure sustainability in terms of resource development, leadership continuation:

(for discussion)