MINUTES
SENIOR CITIZENS/AGING IN PLACE TASK FORCE
INFORMATION AND COMMUNICATIONS WORK GROUP MEETING
VIA ZOOM
AUGUST 3, 2022, 6 P.M.

Attendance was taken by roll call. Attending were group members Sharlan Douglas, Cindy Goodaker, Michael Lawrence (arrived at 6:23 p.m.)Robert Sidelinger, Janice Wagman (arrived at 6:20 p.m.) and Community Engagement Specialist Judy Davids.

Motion by Sidelinger, seconded by Goodaker to add an item to the agenda: How does the work group's plan match with the city commission's strategic plan? In a roll call vote, the motion was approved unanimously.

The group discussed and revised the "We heard" and "We will" sections. Results are at the end of this document.

Douglas reminded members of the city commission's strategic plan and ask them to review it, to see where we have common cause.

There was no public comment.

Motion to adjourn by Wagman, seconded by Lawrence; approved unanimously.

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REVIEW OF "WE HEARD"

Douglas proposed clarifications to the "we heard" section and added some information based on input from Davids. Section is now proposed as follows:

> The Southeast Michigan Council of Governments reports that 95.3% of regional households have a computer. 90.5% have an internet broadband subscription. Royal Oak is slightly higher than averages for both Oakland County and Southeastern Michigan. Yet the Area Agency on Aging reports that one in three Oakland County seniors is digitally illiterate. That number will decline as today's adept 40-50-year-old age.
>
> Respondents said information about services and resources to help them age in place was not easy to find. They said information about events and activities was easier to find.
>
> People still appreciate "low tech" options. A few participants said that they would like to be able to call a phone number to listen to a recorded message for information or, better yet, speak with a human. The one consensus on how people like to receive information is that they want to receive postal mail. When using mail to gather survey results, response rate is about 40 percent.
>
> We don't know how many Royal Oak residents want to be connected but need equipment,

technical assistance or training to achieve it.

Accurate and timely information isn't centralized.

REVIEW OF "WE WILL"

We will…	In year…
Goal 3.1 Foster digital literacy through a variety of platforms.	
1. Create, foster, and anticipate social media connections.	1
2. Provide simple phones to those in need	
3. Expand computer training	1
4. ~~Participate in the county's program to provide people with digital assistant devices (e.g. Echo Show)~~ Provide people in need with phones and/or digital assistant devices, e.g. Echo Show.	2
Goal 3.2: The level, frequency, and sources of information meet seniors' expectations.	
1. Establish a central source (website) for all information, with timely and accurate information provided by service providers (departments, e.g.) and establish processes to hold them accountable.	3
2. Have an excellent search function	3
3. Do a benchmark study using Cobalt. Repeat the study X years later	1 & 4
Goal 3.3: Speak and listen to people at all levels of their ability through the media* and channels they prefer.	
1. Identify seniors who live independently and who are disconnected, through such things as lack of technology, physical limitations, or language barriers, but who at least have a phone.	1
2. Make sure that community engagement reaches all types of seniors from the active/digitally literate to the isolated homebound to those in between. Give people a phone number residents can call for information and help them sign up for civic-ready notifications. (E.g. Boston 311. Consolidate community engagement specialist, police department, and website number).	2
3. Use informal human networks to disseminate information (neighbors, caregivers, places of worship, senior center employees)	1
4. Send one annual mailer to every RO household with the 311, and Civic Ready and other basic information and promote through other media (insight, e-news.)	1, 2 and 3
5. Find what you want in 3 clicks	3
6. Make the website easier for seniors to use – (which will make it easier for everyone.) Create navigation based on categories of people and what they want vs. organizing around departments.	3

Make sure it's ADA compliant.	
7. Make sure that community engagement reaches all types of seniors from the active/digitally literate to the isolated homebound to those in between. Combined with #2	