

Creating Livable Communities for an Aging Society

Hollywood Community Partners Report



**Portland State University
University Studies Capstone Program
Pilot Project – Summer 2009**



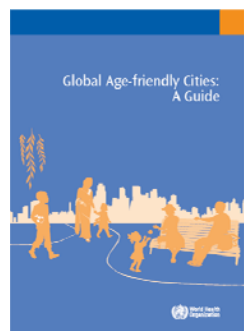
Creating Livable Communities for an Aging Society: Hollywood Community Partners Report

Background

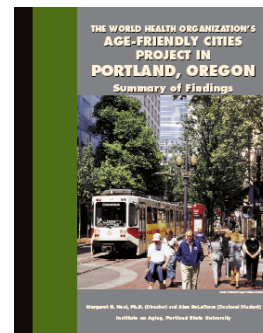
Portland, like much of the world, is witnessing an unprecedented growth in the proportion and overall number of older adults (see Figure 1 for U.S. Population projections); the window of opportunity for preparing our communities is shrinking rapidly. The aging of society is important from the global level to the local level, and myriad efforts have been made to assess and improve communities for older adults. However, the citizens who know the most important needs and assets of their communities are often not able to effectively communicate with the agencies and organizations that plan, support, and improve those communities. Through action-based research approaches it is believed to be possible to connect the realities experienced by older adults – and those providing direct care for older adults and persons with disabilities – to agencies and organizations that can better serve their needs through increased knowledge and understanding of the populations whom they serve.

Figure 1 - U.S. Population Projections 2010-2030

2010 – Population 65 and older#	2010 – Population 65 and older%	2030 – Population 65 and older#	2030 – Population 65 and Older%
40,243,713	13.0%	71,453,471	19.7%
Represents 77.5% growth in # from 2010 to 2030			



In 2006-07, Portland State University’s (PSU) Institute on Aging (IOA) collaborated with the World Health Organization’s (WHO) *Global Age-friendly Cities* project to develop indicators of an “age-friendly city” and to disseminate findings in a way that would spur local improvements. According to the WHO, “an age-friendly city emphasizes enablement rather than disablement; it is friendly for all ages and not just “elder-friendly.”¹ The qualitative research project conducted within the city of Portland aimed at identifying age-friendly features, barriers to age friendliness, and suggestions for improving the city along the following topic areas: housing, transportation, outdoor spaces and buildings, respect and social inclusion, social participation, communication and information, civic participation, employment, community support and health services. The Portland summary of findings concluded that there was a need for further research at the neighborhood level (among other recommendations), to complement the macro-level Portland data that were collected originally.²



In the summer of 2008, the IOA began work with AARP Oregon to develop a course titled *Creating Livable Communities for an Aging Society*. The course was intended to build upon previous efforts that aimed at creating “livable” or “age-friendly” communities in the Portland region, as well as serving as a potential model that could be replicated in other communities throughout the United States

¹ World Health Organization, (2007). *Global age-friendly cities: A guide*. Retrieved on June 1, 2009, from: http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

² Neal, M.B., & DeLaTorre, A. (2007). *The World Health Organization’s Age-Friendly Cities project in Portland, Oregon: Summary of findings*. Portland, OR: Portland State University and AARP. Retrieved on June 1, 2009, from: http://www.pdx.edu/sites/www.pdx.edu.ioa/files/media_assets/ioa_who_summaryoffindings.pdf

(it should be noted that students at University of Massachusetts, Boston performed a similar course in 2006-07³). To begin, research protocols from the WHO study were combined with AARP's *Livable Communities: An Evaluation Guide*,⁴ to establish a baseline set of data collection instruments that could be used during the course. In addition, community and student input were gathered in order to identify appropriate research questions and protocols during the initial stages of project planning (fall 2008-summer 2009). Data collected in interviews, focus groups, informal discussions and observations, and walking/rolling assessments were intended to elucidate the experiences of neighborhood stakeholders (e.g., residents, leaders, and other community members) and were to be passed along to agencies that were engaged in supporting persons of all ages and abilities.

In fall 2008, several community partners were established – an agreement that connected each agency with PSU's University Studies department – which included: Multnomah County's Aging and Disability Services Division, the City of Portland's Bureau of Planning and Sustainability, Elders in Action, AARP Oregon, and the IOA at PSU. Representatives from these organizations served three important roles: (1) as an advisory group that assisted in the development of the course; (2) as a resource for the course instructor and students during the project; and (3) as an important portion of the audience for the final reports and presentations. In winter 2009, the course was approved and the selection of neighborhoods was the first important decision for the group.

Initially three neighborhoods were chosen based on the following criteria: (1) existence of established partners and community-based services (e.g., senior centers, neighborhood associations); (2) demographic variation (e.g., proportion of older adults); (3) the presence of multi-modal transportation options (for both neighborhood residents and students traveling to and from neighborhoods); and (4) communities that represented distinct areas of Portland (e.g., Northeast, Southeast, and North Portland). After consulting with leaders from the various neighborhood associations, Mill Park opted to not be involved in the project; Hollywood and Overlook agreed to participate.

Due to the expected sensitive nature of certain data and the expressed desire to share those data with members of the community, the course instructor applied for and received approval to work with human subjects through PSU's Human Subjects Research Review Committee in spring of 2009.

From June 22nd-August 14th, 2009, 13 students participated in the course by working on various projects within the two neighborhoods. 12 of the students were undergraduates completing their Senior Capstone requirement, while one was a Senior Adult Learning Center student (a program that allows persons aged 65 and older to audit courses at PSU without paying for tuition). The students ranged in age from 21-70 and came from a variety of majors including: Community Health, English, Psychology, Philosophy, and Business.



³Silverstein, NM, Griffin, J., & Johns, E. (n.d.). Aging in place: Livable communities presents a viable option. Poster presentation for the American Society on Aging. Retrieved on June 1, 2009, from: <http://www.asaging.org/asav2/conf/jc/jc08/presenters/posterfiles/griffin.pdf>

⁴ AARP (2005). *Livable Communities: An Evaluation Guide*. Document # D18311; Washington, D.C. Retrieved June 1, 2009 from: http://assets.aarp.org/rgcenter/il/d18311_communities.pdf

The Hollywood Neighborhood

The Hollywood neighborhood is part of Northeast Portland, Oregon. According to a website dedicated to Portland History – PDXHistory.com – the Hollywood District was originally named “Hollyrood” after the Scottish Holyrood (i.e., Parliament).



Ultimately, Hollywood inherited its name from its “historic 1920s-era Hollywood Theatre.”⁵ The Hollywood District’s land uses are comprised by a residential area and commercial district that serves as a shopping borough for the adjacent neighborhoods of Laurelhurst, Grant Park, and Rose City Park. The Hollywood neighborhood is a relatively small geographic area that covers just 115 acres; it had a total population of 1,061 according to the 2000 U.S. Census.⁶

The Hollywood neighborhood provided an exciting opportunity for students based on its established community services and unique population demographics. According to 2000 U.S. Census data,⁷ the Hollywood’s population was one of the oldest neighborhoods in Portland as 27 percent of the neighborhood was aged 65 or older, compared to 11.6 percent in city of Portland. Additionally, 35.6 percent of population was between the ages of 40-64 (30.6 percent in Portland). Fortunately, the Hollywood neighborhood has many important services that are dedicated to serving persons of limited means, the aging population, persons with disabilities, and the population in general; many of these service providers became integrally involved in this research project.

Meetings in the Hollywood neighborhood began in the spring of 2009 in an attempt to explain the purpose of the course, generate community interest, enhance participation, and to identify potential projects. Representative from The Hollywood Senior Center, the Hollywood Neighborhood Association, Fook Lok – Hollywood Loaves & Fishes Center, the Northeast Community Center (NECC), and the Hollywood Library were all involved with the course from the initial meetings through the final presentations. The dedication and assistance of employees and volunteers was invaluable; without such assistance the project would have surely been more difficult and time consuming. Besides contributing insightful advice and ideas, several organizations also assisted with recruitment; additionally, the Hollywood Senior Center, Fook Lok, NECC, and the Hollywood Library contributed space to conduct interviews and focus groups during the final three weeks in July. Several rich and exciting projects emerged from communication and partnerships with neighborhood stakeholders.

Hollywood Oral History Project

The Oral History project team consisted of two students; the official partner and keeper of data for the project was Multnomah County Library and there was a possibility that the interviews could be included as part of the histories used to celebrate the Oregon Sesquicentennial.⁸ The Hollywood Library

⁵ PDXHistory.com: Hollywood. Retrieved August 1, 2009, from: <http://www.pdxhistory.com/html/hollywood.html>

⁶ Retrieved June 1, 2009 from: <http://www.census.gov/>

⁷ Ibid.

⁸ Oregon 150: <http://www.oregon150.org/>

was integral in facilitating the project, as space was provided inside of the library to conduct the interviews and a librarian assisted students in facilitate their project.

The students worked specifically on recruitment of participants, assisting in the development of the Library's interview protocols, and conducting the interviews. Interviews were recorded with *Edirol*TM machines, which preserved the files in MP3 format and made them easy to use for digital distribution such as podcasts or download. Transcriptions of the interviews will also be donated to the Oregon Historical Society for further research. The project may continue as there is interest among students and Multnomah County Library in exploring additional interviews.

The purpose of the interviews was to record an oral history of the neighborhood and also to use the information received to inform the Capstone project, and ultimately, the neighborhood. Participants were recruited from a variety of sources – including the Hollywood Senior Center and members of the Hollywood Neighborhood Association – and required to meet the following criteria: 55 years of age and older, a resident of the neighborhood for some time, and willing to discuss the experience of aging. During the summer course four participants were interviewed for the project; they ranged in their tenure within the neighborhood and provided an interesting window into the character and overall dynamic of the neighborhood.

Generally speaking, the participants looked favorably on the neighborhood as a place to meet their needs. One participant explained that the “Hollywood neighborhood has accessibility to basic living,” while another felt that compared to suburban communities the neighborhood was both “convenient” and “walkable.” One of the services frequently mentioned as an important community asset was the Hollywood Library; it was seen to promote unity and interconnectedness. According to one person, [the Hollywood Library] connect[s] people together...I think it's part of the uniqueness of this community.”



Photo credit: www.housingpolicy.org

Regarding the future of aging in Hollywood, several unique perspectives were brought to light. One gentleman, who has been engaged in community development work throughout his life, felt that it was important for all generations to “find ways to stay engaged.” He also felt that the term “retirement” should be reconsidered, and that we should instead think about using the term “returnment;” from his perspective, it was important to foster various ways for older persons to contribute to the community after their roles (e.g., work, raising a family) were completed or were changing over time. Others participants felt that there were great opportunities to age in place and be a part of the community for years to come even though there were some changes that were still needed. For example, one older person noted that what was needed was “more [exercise] classes with space because they're a lot of us coming up.”

Overall, the Hollywood History Project should be considered important to the community as it provided an opportunity to capture some of the wisdom and experience of those living in the community. The stories and experiences of long-standing residents need to be heard and archived if future generations (both young and old) are to understand the history and sentiments of those who have been living in the neighborhood for many years. Future volunteer efforts may afford the opportunity for additional interviews and community benefit.

Hollywood Emergency Preparedness: Heat Wave

In the midst of the course, an extreme heat wave in Portland provided a real-time opportunity to study emergency preparedness for older Hollywood residents and their support systems. 100 degree-plus weather occurred during later part of July which happened to be during the fieldwork phase of the Capstone project. The Hollywood Senior Center opened its doors as a “cooling center” that provided a

location for older adults (as well as others) to congregate, escape the heat, and engage in activities. The center was one of three sites opened at the request of Multnomah County Aging and Disability Services Division; according to the director of the Hollywood cooling center, they served 98 seniors.

In cooperation with the Hollywood Senior Center director, a student from the course conducted informal interviews with those using the dedicated cooling center; responses served as a snapshot of the community experiences during the period of sustained heat. As one participant in the cooling center pointed out, they needed help in modifying their home, “I recently bought a window-unit air conditioner but am unable to put it in...until I can find someone to help me.” Another participant found refuge from the heat with her husband at various locations, “we have to go away from the house to find air conditioning...we walked around the hospital for three hours...we also utilized Fred Meyer and the mall. Today when I heard about the cooling center I came on over here.” One resident also preferred the central air provided at the cooling center, “sitting under the blowing cold air aggravates my arthritis. This type of cooled environment is much easier on me.”



The cooling center serves as a good model for successful collaboration between multiple agencies that care for the well being of an at-risk population. Overall, several important aspects were observed which include: some older residents need additional help at home to modify and improve their home environments; non-designated cooling centers such as shopping centers and hospitals provide locations for older persons to escape extreme temperatures; and transportation to and from cooling centers is an important component to the overall success of the centers themselves, although transportation was not utilized as expected. In addition to the cooling function of the Hollywood Senior Center, the Fook-Lok Loaves & Fishes Center collected and distributed donated boxed fans to Meals on Wheels homebound recipients, which again illustrated the efforts of various service providers in the community.

Isolated and Homebound Older Adults

Two students interested in the difficult-to-measure experiences of isolated and homebound older adults developed a project that attempted to investigate homebound seniors’ needs, barriers to utilizing services and resources, and aspects that aid them in their pursuit of quality-of-life and independence. In order to gain a perspective of the experiences of isolated and homebound older adults, several data collection techniques were used, including: personal interviews with two homebound older adults and three service providers; one focus group with active older adults (in order to gain perspectives on healthy aging); and two key-informant telephone interviews with Multnomah County’s Aging and Disability Services Division staff.

Several preliminary findings emerged that may be helpful in beginning to understand some of the issues that are faced by isolated and homebound older adults. These data can inform enhanced service provision and future research looking at that particular population.

Prominent factors that lead to becoming homebound

The research suggested that one prominent issue that led to becoming homebound was a lack of social support, which may have facilitated mental health issues such as depression. Communication barriers such as hearing impairments and not speaking sufficient English also created socialization barriers. Other prominent factors included trust-establishment issues with homebound seniors; in particular, this was the case with older adults who did not accept social services based on their fear of a

resulting nursing home placement. Safety concerns were also identified as a barrier for the homebound elderly, particularly in the Hollywood East complex (a high-rise affordable housing property in the Hollywood neighborhood), where one homebound resident had previously been victimized and stated that many older residents feared victimization in the elevators.

Successful services for homebound older adults

The Hollywood neighborhood had access to many supportive services that were provided at various levels throughout the state and region, including: Oregon Project Independence (OPI), which provides funding to District Centers like Hollywood to pay for in-home services like bathing, laundry, cleaning, foot care; the Hollywood Senior Center, which provides recreational activities to older adults who attend the center, as well as case management and coordination of services like Meals on Wheels and Senior Companions to seniors in the area in addition to recreational and socialization activities and opportunities; Fook Lok - Hollywood Loaves & Fishes Center, which provides socialization opportunities and meals; the Meals on Wheels program (part of Loaves & Fishes), which provides nutritious meals and brief socialization for the homebound; the Tri-Met Ride Connection program, which helps older adults with appropriate alternative transportation options and public transit training; and the valuable and yet soon-to-be defunct Senior Companion Program, in which older adult volunteers visit with homebound older adults.

Neighborhood features for older adults

The active older adult focus group provided invaluable insight into available activities that older adults utilize, thus helping the students to understand what experiences a homebound senior may be missing. Positive input came from the group regarding the Hollywood neighborhood, especially the affordability and convenience of many services such as the Saturday Farmer's Market, Grocery Outlet, the Hollywood Transit Center, the Hollywood Senior Center programs and activities, the Hollywood Theater senior discounts, and more. Other informants cited the Fook Lok – Hollywood Loaves & Fishes Center and the Northeast Community Center as important. Barriers included a lack of relevant services such as sewing stores, and a proliferation of antique stores that were not seen as an important destination for many in the group.

Existing socialization opportunities for homebound older adults

Interviews with homebound individuals brought to light important neighborhood activities such as taking walks that led to social interaction, socialization in the Hollywood East community room, visits by volunteers, spiritual connections, gardening, crossword puzzles, presence of children and pets, and more. Based on the data collected (self-reported), it appeared that mobility among the sample population varied greatly between the homebound residents interviewed; for example, among two participants who experienced mobility issues, one indicated a high level of activity within their home and grounds, while the other indicated a lack of activity.

Fook Lok – Hollywood Loaves & Fishes Center (Meals on Wheels)

Several students and the course instructor were welcomed into the Fook Lok – Hollywood Loaves & Fishes center to learn more about the program, its clients, and volunteers, as well as to communicate perspectives and suggestions from clients and volunteers back to the program director. The main project at the center was conducted by one student and the course instructor and focused on the experiences of clients and volunteers. Additionally, two students working with the aforementioned

Isolated and Homebound Older Adults project were able to access individuals to interview from their research project. The Fook Lok site, located at Rose City Park Presbyterian Church, was the location for four interviews with the clients of the program, as well as one focus group of volunteers that delivered meals via car, bike, and walking routes in the Hollywood area.

The clients who were interviewed provided some interesting insight into the program. Most felt that the meal site was an important part of their routine as one client expressed, “I look forward to coming here.” Another participant was able to articulate the benefits of attending as they were “looking forward to being with my friends, socializing with them, and helping out if they need it.” Another liked the diversity of the program, as there is a large Asian contingency who attend the congregate meals; many different languages are spoken and one participant stated, “I just loved the diversity. I find that fascinating and interesting.” The center serves the population with the assistance of a volunteer who speaks many of the languages that are spoken at the site.

Several interesting aspects of volunteer services were also discovered. It was a consensus among those involved in the focus group that many of the homebound clients whom they served had a very limited social network, as one explained, “you’re the only person they see maybe in weeks.” Another volunteer agreed and explained that “there are quite a few [clients who] pretty much their world has gotten much smaller and so you’re pretty much their contact.” One volunteer felt that it was important to set certain boundaries and had to express to a client that they were not comfortable in giving their personal phone number out. Nonetheless, the volunteers detailed the close personal relationships that were developed with some of the clients and felt that the service work provided them with an experience that was very rewarding.

In regard to the Loaves and Fishes program in Portland, there were several issues that volunteers described. The bike delivery volunteers felt that it was important to note that they had been delivering meals on their bicycles for several years, even though a recent news article told a story of the “Meals on (Two) Wheels program” emerging in a different location in Portland relatively recently as compared to their delivery experiences. Additionally, several volunteers appreciated the chance to discuss their experiences as they felt that there was not enough outreach by the central office to learn about their experiences and take their recommendations into consideration. Regarding the Hollywood site, there was nothing but praises regarding the director; generally speaking, other volunteers were also considered to be nice and easy to work with. Finally, flexibility in delivery routes was summed up by one person as being able to “basically do it however you want to...sometimes the route the way they have it laid out doesn’t make sense so you get to know it and you just do it in the order that makes sense.”

Hollywood Walking and Rolling Assessment

The Hollywood walking assessment project was based on AARP’s *Livable Communities: An Evaluation Guide* criteria for assessing the walkability of a community. Certain elements were used to guide a walking and rolling (i.e., wheelchair) evaluation, which took direct prompts from the AARP publication. Assessment categories included: sidewalks, crosswalks and signals, transit access and usability, services and retail, lighting, and safety. Prior to the walking assessment, informal interviews were conducted with neighborhood residents to gain perspective on the type of issues that were encountered within the neighborhood, which informed the selection of final evaluation criteria for



the assessment. Data obtained from the interviews and walking assessments were combined into final assessment reports to the neighborhood.

Overall, Hollywood was seen as a very walkable neighborhood. Sidewalks existed nearly universally throughout the neighborhood and there were very few sidewalk integrity issues in the business district. There were, however, a few integrity issues found in the commercial areas, as well as places where access was restricted or blocked by physical objects (such as vehicles that extended into the walkway, tables and chairs from cafes, and garbage bins). In residential areas, sidewalk integrity was found in several areas to be compromised by excessive tree and root growth and problems associated with such landscaping. Crosswalks were well marked in the business district, however, crosswalk timings generally were too short to allow safe crossing by those with slower gait or using mobility devices.



Public transit is readily available in the neighborhood, but the main transit station's accessibility options were found to have design flaws that limited practical use by mobility devices, such as long ramps that were too narrow to allow for two mobility devices to pass one another without collision. Many bus stops in the residential areas lacked amenities such as seating and shelter from inclement weather. Lighting appeared adequate for safe walkability at night and low-light times in the business district; in the residential areas, street lighting and ambient lighting were blocked by excessive tree growth. Services and retail offerings in

the business district were exemplary in the Hollywood neighborhood, with residents needs being largely met on a daily basis. A final contributing factor to the walkability of the Hollywood neighborhood was the abundance of social and civic activities offered in the neighborhood and a noticeable sense of community throughout.

Age-Friendly Hollywood

Using the research protocol from the WHO's Age-Friendly Cities project, one student focused on collecting data pertaining to an age-friendly Hollywood (the student also participated in the walking/rolling assessment as that work pertained directly to the findings for the age-friendly Hollywood project). The goal of the project in Hollywood neighborhood was to identify age-friendly features, barriers to age friendliness, and suggestions for improving the community. Two focus groups and one in-depth interview were conducted and yielded interesting results on a number of topics, including: day-to-day life in Hollywood neighborhood, outdoor spaces and buildings, private and public transportation, housing affordability, co-housing, housing design amenities and accessibility, civic engagement, and social participation in the neighborhood.



Most respondents agreed that the Hollywood neighborhood had most of the services that they needed as one person explained, "I [don't] have to leave, because I can do everything right here." Additional age-friendly features included: proximity to several parks in the area that were considered "accessible," "pleasant," and "safe" (the Hollywood neighborhood does not have any actual parks within its boundaries, but Grant, Frazer, Normandale, and Laurelhurst Parks are close and used by many residents); areas with dense trees that serve as protection from hot weather and sun; the ability for Hollywood residents to age in place due to a wide-range of services; and a "wonderful" library that offers many activities and services; and opportunities for both participating in and volunteering for programs at places like the Hollywood Senior Center and the Northeast Community Center.

Barriers to age-friendliness were also noted during the project; one such barrier was an overgrowth of trees that produced some uneven sidewalks, slippery leaves in the fall and winter months, and extra chores around the home (e.g. gutter cleaning, raking leaves). Additionally, too few bus and bike shelters were available to protect pedestrians, commuters, and shoppers; one participant explained, “because I am on foot a lot in the Hollywood area, I do notice where there are trees and where there are bus shelters with no shade and no shelter from cold winds from the winter or rain...absolutely nothing to protect you...few shelters to protect you.” In regard to housing stock in the neighborhood, many are laden with too many stairs both inside and out; retrofitting homes for safer/friendlier environment was seen as costly. Some participants felt that there was also a lack of visible street signs and addresses, as well as dull streetlights near certain intersections. Additionally, it was agreed upon by several participants that parking was an issue, especially paid parking near the senior center (note: the parking lot adjacent to the Hollywood Senior Center was free until recently).

Participants also provided some insight improving the neighborhood. Regarding housing design, it was suggested that new homes and renovations should incorporate ramps (or level entryways) instead of stairs; additionally, several participants agreed that the characteristics of the housing stock in the neighborhood should be preserved (rather than building modern-style condos that look “out of place”). Some participants also suggested that building accessory dwelling units would allow for residents to age in place; one person suggested that people could explore housing opportunities that foster equity enhancement/sharing (e.g., building an accessory dwelling unit to live in and then selling the main home to an appropriate person/family). Regarding other aspects of the built environment in Hollywood, several suggestions were made: street crossing times should be increased for pedestrians, especially since the neighborhood has one of the highest proportions of older adults in the city; adding shelters to bus waiting areas; creating a policy that requires all bicycles to have a license plate to increase accountability; and educating cyclists and drivers about older drivers (e.g. changes in reflexes, eyesight, hearing).

Hollywood Golden Treasures and Elder Friendly Certification

Attached to the Hollywood Senior Center (and a program of the center), the Golden Treasures Gift Shop emerged as a project for the summer course during initial conversations with the Hollywood community in spring 2009. During a brainstorming session, it became evident that a prospective student with a business background might be able to assess the gift shop while attempting to provide constructive feedback into the marketing and business direction of the shop. During the course two students worked with the gift shop, producing a report that was delivered to the Hollywood Senior Center director to help inform the future direction of the shop.



Golden Treasures was described by one of the students working on the project as “an eclectic mix of home made gifts produced by volunteers and is intended as an opportunity for both volunteers and the shop to bring in extra income.” The team met with the Hollywood Senior Center executive director as well as employees from the shop to gain perspective about its direction. Several features were identified as possible improvements including: modifying display fixtures to have consistency and visual appeal; improving signage on the items for sale including standardized product tags, signage for products categories, improved outdoor signage, and increased window displays. Additional recommendations included: securing media coverage regarding the shop and its products; hosting marketing seminars for volunteer crafters to keep them up to date on current market trends and customer preferences; and a recommendation to consider paid advertising.

One of the students partnered with a marketing professor at PSU to generate ideas regarding the business. Additional recommendations included: engaging customers in conversation at the cash register to inquire where they are from to determine demographics; advertising to friends and family members of residents that visit the senior center to gain new customers; utilizing the senior center for signage and advertising of the gift shop; using attractive signage and product displays in the windows to gain more street traffic; looking into new product offerings and potentially reaching out to more crafters and volunteers in the area; partnering with the Hollywood Senior Center marketing to coordinate events and attract traffic during those events; partner with local churches and grocery stores to display signage or posters advertising the shop; looking into setting up a booth at the Hollywood Saturday Farmers Market to either sell products or promote the shop and bring in traffic; discussing the Elder Friendly Business Certification with Elders in Action;⁹ creating a survey or brief questionnaire to get feedback from customers about products; and possibly developing some ideas for new product tags to enhance visual appeal. Overall, the work with Golden Treasures was the first step in strengthening a unique business that supports the creativity and well-being of older adults in and around the Hollywood neighborhood.

General Conclusions and Recommendations

The pilot Capstone course was considered by many to be a successful endeavor. The course instructor, students, community partners, and neighborhood stakeholders learned important lessons about service learning in general and about the Hollywood community in particular. After nearly nine months of preparation, the eight-week course came and went very fast and the students and community were able to accomplish many of the goals that were laid out before the course was underway. However, the general consensus from the instructor and students was that many projects were attempted within a timeframe that was too short and that conducting only one or two of the projects would have allowed for everyone involved to have been engaged more thoroughly, while potentially generating more detailed findings and recommendations.

The following conclusions and recommendations are intended to be shared widely with those involved with the project and others who may be interested in following up with the work that was started during the course. The aging of neighborhoods is an inevitable part of the future – both people and the infrastructure that supports them – and this project and its results are but one step toward creating more livable communities for those of all ages and abilities.

City of Portland

- Conduct an analysis of aging trends throughout neighborhoods to identify those which currently have a high proportion of older individuals (those aged 60 or 65 and older) as well as those which will be aging in the future – by looking at population characteristics of those ages 45 and older it is possible to forecast some neighborhoods which ready to “gray” faster than others.
- Look into identifying Hollywood and the surrounding areas as a naturally occurring retirement community (NORC) as it is one of the oldest neighborhoods within the city (based on proportion of those aged 65 and older); other neighborhoods may also warrant such designations.
- Consider focusing city resources (e.g., Bureaus of Planning and Sustainability & Housing) on a pilot program for improving environments for those of all ages and abilities in and around Hollywood.

⁹ The Elder Friendly Certification Program is licensed assessment program from Elders in Action that aims to create better environments for both older customers and employees: <http://www.eldersinaction.org/whatwedo/elderfriendly/>

- Explore opportunities for enhancing aging in place by targeting housing (specifically accessible and affordable housing) and commercial opportunities that support an aging population.
- Consider the difficulties involved with housing older adults and persons with disabilities (specifically those with drug and alcohol addictions) in housing units such as Hollywood East.

Hollywood Neighborhood Association:

- The Hollywood Neighborhood association was very supportive of the research that was conducted. Several board members participated in the research with the students and provided valuable contributions. Future work in Hollywood (and other neighborhoods) would be well served by continued participation with the neighborhood association.
- Since Hollywood is comprised by one of the older proportions of older adults in the city, it would be appropriate for Portland and Multnomah County officials to work with the neighborhood association in an attempt to learn about and prepare for an aging population.
- The neighborhood association could appoint someone to monitor and support aging and/or intergenerational issues. This would include issues of accessibility and disability.
- Continue the strong relationship with the Hollywood Senior Center.
- Continue to explore the possibility of an urban park and permanent location for the farmer's market. Both amenities were mentioned as important to older persons in the study.

Isolated and Homebound Older Adults

- Support the continuation of Oregon Project Independence and the Senior Companion Program (or starting a similar program) as these are integral to the success of older adults in order to age in place with dignity and independence.
- Encouraging religious and secular groups to engage their adult members in planning for their needs and goals for the future. Educating younger people about aspects of aging (e.g., normal and disease related processes) is also helpful in understand the situation that older adults face.
- The team recommends contacting Portland's hearing-impaired associations (as well as other disability advocacy groups) and consulting with them regarding inclusive activities.
- Explore ways to improve safety and security of the Hollywood East complex, including working with management, tenants, and others within the surrounding neighborhood. Concerns of crime may contribute to isolation among older and frail individuals.
- Explore additional opportunities for homebound older adults to have pets in their homes. Pet can create opportunities to socialize (e.g., walking) and offer companionship; this includes providing pet-friendly environments and housing opportunities.

Accessibility and Infrastructure

- For a overview of the findings from this study, please refer to the walking/rolling assessment and the age-friendly assessments conducted by students with neighborhood residents (pages 7-9); the complete summary is available upon request fro the course instructor.
- Consider going above and beyond ADA guidelines when creating public spaces and infrastructure; universal design guidelines should be considered.
- Work with housing developers to encourage universally designed or visitable housing (e.g., level entries, wide doorways, accessible first-floor bathrooms) in and around Hollywood.
- Work with the newly formed Portland Commission on Disability in creating ways to foster a neighborhood that is friendly to those of all ages and abilities.
- Using AARP's *Livable Communities: An Evaluation Guide* or the WHO's *Age-Friendly Cities Guide*, form a group of neighborhood residents/stakeholders who are interested in assessing

specific details of the environment in an attempt to promote change and implementation (e.g., bus shelters, neighborhood parks, etc.).

- Work with Elders in Action to conduct Elder Friendly Business audits with businesses that have older clientele as a way to enhance the experience for older adults and persons with disabilities.

Continue the Good Work

- Services like the Hollywood Senior Center, Fook Lok – Hollywood Loaves and Fishes, and the Northeast Community Center are models for effective service delivery and community support.
- Neighborhood stakeholders and others in the community clearly care about what happens in and around Hollywood and are striving to make the place better; building on this human capital will benefit the community.
- Support neighborhood businesses such as the Golden Treasures Gift Shop as that money supports older adults and members of the community.

Disclaimer and additional questions:

- This course was a pilot program and exploratory in nature. While these findings elucidate the experiences of certain respondents, they do not represent the entire beliefs and experiences of all neighborhood residents. However, responses do provide insight that can and should be helpful in planning certain aspects of the community's future (e.g., cooling centers, oral histories, etc.) as well as providing topics that need to be explored through future research and community outreach.
- Each project generated specific research findings and reports as part of the course requirement; this paper represents a consolidation of some of those findings. Specific recommendations were also given to organizations that participated rather than including those results in this report.
- Students were trained in data collection techniques and signed confidentiality agreements with the course instructor. Names and identities were protected in this research as part of the requirements set forth by Portland State University's Institutional Review Board. Any requests for data should be directed toward the course instructor, Alan DeLaTorre (aland@pdx.edu).

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