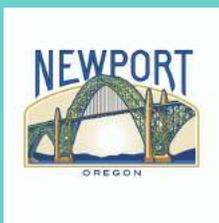




NEWPORT 60+ ACTIVITY CENTER STRATEGIC PLAN 2020-2025

FEBRUARY 2021



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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

EXISTING CONDITIONS

The City-owned Newport 60+ Activity Center (“the 60+ Center”) building opened in 1986. The 6,000 square foot facility was built to accommodate existing and anticipated growth of Newport, Oregon’s senior population. The 60+ Center provides a space where residents age 60 and older can gather, participate in a variety of drop-in activities, and partake in classes, lectures, field trips, health and wellness opportunities, socializing, and more.

In addition to receiving financial support from the City of Newport, the 60+ Center benefits from the support and partnership of several entities, including the Newport Senior Citizens Association, the Friends of the Newport Senior Activity Center (“Friends”), the Cascades West Council of Governments (OCWCOG), Samaritan Health Services, Oregon Health Authority, and the Lincoln County Health Department. Through new and expanded partnerships in recent years, the 60+ Center has been able to increase local availability of health education, health screenings and flu shots, and enhance services informing seniors about benefits eligibility, financial matters, and health insurance.



PROGRAMMING

The 60+ Center provides a wide array of programming to fulfill the needs of the community according to the four dimensions of wellness: physical, social, intellectual, and emotional. Membership has increased steadily year to year, and the 60+ Center currently has over 900 members, which is approximately one-tenth of the City of Newport’s population! The membership consists of 77 percent women.

The 60+ Center increased its programming considerably between 2014 and 2019, adding 24 new programs and increasing program registration by 36 percent over that time period. The most recent full year of attendance data indicates 27,957 program attendees and 63,894 visits to the building for the 2018-2019 period. The 60+ Center has seen significant growth in its program attendance in recent years, with the most significant growth in its fitness programs. As a result, the 60+ Center faces capacity issues that will continue to increase over time unless offsite class locations are secured.

ACHIEVEMENTS

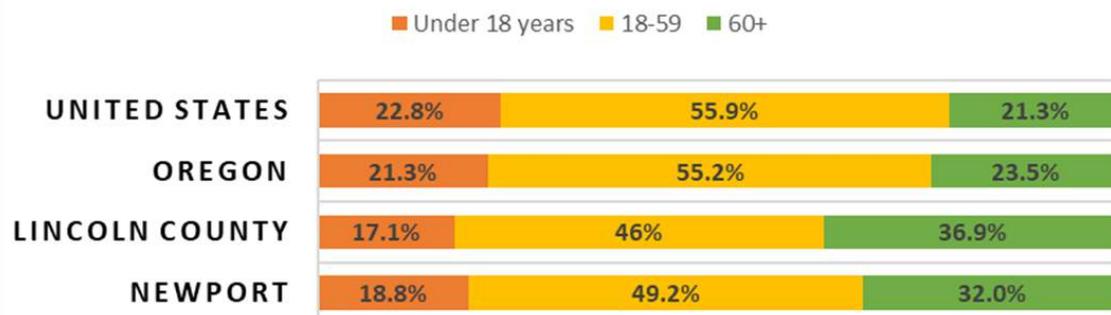
Areas in which the 60+ Center excels include marketing, outreach, usage, partnerships, programming, and volunteerism. As a result of feedback generated during strategic planning in 2015, the 60+ Center set and achieved several goals within these specializations. The results are presented in the Key Highlights and Achievements section on pages 15-18 of this plan. The 60+ Center has also received several national awards in recognition of its excellent programming.

DEMOGRAPHICS

While 23.5 percent of Oregonians are 60 years or older, roughly 37 percent of Lincoln County’s and 32 percent of Newport’s populations are 60 and older. Population data indicate that Lincoln County is a retirement destination with a larger than average population of seniors. According to Portland State University’s Population Research Center, Lincoln County’s total population is forecast to grow by 6,060 persons

(13 percent overall) between 2017 and 2040, with a predicted countywide population of 54,004 in 2040. The population forecast anticipates that approximately 2,700 additional seniors age 60 and older will be added to Lincoln County’s population between 2017 and 2040¹. Planning sustainably for the increasing number of seniors expected to migrate to Lincoln County over the next 20 years is essential.

TABLE 3. PERCENTAGE SHARE OF POPULATION BY AGE GROUP, 2014-2018



DATA SOURCE: 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

COVID-19

In February of 2020 the COVID-19 Pandemic arrived in the U.S.. Cities and states responded by closing facilities throughout the country. This included City of Newport facilities. The 60+ Center closed to the public on March 13, 2020, but the Meals on Wheels Program continues to operate out of the 60+ Center. With the closure of the 60+ Center to the public, the congregate meals site closed, in-person health and wellness classes were put on hold, and social games and gatherings stopped. This has led to seniors experiencing a decline in health due to social isolation, lack of exercise, and food insecurity. The 60+ Center will not reopen until the State of Oregon and the City of Newport deem it safe to. Internal capacity at

the 60+ Center has been greatly diminished in 2020 due to deep budget cuts and staff reductions. The 60+ Center has had to pivot and re-strategize to keep people healthy and connected during the pandemic. It has done so through new and concerted efforts that include providing seniors with, and training them on, technology, new web-based programming, a Friendship Brigade phone list, and delivery of meals and basic needs items to homebound seniors. As the 60+ Center and the country continue to grapple with COVID-19, near term priorities include assisting local seniors to mitigate the negative impacts of social distancing, and concentrating efforts toward Lincoln County’s COVID-19 recovery goal to “Build Back Better.”

¹ Coordinated Population Forecast for Lincoln County, its Urban Growth Boundaries (UGB), and Area Outside UGBs 2017-2067, Portland State University Population Research Center

DATA AND FEEDBACK

2015 Strategic Planning

In 2015, the Newport 60+ Activity Center initiated a planning process to develop a 5-year Strategic Plan, including establishing a vision and developing goals to help guide the 60+ Center in meeting the needs of the senior community. Through this process, the following five priority areas were identified for improvement: Usage, Facilities, Parking, Staff, and Accreditation. The 2015 Strategic Plan has been used since 2015 to guide decisions, focus energy and resources, strengthen operations, and ensure that employees and stakeholders were working toward common goals to create a healthy community for all. Most of the highlighted accomplishments for the years 2015-2020 included in this plan are the direct result of feedback and insights generated, as well as goals set for the 60+ Center, during the 2015 strategic planning process. These accomplishments included improving the accessibility of the 60+ Center facility for all users by adding new signs for dedicated parking, new wayfinding and program signage, and a remodeled gift shop. Usage improvements included a name change for the 60+ Center, a published resource guide, creation of a marketing video for the website, an increase in evidence-based class offerings, and new healthcare partnerships and programming. The creation of this 2020-2025 Strategic Plan is an essential final step in the yet unmet goal of obtaining accreditation for the 60+ Center with the National Institute of Senior Centers.

2017 Survey

In the summer of 2017, a subcommittee of the 60+ Advisory Committee conducted a survey to gather data about how to make the Newport area a more livable community for individuals 60 and over. Among the livability issues highlighted as priorities by survey respondents were housing affordability, availability of in-

home support and services, quality assisted living options, adequate transportation to medical services, walkability, and safe pedestrian crossings. However, results of the survey overwhelmingly indicated that the primary areas where the senior community's needs are not being met relate to healthcare.

The survey responses indicate that significant improvements to livability for the 60+ community hinge on improving access to healthcare for seniors. The dominant healthcare challenges identified by survey respondents were transportation and access to primary care physicians and providers and transportation and access to medical specialists.

While most survey respondents were aware of the 60+ Center and believed that its programs were very important, two areas highlighted for improvement by the survey were a desire for better parking and a desire for transportation provided to the 60+ Center and its activities.

Vision 2040

In 2017 the City of Newport underwent a visioning process for the Greater Newport Area. The motivation for creating a Community Vision emerged from a desire to generate broad descriptions of the quality, spirit, and values of the community, and to divide these concepts into "focus areas" that can serve as long-term targets for future planning efforts. The 2040 Vision is intended to remain at the forefront of future City decision-making processes. It includes a series of strategies that were determined to be of high priority to the those in the community age 60 and over. Of these expressed priorities, the 60+ Center can potentially play a role in providing arts and educational opportunities, expanding access to healthcare, advocating for meeting local needs for accessible and affordable eldercare, and providing opportunities for increased volunteerism, retiree involvement and community engagement.

SWOT/NEEDS ASSESSMENT

Several focus groups that met in 2015 and a 2017 survey yielded the following Strengths, Weaknesses, Opportunities, and Threats (SWOT) for the 60+ Center. These were approved by the 60+ Advisory Committee in 2020 and were used to inform the Priorities, Goals, and Strategies that are included in this plan.

STRENGTHS

- Nice facility
- Centralized location
- Friendly and helpful staff
- Evidence-based programming with low overhead
- Large volunteer program
- Fiscal and in-kind support from City of Newport, Friends, and Newport Senior Citizens Association
- Strong community partnerships
- Support from national and state associations
- Successful track record of grant awards

WEAKNESSES

- Limited easy parking
- Limited transportation to Center
- Building floods
- Class sizes exceed building capacity.

COVID-19 specific

- Budget cuts
- Reduced staffing
- Lack of virtual programming
- Lack of staff capacity to pursue broadcasting of 60+ programming on local TV
- Inequitable access for those without technical know-how and/or internet connections

OPPORTUNITIES

- Wheelchair accessible van
- Increase in older adult population within the community
- Virtual connections and virtual programming
- Programming focused on diversity and cultural education
- Programming targeting Latinx populations, designed to reduce language barriers
- Programming focused on community engagement, advocacy work, and retiree involvement
- Telehealth partnerships
- Increase membership and volunteers
- Intergenerational programming

THREATS

- Pandemic
- Social isolation
- Health decline
- Fiscal sustainability
- Lack of familiarity and confidence with using online and virtual meeting platforms

LOOKING FORWARD

The following priorities and goals have been developed for the 2020-2025 period. They are rooted in the guidance established by the 2015 strategic planning process, as well as subsequent feedback gathered through the 2017 survey and the 2040 Visioning process. In addition, they account for the need to pivot in 2020 to address entirely new priorities and challenges introduced by the COVID-19 pandemic. Specific strategies recommended to help achieve these goals can be found on pages 25-28.

Priority 1. Assist local seniors in mitigating the negative impacts of COVID-19 and social distancing.

Goal 1.1: Provide area seniors with internet connections and internet enabled devices.

Goal 1.2. Expand technical knowledge and access to virtual programming and resources among the 60+ community.

Goal 1.3. Connect homebound seniors with resources, social outlets, and aid.

Priority 2. Build Back Better

Goal 2.1. Obtain accreditation for the 60+ Activity Center with the National Institute of Senior Centers.

Goal 2.2. Increase member and volunteer numbers.

Goal 2.3. Develop recommendations for the 60+ Activity Center to help support senior reintegration into the community when social distancing restrictions are no longer necessary.

Goal 2.4. Develop a comprehensive Equity and Inclusion Plan

Priority 3. Maintain a vibrant 60+ Activity Center that is well used and respected in the community.

Goal 3.1. Continue to provide activities and programs that are responsive to community needs and interests.

Goal 3.2. Strengthen and expand partnerships to provide additional community education and health and wellness programs.

Goal 3.3. Develop a plan for delivery of services that accounts for potentially diminished paid staffing.

Goal 3.4. Continue to market the 60+ Center throughout the community.

Goal 3.5. Measure key performance indicators and identify targets for future expansions and improvements.

Priority 4. Continue to meet the needs of the growing aging population.

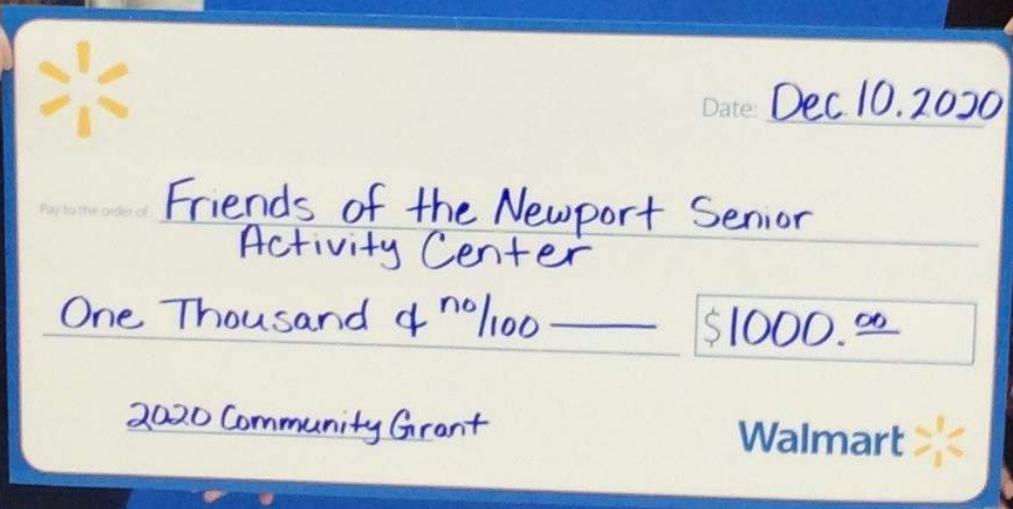
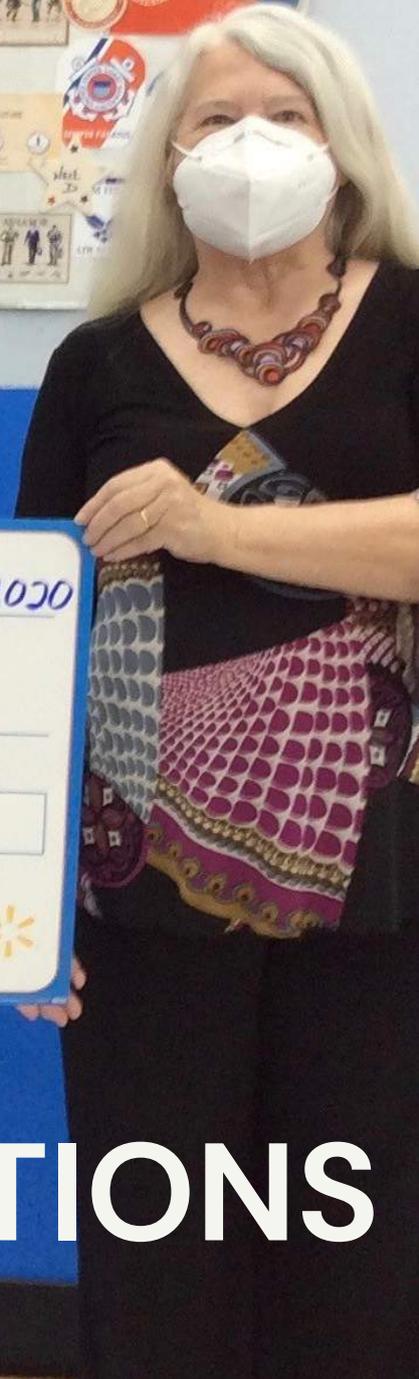
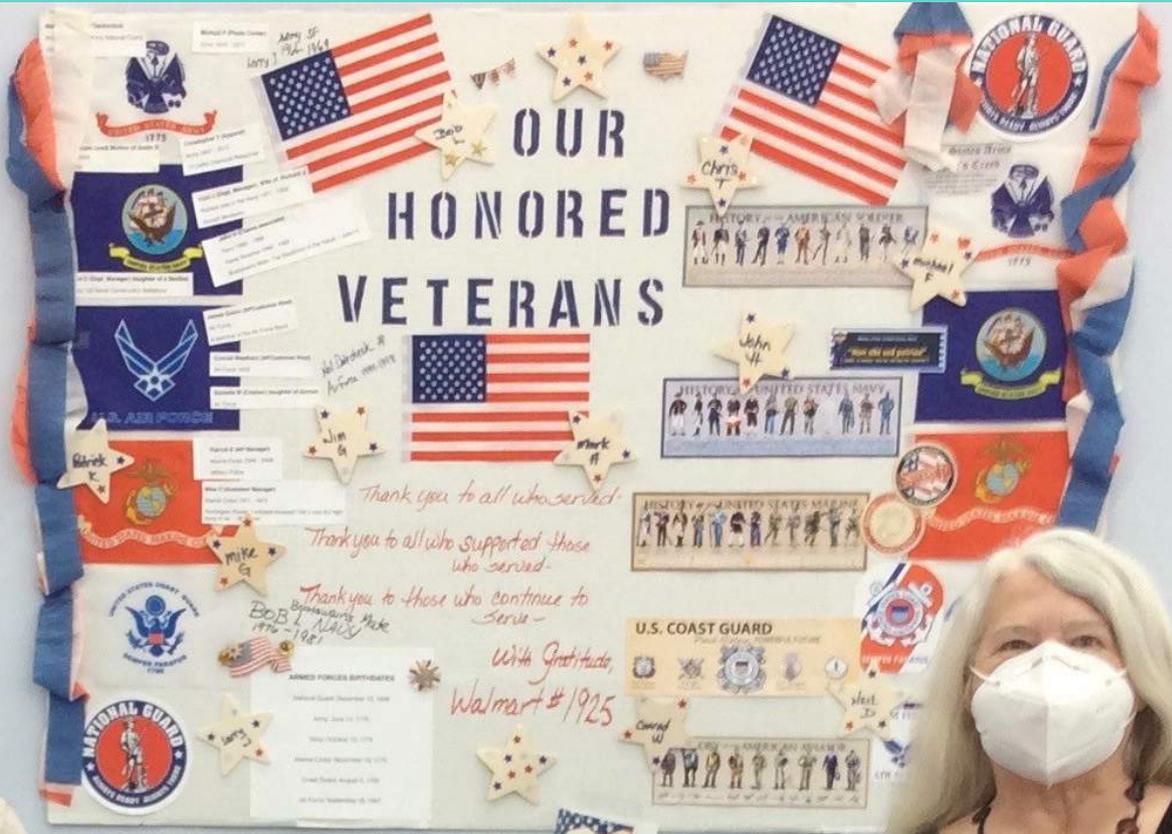
Goal 4.1 Complete design phase and schedule timeline with the Newport Public Works Department for exterior entryway enhancement on the north side of the 60+ Center facility.

Goal 4.2. Purchase a wheelchair-accessible van for the 60+ Center.

Goal 4.3 Assess viability of creating a 60+ Transportation Program.

Goal 4.4. Solve 60+ Center lower-level seasonal flooding issues.

Goal 4.5. Secure offsite locations to meet demand for popular classes.



EXISTING CONDITIONS

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The City-owned Newport 60+ Activity Center (“the 60+ Center”) building opened in 1986. The 6,000 square foot facility was built to accommodate existing and anticipated growth of Newport, Oregon’s senior population. The 60+ Center provides a space where residents age 60 and older can gather, participate in a variety of drop-in activities, and partake in classes, lectures, field trips, health and wellness opportunities, socializing, and more.

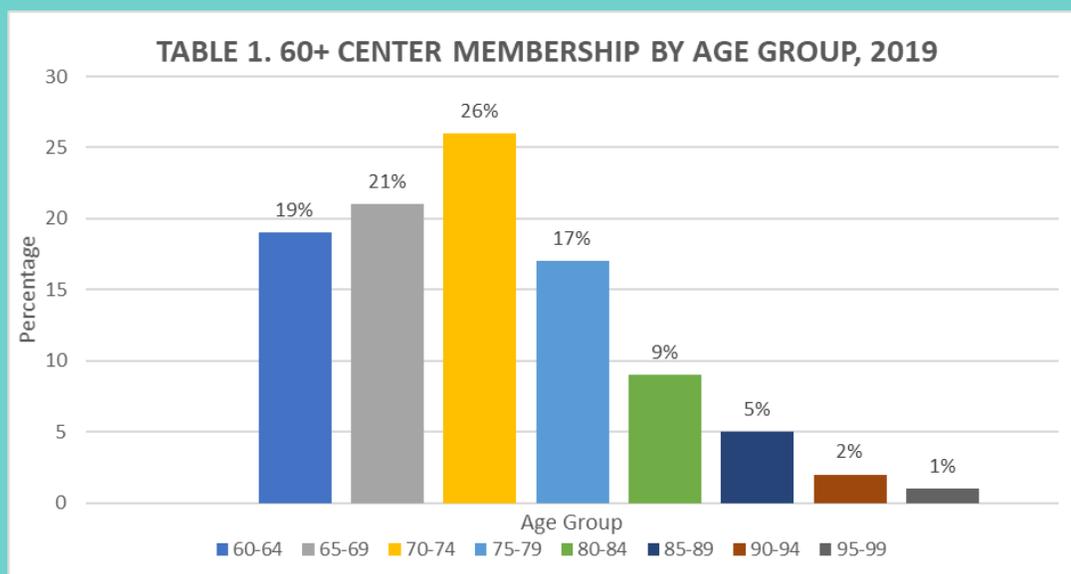
VISION: Created by support groups, volunteers and staff, to make accessible a humane and meaningful center for continued growth and joyful opportunities where everyone is visible.

MISSION: Our mission is to preserve the dignity and value of all older adults in our community by providing equitable and accessible opportunities for social interaction, recreation, support services, education, volunteerism and community action.

BY THE NUMBERS

The 60+ Center benefits from a prime location on the City Hall campus, across the street from the Recreation Center in central Newport. An expansion in 2010 added bathrooms and a health and wellness studio to the lower level. The kitchen is leased to the Oregon Cascades West Council of Governments (OCWCOG) that runs the Meals on Wheels program, which has over 20 volunteers and staff and typically serves over 50,000 meals a year to homebound seniors in Lincoln County. Prior to COVID-19, the 60+ Center dining room also served as a congregate meal site where area seniors could gather to enjoy lunch together on Mondays, Wednesdays, and Fridays.

Membership has increased steadily year to year, and the 60+ Center currently has over 900 members, which is approximately one-tenth of the City of Newport’s population! The membership is comprised of just over three-fourths women. 40 percent of members are in their 60s, 43 percent of members are in their 70s, and 17 percent of members are 80 and over. See Table 1 below for a summary of age distribution of members.



Data Source: 60+ Activity Center Annual Report, 2019

The 60+ Center increased its programming considerably between 2014 and 2019, adding 24 new programs and increasing program registration by 36 percent over that time period. The most recent full year of attendance data indicate 27,957 program attendees and 63,894 visits to the building for the 2018-2019 period (see Table 2). Data are limited for 2020 due to COVID-19 related closures.

Table 2. Newport 60+ Center Attendance, Program Participation, and Door Count, 2003-2019

YEAR	ATTENDANCE OR PARTICIPATION	NEW PROGRAMS	DOOR COUNT
2003-2004	4,667	No new programs	
2004-2005	3,408	Emergency Action Plan, Foot Care	
2005-2006	6,137	French Club, Tai Chi, Mahjong, Educational Presentations on a variety of subjects	
2006-2007	6,719	Computer Classes	
2007-2008	9,392	Book Club, Trips	
2008-2009	15,097	Aerobics, Wii exercise, Hand & foot, Ping Pong, Pool, OA	
2009-2010	23,769	Art, Arthritis Exercise, Chair Flex, Wii bowling, German Club, Knitting, Line dance, Lunch n Learn, Movies, Radio Amateur, Scrabble, Sq. Dance	
2010-2011	12,500	Chair Yoga	
2011-2012	17,534	Readers Theater, Dance, Tender Tap, Zumba, Back on Track, Balance, Card Art, Gentle Yoga, Yo Play	
2012-2013	16,930	Adaptive Tai Chi, Breath n Balance, Qigong	
2013-2014	18,967	No new programs	
2014-2015	20,620	Brain Games, Chess Club, SS Circuit, SS Classic	45,414
2015-2016	21,239	CIZE, SS Yoga, Movement for Improvement Fitbit program, Blood Pressure Checks, Better Bones and Balance	55,750
2016-2017	25,852	Cribbage, Dominoes, SS Cardio Fit, Meditation, Diabetes Prevention	58,829
2017-2018	28,545	Hikes, Walk with Ease, SS Boom, Core Ball, Fun Functional Fitness	63,103
2018-2019	27,957	Creative Song Writing, Laughter Yoga, Moveable Peace, Poetry	63,894

PROGRAMMING

Program descriptions, attendance, and volunteer hours are included below.

Health and Wellness Programs, 2015-2019

YEAR	2015	2016	2017	2018	2019
Fitness Programs	13	16	16	16	22
Attendance	6,633	7,183	9,644	10,934	9,550



Social Opportunities, 2015-2019

YEAR	2015	2016	2017	2018	2019
Social Opportunities	13	16	16	16	16
Attendance	8,584	9,056	9,044	10,239	10,782
Trips	40	46	60	72	52



Educational Programs, 2015-2019

YEAR	2015	2016	2017	2018	2019
Educational Programs	7	10	11	11	11
Attendance	4,473	5,000	7,164	7,372	7,664

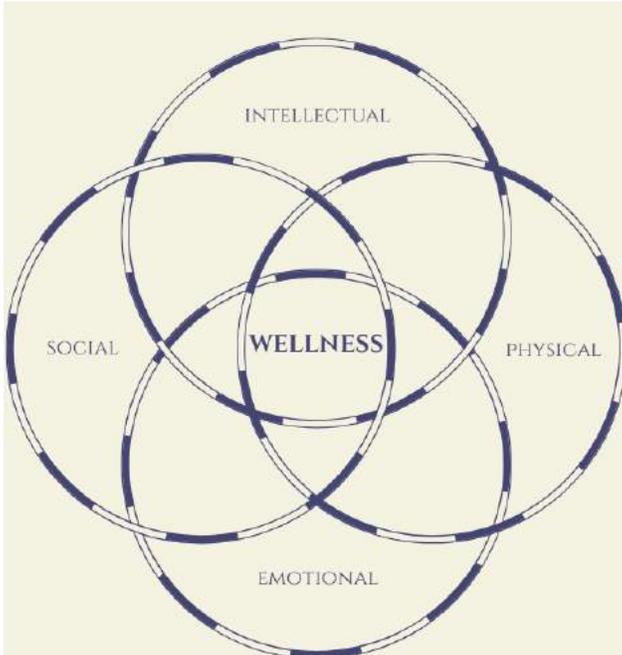


Volunteer Hours, 2015-2019

YEAR	2015	2016	2017	2018	2019
Volunteer hours	6,538	6,088	6,289	6,901	8,615



The 60+ Center's 2015 Strategic Planning process suggested framing programming according to the four dimensions of wellness: physical, social, intellectual, and emotional. The 60+ Center provides a wide array of programming that meets community needs within these four dimensions of wellness. The following sections provide more details about the 60+ Center's pre- and post-COVID-19 offerings.



Health and Wellness (Physical)

In developing its Health and Wellness programming, 60+ Center staff researched classes that target older adults and could be easily replicated. They sought out community partnerships to subsidize training costs. Oregon Health Authority and Oregon Health & Sciences University have provided community-wide instructor trainings in Tai Chi: Moving for Better Balance and the Matter of Balance program. Past trainings were held at the 60+ Center and The Center for Health Education. The National Recreation and Parks Association (NRPA) provided instructor trainings in Walk With Ease and Fit & Strong. Friends paid for volunteers to be trained as Better Bones and Balance and Silver Sneakers instructors.

Several community instructor trainings have been hosted onsite at the 60+ Center as a way to increase local provider capacity for delivering wellness services in Lincoln County. A benefit of being a training host site is that the 60+ Center was able to train its volunteers for free. The trainings also offered opportunities for others in the community to become certified instructors. Under this model, experienced instructors offer support and mentoring for new instructors. Contracts with exercise agencies like Silver and Fit and Silver Sneakers have been established to provide evidence-based programs with little required financial investment, and users with health insurance are able to be reimbursed for the cost of these programs. Classes include: Arthritis Exercise, Line Dance, Hatha Yoga, Silver Sneakers (yoga, classic, boom, circuit), Wii Bowling, Better Bones and Balance, Laughter Yoga, Fun Functional Fitness, Tai Chi, How to Prevent Type 2 Diabetes, Walk With Ease, and Moveable Peace.

Social

The 60+ Center has conducted several surveys and has tailored its programming to be responsive to preferences indicated in those surveys. Offerings include traditional social activities like card playing, bunco, mahjong, scrabble, book clubs, and pool playing. These typically take place in the social lounge area where tables and chairs are accessible.



Social opportunities were expanded in 2014 with the purchase of an adventure van. The 60+ Center offers over 35 trips and 15 hikes annually. The 60+ Center typically hosts a travel fair in September and makes its travel plans from suggestions. The 60+ Center also hosts a monthly volunteer instructor get-together, providing a platform to ask questions about programming, certification, and any other concerns. These meetings also provide a venue to recognize the great work volunteers are doing for the community. Several of the exercise classes get together for a casual quarterly gathering.

The 60+ Center hosts several annual events that provide socialization. The Mad Hatter Tea Party and Fashion Show, Wii Bowling tournament, Art show, Hot Diggety Dog BBQ, Thanksgiving Dinner, 50's Dance Party, Jazz Band, and PJ Party are some examples.

The 60+ Center commercial kitchen prepares all the Meals on Wheels for Lincoln County, and congregate meals are offered onsite three days a week on Monday, Wednesday, and Friday, though these are currently on hold due to COVID-19.



Intellectual

The 60+ Center has several programs that are mentally stimulating including a writers/readers group, mind games, bridge, French club, and several community educational sessions. The 60+ Center offers around 20 guest speakers or programs on a wide variety of subjects annually, including: Death Café, Whole-Food

Plant-Based Lifestyle, Beachcombing 101: Agates of the Oregon Coast, Mushroom Hunting, Sleep Disorder and Lifestyle for Wellness, Advance Directives, Computer and Cell Phone Support, Long-Term Health Care Options, Social Security Seminar, Telecommunication Devices Access Program (TDAP), NOAA, and Fairy Architecture. Included in education are art activities like watercolor, colored pencil, alcohol inks, pour art, and scarf making.



Community Building (Emotional)

The 60+ Center engages a large portion of Newport's retirees to help build what is known as "the 60+ community." The 60+ Center literally runs on volunteers, and it is through their community service that the 60+ Center gains its positive reputation and promotes a sense of community. The staff and volunteers provide "beyond fantastic" customer service. Birthday cards and e-mails are sent out to celebrate community members. The City of Newport offers a volunteer of the year award, which often goes to a 60+ Center volunteer, and Presidential awards for service are presented to volunteers at the annual City of Newport volunteer recognition dinner. Overall, programs at the 60+ Center are well regarded and popular with local seniors. The 60+ Center has seen significant growth in its program attendance in recent years. The most significant growth has been in fitness program attendance and, as a result, the 60+ Center faces capacity issues that will continue to increase over time unless offsite class locations are secured.

PARTNERSHIPS

In addition to the City of Newport, The 60+ Center benefits from the support of the following entities:

Friends of the Newport Senior Activity Center

Friends launched in 2007 and is a nonprofit 501 (c)(3) organization. Their primary purpose is to assist with needs of the 60+ Center. They are able to write grants and raise funds for special projects. They have produced three popular community calendars that featured women and men of the Oregon Coast and raised over \$35,000.

Friends was instrumental in the 2010 expansion project. They contributed match funding to qualify for a Community Development Block Grant (CDBG) which expanded the 60+ Center's downstairs to include bathrooms and a health and wellness studio. The health and wellness studio has been a great success and is the most heavily used room in the 60+ Center. In addition, Friends wrote grants to purchase a 12-passenger van to start the 60+ Center's travel program. Previous to the van purchase, van rentals made the cost of trips prohibitive for seniors. With the purchase of the van trips became very affordable. Currently, Friends is fundraising to purchase a wheelchair accessible van to provide door to door service to seniors who wish to come in for a meal, enjoy a social outing or attend an evidence-based exercise class.



The Newport Senior Citizens Association

The Newport Senior Citizens Association was founded in 1973 and was instrumental in getting the 60+ Center built in 1986. The organization is a 501 (c)(7). They currently operate the gift shop in the 60+ Center and assist with events.

The Newport 60+ Advisory Committee

The Newport 60+ Advisory Committee is a City of Newport appointed committee consisting of seven members who serve two-year terms. The committee's role is to study and make recommendations to the Newport City Council regarding the economics, physical condition, operation, maintenance, development, use, regulation, and expansion of the Newport 60+ Activity Center, and to acquire and promote programs for seniors in Newport and the surrounding area.

Other Partnerships

Through new and expanded partnerships in recent years, the 60+ Center enhanced services that inform seniors about financial and insurance matters. The 60+ Center partnered with OCWCOG to assist seniors in finding and applying for public benefit programs and in finding affordable health insurance options. New partnerships with health care professionals, hospitals, and community agencies were developed to offer a variety of health education presentations and a series of lectures on topics including chronic disease prevention and management, fall prevention, sleep disorders, and memory screenings. In recent years the 60+ Center has partnered with the Lincoln County Health Department to increase availability of health education, health screenings, and flu shots.

KEY HIGHLIGHTS & ACHIEVEMENTS

2004 -2009

PARTNERSHIPS

- Friends of the Newport Senior Activity Center Men and Women of the Oregon Coast calendars

FACILITY IMPROVEMENTS

- ADA auto door opener installed
- Office remodel

PROGRAMMING

- AARP Tax Prep (2005-present)
- Experience Works (Easter Seals)
- Geezer Games (Senior Olympics)
- Introduced first two evidence-based exercise classes, Arthritis Exercise and Matter of Balance (MOB)
- Provided foot care (2004-2013)
- Started Health Fair (2008-2012)
- Technology classes introduced

USAGE, MARKETING, AND OUTREACH

- Survey evaluation presented to Council

2010 -2014

PARTNERSHIPS

- With OCWCOG for “Living Well with Chronic Conditions” workshops
- With Lincoln County Health Department for “Walk with Ease” program

FACILITY IMPROVEMENTS

- Cabinets built for storage in dining room and lounge
- Downstairs remodel
- New furnishings for lounge area
- New table tops made
- Van purchased

PROGRAMMING

- AARP Driving Safety (160 participants from 2012-2019)
- Annual senior fitness tests
- Luminosity brain training
- Lunch n’ Learn services
- Memory screening (2010-2015)
- Matter of Balance (MOB) community Instructor training
- Third and fourth evidence-based classes introduced, Qigong and Tai Chi: Moving for Better Balance
- Reader/writers group formed and published book
- Senior Insurance Health Benefits Assistance (SHIBA) sessions and overviews

KEY HIGHLIGHTS, 2015-2020

2015: New parking signs for dedicated parking • New TV monitors showing rooms, times, activities • New wayfinding interior signage • Added new programs • Name change: Newport Senior Activity Center to Newport 60+ Activity Center • Council presentation • Published resource guide • Volunteer Fair (2015-2018) • Creation of a marketing video for the website.

2016: Increased staff • Hosted an evidence-based Tai Chi: Moving for Better Balance free community instructor training • Increased handicapped parking capacity when loading dock was repositioned.

2017: Hosted a balance screening for community held at Center for Health Education • Summer high school and after class intern • Created Rubicon, a mini conference on aging.

2018: Received Center for Disease Control (CDC) recognition for offering fifth evidence-based class, “How to Prevent Type 2 Diabetes” • Received Oregon Recreation and Parks Association (ORPA) award for distinguished service • Implemented new integrated software program, CivicRec • Hosted a Matter of Balance (MOB) community instructor training • New Brochure • New art classes • Large increase in membership • Sixth evidence-based class offered, Walk with Ease • Partnered with Lincoln County Health Department to offer flu shots.

2019: Remodeled Gift Shop • Partnered with Health Department to offer flu shots • Partnered a pilot program with Samaritan, RHEhub and NRPA for Integrated Health Services • Continued the Health Services partnership to bring evidence-based classes to the public through the health care system • Assisted Friends with grant writing for a wheelchair accessible van.

2020: Continuing to work on creating a welcoming reception area for visitors, increasing member and volunteer numbers,

and expanding community trainings • Expanded online presence through programs like Zoom • Continuing to provide educational training for volunteers like new instructor training for Fit & Strong • Offering grant writing and other workshops • Continuing to work on Medicare application • Continuing to work on Accreditation for the 60+ Center • Increasing virtual programs • Hosted first evidence-based virtual class, Walk With Ease • Awarded a grant by OCWCOG’s Senior and Disability Services for “Bridging the Gap for Homebound Seniors through Technology,” which enabled the purchase of several hot spots, iPads and laptops that are able to be loaned out to local seniors, with the goal of having them participate in virtual programming offered by the 60+ Center.

KEY ACHIEVEMENTS, 2015-2020

Areas in which the 60+ Center excels include marketing, outreach, usage, partnerships, programming, and volunteerism. As a result of feedback generated during strategic planning in 2015, the 60+ Center set and achieved several goals within these specializations between 2015 and 2020. These are highlighted below.

Marketing, Outreach and Usage

- The 60+ Center enhanced marketing efforts to raise awareness about its services and programs. Marketing activities included updates to the 60+ Center website and greater use of social media.
- Outreach efforts included visiting and sharing information about the 60+ Center with the Chamber of Commerce, meeting with senior living communities, attending monthly group meetings like The National Active and Retired Federal Employees Association (NARFE), and conducting surveys and questionnaires.
- Outreach also included hosting meetings for others in the community like the Lincoln County Health Department and OCWCOG.

- Additional outreach efforts included offering trainings through partner agencies like Oregon Health Authority to people interested in becoming instructors in Tai Chi, hosting Silver Sneakers instructor trainings, and doing balance assessments with Portland-trained personnel.
- The 60+ Center gained further exposure by hosting a radio show for over a year on KCUP radio.
- Volunteer usage efforts were enhanced by marketing volunteer opportunities through community agency partners and the creation of the Volunteer Fair for Lincoln County.

Partnerships

- Through new and expanded partnerships, the City enhanced services that inform seniors about financial and insurance matters.
- OCWCOG offered benefits enrollment clinics to help lower-income seniors find and apply for public benefit programs.
- OCWCOG also offered Medicare open enrollment services to assist seniors in finding affordable health insurance options.
- OCWCOG partnered on a senior companionship program.
- Other popular programs such as AARP Tax Aid continue to be offered, helping to prepare 600-800 tax returns annually.
- New partnerships with health care professionals, hospitals, and community agencies were developed to offer a variety of health education presentations and lecture series on topics including chronic disease prevention and management, fall prevention, sleep disorders, and memory screenings.
- The 60+ Center established new partnerships with the Lincoln County Health Department to increase availability of health education, health screenings, and available flu shots.
- In 2020, Meals on Wheels delivered 54,562 meals to homebound seniors in Lincoln County and served a total of 639 clients, including 179 clients in Newport.
- A retired RN provided free blood pressure screenings to Newport seniors Fridays from 10am-12pm.
- Annual membership at the 60+ Center increased substantially after development of a partnership with the Recreation Center to offer Newport 60+ Center members a corporate rate.

Programming

- The 60+ Center increased its programming from 2014 to 2019, adding 24 new programs and increasing program registration by 36 percent from 2014 (20,620 program registration) to 2019 (27,957 program registration).
- The AARP driving program has served about 160 persons at the 60+ Center since 2012.
- Several sessions on Death and Dying along with the Death Café and the “Before the End of Life: Nuts and Bolts - How to get your affairs in order” classes have been offered.
- Between 2015-2020, the number of recreation and fitness classes and activities offered at the 60+ Center increased by 35 percent. In FY 2014-2015 there were 31 total programs offered with approximately 21,000 participation visits. In FY 2018–19, a total of more than 40 programs were offered with approximately 28,000 participation visits.
- Services have been enhanced to include additional evening hours to offer evidence-based classes.
- In response to community interests, the 60+ Center expanded music and art class offerings to include jam sessions, piano concerts, and dances.
- Regular art classes like watercolor and colored pencil were offered on a regular basis along with specialty art sessions featuring classes like pour art, alcohol inks, wipeout art, and scarf making.

- The 60+ Center has held an annual award-winning Senior Fitness Fair and fitness evaluations since 2007, providing fitness demonstrations, health screenings, and health information to the community in a fun and festive setting.



Volunteerism

- Between 2013 and 2018, volunteer hours provided to support senior programs and clubs increased by approximately 27 percent, from approximately 5,425 hours to nearly 6,901 hours.
- Nearly 50 individuals volunteer each year for the 60+ Center, serving in a variety of roles such as fitness center instructors, class and program leaders, office assistants, van drivers, and educational presenters.
- Volunteers are thanked and honored annually during the City of Newport’s Volunteer Appreciation dinner.



AWARDS

- Outstanding Program Award from Oregon Recreation and Parks Association’s (ORPA) Supporting Older Adult through Resources (SOAR) for 2010 Health Fair: All Aboard the Brain Train.
- 2017 Program of Excellence Honorable Mention from National Council on Aging (NCOA) and National Institute of Senior Centers (NISC) for Fitbit Health and Wellness program.
- 2018 Distinguished Service Award from ORPA for work with the National Diabetes Prevention Program (NDPP).
- 2018 Recognition received from the Center for Disease Control (CDC) for Medicare Diabetes Prevention Program. In 2018 the 60+ Center was the only Recreation Department/Senior Center that received full recognition for this program in the United States.



COVID-19

In February of 2020 the COVID-19 Pandemic arrived in the U.S. Cities and states responded by closing facilities throughout the country. In Newport all City facilities (which included the Parks and Recreation Department) were closed to the public. The 60+ Center closed to the public, but the Meals on Wheels program continues to operate out of the 60+ Center. With the closure of the 60+ Center to the public, the congregate meals site closed, in-person health and wellness classes were put on hold, and social games and gatherings stopped. This has led to seniors experiencing a decline in health due to social isolation, lack of exercise, and food insecurity.

Social distancing mandates throughout the country have put a strain on older adults' social participation within the community. Although social distancing benefits the safety of seniors, prolonged loss of social contact increases risk for social isolation and loneliness. The long-term effects of this pandemic on the well-being of seniors are unknown. Taking time to develop an understanding of the impact of social distancing on older adults will benefit the 60+ Center by providing insights about potential future needs and programming. The 60+ Center will not reopen until the State of Oregon and the City of Newport deem it safe to.

Internal capacity has been greatly diminished in 2020 due to deep budget cuts and staff reductions. The 60+ Center has had to pivot and re-strategize to keep people healthy and connected during the pandemic and has done so through the following:

- New technology education programs to help seniors develop proficiency in the use of computers and mobile devices.
- With funding from the nonprofit organization Friends of the Newport Senior Center, provided homebound seniors with basic needs items during the COVID-19 pandemic.
- A phone list was started called the Friendship Brigade for people to check in to see if seniors are okay during this time.
- Virtual Programming via Zoom has taken the place of educational sessions and presentations. Presentations on how to use the online library, how to Zoom and other educational programs are offered.
- The 60+ Center has created additional instructor videos, educational sessions, and cooking classes for its website.

As the 60+ Center and the country continue to grapple with COVID-19, near term priorities for the 60+ Center include assisting local seniors to mitigate the negative impacts of social distancing, and concentrating efforts toward Lincoln County's COVID-19 recovery goal to "Build Back Better."

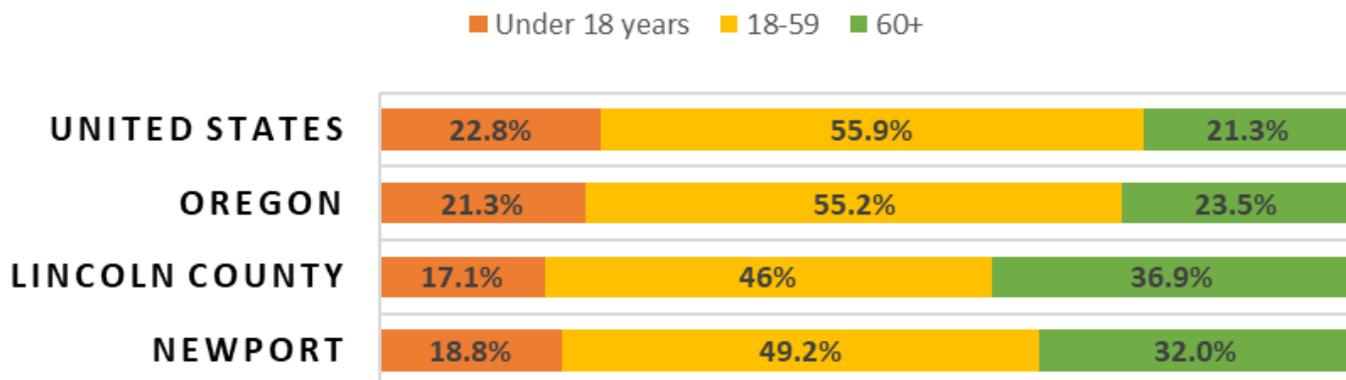


DEMOGRAPHICS

Lincoln county includes the seven cities of Depoe Bay, Lincoln City, Newport (county seat), Siletz, Toledo, Waldport, and Yachats, with a population estimated to be 47,881². Geographically, the county spans the length of the central Oregon coast from Lincoln City to Yachats, including unincorporated areas to the north, south, and east. The median age in Lincoln County is 51.3, which is significantly higher than Oregon’s statewide median age of 39.2.

Population data indicate that Lincoln County is a retirement destination with a higher than average population of seniors. While 23.5 percent of Oregonians are 60 years or older, roughly 37 percent of Lincoln County’s and 32 percent of Newport’s populations are 60 years or over, as shown in Table 3 below.

TABLE 3. PERCENTAGE SHARE OF POPULATION BY AGE GROUP, 2014-2018



DATA SOURCE: 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

In 1990, sixteen percent of Newport’s population was 65 years or older. Today this age group makes up around one fourth of the city’s population. While Newport has a larger share of seniors than the state average, it also has a larger share of people aged 18-59 than the County average, which aligns with Newport serving as Lincoln County’s largest city and economic hub.

According to Portland State University’s Population Research Center, Lincoln County’s total population is forecast to grow by 6,060

persons (13 percent overall) between 2017 and 2040, with a predicted countywide population of 54,004 in 2040. The population is forecast to grow at the highest rate — 0.7 percent per year — in the near-term (now-2025). This anticipated population growth in the near-term is based on the assumptions that Lincoln County’s economy will continue to strengthen in the next 10 years, middle-aged persons will continue to migrate into the county, and empty nesters and retirees will continue to migrate into the county.

² The data source for all figures used in this report is the 2014-2018 American Community Survey 5-Year Estimates, unless otherwise specified.

The population forecast anticipates that approximately 2,700 additional seniors age 60 and over will be added to Lincoln County's population between 2017 and 2040³. Planning sustainably for the increasing number of seniors expected to migrate to Lincoln County over the next 20 years is essential.

Of the approximately 17,700 adults aged 60+ in Lincoln County, roughly:

- 92 percent are White, not Hispanic or Latino
- 54 percent are female
- 36 percent have a disability
- 29 percent have a bachelor's degree or higher
- 15 percent receive Food Stamp/SNAP benefits
- 4 out of every 10 live alone
- 2 out of every 10 rent their home
- 1 out of every 10 lives below poverty level, and
- Just under 1 in 4 is a civilian veteran

While most of this profile aligns with what is typical for a person in Oregon who is 60+, some key distinctions are that seniors in Lincoln County are, on average, more likely to experience a disability, more likely to be a veteran, more likely to receive Food Stamp/SNAP benefits, and are slightly more likely to be white than the average senior in Oregon.

Increasing age is a risk factor for many chronic conditions, and the majority of older adults in Lincoln County have at least one chronic medical condition. From 2014-2018 approximately 22 percent of people in Lincoln County reported a disability, defined as a person's risk of participation limitation when he or she has a functional limitation or impairment. The likelihood of having a disability varies significantly by age. 6.7 percent of the population under 18 years of age, 18.1 percent of the population 18-64 years of age, and 39.0 percent of those 65 and over in Lincoln County report having a disability.



Social determinants of health (SDOH) are defined as social, economic, and environmental conditions that are key to ensuring the health and well-being of older adults. They can include adequate access to food and nutrition, gainful employment and stable income, safe and affordable housing, safe neighborhoods, social connectedness, access to health and wellness programs and benefits, and reliable transportation. For older adults in particular, SDOH-related factors can have significant implications for their ability to live independently and age in place.

Facilities such as the 60+ Center, which offers a wide array of community-based programs, have the potential to positively impact multiple SDOH for Lincoln County seniors. The 60+ Center offers support and assistance to seniors and their families coping with the physical, emotional, and practical challenges of aging. The 60+ Center offers educational, social and wellness classes and programs. Trained staff and volunteers provide information, referrals, and linkages to support services and community resources. As communities of color continue to grow in size locally, the 60+ Center should expand multicultural access by pursuing opportunities to develop culturally relevant programming and targeting local Latinx populations.

³ Coordinated Population Forecast for Lincoln County, its Urban Growth Boundaries (UGB), and Area Outside

UGBs 2017-2067, Portland State University Population Research Center

DATA AND FEEDBACK

2015 5-YEAR STRATEGIC PLAN

In 2015, the Newport 60+ Activity Center initiated a planning process to develop a 5-year Strategic Plan, including establishing a vision and developing goals to help guide the 60+ Center in meeting the needs of the senior community.

Five focus groups were held from February to June. Participants included community partners, staff, Friends, and The Newport 60+ Advisory committee. Through this process, the following five priority areas were identified for improvement: Usage, Facilities, Parking, Staff, and Accreditation.



The 2015 Strategic Plan has been used to guide decisions, focus energy and resources, strengthen operations, and ensure that staff and stakeholders were working toward common goals to create a healthy community for Newport's 60+ community. Most of the highlighted accomplishments for the years 2015-2020 included in this plan are the direct result of feedback and insights generated, as well as goals set for the 60+ Center during the 2015 strategic planning process. These accomplishments included improving the accessibility of the 60+ Center facility for all users by adding new signs for dedicated parking, new wayfinding and program signage, and a remodeled gift shop. Usage

improvements included a name change for the 60+ Center, a published resource guide, creation of a marketing video for the website, an increase in evidence-based class offerings, and new healthcare partnerships and programming. The creation of this 2020-2025 Strategic Plan is an essential final step in the yet unmet goal of obtaining accreditation for the 60+ Center with the National Institute of Senior Centers. At the time of this plan's publication, work in progress includes developing a transportation program, making the 60+ Center more accessible and user-friendly through the entryway remodel, providing training for members to use Zoom and to access programs virtually and advocating for future increases in FTE to restore staffing capacity at the 60+ Center to pre-COVID-19 levels.

2017 COMMUNITY SURVEY

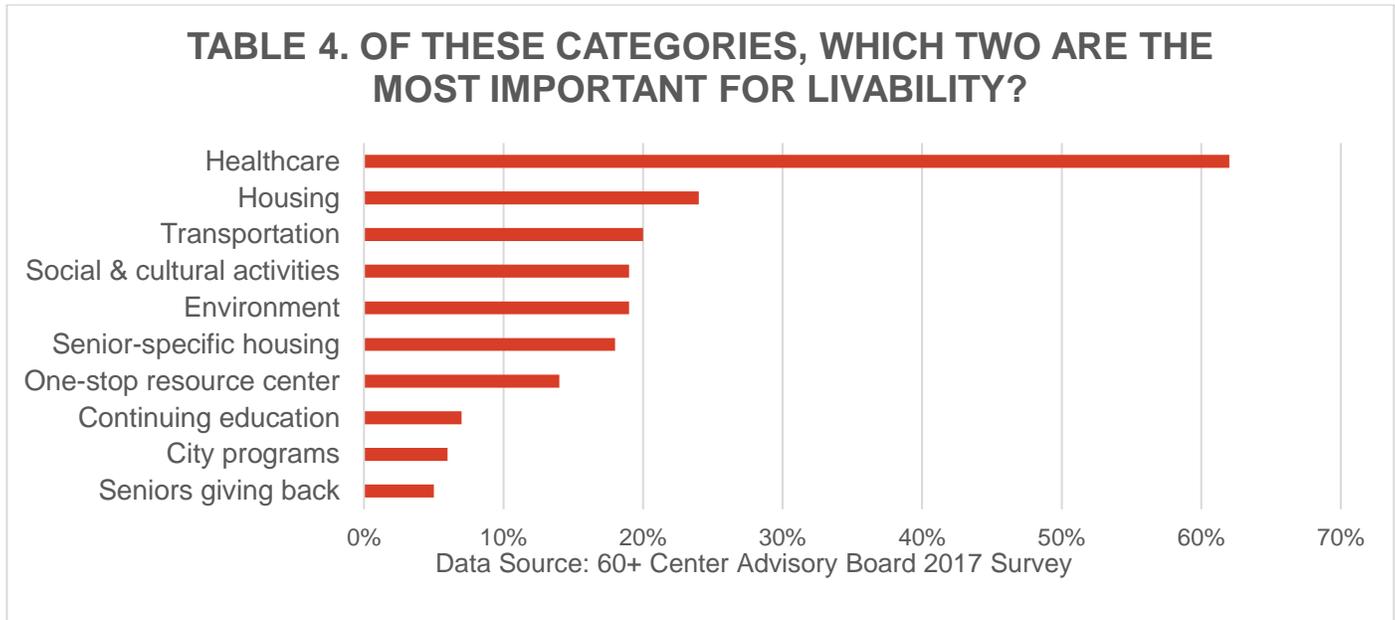
In the summer of 2017, a subcommittee of the 60+ Advisory Committee conducted a survey to gather data about how to make the Newport area a more livable community for individuals 60 and over. The survey was additionally intended to provide information to guide the City of Newport on various policies relating to the 60+ population and to help inform the 60+ Advisory Committee and the City Council on how to proceed on initiatives such as the AARP Age Friendly Community Program.

Surveys were available in paper and electronic format. Volunteers from the 60+ Center and community at large were recruited to distribute and collect surveys from 20+ locations, including Longview Hills, the OCCC staff lounge, Newport Library, City Hall, JC Market, Walmart, Saturday Farmer's Market, and more. 452 completed surveys were collected in all.

Among the livability issues highlighted as priorities by survey respondents were housing affordability, availability of in-home support and

services, quality assisted living options, adequate transportation to medical services, walkability, and safe pedestrian crossings. However, results of the survey overwhelmingly indicated that the primary area where the senior community's needs are not being met relate to healthcare (see Table 4). Responses indicated that improved access to healthcare is

by far the most significant priority for the Newport area's 60+ community, as relates to livability. The most important healthcare challenges identified by survey respondents were access to primary care physicians and providers and access to medical specialists, with access defined as including transportation.



While most survey respondents were aware of the 60+ Center and believed that its programs were very important, two areas highlighted for improvement were a desire for better parking and a desire for transportation provided to the 60+ Center and its activities.

VISION 2040

In 2017 the City of Newport underwent a visioning process for the Greater Newport Area. The motivation for creating a Community Vision emerged from a desire to generate broad descriptions of the quality, spirit, and values of the community, and to divide these concepts into “focus areas” that can serve as long-term targets for future planning efforts. The 2040 Vision is intended to remain at the forefront of future City decision-making processes. It includes a series of strategies that were determined to be of high priority to the those in the community age 60 and over. Of these expressed priorities, the 60+ Center can potentially play a role in providing arts and educational opportunities, expanding access to healthcare, advocating for meeting local needs for accessible and affordable eldercare, and providing opportunities for increased volunteerism, retiree involvement, and community engagement.

SWOT/NEEDS ASSESSMENT

Several focus groups that met in 2015 and a 2017 survey yielded the following Strengths, Weaknesses, Opportunities and Threats (SWOT) for the 60+ Center. These were approved by the 60+ Advisory Committee in 2020 and were used to inform the Priorities, Goals, and Strategies that are included in this plan.

STRENGTHS

- Nice facility
- Centralized location
- Friendly and helpful staff
- Evidence-based programming with low overhead
- Large volunteer program
- Fiscal and in-kind support from City of Newport, Friends, and Newport Senior Citizens Association
- Strong community partnerships
- Support from national and state associations
- Successful track record of grant awards

WEAKNESSES

- Limited easy parking
- Limited transportation to Center
- Building floods
- Class sizes exceed building capacity.

COVID-19 specific

- Budget cuts
- Reduced staffing
- Lack of virtual programming
- Lack of staff capacity to pursue broadcasting of 60+ programming on local TV
- Inequitable access for those without technical know-how and/or internet connections

OPPORTUNITIES

- Wheelchair accessible van
- Increase in older adult population within the community
- Virtual connections and virtual programming
- Programming focused on diversity and cultural education
- Programming targeting Latinx populations, designed to reduce language barriers
- Programming focused on community engagement, advocacy work, and retiree involvement
- Telehealth partnerships
- Increase membership and volunteers
- Intergenerational programming

THREATS

- Pandemic
- Social isolation
- Health decline
- Fiscal sustainability
- Lack of familiarity and confidence with using online and virtual meeting platforms

LOOKING FORWARD

PRIORITIES, GOALS, AND STRATEGIES

The following priorities, goals, and strategies have been developed for the 2020-2025 period. They are rooted in the guidance established by the 2015 strategic planning process as well as subsequent feedback gathered through the 2017 survey and the 2040 Visioning process. In addition, they account for the need to pivot in 2020 to address entirely new priorities and challenges introduced by the COVID-19 pandemic.

PRIORITY 1. ASSIST LOCAL SENIORS IN MITIGATING THE NEGATIVE IMPACTS OF COVID-19 AND SOCIAL DISTANCING.

Goal 1.1: Provide area seniors with internet connections and internet enabled devices.

- Strategy 1.1.1. Attain funding to purchase at least seven hot spots and iPads for seniors.

Goal 1.2. Expand technical knowledge and access to virtual programming and resources among the 60+ community.

- Strategy 1.2.1. Research current options for virtual programming meant to encourage social participation among seniors.
- Strategy 1.2.2. Cultivate community resources that support seniors' wellbeing during social distancing/isolation through research and feedback from partners.
- Strategy 1.2.3. Conduct training programs for usage of hot spots and iPads.
- Strategy 1.2.4. Expand 60+'s catalog of virtual programming and web-based content.
- Strategy 1.2.5. Offer at least 12 lessons on how to Zoom.
- Strategy 1.2.6. Develop recommendations for enhancing social participation while using virtual programs for those who do not feel comfortable returning to in-person activities.

Goal 1.3. Connect homebound seniors with resources, social outlets, and aid.

- Strategy 1.3.1. Continue to fundraise to provide homebound seniors with basic needs items during the COVID-19 pandemic.
- Strategy 1.3.2. Continue to promote the Friendship Brigade phone list
- Strategy 1.3.3. Publicize available resources such as Meals on Wheels through PSAs, ads in local media, flyers, social media, email blasts, phone calls, and mailings.
- Strategy 1.3.4. Foster online community connections through scheduled virtual social hours to reduce social isolation.

PRIORITY 2. BUILD BACK BETTER

Goal 2.1. Obtain accreditation for the 60+ Activity Center with the National Institute of Senior Centers.

- Strategy 2.1.1. Conduct research of other centers who have obtained accreditation.
- Strategy 2.1.2. Develop an accreditation team including members of the Friends and Advisory board.
- Strategy 2.1.3. Set regular work meetings.
- Strategy 2.1.4. Hire consultant to assist with creation of 2020-2025 Strategic Plan.
- Strategy 2.1.5. Finalize draft plan prior to presentation to 60+ Advisory Board.
- Strategy 2.1.6. Approve 2020-2025 Strategic Plan.

- Strategy 2.1.7. Complete application and submit to the National Institute of Senior Centers for accreditation.

Goal 2.2. Increase member and volunteer numbers.

- Strategy 2.2.1 Use promotion of expanded virtual programming, new trainings, and other COVID-related outreach as an opportunity to recruit new members and volunteers.
- Strategy 2.2.2. Increase number of volunteers and volunteer opportunities by establishing three new specific volunteer opportunities.
- Strategy 2.2.3. Use feedback from the 2017 survey to tailor new programming and activities to the expressed needs and priorities of the 50+ community, as a way of recruiting new members.
- Strategy 2.2.4. Create new opportunities for intergenerational programming.
- Strategy 2.2.5. Partner with Centro de Ayuda to provide programming that targets local Latinx communities and includes Spanish translation.

Goal 2.3. Develop recommendations for the 60+ Activity Center to help support senior reintegration into the community when social distancing restrictions are no longer necessary.

- Strategy 2.3.1 Review best practices and recommendations provided by national and state senior associations and community partners.

Goal 2.4. Develop a comprehensive Equity and Inclusion Plan

- Strategy 2.4.1. Evaluate existing programs and activities to measure universal accessibility.
- Strategy 2.4.2. Evaluate where the organization is on the Diversity, Equity and Inclusion (DEI) Spectrum.
- Strategy 2.4.3. Improve Mission statement to incorporate equity and inclusion principles.

- Strategy 2.4.4. Identify and develop new partnerships with community agencies and organizations that serve diverse populations and provide culturally relevant outreach and programming.
- Strategy 2.4.6. Identify at least 2 new opportunities for programs that target the Latinx community and include Spanish translation.
- Strategy 2.4.5. Set future goals for the 60+ Center that are guided by diversity, equity, and inclusion principles.

PRIORITY 3. MAINTAIN A VIBRANT 60+ ACTIVITY CENTER THAT IS WELL USED AND RESPECTED IN THE COMMUNITY.

Goal 3.1. Continue to provide activities and programs that are responsive to community needs and interests.

- Strategy 3.1.1. Use the Dimensions of Wellness (physical, social, intellectual, and emotional) as a guide for new platforms, programming, and partnerships.
- Strategy 3.1.2. Review national and local trends for 60+ programming and activities.
- Strategy 3.1.3. Continue to periodically survey target markets.
- Strategy 3.1.4. Provide new programming that is responsive to target users' stated needs and interests.
- Strategy 3.1.5. Expand offerings that incorporate community engagement, advocacy work, retiree involvement, and intergenerational programming.

Goal 3.2. Strengthen and expand partnerships to provide additional community education and health and wellness programs.

- Strategy 3.2.1. Improve partnerships with National Recreation and Parks Association (NRPA) and Samaritan Regional Health Education Hub (RHEHub).
- Strategy 3.2.2. Meet monthly to review streamlining referral processes for expanding evidence-based programs.

- Strategy 3.2.3. Develop a virtual platform for delivery of evidence-based class, Walk with Ease, using volunteers.
- Strategy 3.2.4. Expand community trainings in using iPads and hotspots, telehealth, using Zoom, and registering for virtual classes.

Goal 3.3. Develop a plan for delivery of services that accounts for potentially diminished paid staffing.

- Strategy 3.3.1. Work with community partners to subsidize instructor training costs.
- Strategy 3.3.2. Continue to serve as a training hub to increase local instructor capacity and train up volunteers.
- Strategy 3.3.3. Use senior re-training and college programs such as Easter Seals to reduce costs for activities, programs, advertising, and special projects.
- Strategy 3.3.4. Maintain relationships with local media and continue to leverage reduced cost and free advertising opportunities.
- Strategy 3.3.5. Continue to hold monthly meetings to celebrate volunteers and discuss their ideas.
- Strategy 3.3.6. Increase volunteer numbers by 5 percent every year.

Goal 3.4. Continue to market the 60+ Center throughout the community.

- Strategy 3.4.1. Research locally available media outlets and gather contact information.
- Strategy 3.4.2. Personally contact editors and share information about the 60+ Center Mission and Vision.
- Strategy 3.4.3. Ask if Public Service Announcements (PSA) are welcome in local media. Provide an example of 60+ programming and PSA to media outlets.
- Strategy 3.4.4. Continue to promote 60+ programs through the Parks and Recreation Department quarterly activity guide.
- Strategy 3.4.5. Do an interview with a local radio show at least 4 times per year.

- Strategy 3.4.6. Task staff with doing a weekly update of the 60+ Center Facebook page with programs, events, and classes, paying special attention to activities that have low attendance.
- Strategy 3.4.7. Have staff post to and update the 60+ Center website on a weekly basis.
- Strategy 3.4.8. Create a monthly e-blast for members and others who request it. Send to the Mayor, City Council, and other city administration.
- Strategy 3.4.9. Create flyers and post at shopping areas, senior living facilities, and senior community clubhouses. E-mail these to organizations that have newsletters for wider distribution.
- Strategy 3.4.10. Develop short- and long-term marketing goals.

Goal 3.5. Measure key performance indicators and identify targets for future expansions and improvements.

- Strategy 3.5.1. Measure and compare door counts, number of classes, attendance and class participation, number of volunteers, and number of memberships annually.



PRIORITY 4. CONTINUE TO MEET THE NEEDS OF THE GROWING AGING POPULATION.

Goal 4.1 Complete design phase and schedule timeline with the Newport Public Works Department for exterior entryway enhancement on the north side of the 60+ Center facility.

- Strategy 4.1.1. Meet with City Finance Department to understand available budget and any budget changes that may have occurred due to COVID.
- Strategy 4.1.2. Meet with City Public Works Department to discuss next steps and develop scope of work.
- Strategy 4.1.3. Establish project budget and construction timeline.
- Strategy 4.1.4. Put project out to bid.

Goal 4.2. Purchase a wheelchair-accessible van for the 60+ Center.

- Strategy 4.2.1. Write a minimum of two grants seeking funding for van purchase.

Goal 4.3 Assess viability of creating a 60+ Transportation Program.

- Strategy 4.3.1. Meet with stakeholders, including OCWCOG, Lincoln County Transit and North End Senior Solutions (NESS), to review transportation needs and develop goals for a transportation program.
- Strategy 4.3.2. Meet with specific individuals and/or organizations that have experience with volunteer driving programs to refine goals and develop a Transportation Program concept.
- Strategy 4.3.3. Pursue development of a City approved volunteer driving program and manual, including incorporation of SafePersonnel and AARP defensive driving course elements.

Goal 4.4. Solve 60+ Center lower-level seasonal flooding issues.

- Strategy 4.4.1. Meet with Newport Public Works Department to better understand root causes of and potential solutions to flooding issues.
- Strategy 4.4.2. Identify a preferred solution and secure funding to resolve flooding issues.

Goal 4.5. Secure offsite locations to meet demand for popular classes.

- Strategy 4.5.1. Identify partners who have space available for off-site classes and would be open to trading space for membership benefits, potentially including the Newport Elks Lodge, Newport American Legion, Lincoln County Commons, Center for Health Education, and the Newport Recreation Center.

The Newport 60+ Activity Center appreciates the guidance of our advisory committee and accreditation team members, as well as the City staff, stakeholders, interest groups, civic leaders, and community members who contributed their time, energy, and ideas to this planning effort.

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Vada Robinson
Lynn Walser-Clark

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Photos courtesy of Angela Pieti



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