

Central New York Neighborhood Action Initiative (NAI)

Consultant Final Report

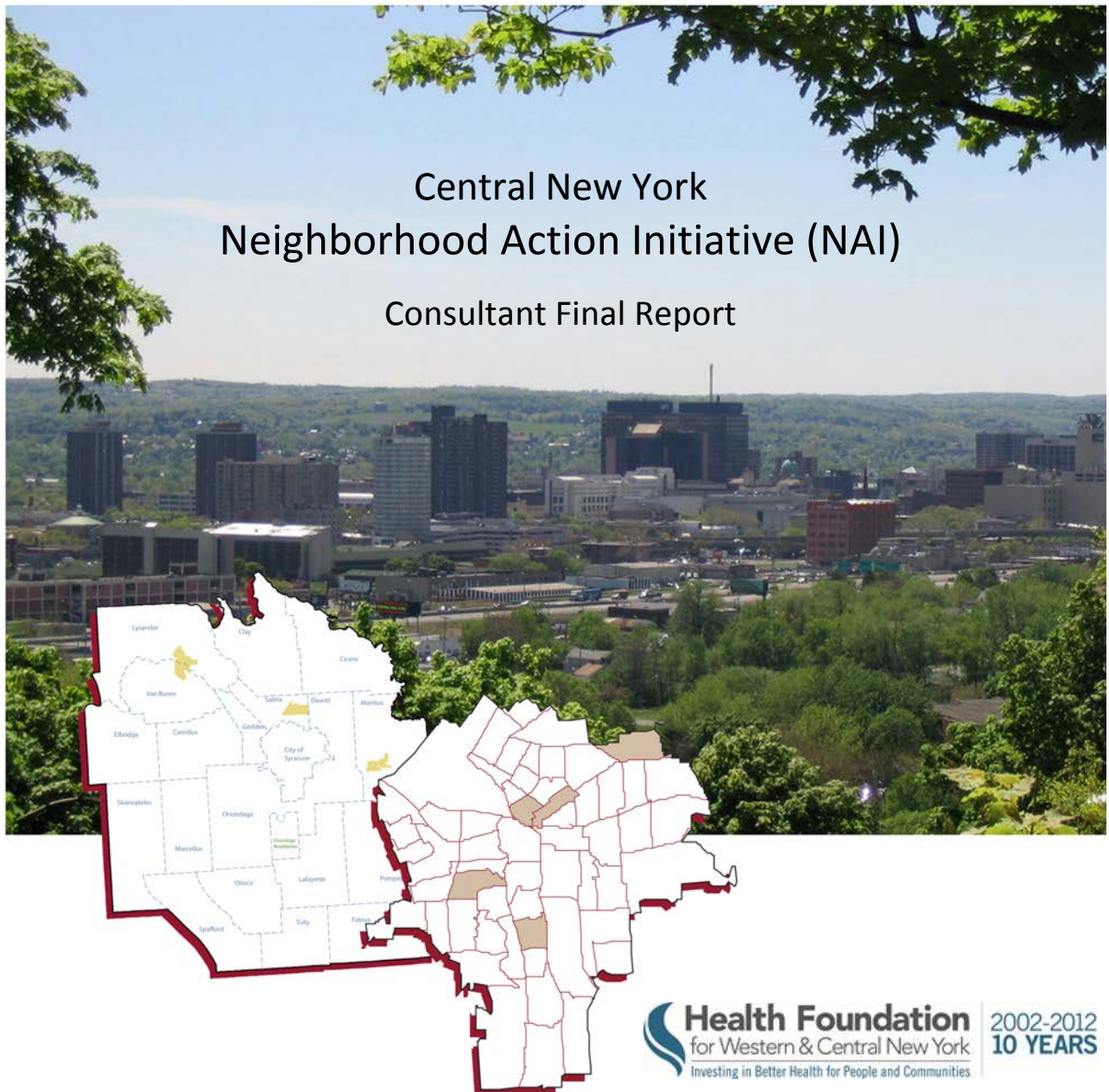
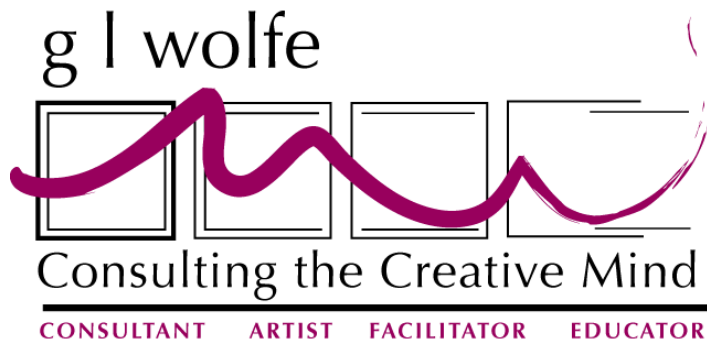


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Introduction

The Health Foundation of Western and Central New York (HFWCNY) developed the Neighborhood Action Initiative (NAI) with the goals of:

- identifying the needs of frail elders and their families to support continued neighborhood residence, and
- stimulating the collective work of community-based services to respond to these needs and to develop a neighborhood better prepared to support aging in place.

The NAI was first initiated in Buffalo, New York in three (3) urban neighborhoods. A subsequent proposal process under the project resulted in five (5) additional agencies applying for funding on behalf of their respective communities and receiving modest grants from the Health Foundation. Concept Mapping was used with all but a few of the community-based groups to gather specific information from target neighborhood residents and stakeholders that would help guide the focus of specific initiatives. Grantees were also asked to address individual projects to the AdvantAge Initiative indicators of elder friendly communities and were evaluated based on the outcomes of their projects.

Wishing to expand the NAI into Central New York, HFWCNY utilized quantitative demographic data to identify four (4) urban and three (3) suburban neighborhoods in and around Syracuse, New York that demonstrated significant levels of elderly residents. In partnership with the Gifford Foundation, HFWCNY identified community-based liaisons that would work with foundation staff and the consultant, Gary L. Wolfe (Consulting the Creative Mind), in facilitating the information-gathering phase of the project. Concept Mapping was used to gather specific information from neighborhood residents and stakeholders that would help guide the focus of the initiative.

The report that follows provides an overview of the activities undertaken and an analysis of Concept Mapping results gathered by the consultant from the target areas along with a brief discussion of the relationship of the Concept Mapping data with the elements of the AdvantAge paradigm.

Neighborhood Selection

Based on a Qualitative Report on Older Persons Living in Onondaga County prepared by Aubrey Balcom of Joy Scott Associates, four (4) urban and three (3) suburban neighborhoods in and around Syracuse, New York were selected in which to initiate Concept Mapping. The urban areas included neighborhoods in the North Side, South

Side, West Side and Eastwood portions of the City of Syracuse. The suburban communities selected were Baldwinsville, Fayetteville and Mattydale. A decision was made early in the planning process to address the urban and suburban communities as two discrete projects, as it was anticipated that each of these groupings would have their own unique set of ideas and priorities when it came to considering what it would take to keep persons within those communities as they aged. For the most part, that proved to be the case.

Concept Mapping Process

BRAINSTORMING

“Concept mapping with the Concept System® takes the ideas of individuals and combines them to form unique visual representations called Concept Maps. The Concept System® is both a software tool and a unique methodology used to ensure a well-informed, group-oriented, decision-making. This process both makes the information gathering and reporting of results simple and accessible to participants, it preserves each idea generated for later use in planning.”¹

During August and September of 2011, focus groups were convened within each of the seven areas with the help of community-based agencies known to the neighborhoods that acted as sponsors of the meetings. Using a brainstorming process focused upon a carefully worded “focus prompt,” idea statements were generated and then recorded at each meeting. The focus prompt used for the project was:

“One specific thing that would make it more likely for a person to remain in this neighborhood as they grow old is . . .”

Once the idea statements for each Project were compiled, the consultant worked with the project planning team in an Idea Synthesis process, the goal being to distill the duplicate and similar responses down to fewer than 100 idea statements. For the Urban Project, 65 persons generated 151 responses to the focus prompt that were consolidated into 97 idea statements (Appendix A1). The 238 participants in the Suburban Project posted 238 responses that could only be synthesized down into 128 idea statements (Appendix A2) due to both the specificity and diversity of the responses.

Both sets of idea statements were entered into the Concept System Software by the consultant, and a Concept Systems Global web-based site was set up so that sorting and rating data could be entered directly by Project Coordinator, Tanika Jones-Cole as well as by Sheena Solomon from the Gifford Foundation and Sam Kunjukunju from HFWCNY. The consultant monitored and reviewed the ongoing data entry.

SORTING AND RATING

The Project Coordinator and Foundation staff distributed printed materials (sorting cards and questionnaires) so that residents and stakeholders from each of the neighborhoods in both Projects could sort and rate their respective sets of idea statements. Sorters were asked to individually sort and group the statements into piles of ideas that “fit together” and then give each pile or group a name reflecting the relationship of the ideas in that specific pile.

¹ *An Introduction to the Concept System, CSI Promotional Material*

Raters were asked to rate each idea statement across two separate criteria; (1) how relatively important the idea was when compared to the others (*Importance*), and (2) how successfully the idea was currently being addressed in the neighborhood (*Current Success*). A Likert-type response scale (e.g. ratings between 1 and 4) was used allowing for some quantity to be associated with each rated statement.

In the Urban Project there were fifteen (15) sorters. Sixty-one (61) persons rated the statements with regard to *Importance* and seventy-one (71) rated the ideas with regard to *Current Success*.

The Suburban Project had thirteen (13) sorters. Twenty-nine (29) persons rated the statements with regard to *Importance* and twenty-eight (28) rated the ideas with regard to *Current Success*.

Demographic information on age, neighborhood, years within the neighborhood, role in the neighborhood, and housing status was gathered for those who participated in the sorting and rating exercises.

Concept Mapping Results and Analysis

URBAN PROJECT: DEMOGRAPHIC DATA

Neighborhood

About a third (30.34%) of participants (sorters and raters who provided demographic information) identified themselves as residing in the North Side neighborhood of Syracuse. A little over a fifth (21.35%) were from the South Side, 17% identified as being from the West Side and 16% indicated their affiliation with the Eastwood neighborhood. Just over one tenth (11.24%) identified themselves as residing in a neighborhood other than the target areas. Their rating data could not be included in the overall results. (Figure 1)

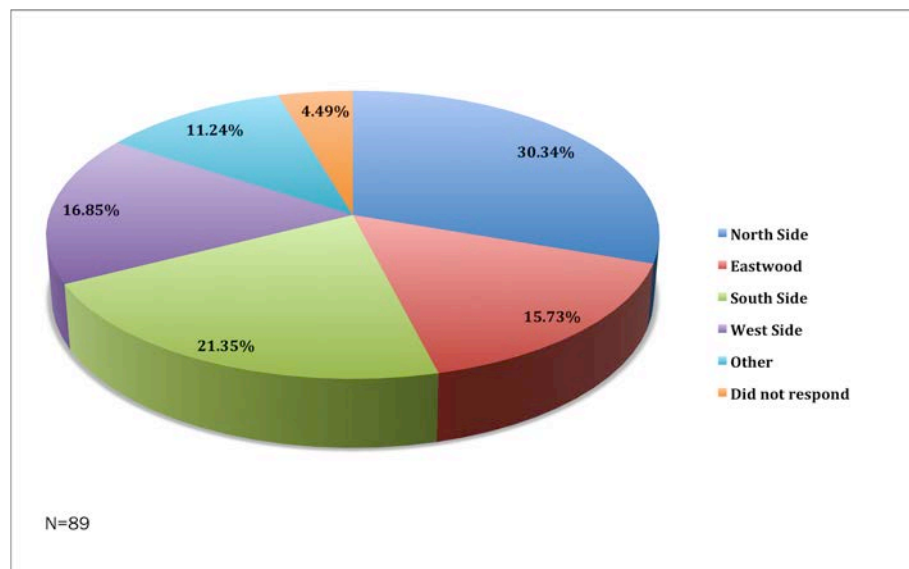


Figure 1: Neighborhood

Years in Neighborhood

A little under two-thirds (60.67%) of participants had been in their neighborhood under twenty years, with almost a half (43.82%) indicating they had been there less than ten years. Only a third (33.71%) of participants had indicated living in the neighborhood 20 years or more. This seemed to point to a certain level of transience in the urban neighborhoods as a whole. (Figure 2)

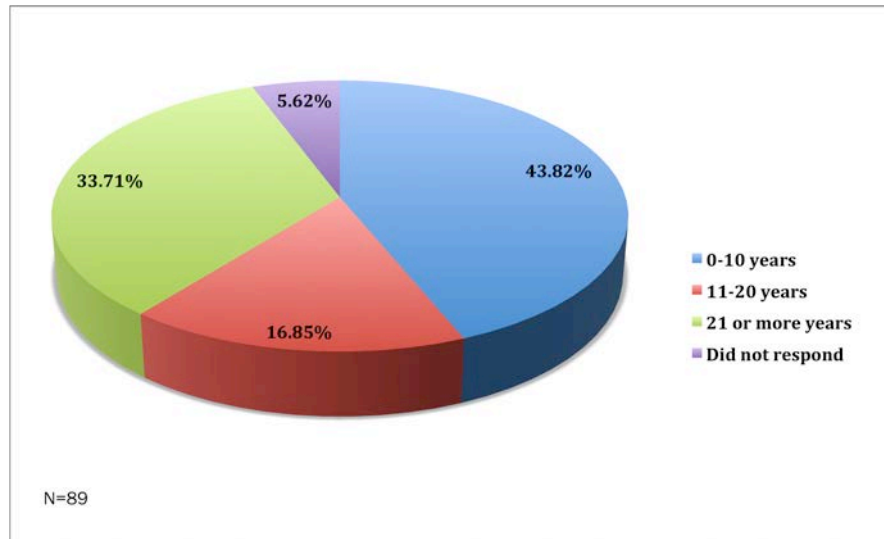


Figure 2: Years in Neighborhood

Housing Status

Half (50.56%) of the urban respondents were renters. Only a third (34.38%) owned their homes. A full tenth (10.11%) had living arrangements other than owning or renting. This may have been an indication that participants were living with other family members. (Figure 3)

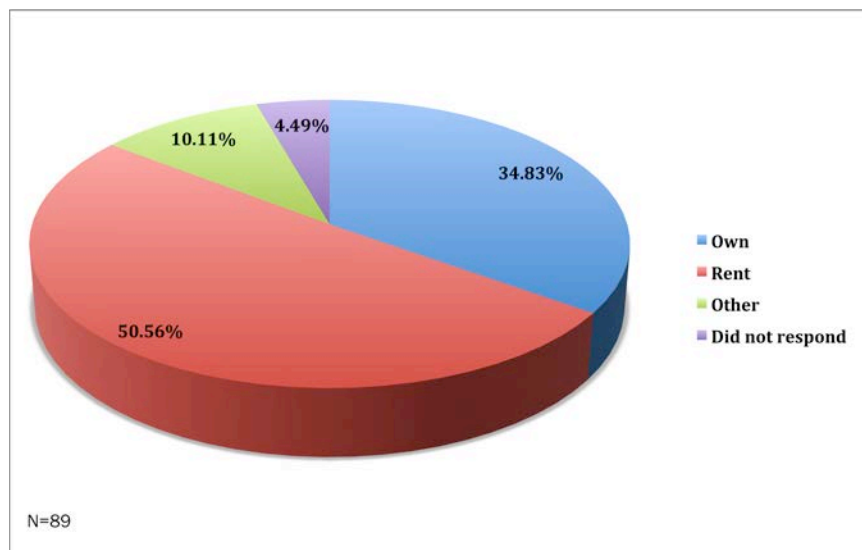


Figure 3: Housing Status

Age

Over two-fifths (40.44%) of respondents were over 70 years of age. Another quarter (25.84%) was over 60. This data would suggest a well-aged group of participants. (Figure 4) However, that is not the way respondents saw themselves.

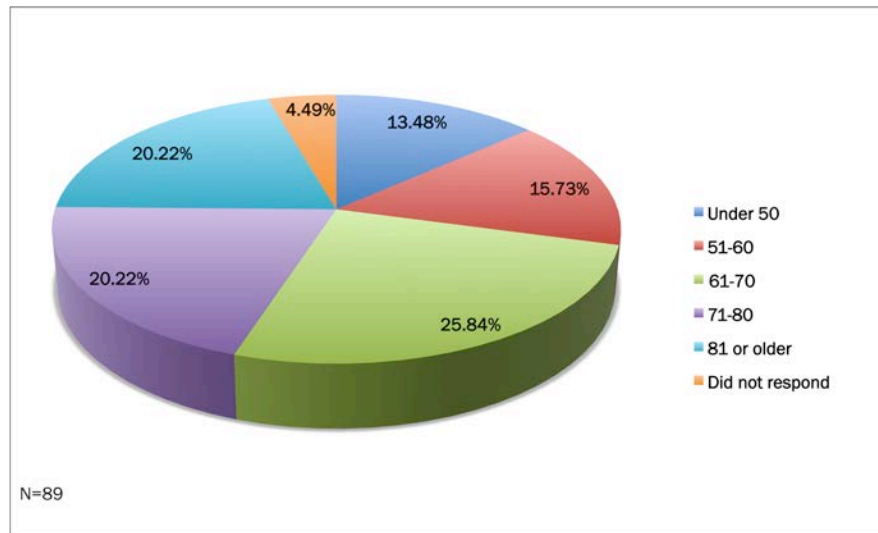


Figure 4: Age

Role in Neighborhood

Just under half (48.31%) identified themselves as elders. A little over a fifth (22.47%) of respondents self-identified as either service providers or Community, Faith-based or Block Club Leaders. It is particularly curious that 18 percent identified themselves as "Other," not finding a category that described their role. (Figure 5)

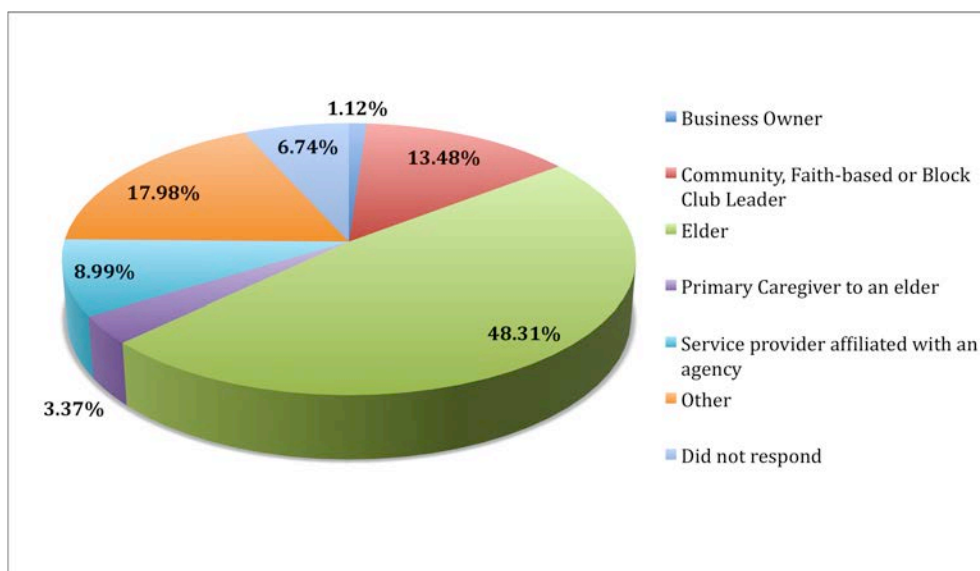


Figure 5: Role

URBAN PROJECT: CONCEPT MAPPING DATA

Point Map

Concept maps were generated, showing the relationships among the 97 distinct ideas generated as part of the brainstorming process.

The point map below (Figure 6) shows each of the original brainstormed ideas as a point on the screen. In this map you can see 97 points, each representing one of the distinct ideas brainstormed by the stakeholders. The ideas that are closer together were sorted more frequently by participants into the same group. See Appendix A1.

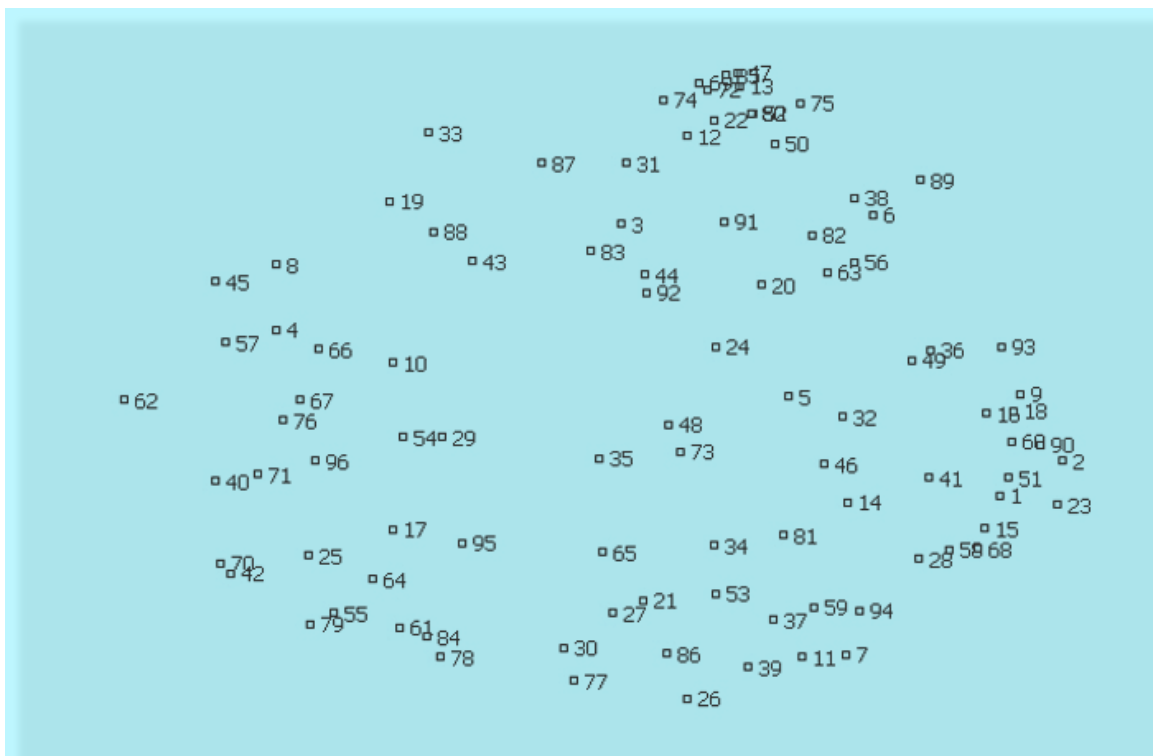


Figure 6: Point map, indicating the array of all statements and their relationship to each other.
Urban Neighborhoods

Cluster Maps

Once all sorting and rating data were entered into the Concept System core software, the program employed sophisticated statistical methodologies including multidimensional scaling (MDS) and hierarchical cluster analysis to yield a graphic representation, or concept map (Figure 7), of the brainstorming, sorting and rating processes. The map for the urban project clustered the many ideas that were generated by the neighborhood residents and stakeholders into eight (8) concept categories. They were:

- *Safety and Security*
- *Community Wide Issues*
- *Convenience*

- *Community Pride*
- *Information/Services*
- *Health Services*
- *Affordable Living*
- *Political Issues*



Figure 7: Concept map. An 8-cluster concept map indicating the main topics, or concepts, that contain the 97 ideas that make up the content of the Urban Project results

This basic cluster map (Figure 7) reflected the sorting process and represented groupings of similar idea statements. Incorporating the rating data resulted into the map resulted in more three-dimension-like tiered maps (Figures 8 & 9) in which each concept grouping assumed a value in *Importance* and *Current Success* (the two rating criteria). Hence, clusters of ideas having a higher relative *Importance* or higher *Current Success* are represented with a greater number of tiers.

As we look at Figure 8, it is immediately clear that urban respondents rated the idea statements sorted under *Safety and Security* and *Affordable Living* as being of greater *Importance* than all other clusters. However when looking at the cluster-rating map for *Current Success* (Figure 9), *Information/Services* and *Convenience* have the highest ratings, followed by *Community Pride* and *Affordable Living*. Raters indicated some level of *Current Success* in the *Safety and Security* and *Health Services*, but indicated nothing of the sort when it came to the ideas sorted into the *Political Issues* cluster.

While these maps are interesting and provide an overview of the groups rating data, it is in the Pattern Matches that we are able to see further into the important relationships within the rating data.

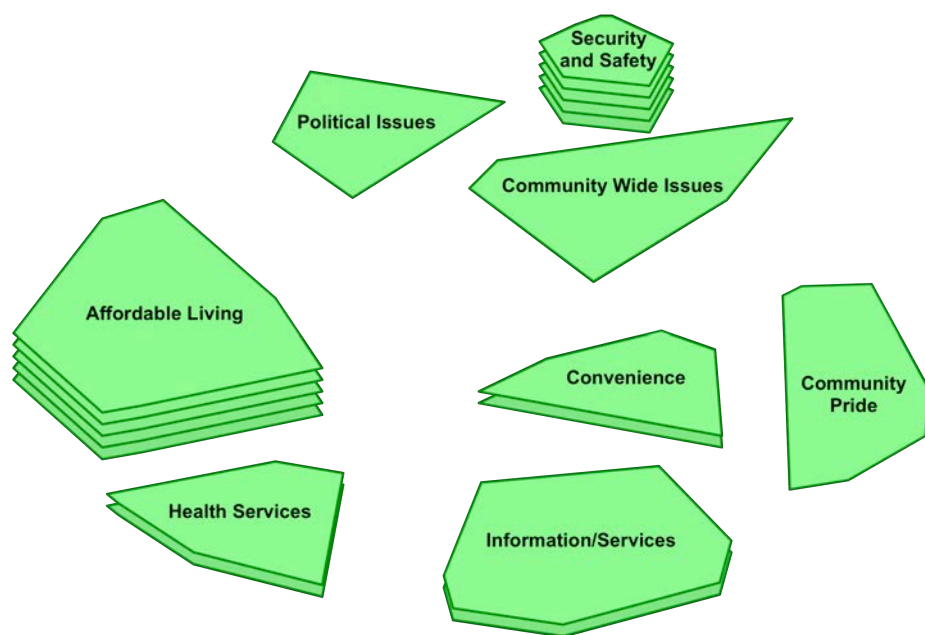


Figure 8: Cluster-rating Map for *Importance*

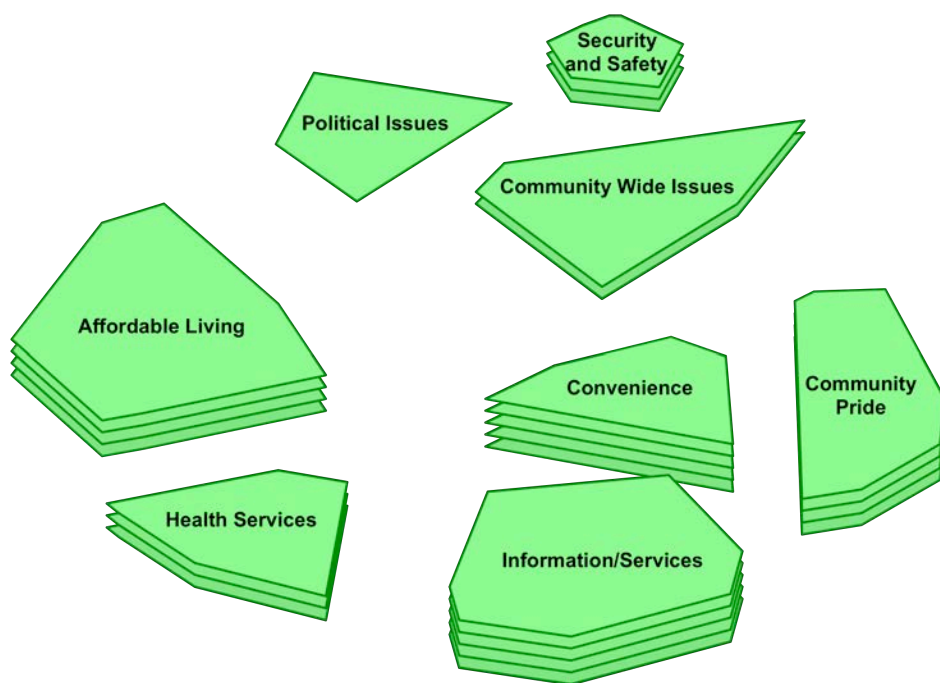


Figure 9: Cluster-rating Map for *Current Success*

Pattern Matches

In order to compare the ratings of *Importance* and *Current Success* that Urban Project participants provided, the Pattern Match shown below (Figure 10) was created. Keep in mind that we are referring to “relative” average ratings of *Importance* and *Current Success*.

The Pattern Match shows the correlation between the average *Importance* and *Current Success* ratings for each map cluster. In this case, the correlation is positive and relatively low, with a correlation coefficient of .15. This indicates that the elements that have been rated high on one scale are rated lower on the second scale. For instance, some elements that are rated as highly important in increasing the likelihood of a person aging in place are, in general, not perceived as currently in place in the neighborhoods, resulting in a low correlation coefficient. Visually this can be seen in the slope connecting concepts on the left (*Importance*) to same concept on the right (*Current Success*).

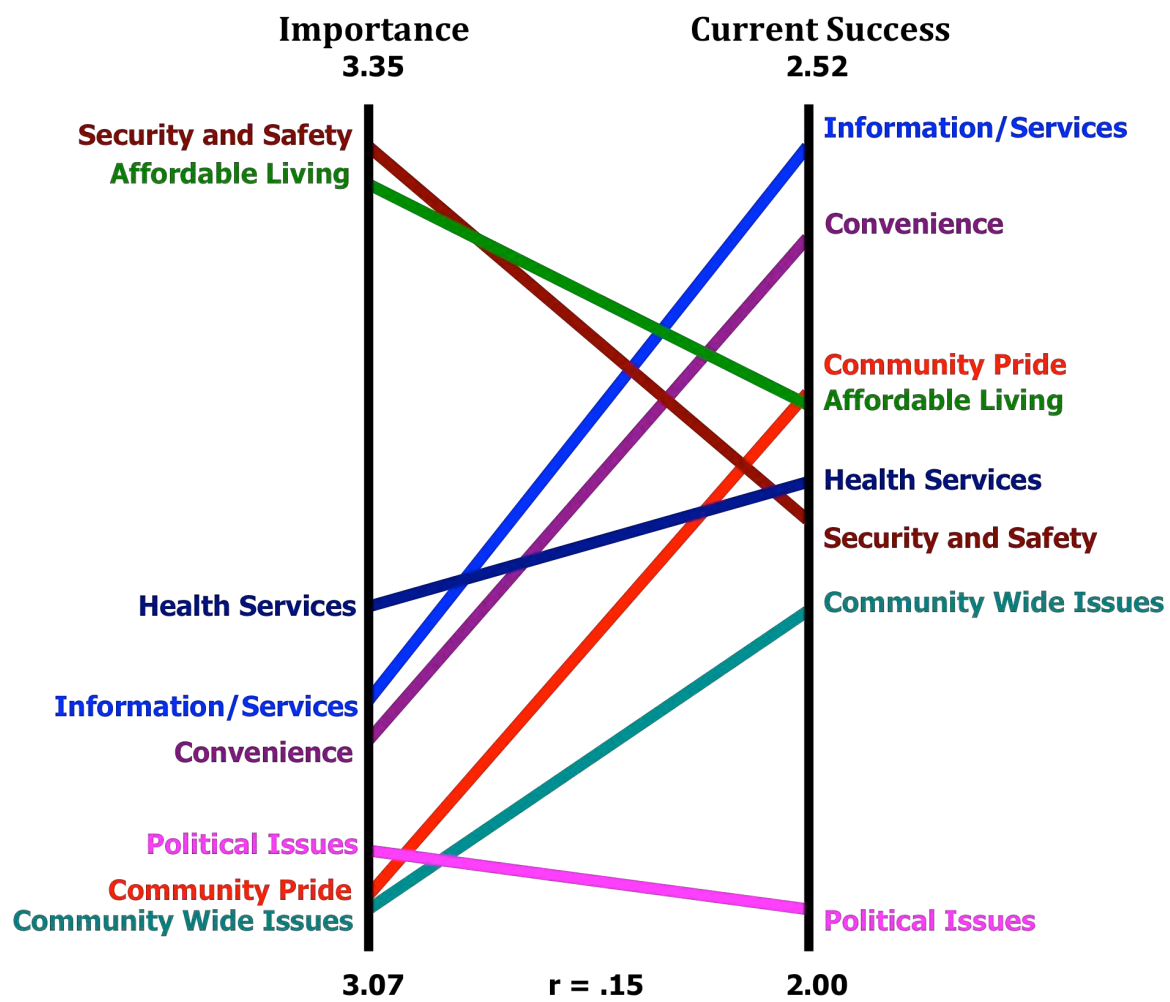


Figure 10 Pattern Match: All Urban Project Respondents

The clusters *Security and Safety* and *Affordable Living* appear high on the *Importance* scale but relatively lower on the *Current Success* scale. This indicates that the participants perceive that the ideas contained within those clusters, though important, are not successfully present and available in the neighborhoods. Conversely, the ideas contained within *Information Services*, *Convenience*, *Community Pride* and *Community Wide Issues* show a relatively high *Current Success* rating while appearing in the lower portion of the average *Importance* rating. This disparity also contributes to the resulting low correlation coefficient.

In formulating potential reasons for why a cluster has a particular placement on the scale, one may have to look into the neighborhood context to draw conclusions. For instance, one reason for the lower placement of the clusters in *Importance* may be due to the perception that those issues are already being successfully addressed in the neighborhoods and as such do not demand as much attention at this time as do other ideas. Similarly, the high rating of *Security and Safety* and *Affordable Living* on the *Importance* scale may be due to the a perceived lack of services and successful interventions in those areas, as shown by the lower average rating of those clusters on the *Current Success* scale.

The ideas within the *Political Issues* cluster were consistently rated relatively low in both *Importance* and *Current Success* scales either pointing to some sense of disinterest, or perhaps a perception of disempowerment around these concerns.

Pattern Matches are also helpful in visually describing agreement and variance in the average cluster ratings of subgroups within a single rating scale. In such a view, it is often interesting to note where cluster lines

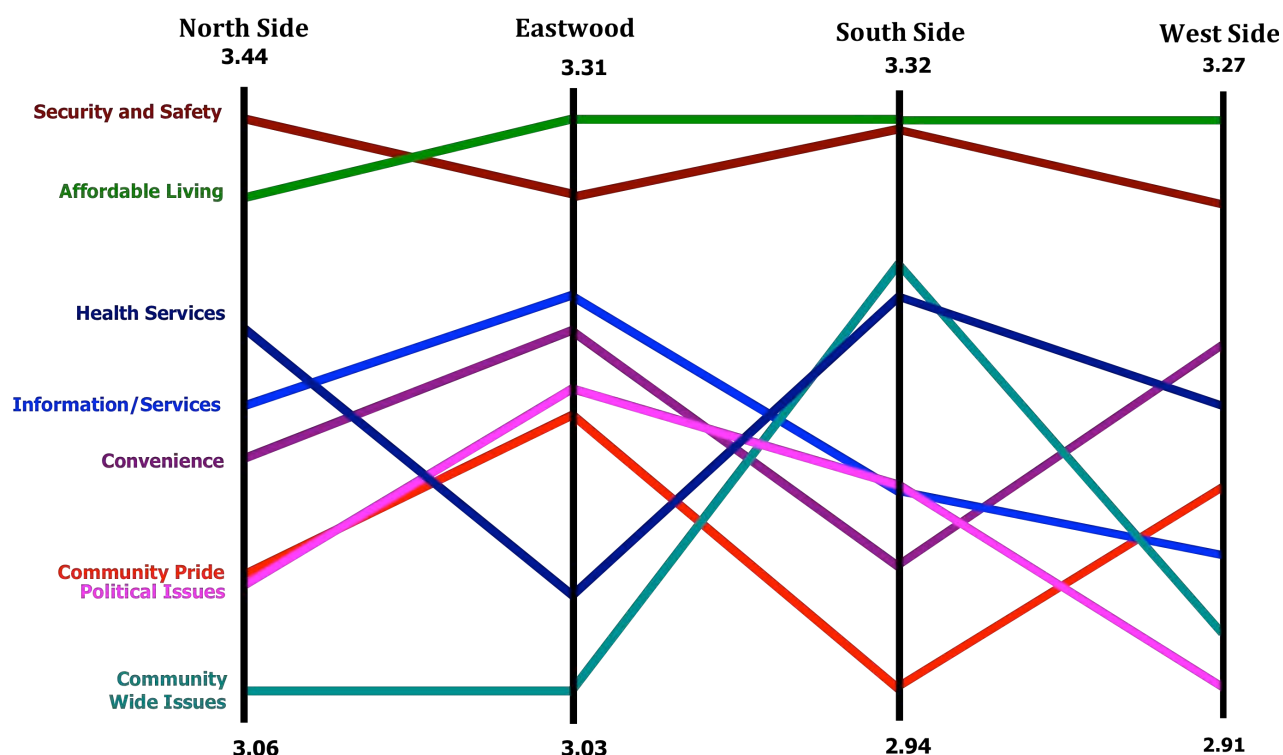


Figure 11 Importance Pattern Match: Subgroup Comparison by Neighborhood

Intersect. In the example shown above (Figure 11), participants' responses from the four urban neighborhoods are compared to one another on the *Importance* rating

When viewing the data in terms of these subgroups, we find relatively strong agreement among neighborhoods, in terms of *Safety and Security* and *Affordable Living*. We also see some degree of variance, however, in the relative rankings of the group of clusters containing the concepts of *Information Services*, *Convenience*, *Community Pride*, *Community Wide Issues* and *Political Issues*.

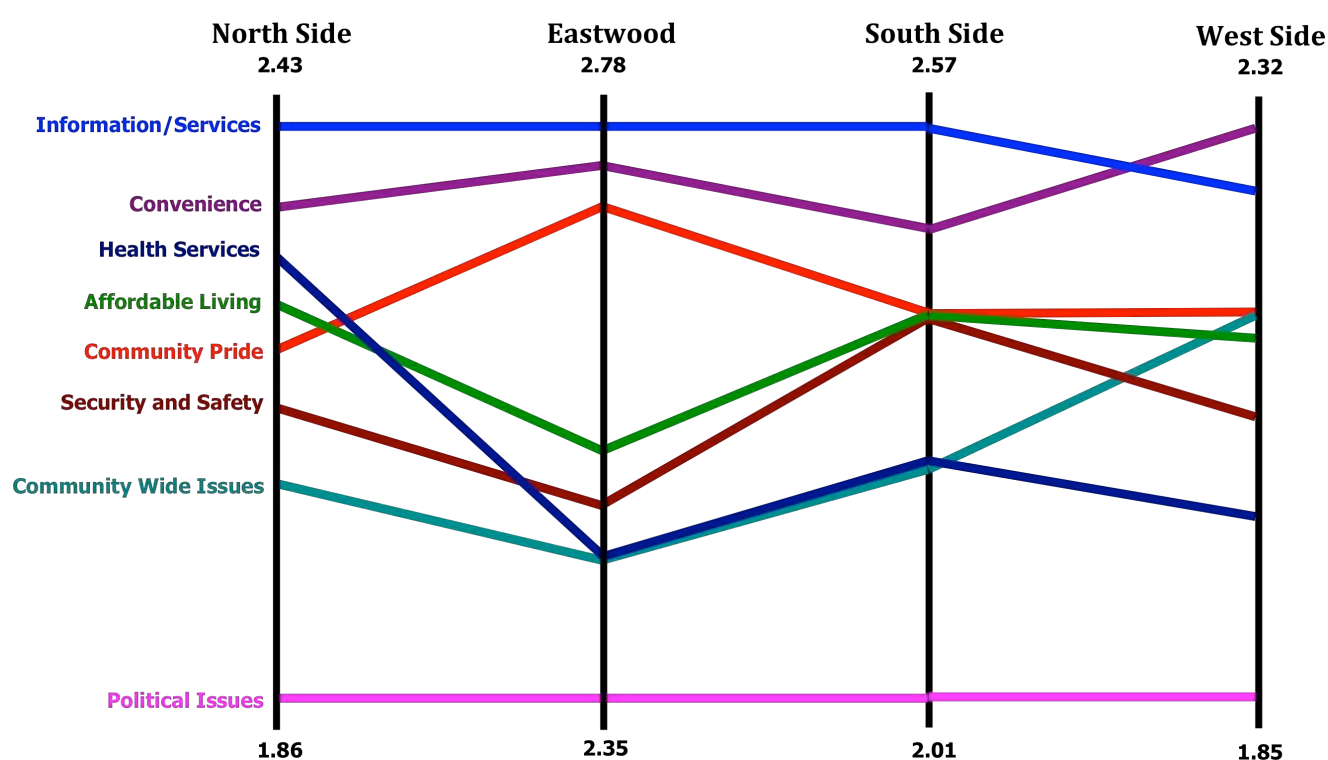


Figure 12 Current Success Pattern Match: Subgroup Comparison by Neighborhood

Figure 12 shows a multi-group comparison by neighborhood, this time focusing on the *Current Success* rating. The correlations here are slightly higher than in the *Importance* comparison, indicating lower degrees of variance in *Current Success* between neighborhoods. The consistency in rating for the concept labeled *Political Issues* is especially telling, as it falls at the bottom of the continuum in all neighborhoods, suggesting that respondents saw very little success in the issues represented in this cluster. We also see remarkable agreement among neighborhoods on the *Current Success* perceived around *Information/Services* and *Convenience*. They remaining clusters vary, across the four neighborhoods, but to a lesser degree than we observe in the *Importance* match.

A Pattern Match was developed for each individual neighborhood in order to take a closer look at how respondents from each area rated the *Importance* and *Current Success* of the clustered brainstorming statements.

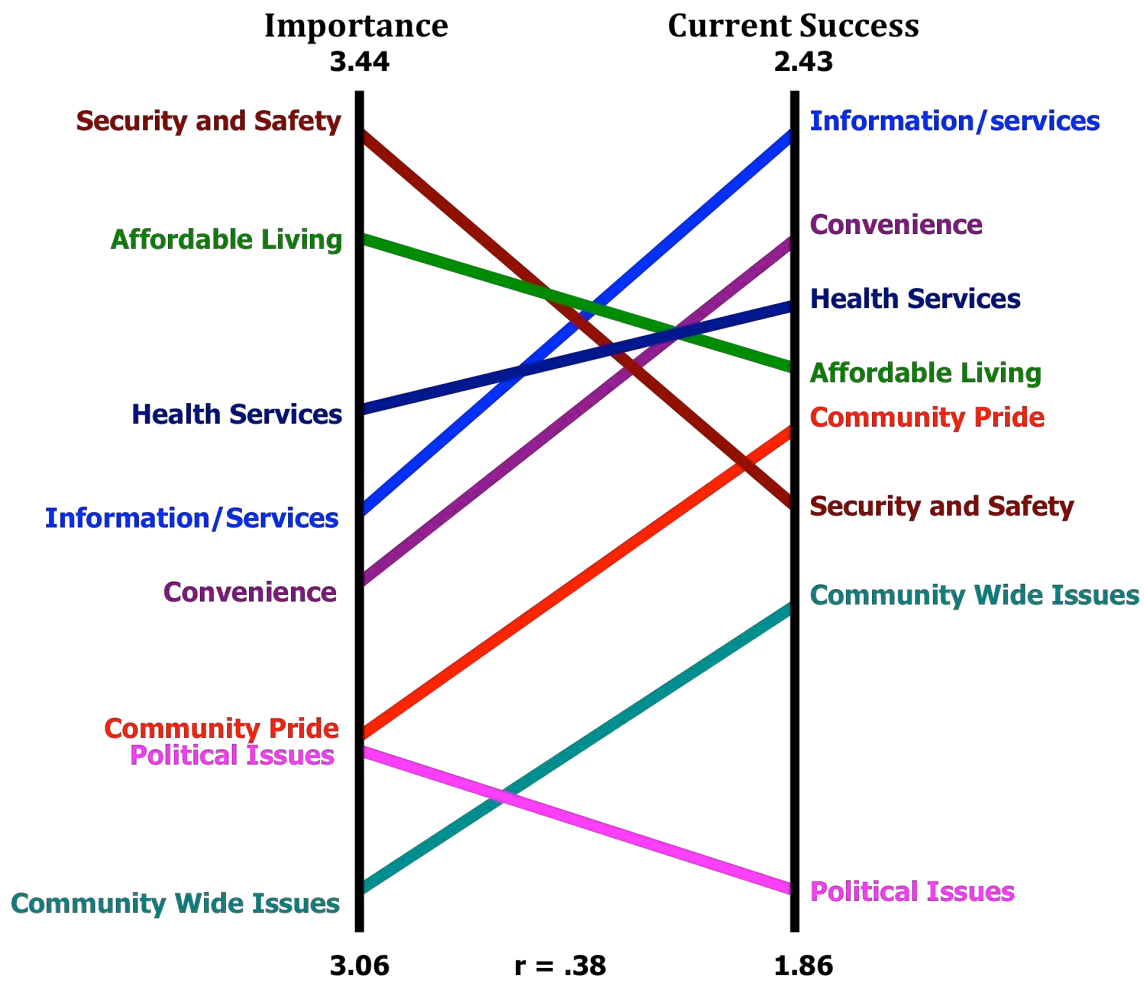


Figure 13 North Side Pattern Match

North Side

It is no surprise that the North Side's ratings (Figure 13) most closely reflect those of the entire group as the North Side accounted for close to a third of all respondents. We again see the priority given to *Security and Safety* and *Affordable Living* and relatively lower ratings of *Current Success* in these clusters by the North Side respondents. *Political Issues* remain at the bottom of the ladder graph on the *Current Success* scale and near the bottom in *Importance*. We are also able to observe the areas that the participants felt were being successfully addressed, i.e. *Information/Services*, *Convenience*, *Community Pride* and *Community Wide Issues*.

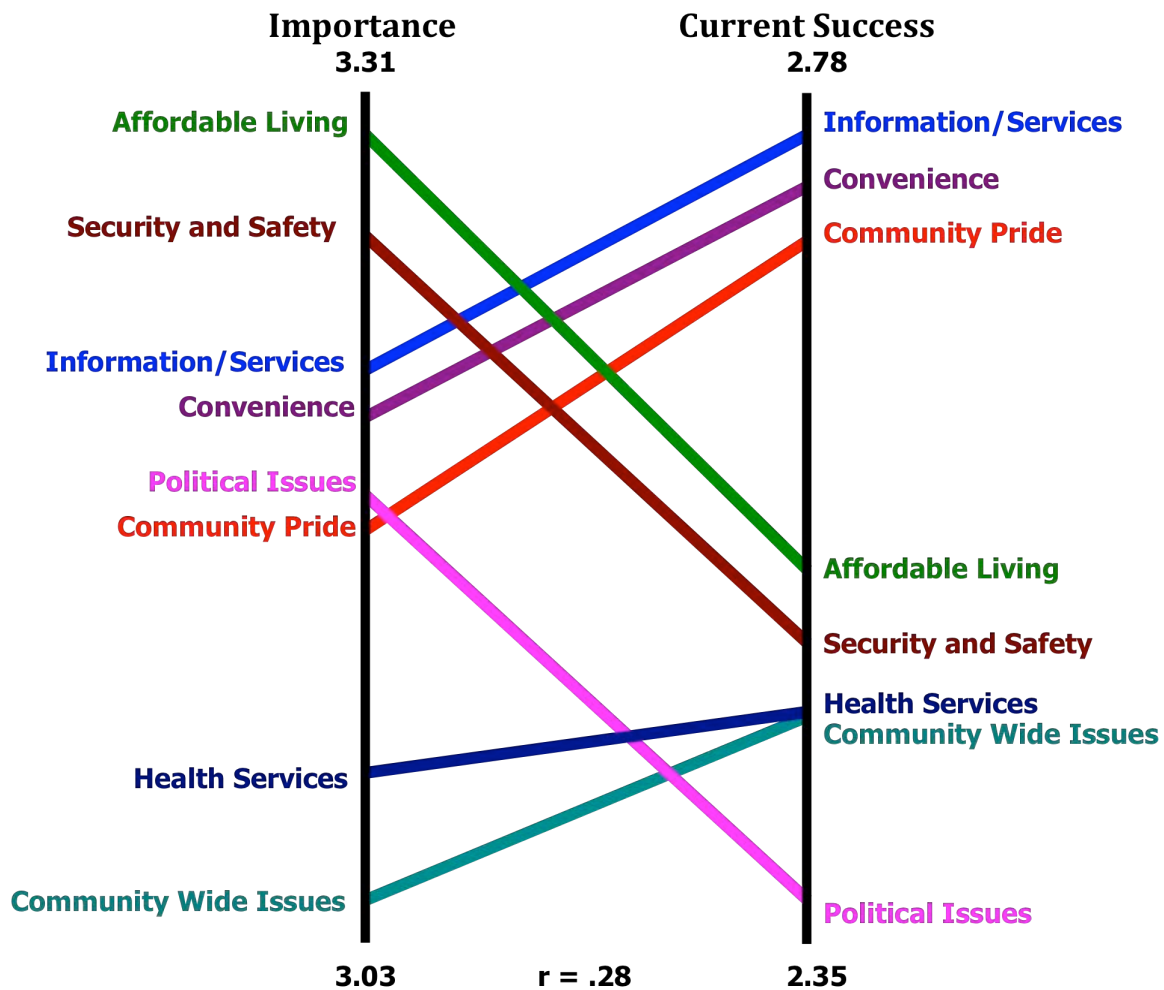


Figure 14 Eastwood Pattern Match

Eastwood

Eastwood, representing about 16% of respondents, has a Pattern Match (Figure 14) showing a greater variance in their ratings of *Importance* and *Current Success*. *Affordable Living* rises to the top of the *Importance* scale followed by *Safety and Security*. The slope of the lines for these clusters one scale to the other appear steeper, suggesting a greater disparity between perceived *Importance* and *Current Success*. It seems that the ideas represented by *Political Issues* have a greater importance to Eastwood participants; nonetheless, they see little current success in the addressing of these concerns.

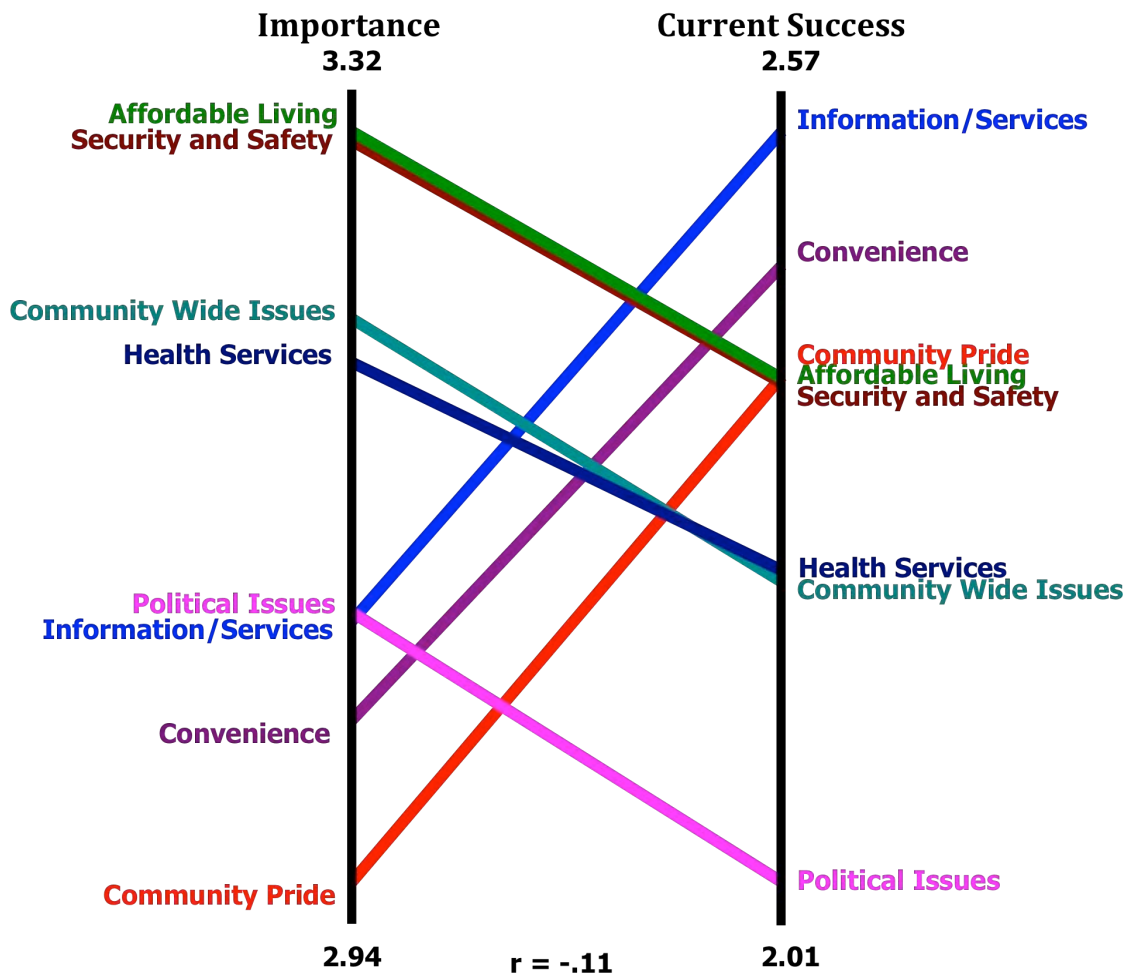


Figure 15 South Side Pattern Match

South Side

The South Side respondents posted the greatest variance in their relative ratings of *Importance* and *Current Success* (Figure 15). In addition to *Affordable* and *Living Security and Safety*, the ideas within the *Health Services* and *Community Wide Issues* clusters proved to be areas of special concern, being of notably higher *Importance* than in other neighborhoods with relatively lower ratings of *Current Success*. *Political Issues* remains a cluster with the lowest perceived success.

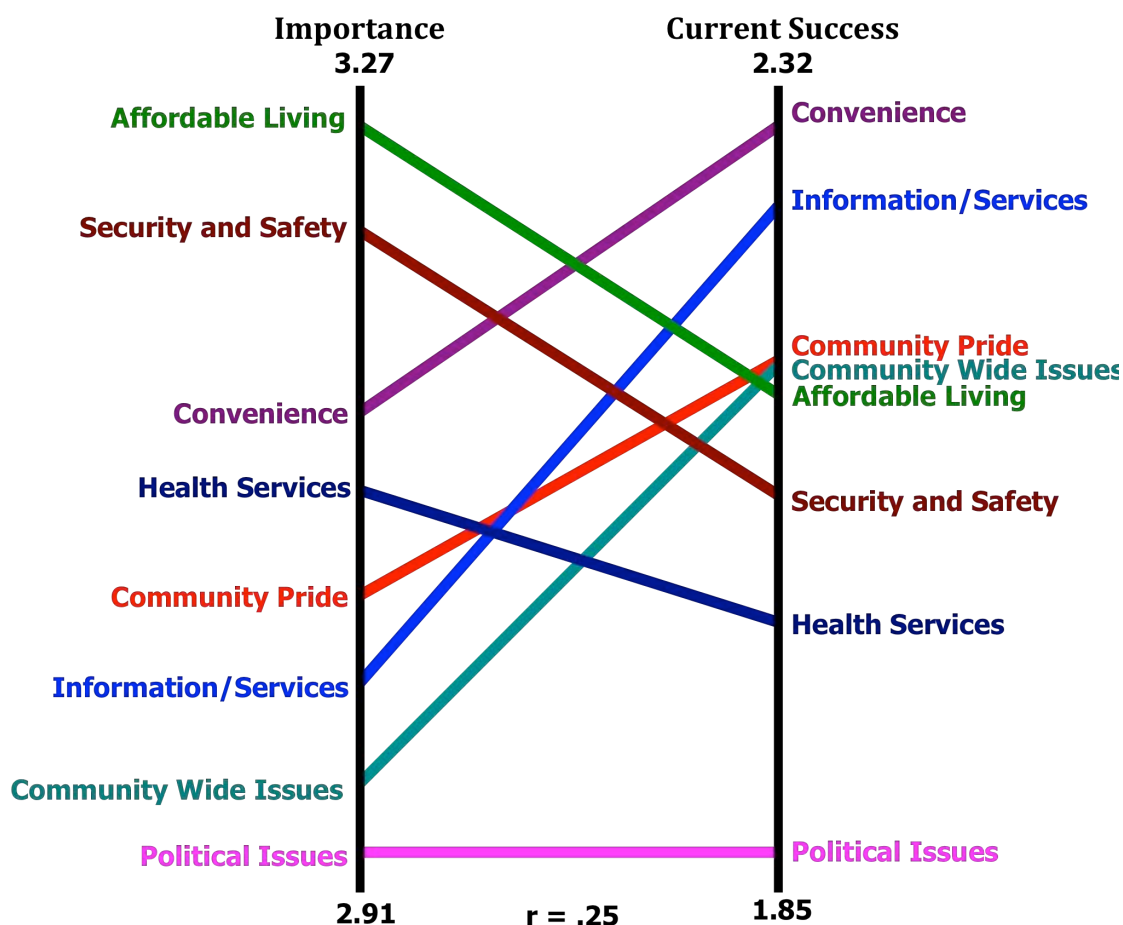


Figure 16 West Side Pattern Match

West Side

Like the South Side, West Side respondents saw *Health Services* to be a relatively important cluster that posted lower success ratings. The areas of highest *Importance*, however, remain *Affordable Living* along with *Security and Safety*. The *Political Issues* cluster's level of *Importance* at the bottom of the scale matches the low relative rating of *Current Success* in this community, as if to say these ideas are not important as no success in addressing them can be seen.

On the positive side, participants from these urban areas felt that their neighborhoods for the most part were successful in addressing the ideas in the clusters designated as *Information/Services* and *Convenience*. Concerns about *Security and Safety*, *Affordable Living* and in some case *Health Services*, however, seem to be beckoning for greater attention as indicated by their high *Importance* and relatively lower *Current Success* ratings. *Political Issues* ratings indicate a cluster of ideas that respondents not only saw little success in, but also, perhaps related to this perception, posted notably low relative ratings of *Importance*.

Go-Zones

Pattern Matches provide us with an overview of the concepts represented on the cluster map and how the value ratings we have collected indicate, on the concept level, the perceptions of those who rated relative to *Importance* and *Current Success*. As a reminder, each cluster is comprised of the specific statements or details that were contributed by participants during the brainstorming phase. We now turn our attention to those details with the specific statement rating values associated with each statement.

Using the Concept Mapping software, the consultant created Go-Zone analyses for the Urban Project as a whole and for each individual neighborhood. These analyses are bivariate scatter plots that show the average *Importance* and *Current Success* rating of each number referenced statement (See Appendix A1). Just as the concept map clusters, Pattern Match, and conceptual framework model enable decision makers to observe, understand and agree upon the relationship and relative value of concepts, the Go-Zone analyses enable stakeholders to keep the larger conceptual view in mind, while returning to the detailed contents of each cluster (Figure 17).

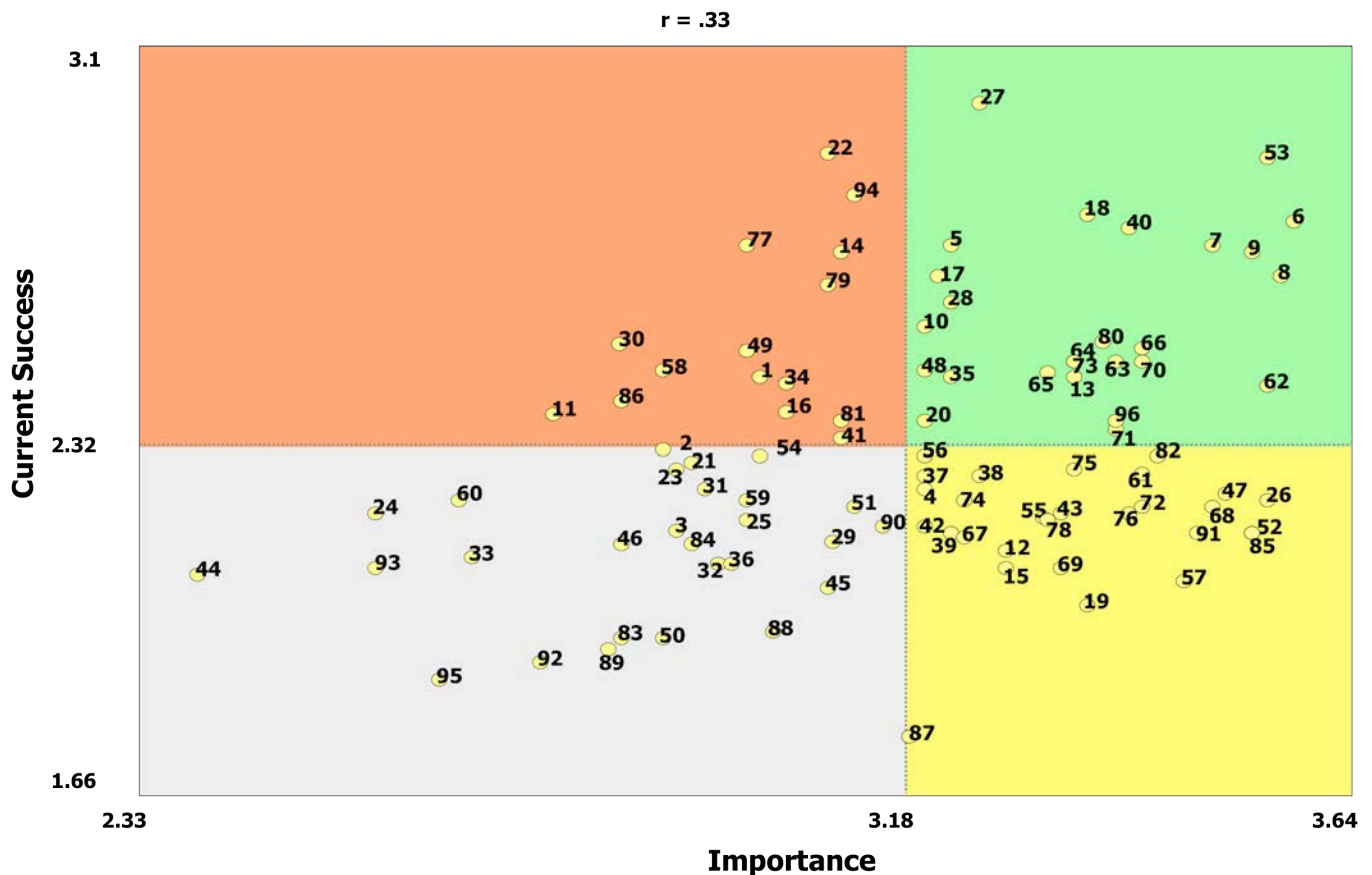


Figure 17 "Go-zone" for All Urban Project Respondents

Those items located in the upper right quadrant were rated higher than average across participants on both *Importance* and *Current Success*. When considering items for action, however, one may wish to focus on the “gap” items in the lower right quadrant (high *Importance*, relatively low *Current Success*) as the most logical ideas to act upon. Items in the upper right quadrant (high *Importance*, high *Current Success*) may indicate that these are areas that are already being addressed sufficiently. Items in the lower left quadrant (low *Importance*, low *Current Success*) may be considered unnecessary for action at this time due to lack of interest. Similarly, items in the upper left quadrant (low *Importance*, high *Current Success*) may also be considered unnecessary for action at this time. Certainly there are other interpretations that could be added to understand this graph. The key point is that this provides a way for all stakeholders to view the data and to then engage in assisted dialogue about implications.

As we look at the referenced idea statements in the lower right quadrant (highest average *Importance* ratings, lowest ratings of *Current Success*) from right to left (and bottom to top) and then list them, a quasi-narrative begins to emerge which profiles the Urban Project’s participants’ perspective of the issues that have the greatest salience for potential action in their neighborhoods. Following is the list from Urban Project Go-Zone:

- (26) being able to contact the right people for services without getting the run around
- (52) getting rid of drug dealers
- (85) stopping the violence
- (47) less crime
- (68) more respect for seniors
- (91) keeping walkways clean in the winter time
- (57) lower utility bills for seniors who live in the community and maintain their property
- (72) protection on the streets at night
- (61) help with home repairs that don’t cost too much money or volunteers
- (76) low cost for renting and owning housing
- (19) addressing problem of slum landlords
- (69) addressing the gang problem
- (78) shorter waiting list to get into senior housing
- (43) less of a waiting period for emergency services to arrive
- (55) checking old furnaces in seniors’ homes
- (12) making it more comfortable for seniors to come out at night
- (15) getting younger generations involved with seniors to teach them respect, etc.
- (38) cleaning up the corners
- (24) more businesses
- (67) adapting properties as people age
- (39) some way to know about services
- (42) medical personnel doing home visits
- (4) asbestos abatement in seniors’ homes funded by the government
- (37) more seniors programs to keep seniors in the neighborhood
- (56) more covered bus stops for waiting for bus

Of the 25 idea statements on this list all but seven or eight can be related to the notions of *Security and Safety* and *Affordable Living*, confirming the pattern match data, and fleshing out the ideas rated highest in *Importance* by participants in the Urban Project. These ideas are the place to begin discussing the specifics of a strategic plan or neighborhood initiative.

Separate Go-Zones were created for each neighborhood. The complete set of Go-Zones for the map developed by the Urban Project is located in Appendix 3a.

SUBURBAN PROJECT: DEMOGRAPHIC DATA

Neighborhood

The chart below (Figure 18) suggests that participants from each community were relatively equally represented. However, the close to 27% that selected “other” were primarily members of the Mattydale group, though they may not have identified themselves with that specific village within the larger town of Salina. The “other” category was included with Mattydale resulting in it representing close to half (46.34%) of the respondents. Baldwinsville accounted for a little under 30% of the participants while Fayetteville respondents made up about a quarter of Suburban Project raters.

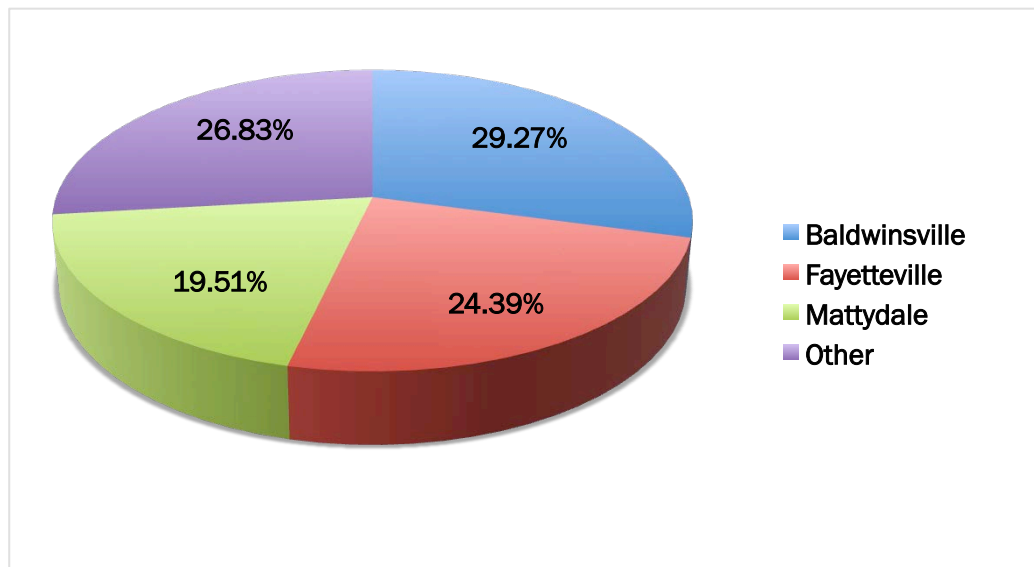


Figure 18: Neighborhood

Years in Neighborhood

A significant majority (68.29%) of participants had lived in their homes for over ten years, suggesting a rather stable group of communities (Figure 19).

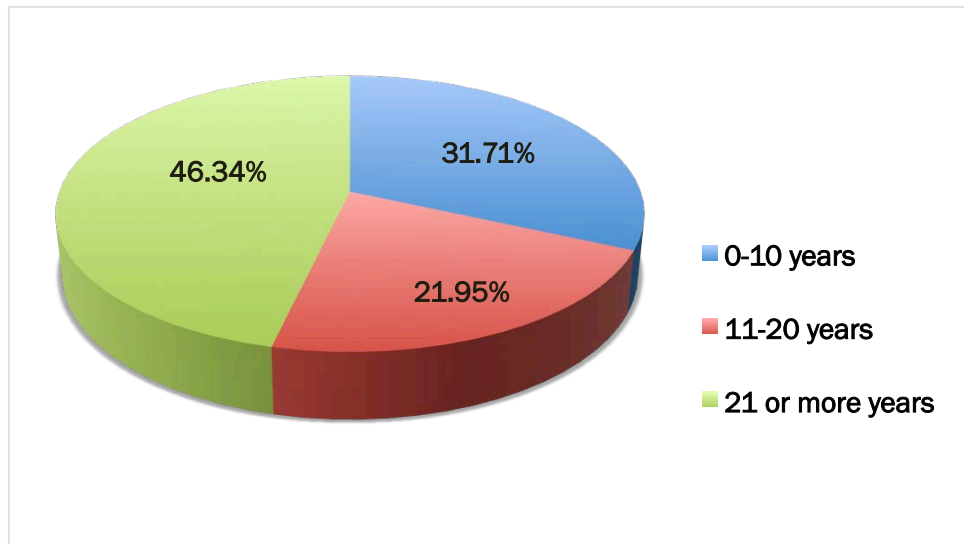


Figure 19: Years in Neighborhood

Housing Status

The vast majority (70.73%) of respondents were homeowners, another indication of community stability. Again, close to a tenth (9.76%) indicated a housing status other than owning or renting, suggesting that some respondents may be living with others (Figure 20).

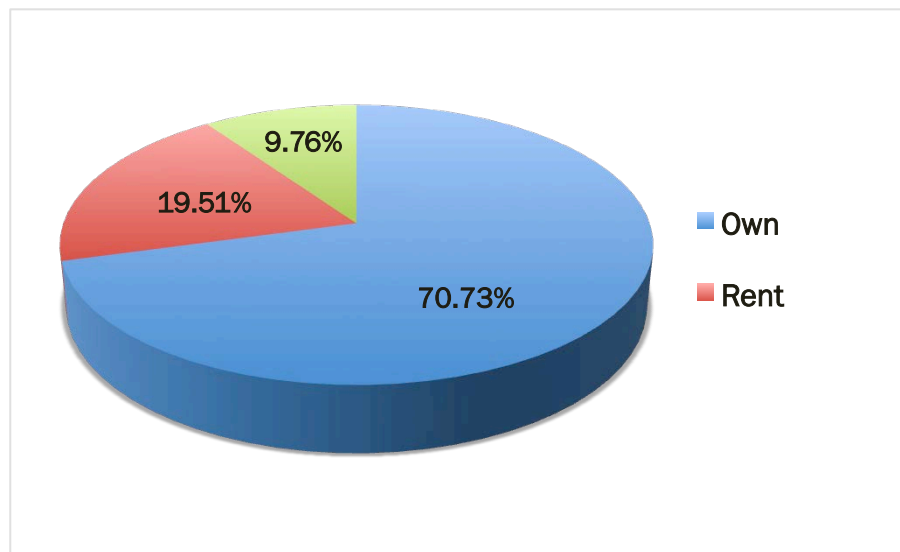


Figure 20: Housing Status

Age

Well over half (58.54%) of respondents were over 70 years of age, indicating well-aged group of participants. (Figure 21)

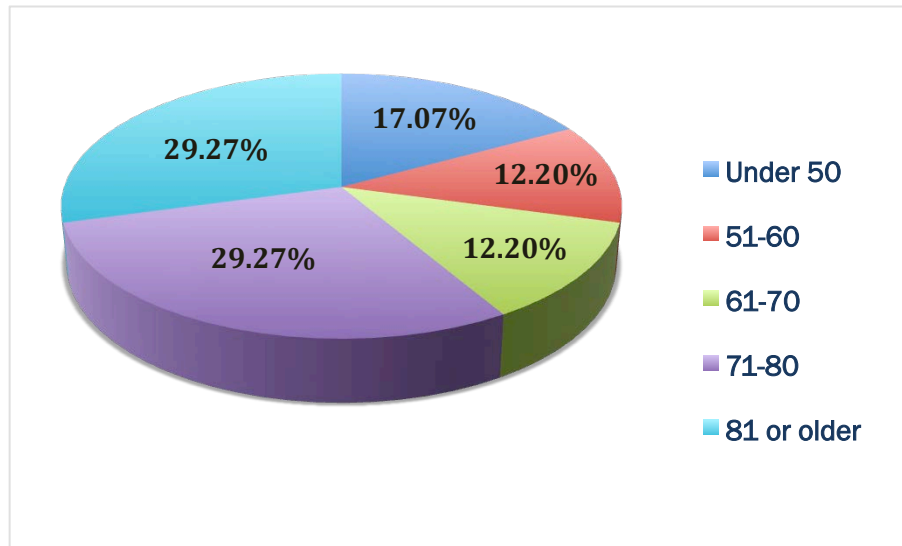


Figure 21: Age

Role in Neighborhood

As with the Urban Project participants, Suburban respondents did not identify themselves as elders with the level of frequency that the *Age* data would suggest. Only about 44% self identified with the term elder. Another a fifth (24.40%) saw themselves as either Service Providers affiliated with an agency or Community, Faith-based or Block Group leaders. (Figure 22). A little over 7% were business leaders and 22% did not feel that any of the role designations described them.

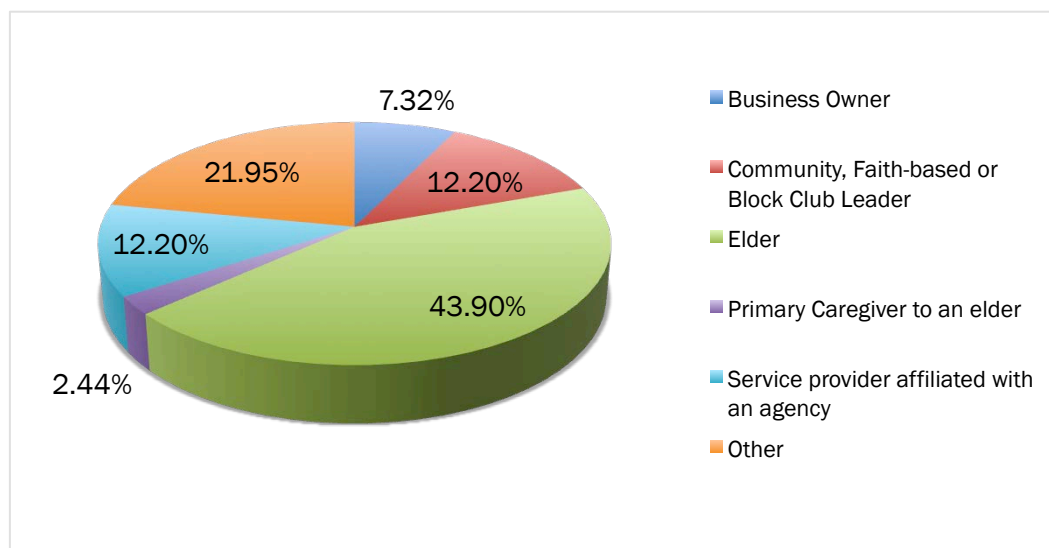


Figure 22: Role

SUBURBAN PROJECT: CONCEPT MAPPING DATA

Point Map

Concept maps were generated for the Suburban Project, showing the relationships among the 128 distinct ideas generated as part of the brainstorming process.

The point map below (Figure 23) shows each of the 128 brainstormed ideas as a point on the screen. Ideas that are closer together were sorted by participants more frequently into the same group. (See Appendix 1b)

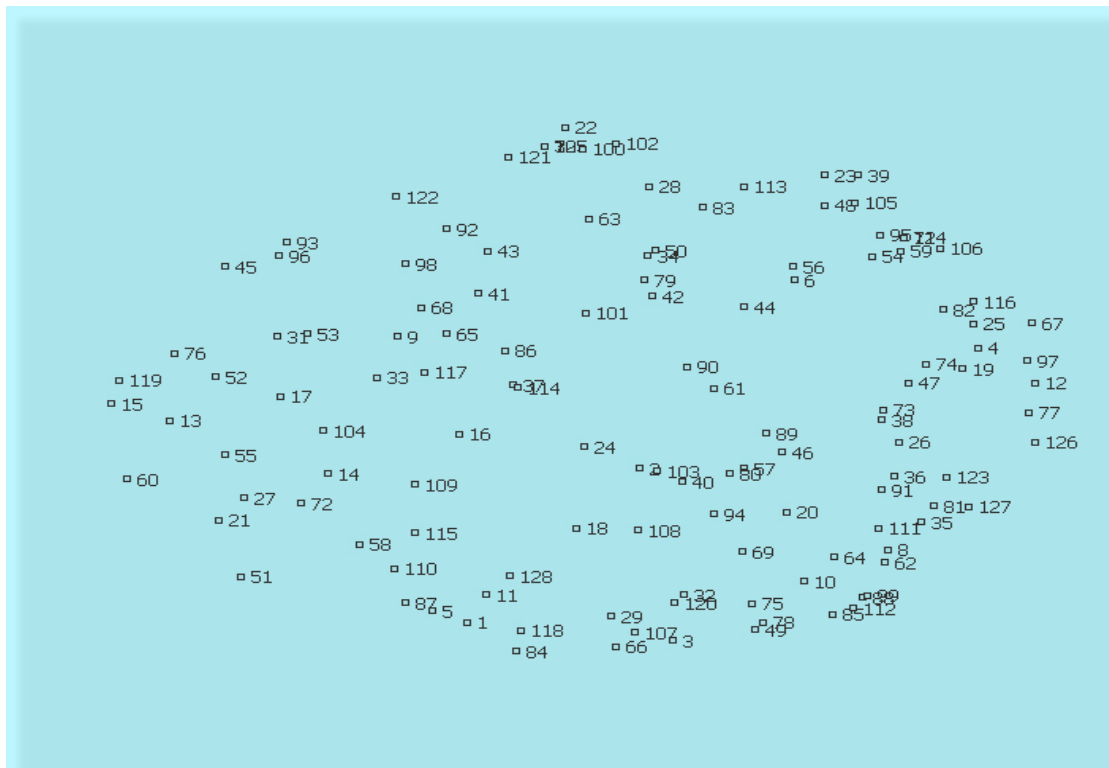


Figure 23 Point map, indicating the array of all statements and their relationship to each other.
Suburban Neighborhoods

Cluster Maps

The concept map for the Suburban project clustered the many ideas that were generated by the neighborhood residents and stakeholders into ten (10) concept categories. They were:

- *Transportation*
- *Expanded Opportunities*
- *Local Businesses*
- *Access to Medical Centers*
- *Affordable Community Living*
- *Reliable Services*
- *Medical Home Care*

- *Personal Wishes*
- *Youth and Connecting*
- *Recreational/Educational*

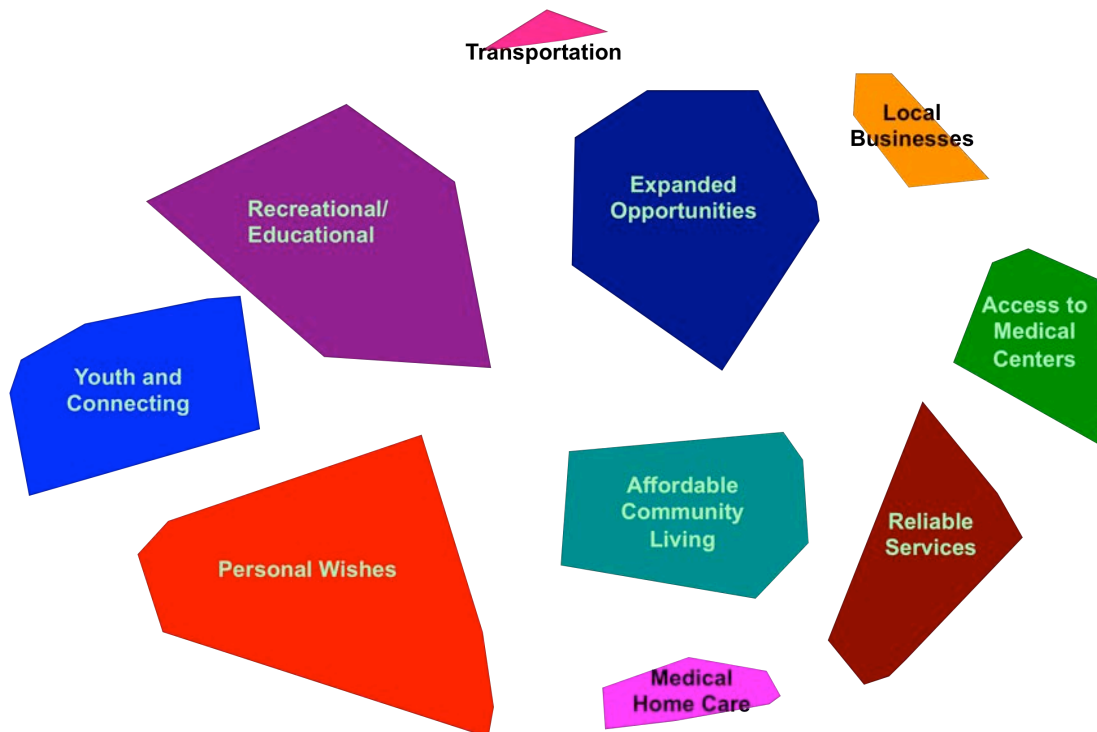


Figure 24: Concept map. A 10-cluster concept map indicating the main topics, or concepts, that contain the 128 ideas that make up the content of the Suburban project results

The Suburban Project's basic cluster map (Figure 24) reflected the sorting process and its representative groupings of similar idea statements. Cluster category names were derived from the sorting process and modified as necessary for clarification by the consultant. One particular cluster, *Personal Wishes*, included a diverse range of idea statements that participants had sorted together. The statements ranged from "lower taxes" to "having your children here" to "someone to get rid of the skunks for free" (See Appendix B2). The label for this cluster remained broad enough to incorporate statements that, though sorted together by participants, seemed to involve a wide range of ideas.

The rating maps in the Suburban Project showed that the clusters occupying the lower half of the map were rated as being of greater *Importance*. These included the clusters labeled, *Affordable Community Living*, *Medical Homecare*, and *Reliable Services*, followed by *Extended Opportunities*, *Access to Medical Centers*, and *Personal Wishes*. Clusters, like idea statements, that maintain closer proximity in the map geography often maintain a conceptual relationship. *Transportation* was also an important cluster of idea statements for the suburban participants (Figure 25).

When looking at the *Current Success* rating map (Figure 26), we note the relatively low level of perceived success in some of these "important" areas, particularly *Transportation*, *Personal Wishes* and *Expanded Opportunities*.

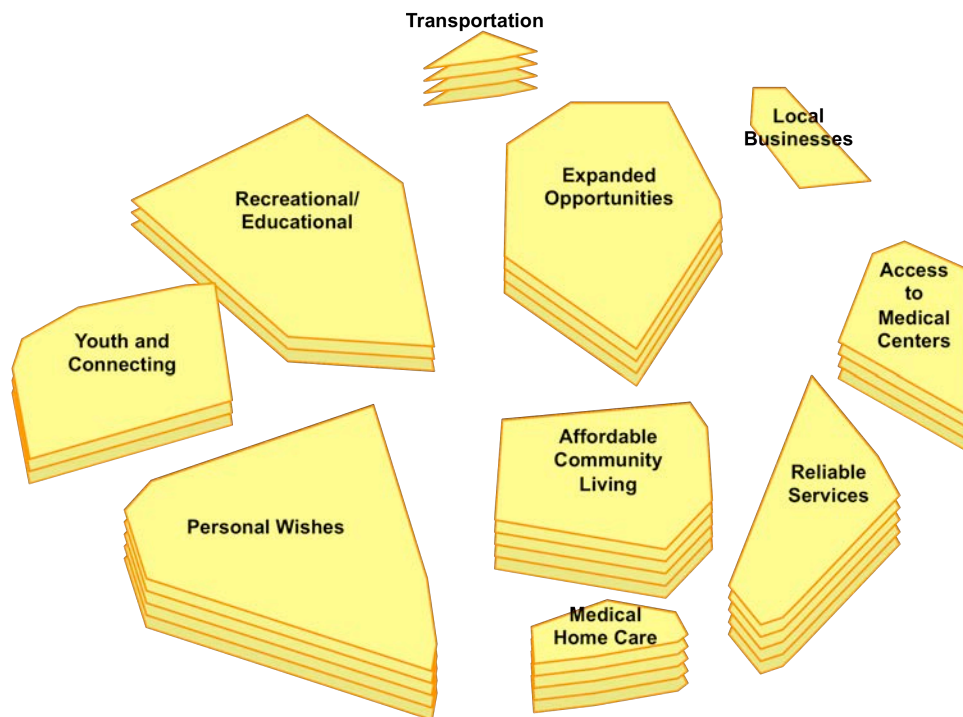


Figure 25: Cluster-rating Map for *Importance*

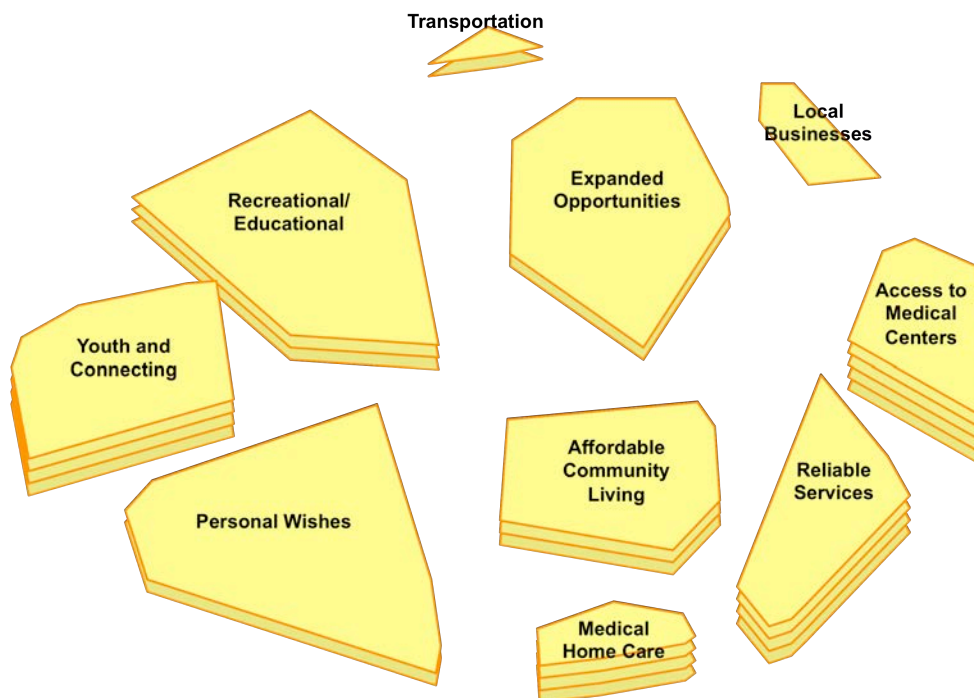


Figure 26: Cluster-rating Map for *Current Success*

Local Businesses is a cluster in which the idea statements were not seen as important or indicative of success. This cluster maintains low ratings in both maps.

Pattern Matches

Once again, in order to compare the average ratings of *Importance* and *Current Success* provided by the Suburban Project, the Pattern Match shown below (Figure 27) was created. The correlation is positive and moderate with a coefficient measure equal to .55. There is noted variance between certain elements that have been rated high in *Importance* and relatively lower in the *Current Success*. This can be seen in the slopes between the two scales for the specific clusters labeled, *Medical Home Care*, *Affordable Community Living*, *Personal Wishes* and *Transportation*, and to a certain extent, *Expanded Opportunities* and *Reliable Services*.

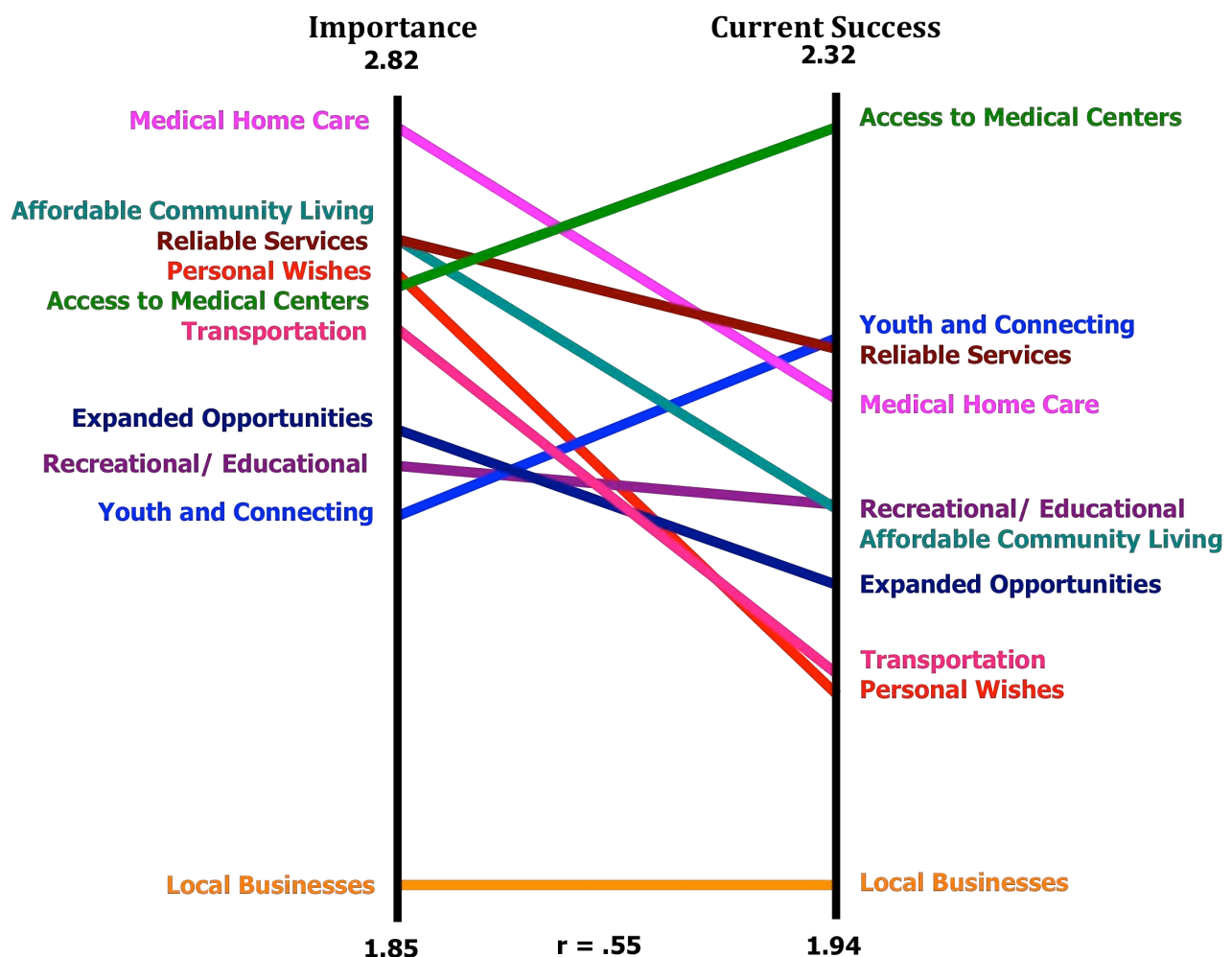


Figure 27 Pattern Match: All Suburban Project Respondents

Personal Wishes and *Transportation* showed the greatest disparity across the two scales indicating likely areas where the suburban communities might benefit from placing attention in planning activities.

In reviewing the Pattern Matches of the subgroups below, we can observe the distinct priorities and perceptions each of the suburban communities reflected in their rating. *Medical Home Care* was by far the cluster that all participants rated as most important (Figure 28). However, this cluster's rating of *Current Success* varied from community to community (Figure 29).

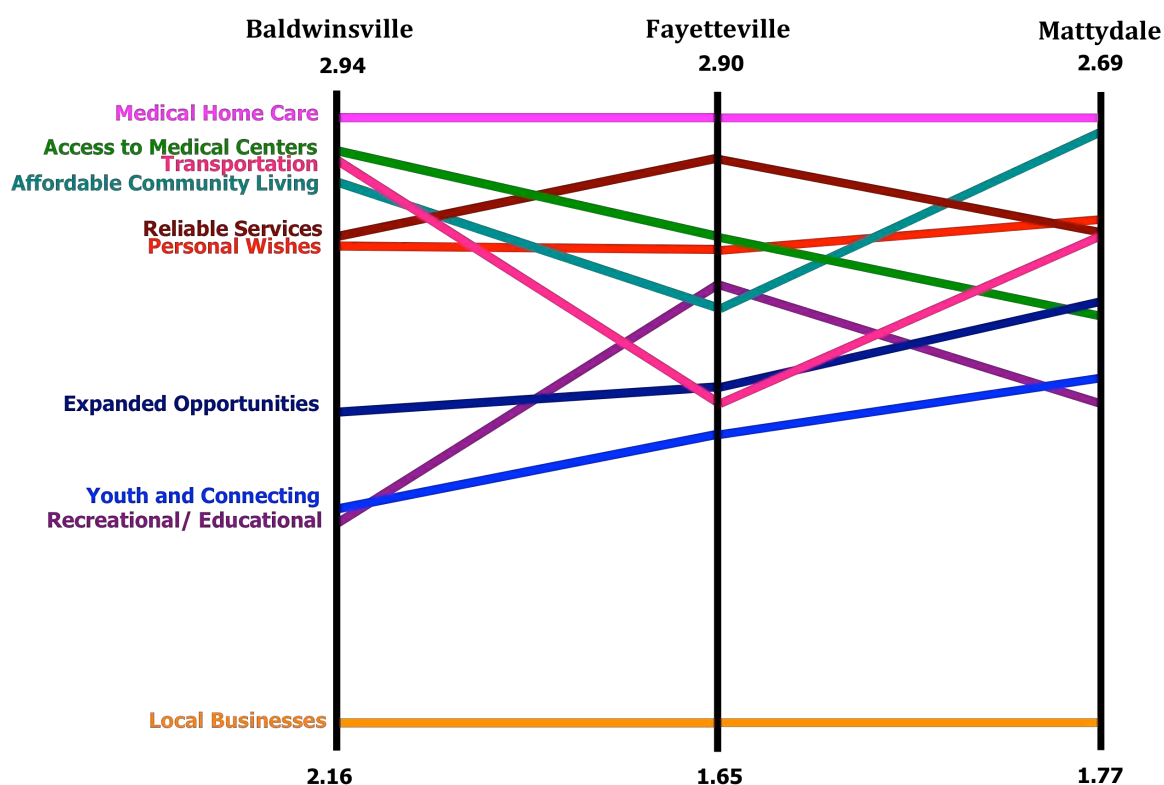


Figure 28 Importance Pattern Match: Subgroup Comparison by Community

The data from these subgroups confirms strong agreement regarding the top *Importance* ratings of *Medical Home Care*, but we also observe that the other top clusters vary across communities. *Transportation*, *Access to Medical Centers* and *Affordable Living* are next in *Importance* in Baldwinsville. In Fayetteville, *Reliable Services*, *Access to Medical Centers* and *Personal Wishes* take priority. Finally, Mattydale rates *Affordable Community Living*, *Personal Wishes* and *Reliable Services* highest after *Medical Home Care*. These differences have implications in helping to focus each community's planning initiatives toward developing more elder friendly neighborhoods.

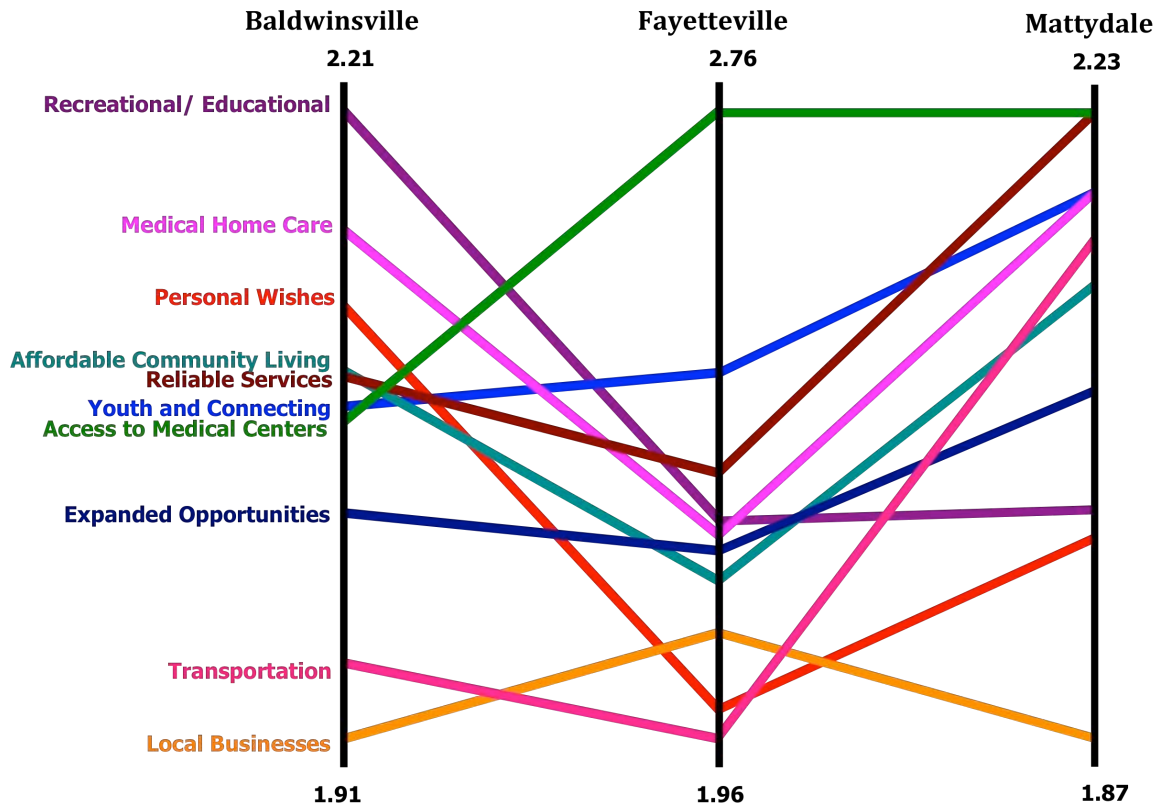


Figure 29 Current Success Pattern Match: Subgroup Comparison by Community

Figure 29 also shows that the perceptions of *Current Success* vary considerably across the three suburban communities. Baldwinsville participants felt that the ideas represented in the clusters, *Recreational/Educational*, *Medical Home Care* and *Personal Wishes* were being addressed relatively successfully. *Transportation* issues, however, were not. Fayetteville respondents also rated *Transportation* as relatively lacking in *Current Success*, but they held a much more positive view of *Access to Medical Centers*. In many ways Mattydale seems to mirror Baldwinsville in its ratings of *Current Success*, except when it comes to the *Reliable Services* cluster, which Mattydale rates as significantly more successful and the *Recreational/Educational* cluster which Mattydale participants see as less successful.

A Pattern Match was developed for each individual community in order to take a closer look how respondents' rated compared across the scales of *Importance* and *Current Success* of the clustered brainstorming statements.

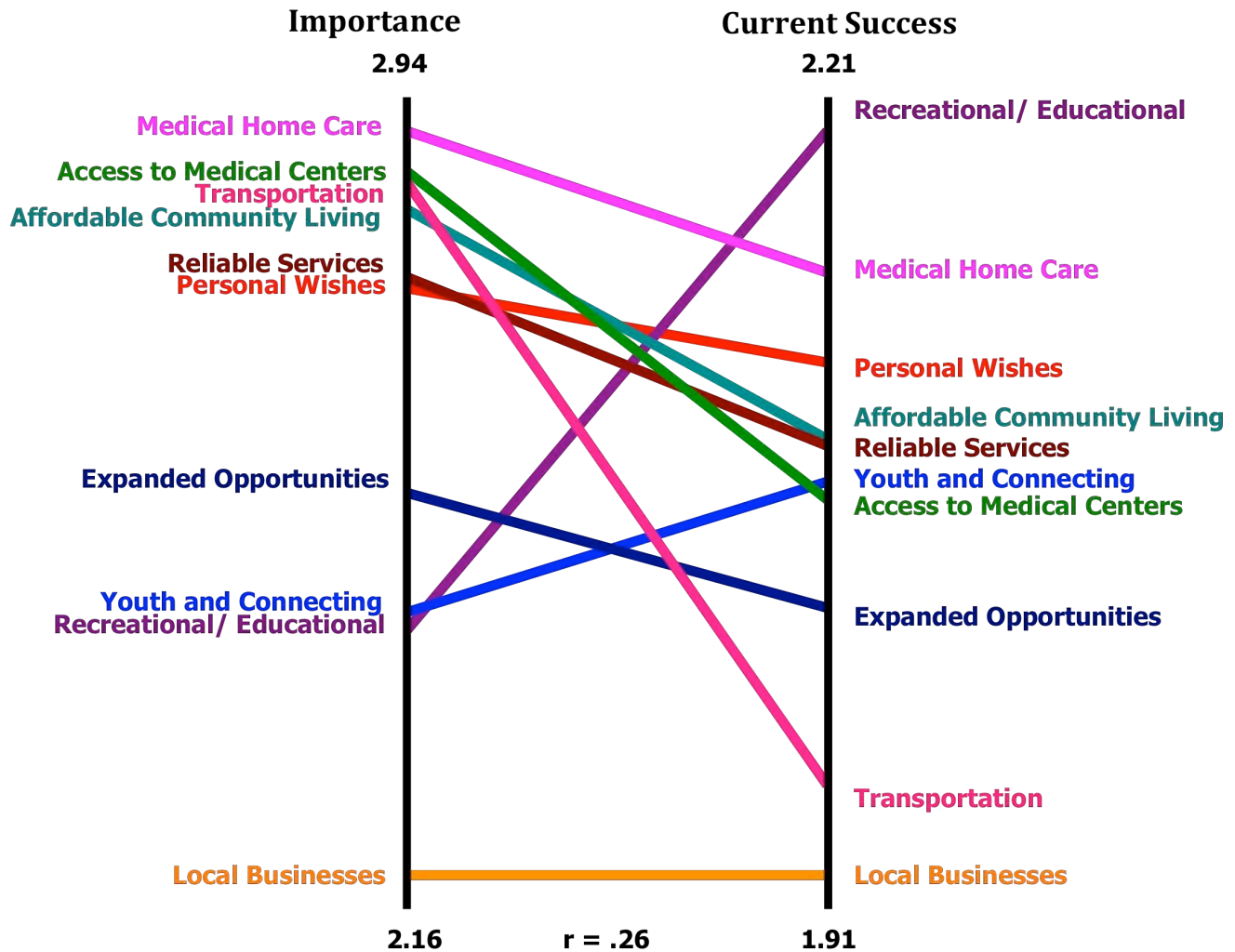


Figure 30 Baldwinsville Pattern Match

Baldwinsville

The Baldwinsville Pattern Match confirms the observations we have already made, with the most dramatic result being the disparity between the two scales with regard to *Transportation*. The *Recreational/Educational* cluster may be low on the *Importance* scale because it's *Current Success* is perceived as very high by respondents. While the ideas within *Medical Home Care* are important in Baldwinsville, respondents see some success in this area. Of greater interest are the clusters, *Access to Medical Centers* and *Affordable Community Living* where the ratings of *Current Success* are notably lower than their *Importance* ratings might warrant.

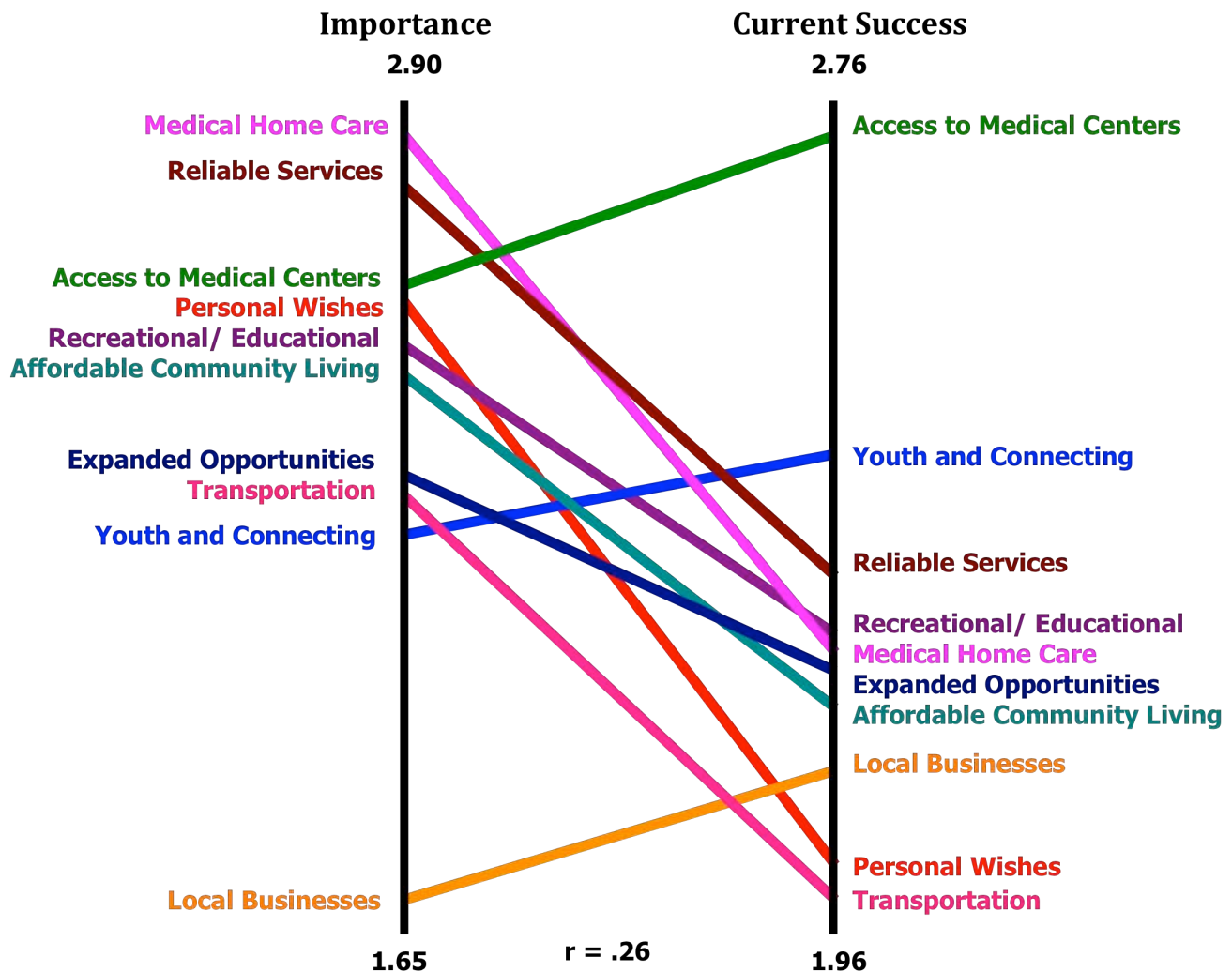


Figure 31 Fayetteville Pattern Match

Fayetteville

Fayetteville respondents posted more disparate ratings across the two scales than any of the two other communities. In all clusters except *Access to Medical Centers*, *Youth and Connecting*, and *Local Business*, Fayetteville participants' ratings of *Current Success* are notably lower than ratings of *importance* in the respective clusters. In planning initiatives, residents may wish to take special note of the ideas in the priority clusters (*Medical Home Care* and *Reliable Services*) as well as those posting the lowest *Current Success* ratings (*Personal Wishes* and *Transportation*).

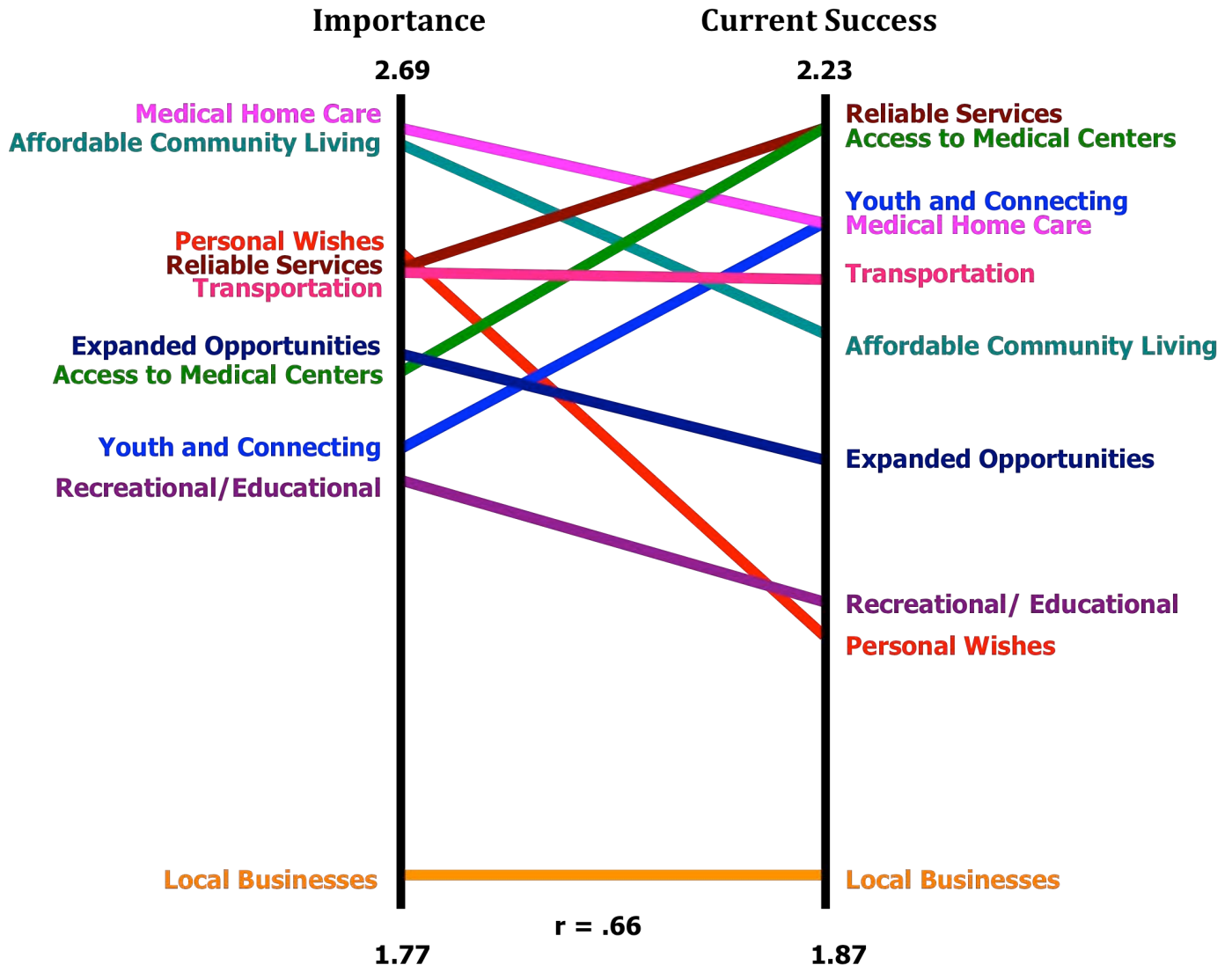


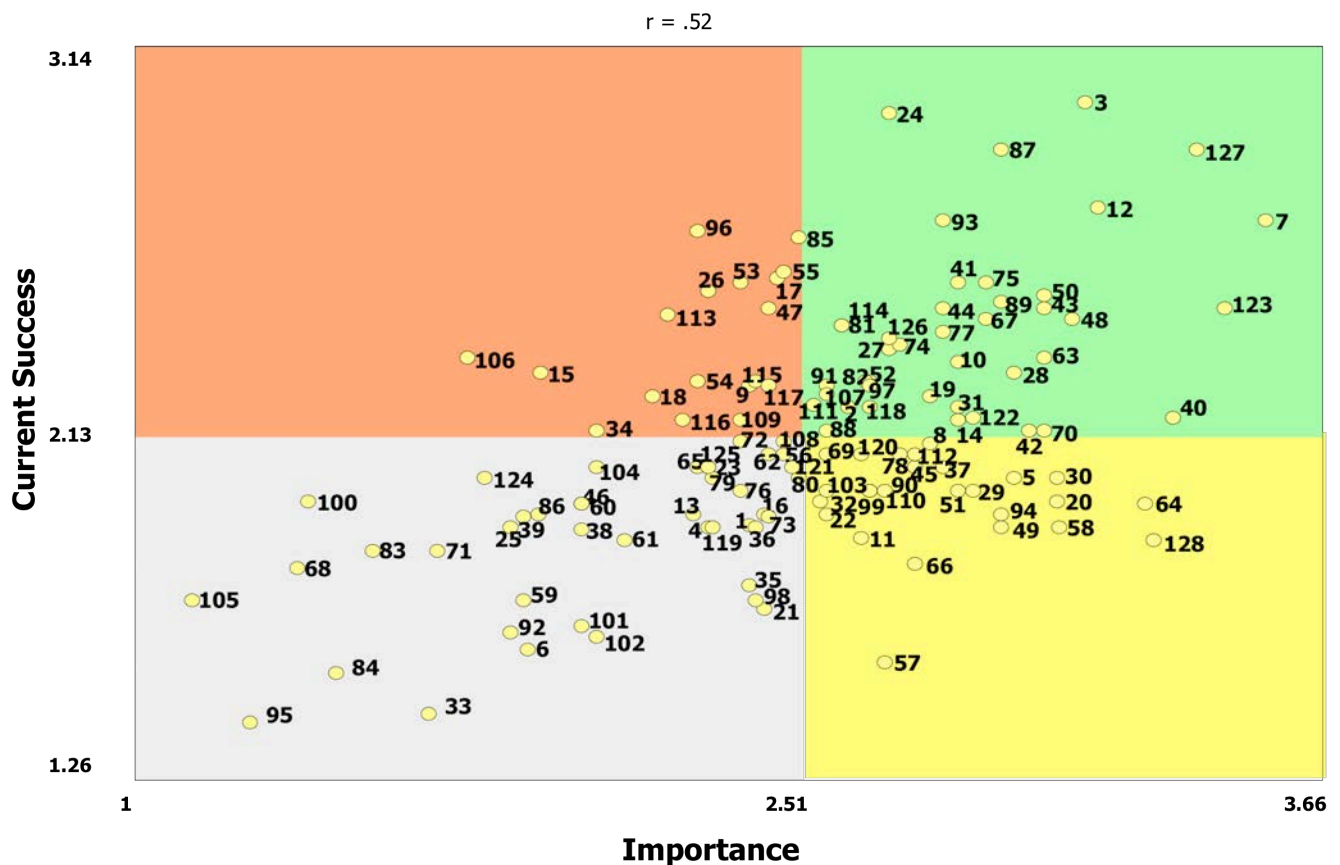
Figure 32 Mattydale Pattern Match

Mattydale

In looking at Mattydale's Pattern Match (Figure 32) we see a much different picture than either of the other communities. There is higher relative agreement in ratings for most clusters. The greatest differences are seen in the ratings of *Personal Wishes*. While *Medical Home Care* and *Affordable Community Living* are clearly at the top of the *Importance* scale in this community, respondents do perceive a relative level of *Current Success* in addressing the ideas contained in these clusters.

Go-Zones

A listing of the “gap item” idea statements in the lower right quadrant (highest average *Importance* ratings, lowest average ratings of *Current Success*) from right to left (and bottom to top) for the Suburban Project again allows us to flesh in some of the specifics of these participants’ perspective regarding issues of greatest salience for potential action in their communities. Following is the list from Suburban Project Go-Zone:



- (128) lower taxes
- (64) list of honest repairmen
- (58) cheaper health insurance
- (20) lower utility bills
- (30) more local transportation
- (49) doctors and physician's assistants making home visits
- (94) funds available to keep people in their home rather than go into nursing home
- (5) Neighborhood Watch to check in on seniors
- (29) helpers who are checked to make sure they are honest
- (51) discount for health alert bracelets
- (37) money to do all the things I want to do

- (8) in home help for cooking and house cleaning
- (45) discount on gas
- (112) help with home maintenance and repairs
- (78) people willing to come into home if help is needed
- (110) low cost dental and eye care
- (57) no school tax
- (98) a time for seniors to exclusively use the park and pool
- (11) phone chain for seniors to check in on one another
- (120) traveling nurse in the area to check blood pressure
- (22) scat van service
- (32) non-medical senior care
- (103) more low cost housing
- (69) an agency to provide healthcare aide to help with spouse

Of the 23 idea statements on this list, half have to do with the notion of *Affordable Community Living*. About a third of the statements are healthcare related, affirming the pattern match priority of *Medical Home Care*. About 40% to 50% of the ideas address issues around services in and for the home, reflecting an interest in *Reliable Services*. These ideas provide a place to begin discussing the specifics of a strategic plan or community initiative for these three suburban towns.

Separate Go-Zones were created for each community. The complete set of Go-Zones for the map developed by the Suburban Project is located in Appendix 3b.

Concept Mapping and the AdvantAge Model

As in the Western New York project, the AdvantAge Initiative's Essential Elements of an Elder Friendly Community (Appendix 4) were presented as a baseline paradigm of indicators for evaluation of NAI projects. The consultant conducted a webinar to assist potential grantees coordinate the Concept Mapping data within the AdvantAge framework. Both the Pattern Matches with their graphic illustration of prioritized clusters and the Go-Zones with their plotting of specific idea statements are able to be used to pair results with indicators.

For example, looking at the Pattern Match for the Eastwood neighborhood in the Urban Project, we see that *Safety and Security*, and *Affordable Living* correspond in a general way to the "Addresses Basic Needs" element in the AdvantAge model. *Political Issues*, a cluster of concern for the Eastwood participants, is related to the AdvantAge element entitled, "Promotes Social and Civic Engagement."

Being more specific, individual idea statements from the Go-Zone "gap" items may be paired with the specific indicators listed under the four Elements of an Elder Friendly Community. For Eastwood, the idea most important and showing relatively low success is (85) "stopping the violence." This fits with the indicator, "promotes safety at home and in the neighborhood" which is under the "Addresses Basic Needs" element.

With the tools provided by the Concept Mapping data and the AdvantAge Model a data and outcome driven plan of evaluation can be constructed with careful thought in pairing data with indicators.

Appendix 1a

URBAN PROJECT STATEMENTS SORTED BY STATEMENT NUMBER

- 1 older children who come to visit frequently
- 2 personal caring for your neighbors
- 3 addressing abandoned housing
- 4 asbestos abatement in senior homes funded by the government
- 5 getting out and walking
- 6 a safe shopping area
- 7 a group or organization like churches or Catholic Charities to check on seniors
- 8 a raise in social security
- 9 having people take pride in the community
- 10 emergency housing
- 11 help with running errands
- 12 making it more comfortable for seniors to come out at night
- 13 more police presence
- 14 nearness to work facilities, church, post office, etc.
- 15 getting younger generation involved with seniors to teach them respect, etc.
- 16 visits to other people when you don't hear from them
- 17 accessibility into the home for disabled persons
- 18 friendly, courteous and kind neighbors
- 19 addressing the problem of slum landlords
- 20 a competitive neighborhood grocery market
- 21 help with house work
- 22 more security in the senior center
- 23 the memories of growing up with your family in the neighborhood
- 24 more businesses
- 25 more healthcare facilities
- 26 being able to contact the right people for services without getting the run around
- 27 transportation to the senior center
- 28 supportive services from agencies, family and friends
- 29 help with shoveling sidewalks and yard work
- 30 help to do grocery and other shopping
- 31 a Neighborhood Watch specifically for seniors
- 32 a certified list of businesses and services in the community
- 33 voting politicians out of office in this area
- 34 better parking for the senior center
- 35 ramps
- 36 help for those who have a hard time getting across the street
- 37 more senior programs to help keep seniors in the neighborhood
- 38 cleaning up the corners
- 39 some way to know about services
- 40 good health and the ability to function
- 41 more structured activities in the neighborhood for seniors
- 42 medical personnel doing home visits
- 43 less of a waiting period for emergency services to arrive
- 44 more restaurants
- 45 taxes based on fixed income
- 46 more knowledge of social workers

- 47 less crime
- 48 bus service to the business areas
- 49 the convenience of the neighborhood
- 50 light on the corner of Lodi and Alvord
- 51 groups to sponsor activities
- 52 getting rid of drug dealers
- 53 a helpful senior center where you can come to get help with services
- 54 clear rules in apartment buildings with a mix of young and old
- 55 checking old furnaces in senior's homes
- 56 more covered bus stops for waiting for the bus
- 57 lower utility bills for seniors who live in the community and maintain their property
- 58 opportunities to get involved
- 59 a senior resource guide
- 60 getting schools involved
- 61 help with home repairs that don't cost too much money or volunteers
- 62 affordable prescriptions
- 63 curbs adapted for wheelchairs
- 64 affordable transportation to go to the doctor office
- 65 transportation to and from shopping
- 66 affordable and decent housing
- 67 adapting properties as people age
- 68 more respect for the seniors
- 69 addressing the gang problem in the area
- 70 prescription delivery
- 71 services that are more affordable for seniors on a fixed income
- 72 protection on the streets at night
- 73 physical accessibility to stores and other facilities
- 74 making sure that anyone dealing with seniors is checked by the police
- 75 stopping young people from hanging out in front of stores
- 76 low cost for renting and owning houses
- 77 joining PACE (Program of All Inclusive Care for the Elderly)
- 78 shorter waiting list to get into senior housing
- 79 seeing your doctor more often
- 80 safety and security
- 81 having someone to contact when something is bothering them
- 82 repaired sidewalks and roads
- 83 organize a group to pressure politicians to make changes
- 84 home visits to see what needs to be done
- 85 stopping the violence
- 86 carpooling to get to the senior center
- 87 politicians appointing people who can be trusted
- 88 emergency transportation without calling 911
- 89 doing something about the noise
- 90 keeping family here
- 91 keeping walkways clean in the winter time
- 92 getting rid of the minimal amount when using a card
- 93 retention of the multicultural feel in the area
- 94 coming to the community senior center
- 95 help with painting
- 96 low rent for senior

Appendix 1b

SUBURBAN PROJECT STATEMENTS SORTED BY STATEMENT NUMBER

- 1 help in managing and taking medication
- 2 lower rent
- 3 keeping the police presence in the community
- 4 fixing the tri-county mall area and making it useable
- 5 Neighborhood Watch to check on seniors
- 6 a roving library van
- 7 transportation to health centers, doctors and dentists
- 8 in home help for cooking and house cleaning
- 9 supplements for the farmers' market
- 10 in home nursing care
- 11 phone chain for seniors to check in on each other
- 12 apartment buildings with handicap access
- 13 reliable high school students to do odd jobs for seniors
- 14 staying healthy becoming more appealing
- 15 interaction with local schools and school children
- 16 voting the people in Washington out
- 17 having deceased veterans names placed on the memorial
- 18 spraying for bugs
- 19 delivery service for groceries
- 20 lower utility bills
- 21 services like big brother big sister that help older people
- 22 scat van service
- 23 more access to shopping
- 24 keeping the community nice looking
- 25 completion of the bridge at Lions Park
- 26 home ownership
- 27 getting more involved in local government to make things happen
- 28 access to other senior centers
- 29 helpers who are checked to make sure they are honest
- 30 more local transportation
- 31 hearing devices
- 32 non-medical senior care
- 33 an honest dating service
- 34 easier access to continuing education programs
- 35 having trash taken from the front of the house down the driveway to the truck
- 36 aging-in-place products in a home
- 37 money to do all the things I want to do
- 38 little cluster of rental homes with about four rooms each
- 39 a movie theatre
- 40 increase in social security
- 41 reading, listening and keeping up with the news
- 42 expanding the senior center
- 43 more activities for the seniors year round
- 44 a publication that gives information for seniors
- 45 discount on gas
- 46 keeping motor-homes and trailers out of front yard and driveways
- 47 having newspaper delivered to your door

- 48 access to grocery stores
- 49 doctors and physicians assistants making in home visits
- 50 closeness to medical facilities
- 51 discount for health alert bracelets
- 52 more connection with the churches
- 53 Jr. and senior high school orchestra playing for the seniors
- 54 more local businesses, stores and restaurants
- 55 volunteer opportunities
- 56 keeping the inexpensive movie house
- 57 no school tax
- 58 cheaper health insurance
- 59 another grocery store
- 60 watching out for the kids
- 61 a better understanding that when seniors call for help that they are calling a clearing house
- 62 help with groceries
- 63 access to community events for senior
- 64 list of honest repairmen
- 65 community center to engage both kids and seniors
- 66 someone to call daily to make sure you're okay
- 67 local medical center
- 68 lessons in bridge
- 69 an agency to provide a healthcare aide to help with spouse
- 70 bus to take seniors shopping to different stores
- 71 a bakery
- 72 having your children here
- 73 having mail delivered to the door instead of the box at the end of the driveway
- 74 fixing the highways and roads
- 75 reliable services
- 76 more support groups
- 77 an urgent care center
- 78 people willing to come into a home if help is needed
- 79 senior center staying open one or two evenings a week
- 80 more affordable single floor housing options
- 81 someone to check fire and install fire alarms
- 82 greater access for walkers
- 83 more art supplies
- 84 someone to get rid of skunks for free
- 85 DPW continuing garbage pick-up and cleaning the road
- 86 a community veggie garden
- 87 keeping the rescue response quick
- 88 someone to help with yard work, snow shoveling, etc.
- 89 desire to stay in the neighborhood
- 90 more outreach programs for shut ins
- 91 home care services
- 92 an entertainment center that provides shows and musicals
- 93 senior exercise program
- 94 funds available to keep people in their home rather go into a nursing home
- 95 closer bar room
- 96 wonderful games at the senior center like bridge
- 97 more local doctors and specialists closer by so you can visit them
- 98 a time for seniors to exclusively use the park and pool

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- 99 help with window washing, light bulb replacement and pet care when your away
- 100 more buses for the casino
- 101 raise eligibility limits for services
- 102 new bus for catholic charities
- 103 more low cost housing
- 104 Catholic Charities help
- 105 a casino
- 106 a dollar store
- 107 getting drug dealers out of the neighborhood
- 108 no solicitors after dark
- 109 joining PACE (Program of All Inclusive Care for the Elderly)
- 110 low cost dental and eye care
- 111 registration of all solicitors
- 112 help with home maintenance and repairs
- 113 a new YMCA
- 114 the companionship of friends and neighbors
- 115 computer help for seniors
- 116 more benches and places to sit
- 117 the ability to keep working
- 118 finding the right care taker
- 119 keeping children considerate
- 120 traveling nurse in the area to check blood pressure
- 121 taxi cab service to help with transportations
- 122 level areas in parks and parkettes so people can walk around and get exercise
- 123 a safe place to live
- 124 an ice cream store
- 125 increase hours for buses if you need transportation
- 126 better lighting in shopping areas, in the parking lots and walk areas
- 127 an excellent fire and police department
- 128 lower taxes

Appendix 2a

CNY URBAN PROJECT STATEMENTS SORTED BY CLUSTER

Cluster 1: Community Pride

9 having people take pride in the community
68 more respect for the seniors
18 friendly, courteous and kind neighbors
15 getting younger generation involved with seniors to teach them respect, etc.
28 supportive services from agencies, family and friends
90 keeping family here
51 groups to sponsor activities
41 more structured activities in the neighborhood for seniors
16 visits to other people when you don't hear from them
1 older children who come to visit frequently
49 the convenience of the neighborhood
36 help for those who have a hard time getting across the street
23 the memories of growing up with your family in the neighborhood
58 opportunities to get involved
2 personal caring for your neighbors
60 getting schools involved
93 retention of the multicultural feel in the area

Cluster 2: Convenience

73 physical accessibility to stores and other facilities
5 getting out and walking
35 ramps
48 bus service to the business areas
14 nearness to work facilities, church, post office, etc.
32 a certified list of businesses and services in the community
46 more knowledge of social workers

Cluster 3: Information/services

26 being able to contact the right people for services without getting the run around
53 a helpful senior center where you can come to get help with services
7 a group or organization like churches or Catholic Charities to check on seniors
65 transportation to and from shopping
27 transportation to the senior center
39 some way to know about services
37 more senior programs to help keep seniors in the neighborhood
94 coming to the community senior center
81 having someone to contact when something is bothering them
34 better parking for the senior center
59 a senior resource guide
77 joining PACE (Program of All Inclusive Care for the Elderly)
21 help with house work
86 carpooling to get to the senior center
30 help to do grocery and other shopping
11 help with running errands

Cluster 4: Community Wide Issues

6 a safe shopping area
91 keeping walkways clean in the winter time
82 repaired sidewalks and roads
63 curbs adapted for wheelchairs
38 cleaning up the corners
20 a competitive neighborhood grocery market
56 more covered bus stops for waiting for the bus
3 addressing abandoned housing
83 organize a group to pressure politicians to make changes
89 doing something about the noise
92 getting rid of the minimal amount when using a card
24 more businesses
44 more restaurants

Cluster 5: Political Issues

19 addressing the problem of slum landlords
43 less of a waiting period for emergency services to arrive
87 politicians appointing people who can be trusted
88 emergency transportation without calling 911
31 a Neighborhood Watch specifically for seniors
33 voting politicians out of office in this area

Cluster 6: Security and Safety

85 stopping the violence
52 getting rid of drug dealers
47 less crime
72 protection on the streets at night
80 safety and security
75 stopping young people from hanging out in front of stores
13 more police presence
69 addressing the gang problem in the area
12 making it more comfortable for seniors to come out at night
74 making sure that anyone dealing with seniors is checked by the police
22 more security in the senior center
50 light on the corner of Lodi and Alvord

Cluster 7: Affordable Living

8 a raise in social security
62 affordable prescriptions
57 lower utility bills for seniors who live in the community and maintain their property
66 affordable and decent housing
40 good health and the ability to function
76 low cost for renting and owning houses
96 low rent for seniors
71 services that are more affordable for seniors on a fixed income
67 adapting properties as people age
10 emergency housing
4 asbestos abatement in senior homes funded by the government
29 help with shoveling sidewalks and yard work
45 taxes based on fixed income

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54 clear rules in apartment buildings with a mix of young and old 3.00

Cluster 8: Health Services

70 prescription delivery
61 help with home repairs that don't cost too much money or volunteers
64 affordable transportation to go to the doctor office
78 shorter waiting list to get into senior housing
55 checking old furnaces in senior's homes
17 accessibility into the home for disabled persons
42 medical personnel doing home visits
79 seeing your doctor more often
25 more healthcare facilities
84 home visits to see what needs to be done
95 help with painting

Appendix 2b

SUBURBAN PROJECT STATEMENTS SORTED BY CLUSTER

Cluster 1: Personal wishes

128 lower taxes
58 cheaper health insurance
5 Neighborhood Watch to check on seniors
87 keeping the rescue response quick
14 staying healthy becoming more appealing
51 discount for health alert bracelets
27 getting more involved in local government to make things happen
110 low cost dental and eye care
118 finding the right care taker
11 phone chain for seniors to check in on each other
21 services like big brother big sister that help older people
16 voting the people in Washington out
115 computer help for seniors
1 help in managing and taking medication
109 joining PACE (Program of All Inclusive Care for the Elderly)
72 having your children here
84 someone to get rid of skunks for free

Cluster 2: Recreational/ Educational

43 more activities for the seniors year round
122 level areas in parks and parkettes so people can walk around and get exercise
41 reading, listening and keeping up with the news
93 senior exercise program
37 money to do all the things I want to do
45 discount on gas
114 the companionship of friends and neighbors
117 the ability to keep working
98 a time for seniors to exclusively use the park and pool
9 supplements for the farmers' market
96 wonderful games at the senior center like bridge
65 community center to engage both kids and seniors
86 a community veggie garden
92 an entertainment center that provides shows and musicals
33 an honest dating service
68 lessons in bridge

Cluster 3: Youth and Connecting

31 hearing devices
52 more connection with the churches
55 volunteer opportunities
17 having deceased veterans names placed on the memorial
76 more support groups
53 Jr. and senior high school orchestra playing for the seniors
119 keeping children considerate
13 reliable high school students to do odd jobs for seniors
104 Catholic Charities help

60 watching out for the kids
15 interaction with local schools and school children

Cluster 4: Affordable Community Living

40 increase in social security
20 lower utility bills
94 funds available to keep people in their home rather go into a nursing home
89 desire to stay in the neighborhood
24 keeping the community nice looking
57 no school tax
2 lower rent
103 more low cost housing
69 an agency to provide a healthcare aide to help with spouse
80 more affordable single floor housing options
108 no solicitors after dark
18 spraying for bugs
46 keeping motor-homes and trailers out of front yard and driveways

Cluster 5: Medical Home Care

3 keeping the police presence in the community
49 doctors and physicians assistants making in home visits
75 reliable services
29 helpers who are checked to make sure they are honest
66 someone to call daily to make sure you're okay
78 people willing to come into a home if help is needed
120 traveling nurse in the area to check blood pressure
107 getting drug dealers out of the neighborhood
32 non-medical senior care

Cluster 6: Reliable services

123 a safe place to live
127 an excellent fire and police department
64 list of honest repairmen
10 in home nursing care
8 in home help for cooking and house cleaning
112 help with home maintenance and repairs
99 help with window washing, light bulb replacement and pet care when your away
81 someone to check fire and install fire alarms
88 someone to help with yard work, snow shoveling, etc.
91 home care services
111 registration of all solicitors
85 DPW continuing garbage pick-up and cleaning the road
62 help with groceries
73 having mail delivered to the door instead of the box at the end of the driveway
36 aging-in-place products in a home
35 having trash taken from the front of the house down the driveway to the truck
26 home ownership
38 little cluster of rental homes with about four rooms each

Cluster 7: Access to Medical Centers

12 apartment buildings with handicap access

67 local medical center
77 an urgent care center
19 delivery service for groceries
74 fixing the highways and roads
126 better lighting in shopping areas, in the parking lots and walk areas
97 more local doctors and specialists closer by so you can visit them
82 greater access for walkers
47 having newspaper delivered to your door
4 fixing the tri-county mall area and making it useable
116 more benches and places to sit
25 completion of the bridge at Lions Park

Cluster 8: Expanded Opportunities

63 access to community events for senior
50 closeness to medical facilities
42 expanding the senior center
28 access to other senior centers
44 a publication that gives information for seniors
90 more outreach programs for shut ins
56 keeping the inexpensive movie house
79 senior center staying open one or two evenings a week
113 a new YMCA
61 a better understanding that when seniors call for help that they are calling a clearing house
34 easier access to continuing education programs
101 raise eligibility limits for services
6 a roving library van
83 more art supplies

Cluster 9: Local Businesses

48 access to grocery stores
23 more access to shopping
54 more local businesses, stores and restaurants
39 a movie theatre
59 another grocery store
124 an ice cream store
106 a dollar store
71 a bakery
95 closer bar room
105 a casino

Cluster 10: Transportation

7 transportation to health centers, doctors and dentists
30 more local transportation
70 bus to take seniors shopping to different stores
22 scat van service
121 taxi cab service to help with transportations
125 increase hours for buses if you need transportation
102 new bus for catholic charities
100 more buses for the casino

Appendix 3a

CNY URBAN PROJECT NEIGHBORHOOD GO-ZONES

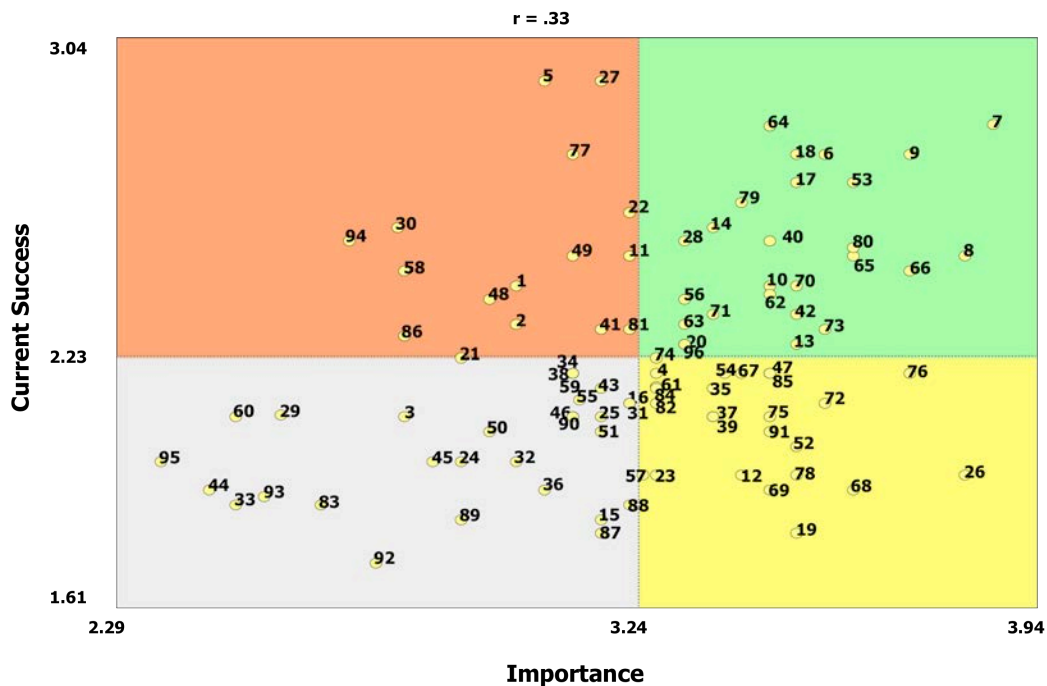


Figure 34: North Side Go-Zone

North Side “gap” items

(High Importance, relatively Low Current Success)

- (26) being able to contact the right people for services without getting the run around
- (76) low cost for renting and owning housing
- (68) more respect for seniors
- (72) protection on the streets at night
- (19) addressing problem of slum landlords
- (78) shorter waiting list to get into senior housing
- (52) getting rid of drug dealers
- (69) addressing the gang problem
- (91) keeping walkways clean in the winter time
- (75) stopping young people from hanging out in front of stores
- (85) stopping the violence
- (47) less crime
- (12) making it more comfortable for seniors to go out at night
- (67) adapting properties as people age
- (39) some way to know about services
- (37) more seniors programs to keep seniors in the neighborhood
- (35) ramps
- (54) clear rules in apartment buildings with a mix of young and old
- (23) the memories of growing up with your family in the neighborhood
- (82) repaired sidewalks and roads
- (84) home visits to see what need to done

- (61) help with home repairs that don't cost too much money or volunteers
- (4) asbestos abatement in seniors' homes funded by the government
- (57) lower utility bills for seniors who live in the community and maintain their property

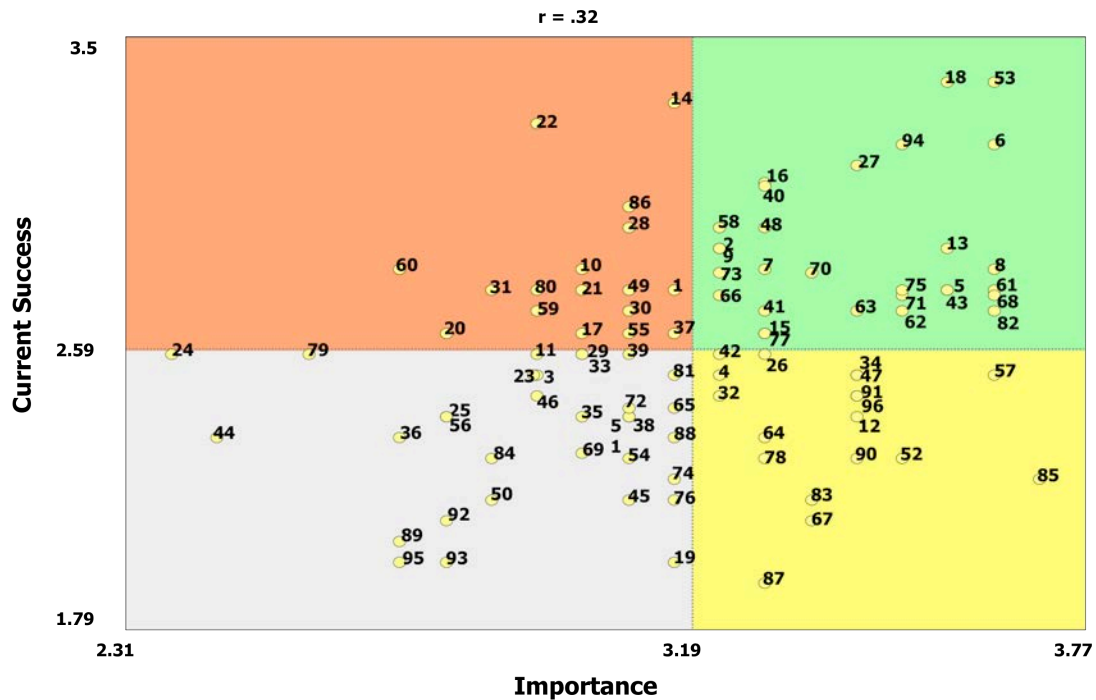


Figure 35: Eastwood Go-Zone

Eastwood "gap" items

(High Importance, relatively Low Current Success)

- (85) stopping the violence
- (57) lower utility bills for seniors who live in the community and maintain their property
- (52) getting rid of drug dealers
- (90) keeping family here
- (12) making it more comfortable for seniors to come out at night
- (96) low rent for seniors
- (91) keeping walkways clean in the winter time
- (34) better parking for the senior center
- (67) adapting properties as people age
- (83) organize a group to pressure politicians to make changes
- (87) politicians appointing people who can be trusted
- (78) shorter waiting list to get into senior housing
- (64) affordable transportation to go to the doctor office
- (26) being able to contact the right people for services without getting the run around
- (32) a certified list of businesses and services in the community
- (4) asbestos abatement in seniors' homes funded by the government
- (42) medical personnel doing home visits

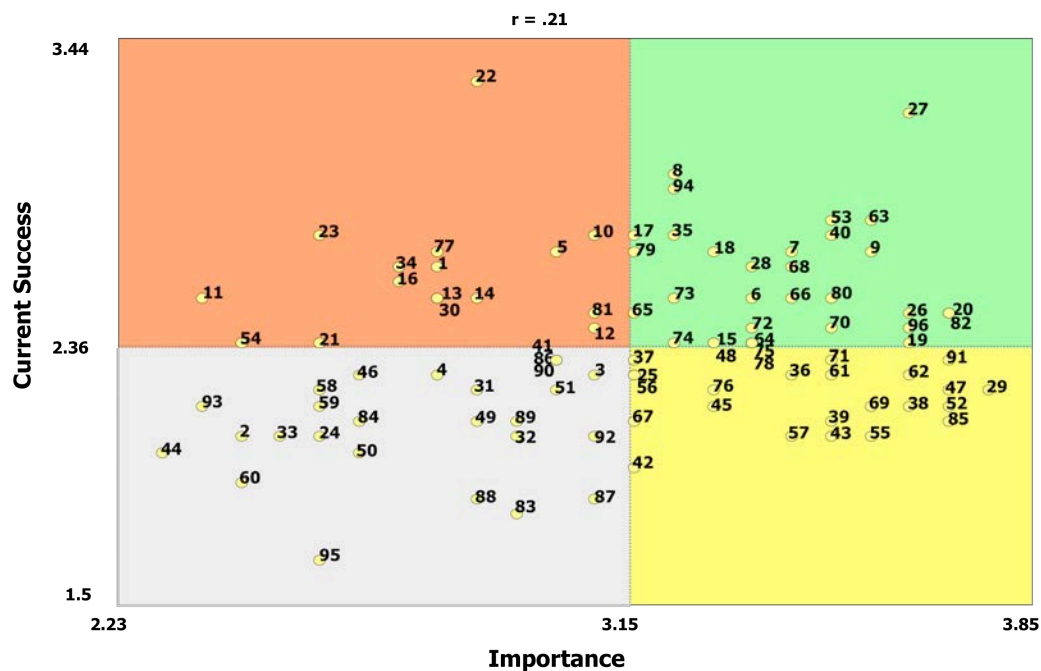
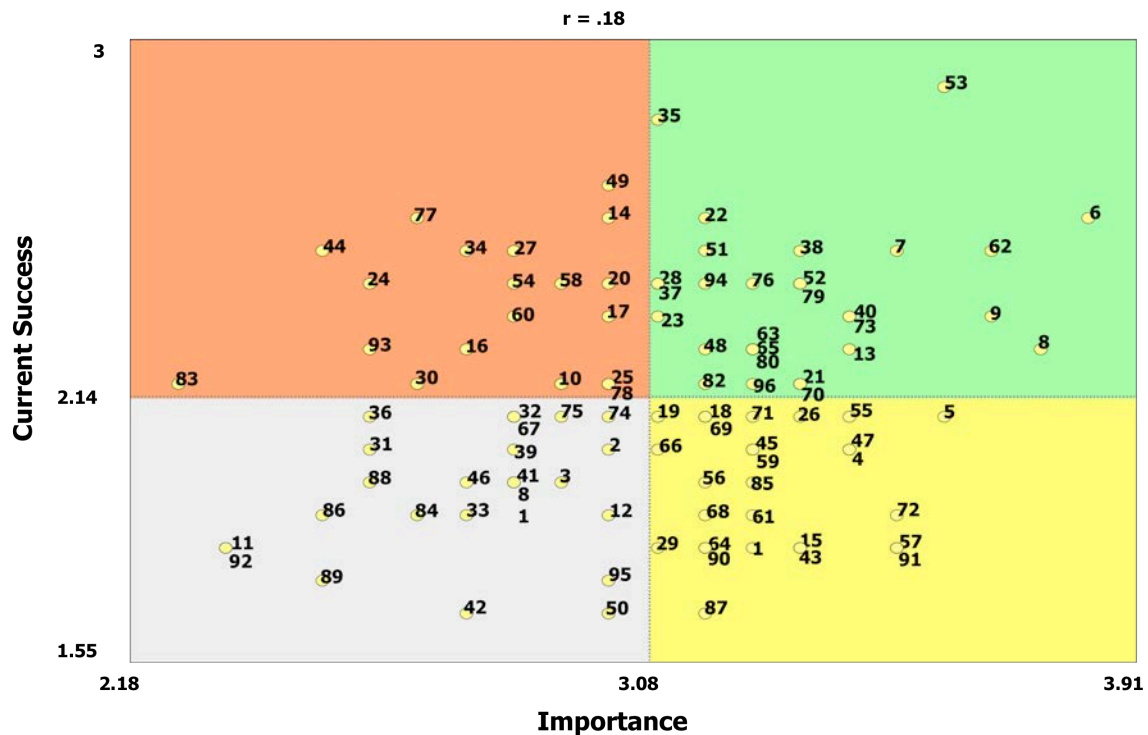


Figure 36: South Side Go-Zone

South Side “gap” items

(High Importance, relatively Low Current Success)

- (29) help in shoveling sidewalks and yard work
- (85) stopping the violence
- (52) getting rid of drug dealers
- (47) less crime
- (91) keeping walkways clean in the winter time
- (38) cleaning up the corners
- (62) affordable prescriptions
- (55) checking old furnaces in seniors’ homes
- (69) addressing the gang problem
- (43) less of a waiting period for emergency services to arrive
- (39) some way to know about services
- (61) help with home repairs that don’t cost too much money or volunteers
- (71) services that are more affordable for seniors on a fixed income
- (57) lower utility bills for seniors who live in the community and maintain their property
- (36) help for those who have a hard time getting across the street
- (45) taxes based on fixed income
- (76) low cost for renting and owning houses
- (42) medical personnel doing home visits
- (67) adapting properties as people age
- (56) more covered bus stops for waiting for bus
- (25) more healthcare facilities
- (37) more seniors programs to keep seniors in the neighborhood



West Side “gap” items

(High Importance, relatively Low Current Success)

- (5) getting out and walking
- (91) keeping walkways clean in the winter time
- (57) lower utility bills for seniors who live in the community and maintain their property
- (72) protection on the streets at night
- (4) asbestos abatement in senior homes funded by the government
- (47) less crime
- (55) checking old furnaces in seniors’ homes
- (43) less of a waiting period for emergency services to arrive
- (15) getting younger generations involved with seniors to teach them respect, etc.
- (26) being able to contact the right people for services without getting the run around
- (1) older children who come to visit frequently
- (61) help with home repairs that don’t cost too much money or volunteers
- (85) stopping the violence
- (52) getting rid of drug dealers
- (68) more respect for seniors
- (59) a senior resource guide
- (45) taxes based on fixed income
- (71) services that are more affordable for seniors on a fixed income
- (87) politicians appointing people who can be trusted
- (90) keeping family here
- (64) affordable transportation to go to the doctor office

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- (68) more respect for seniors
- (56) more covered bus stops for waiting for bus
- (69) addressing the gang problem
- (18) friendly, courteous and kind neighbors
- (29) help with shoveling sidewalks and yard work
- (66) affordable and decent housing
- (19) addressing problem of slum landlords

Appendix 3b

SUBURBAN PROJECT NEIGHBORHOOD GO-ZONES

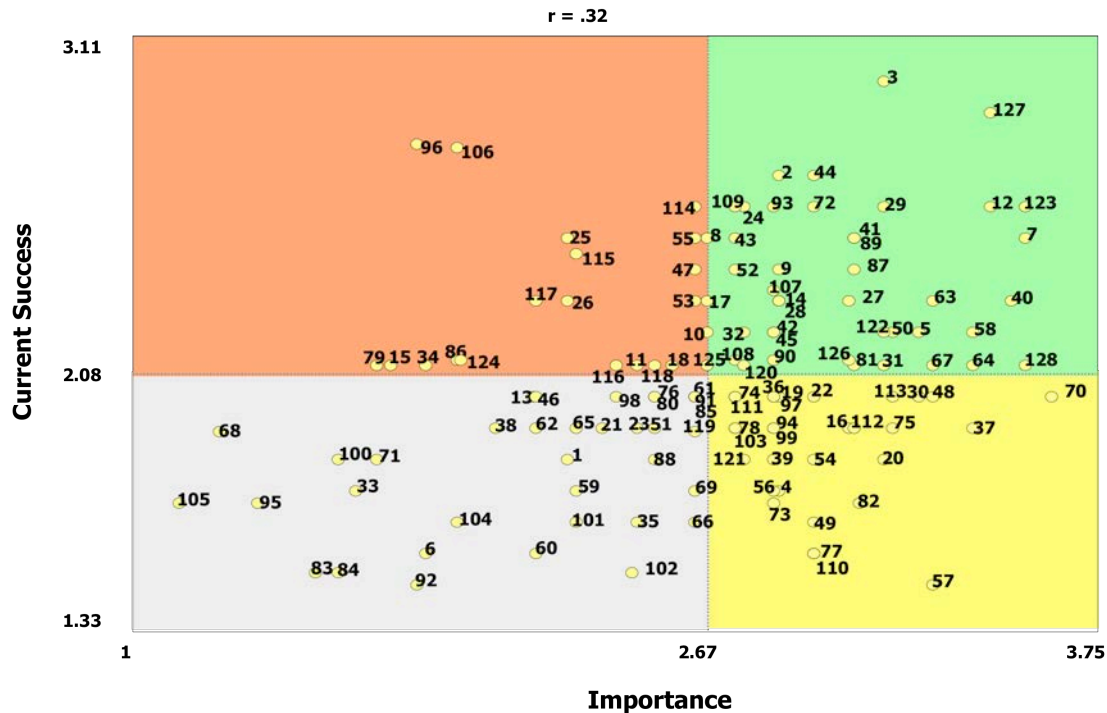


Figure 38: Baldwinsville Go-Zone

Baldwinsville “gap” items

(High Importance, relatively Low Current Success)

- (70) bus to take seniors shopping to different stores
- (37) money to do all the things I want to do
- (57) no school tax
- (48) access to grocery stores
- (30) more local transportation
- (75) reliable services
- (113) a new YMCA
- (20) lower utility bills
- (82) greater access for walkers
- (112) help with home maintenance and repairs
- (16) voting the people in Washington out
- (17) having deceased veterans names placed on the memorial
- (110) low cost dental and eye care
- (49) doctors and physician’s assistants making home visits
- (54) more local businesses stores and restaurants
- (22) scat van service
- (4) fixing the tri-county mall area and making it usable
- (97) more local doctors and specialists closer by so you can visit them
- (19) delivery service for groceries
- (73) having mail delivered to the door instead of the box at the end of the driveway

- (56) keeping the inexpensive movie house
- (39) a movie theater
- (99) help with window washing, light bulb replacement and pet care when you are away
- (94) funds available to keep people in their home rather than go into nursing home
- (36) aging-in-place products in the home
- (121) taxi cab service to help with transportation
- (103) more low cost housing
- (78) people willing to come into home if help is needed
- (111) registration of all solicitors
- (74) fixing the highways and roads

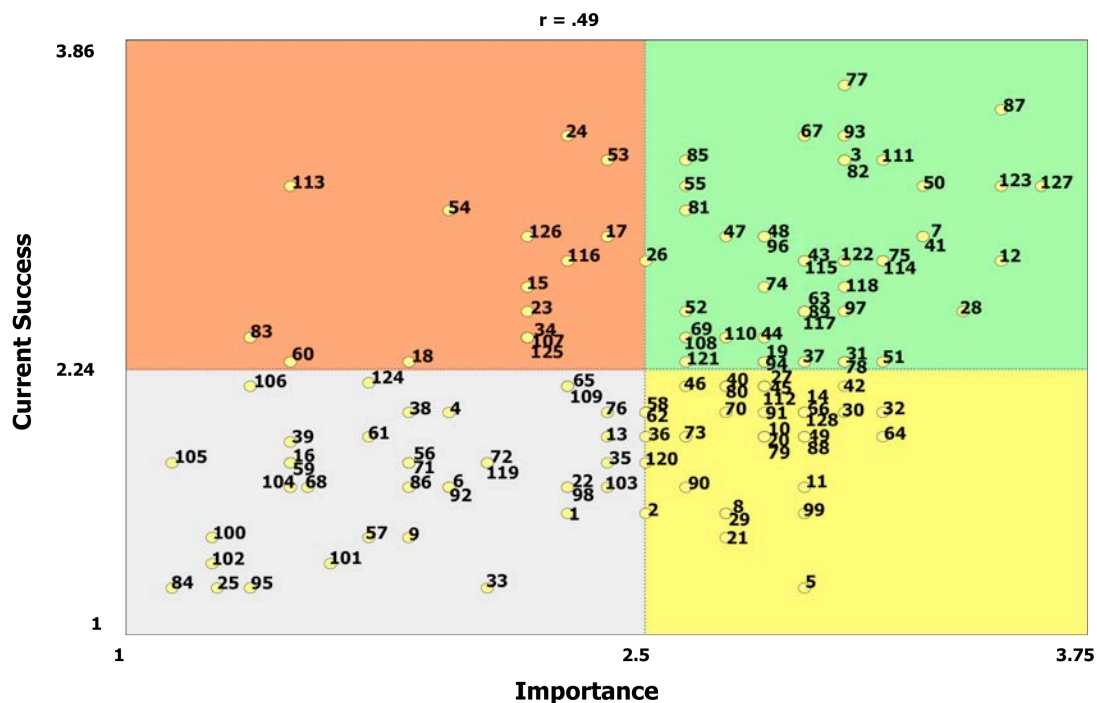


Figure 39: Fayetteville Go Zone

Fayetteville “gap” items

(High Importance, relatively Low Current Success)

- (64) list of honest repairmen
- (32) non-medical senior care
- (30) more local transportation
- (42) expanding the senior center
- (5) Neighborhood Watch to check in on seniors
- (99) help with window washing, light bulb replacement and pet care when you are away
- (11) phone chain for seniors to check in on one another
- (88) someone to help with yard work, snow shoveling, etc.
- (49) doctors and physician’s assistants making home visits
- (128) lower taxes
- (66) someone to call daily to make sure you’re okay

- (14) staying healthy becoming more appealing
- (79) senior center staying open one or two evenings a week
- (20) lower utility bills
- (10) in home nursing care
- (91) home care services
- (112) help with home maintenance and repairs
- (15) interaction with local schools and school children
- (27) getting more involved in local government to make things happen
- (21) services like big brother big sister that help older people
- (29) helpers who are checked to make sure they are honest
- (8) in home help for cooking and house cleaning
- (70) bus to take seniors shopping to different stores
- (80) more affordable single floor housing options
- (40) increase social security
- (90) more outreach programs for shut ins
- (73) having mail delivered to the door instead of the box at the end of the driveway
- (46) keeping motor-homes and trailers out of front yard and driveways
- (2) lower rent
- (120) traveling nurse in the area to check blood pressure
- (36) aging-in-place products in the home
- (62) help with groceries
- (58) cheaper health insurance

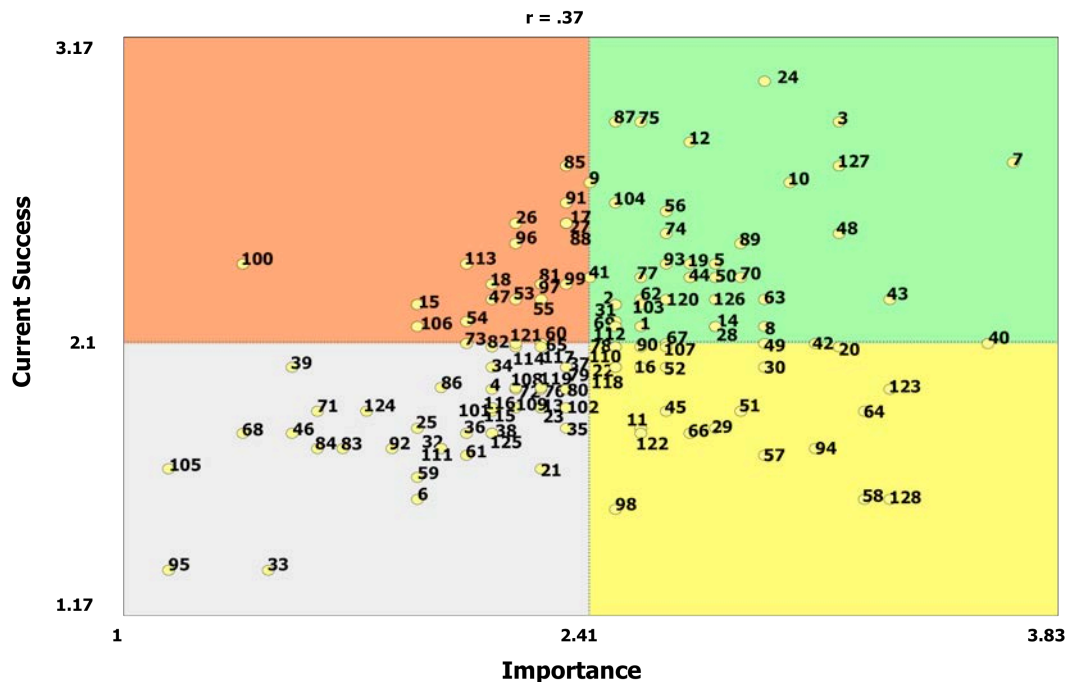


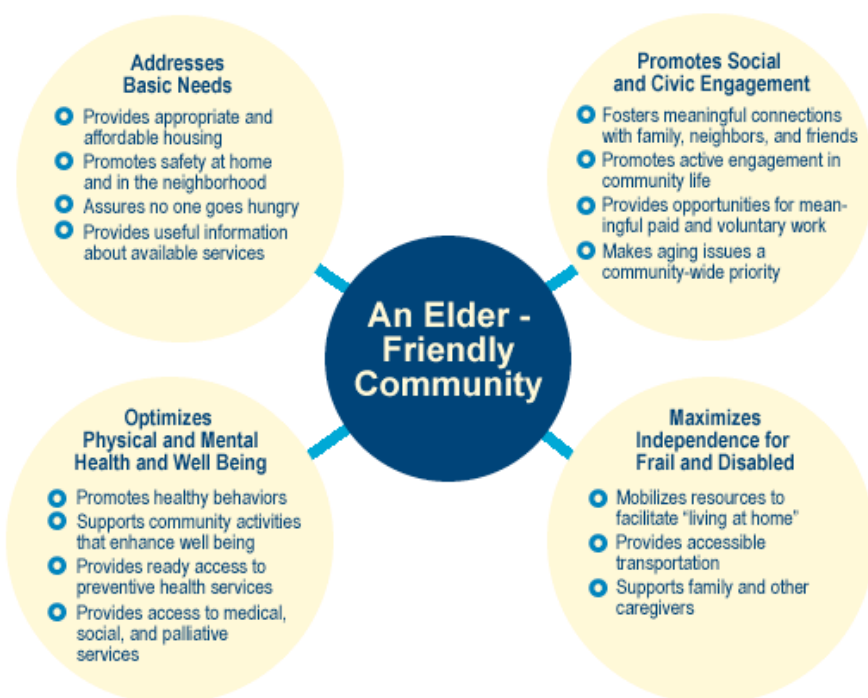
Figure 40: Mattydale Go-Zone

Mattydale “gap” items
(High Importance, relatively Low Current Success)

- (40) increase social security
- (128) lower taxes
- (123) a safe place to live
- (58) cheaper health insurance
- (64) list of honest repairmen
- (20) lower utility bills
- (94) funds available to keep people in their home rather than go into nursing home
- (42) expanding the senior center
- (57) no school tax
- (30) more local transportation
- (49) doctors and physician’s assistants making home visits
- (51) discount for health alert bracelets
- (29) helpers who are checked to make sure they are honest
- (66) someone to call daily to make sure you’re okay
- (45) discount on gas
- (52) more connection with the churches
- (107) getting drug dealers out of the neighborhood
- (67) local medical center
- (122) level areas in parks and parkettes so people can walk around and get exercise
- (11) phone chain for seniors to check in on one another
- (16) voting the people in Washington out
- (90) more outreach programs for shut ins
- (98) a time for seniors to exclusively use the park and pool
- (118) finding the right caretaker
- (22) scat van service
- (110) low cost dental and eye care
- (78) people willing to come into a home if help is needed

Appendix 4

THE ADVANTAGE INITIATIVE INDICATORS LIST



Indicators List:

Essential Elements of an Elder Friendly Community

ADDRESSES BASIC NEEDS

Affordable housing is available to community residents

1. Percentage of people age 65+ who spend >30%/<30% of their income on housing
2. Percentage of people age 65+ who want to remain in their current residence and are confident they will be able to afford to do so



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Housing is modified to accommodate mobility and safety

3. Percentage of householders age 65+ in housing units with met/unmet home modification needs

The neighborhood is livable and safe

4. Percentage of people age 65+ who feel safe/unsafe in their neighborhood
5. Percentage of people age 65+ who report few/multiple problems in the neighborhood
6. Percentage of people age 65+ who are satisfied with the neighborhood as a place to live

People have enough to eat

7. Percentage of people age 65+ who report cutting the size of or skipping meals due to lack of money

Assistance services are available and residents know how to access them

8. Percentage of people age 65+ who do not know whom to call if they need information about services in their community
9. Percentage of people age 65+ who are aware/unaware of selected services in their community
10. Percentage of people age 65+ with adequate assistance in ADL and/or IADL activities

OPTIMIZES PHYSICAL AND MENTAL HEALTH AND WELL-BEING

Community promotes and provides access to necessary and preventive health services

11. Rates of screening and vaccination for various conditions among people 65+
12. Percentage of people age 65+ who felt depressed or anxious and have not seen a health care professional (for those symptoms)
13. Percentage of people age 65+ whose physical or mental health interfered with their activities in the past month
14. Percentage of people age 65+ who felt depressed or anxious and have not seen a health care professional (for those symptoms)



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Opportunities for physical activity are available and used

- 15. Percentage of people age 65+ who participate in regular physical exercise

Obstacles to use of necessary medical care are minimized

- 16. Percentage of people age 65+ with a usual source of care
- 17. Percentage of people age 65+ who failed to obtain needed medical care
- 18. Percentage of people age 65+ who had problems paying for medical care
- 19. Percentage of people age 65+ who had problems paying for prescription drugs
- 20. Percentage of people age 65+ who had problems obtaining dental care or eyeglasses

Palliative care services are available and advertised

- 21. Percentage of people age 65+ who have used or know how to access palliative care services

MAXIMIZES INDEPENDENCE FOR THE FRAIL AND DISABLED

Transportation is accessible and affordable

- 22. Percentage of people age 65+ who have access to public transportation

The community service system enables people to live comfortably and safely at home

- 23. Percentage of people age 65+ with adequate assistance in activities of daily living (ADL)
- 24. Percentage of people age 65+ with adequate assistance in instrumental activities of daily living (IADL)

Caregivers are mobilized to complement the formal service system

- 25. Percentage of people age 65+ who provide help to the frail or disabled
- 26. Percentage of people age 65+ who get respite/relief from their caregiving activity



PROMOTES SOCIAL AND CIVIC ENGAGEMENT

Residents maintain connections with friends and neighbors

- 27. Percentage of people age 65+ who socialized with friends or neighbors in the past week

Civic, cultural, religious, and recreational activities include older residents

- 28. Percentage of people age 65+ who attended church, temple, or other in the past week
- 29. Percentage of people age 65+ who attended movies, sports events, clubs, or group events in the past week
- 30. Percentage of people age 65+ who engaged in at least one social, religious, or cultural activity in the past week

Opportunities for volunteer work are readily available

- 31. Percentage of people age 65+ who participate in volunteer work

Community residents help and trust each other

- 32. Percentage of people age 65+ who live in "helping communities"

Appropriate work is available to those who want it

- 33. Percentage of people age 65+ who would like to be working for pay