



**Rural Resort Region Focus for 2009:
Seniors in Our Mountain Communities
Challenges and Opportunities**

*Presentations, reports, and
additional information from this meeting
available on NWCCOG's website: www.nwc.cog.co.us*

Topic: Workforce & Volunteerism
Date: July 23, 2009
Location: Steamboat Springs, Colorado

The Rural Resort Region chose to focus on *Seniors in our Mountain Communities: Challenges and Opportunities* in 2009. The July topic was **Workforce & Volunteerism**. Presentations were made on the following topics:

Topic:	Boomers Leading Change Community Assessment
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Presenter:	Kerry Lupher, MSW
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Organization:	JVA Consulting, LLC
Website:	www.jvaconsulting.com

Issues Raised:

- How much do towns need to increase services for seniors (i.e. ICU at the hospital; senior housing; assisted living) over the next 5-10 years? What are the demographic trends to support this increased need for services?
- Some seniors find that it is hard to retire in the mountains due to the climate, altitude, longer winters.
- It is very difficult for small communities to fund the increased services required by increased demand to healthcare by an aging population.
- Policy makers and communities need to decide whether or not they are comfortable with the fact that seniors may have to leave the area due to the unavailability of services. Policy makers and communities need to decide what they want their communities to look like with respect to providing services to an aging population when making policy decisions.
- The Rural Resort Region has a disparate aging population made up of both retiring second homeowners and those that have lived here all their lives. These two groups have different needs. There are no options "in the middle" for care for seniors, and it is the responsibility of our governments to create that middle tier of support. Perhaps we use those baby boomers that are looking for volunteer opportunities to work on creating and providing those supportive services.

- What do you do after the baby boomers have moved through the healthcare system, and are now gone? There should be a focus on creating services that are not tied to an institutional setting/building.

Topic:	Rural Resort RSVP (Retired and Senior Volunteer Program)
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Presenters:	Cheryl Thomas, Eagle County RSVP Coordinator Holly Kasper, Volunteer Center Coordinator, Eagle County Christi Nelson, Summit County RSVP Coordinator
Contact Info:	Cheryl Thomas- cheryl.thomas@eaglecounty.us , 970.328.8818 Holly Kasper - holly.kasper@eaglecounty.us, 970.328.8843 Christi Nelson - christyn@co.summit.co.us, 970.668.2942
Website:	Eagle County RSVP - www.eaglecounty.us/hhs/volunteers.cfm Summit County RSVP -

Issues Raised:

- The RSVP values a volunteer hour at \$22/hour in Colorado. The number of volunteer hours at this value makes quite an impact.
- Volunteer Profiles – GI generation (older elders - long term, consistent, committed); boomer generation (What’s in it for me? Want leadership opportunities, want to contribute skills and expertise); second homeowner population (comes and goes - referred to as "episodic" - when they are here they like to volunteer in the same capacity).
- Further defining volunteer profiles: many mountain communities have the “Up valley /down valley” situation. "Up valley", i.e. Avon/Vail - interested in arts/culture opportunities and economic development; "Down valley", i.e. Eagle/Gypsum – interested in providing more basic service help.
- Need to foster “neighboring” in our communities - i.e. an awareness that neighbors help neighbors. There needs to be a shift with this awareness towards neighbors helping neighbors with providing more of the human needs services. Comes down to the "ask" and the awareness.
- Boomers are very web-based, and communicate the majority of their time via email. Boomers like flexibility. President Obama and the downturn in the economy have shifted things to more leadership, more than just going to “parties” and arts and culture – towards companionship, tutoring, transporting to medical appointments, etc. There is a desire among boomers to be multi-talented. There is a trend towards unemployed people seeking volunteer opportunities to get more skills, more experience in perhaps another field, and as a "resume builder", and a networking opportunity.
- There is a trend towards corporate institutionalization of community service whereby corporations are allowing employees to volunteer, with company pay. Our communities need to foster this trend with local companies by having ideas for large projects for large volunteer groups to undertake when ready. This trend is getting bigger and bigger so we need to be ready for it.

- An idea may be to convene quarterly meetings with the non-profits and the volunteer/RSVP Centers in our communities to brainstorm project ideas and keep a running list for upcoming volunteer groups.

Topic:	Seniors' Resource Center: Information/Referral, Job Training, and Volunteer Services Program
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Presenters: Jane Weinberger, Director, Evergreen Facility
Ann Ludvigsen, Wheatridge Facility
Corinne Espinosa Scherrick, Director of Job Sharing for Older Adults Program

Contact Info: Jane Weinberger - jweinberger@SRCAging.org, 303.674.2843
Ann Ludvigsen - aludvigsen@SRCAging.org, 303.235.6973
Corinne Espinosa Scherrick - cscherrick@agingsrc.org, 303.235.6982

Organization: Seniors' Resource Center
Website: www.SRCAging.org

The Seniors' Resource Center operates the following volunteer programs:

- RSVP
- Volunteer Driver Services
- SRC Agency Volunteer Program (supports SRC programs)
- Home Repair Program (repairs, installing grab bars, etc.)

Workforce & Volunteerism

Information available on NWCCOG's website:

- PPT Presentation: Preparing for Boomers: Are Your Mountain Communities Ready?
- PPT Presentation: Seniors' Resource Center
- Governor's Commission on Community Services: Colorado Needs Assessment Report on Community Service, Volunteerism, and Civic Engagement (April 2009)
- Issue Brief: Baby Boomers and Volunteering: An Analysis of the Current Population Survey (Corporation for National & Community Service - www.nationalservice.gov)
- Promising Practices in Recruiting and Engaging Older Volunteers (n4a, MetLife Foundation, 2008)
- Older Volunteers Enrich America Awards (n4a, MetLife Foundation, 2009)
- The Power of Professional Volunteers (National Council on Aging, Oct. 2008)
- New Kinds of Volunteers Demand New Kinds of Recruiting Strategies (National Council on Aging, Nov. 2008)

Links:

- Seniors' Resource Center - www.SRCAging.org
- SRC's Job Training for Older Adults Program
- Senior Corps - www.SeniorCorps.gov
- AmeriCorps - www.americorps.gov
- Eagle County RSVP - www.eaglecounty.us/hhs/volunteers.cfm

- Summit County RSVP -
- JVA Associates - www.jvaconsulting.com

Draft Policy Recommendations:

(These draft policy recommendations were suggestions made by participants at the meeting. They will be re-examined in November at the wrap-up meeting of this initiative, and subject to clarification and possible changes).

- Develop legislation that would allow individuals to have a portion of their property taxes written off in exchange for the value of their volunteer hours (up to a maximum level set) - i.e. a "senior tax work off program". A set value of each hour would be determined. Allow family members to donate their time for the benefit of a family member that is 65+ (for example).
- Put measures into place that create adequate liability protection for volunteers.
- Create a "Volunteer Bank" whereby those volunteering their time performing services that help seniors stay in their homes can be credited with hours of volunteerism that can be cashed in and used for their own home services.
- Develop programs that engage the community of aging baby boomers in "neighboring" - i.e. neighbors helping neighbors with needs that enable seniors to stay in their own homes. Engage the baby boomers in this effort.
- Develop services for an aging population that are not tied to an institutional setting (i.e. structure/building).
- Develop "Adult Services" departments within each county department of health and human services to develop programs that encourage "neighboring" and other programs that serve the aging population in our communities.
- Periodically convene town hall meetings within our communities which bring together elected officials, local governments, businesses, residents, service providers, etc to talk about the issues and challenges surrounding our aging population.
- Convene periodic meetings with the non-profit community and volunteer organizations to develop a list of community service projects in order to foster the trend toward corporate-wide community service, and to be ready when volunteer groups are ready to undertake large projects in the community.

List of Attendees:

Gail	Zink	Aging Services - Eagle, CO	gail.zink@eaglecounty.us
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