



Commission on Aging Meeting

Meeting Agenda
August 24, 2021
5:00 p.m.
City Hall

Membership		Term Ends
Member:	Barbara Halper, Chair	2021
Member:	Al Kaluza	2021
Member:	Steve Hebeisen	2022
Member:	Phylcia Binotto	2022
Member:	Marylin Talarico	2023
Alternate:	Vicky Polunc	2023

Council Liaison: Pete Leo
Staff Liaison: Jackie Schulze

1. Call Meeting to Order
2. Approve Minutes from 6.8.2021 Meeting
3. Waconia Living Presentation/Introduction
4. Talking About my Generation Survey Results/Priorities
5. Board Updates
6. Adjourn

CITY OF WACONIA
MINUTES OF SCHEDULED MEETING
COMMISSION ON AGING
June 8, 2021

Members Present: Barbara Halper, Al Kaluza, Steve Hebeisen, Phylcia Binotto, Marilyn Talarico, Vicky Polunc

Members Absent:

Council Liaison: Peter Leo

Staff Present: Jackie Schulze

Call Meeting to Order

Halper called the meeting to order at 5:00 p.m.

Appointment of Chair and Vice Chair

Barbara Halper was appointed as chair of commission. Marilyn Talarico was appointed as vice chair.

Angie Cruzen – Food Shelf Programs

Angie Cruzen from the Waconia Food Shelf presented on the food shelf and some of the new programs they are implementing. She stated she is learning a lot about the 65+ population. The food shelf serves anyone living within the school district and attempts to keep who they are helping local because most of the donors are local. She also talked about the new mobile delivery option, specifically targeted towards the senior population.

Angie stated that the income guidelines they follow are 300% of poverty line, families of 4 leave with 100 pounds of food. The food shelf serves 185 families a month but has seen a decrease in visits since January.

Hebeisen asked what the food shelf does for promotions. Angie stated that the place ads and get articles in the Waconia Patriot and use social media as a tool. Kaluza asked about needs. Angie stated that they put a needs list on their website and social media. Leo asked how new people learn about the food shelf. Cruzen stated that a lot of it is promotion and word of mouth. Binotto suggested that the food shelf partner with the activity directors at nursing homes and assisted living facilities.

Cycling without Age Program

Michelle Weinrich was back at this meeting to discuss any progress on the Cycling without Age program. She reached out to several assisted living facilities and nursing homes in the area about the program, but they all declined for now. It is difficult to contact people, so she is thinking of starting her own fundraiser, and applying for grant assistance programs. It is difficult to start your own non-profit, which is what she feels she needs to do to seek donations. She is going to come back with some information from the other cities who run the program, and Jackie will reach out to them to find out more details on how the City is involved and how insurance works.

Board Updates

Halper would like to see the Commission focus on the issue of safety and the senior population, specifically safety and security, taking safety precautions, locking doors, etc.

Hebeisen asked about how the Commission sets priorities and Schulze provided background on the past priorities (communication, transportation, and senior center space) and said that at the next meeting, she would bring back the Talking About my Generation Survey results and the Commission could discuss what they want to focus on for additional priorities.

Adjourn

Motion by Halper, second by Talarico to adjourn meeting. Meeting adjourned at 5:55 pm.

Respectfully submitted,

Jackie Schulze
Assistant City Administrator

COMMISSON ON AGING



Meeting Date: August 24, 2021

Item Name: Senior Living Insights

Originating Department: Administration

Presented by: Jackie Schulze

RECOMMENDATIONS/ACTION/MOTION REQUESTED (Include motion in proper format.)

Presentation and discussion.

EXPLANATION OF AGENDA ITEM (Include a description of background, benefits, and recommendations.)

Brian and Sara Hood will present on their new business, Senior Living Insights (SLI), what it is, and what they offer. Questions and discussion on how the Commission on Aging can be a partner are welcome.

COMMISSON ON AGING



Meeting Date: August 24, 2021

Item Name: Talking about my Generation Survey and Priorities

Originating Department: Administration

Presented by: Jackie Schulze

RECOMMENDATIONS/ACTION/MOTION REQUESTED (Include motion in proper format.)

Discussion on Survey and if the Commission wants to establish any new priorities

EXPLANATION OF AGENDA ITEM (Include a description of background, benefits, and recommendations.)

Throughout the past two years, we have had a great deal of turnover on the Commission. In 2017, the Commission on Aging initiated the Talking 'bout my Generation survey, which was a survey that went out to all Waconia residents and ultimately helped the Commission on Aging set their priorities that they've worked on from 2018-2020.

Attached is an executive summary of the survey, a short presentation that was done, and the full results. The Commission should review the results and determine if they want to use this feedback to assist with setting any additional priorities for 2021-2022.

Talking 'Bout My Generation Survey Results

Executive Summary

Fall 2017

The Survey & Focus Groups

In June of 2017 a survey titled *Talking 'Bout My Generation* was sent to residents in the City of Waconia. All residents who receive a utility bill were sent a survey (and a return envelope) along with their bill. The survey was also dropped off at multi-tenant buildings in town, available on our website, and promoted through our newsletter.

The Talking 'Bout My Generation Survey asked 21 questions ranging from key demographic data (household ages; how long respondents have lived in Waconia; types of housing) to more detailed questions regarding community involvement, Waconia's growth, community businesses and services, and transportation.

Some key demographic information from the survey includes:

- 902 surveys were received back by the City of Waconia (20% response rate)
- The average household size of survey respondents is 2.5 people
- When filling out the survey, respondents selected their age group. It is, as follows:
 - 17 – 36 years old: 11% of respondents
 - 37 – 52 years old: 26.3% of respondents
 - 53 – 71 years old: 36.1% of respondents
 - 72+ years old: 25.1% of respondents
- 31% of respondents have lived in Waconia for 20+ years
- 68.3% of survey respondents live in single family homes; 35% of survey respondents over the age of 72 live in an apartment designated for seniors

Following the results of the survey, the Commission on Aging identified six areas they wanted to spend more time focusing on. These areas were:

- Communication and Inclusion
- Community Involvement and Events
- Activities and Gathering Spaces
- Downtown
- Community Character
- Transportation

Three focus groups were conducted during the months of August and September. The focus groups dove deeper into the topic areas above and allowed residents the opportunity to provide more details as to what they are looking for in the future as Waconia grows.

Results

Several areas and themes stood out following the focus groups, which coincided well with some of the themes that arose from the survey responses.

- **Communication:** Residents (specifically seniors) are looking for information as to what is happening around town. Survey respondents and focus group attendees stated that there isn't just one resource that

identifies what is going on during the week each week. Respondents and attendees emphasized that they all look for information differently; many mentioned that email is a great way for communication, while some of the senior community stated they don't look to the website and email for information. Based on feedback received, it sounds like many residents receive the Waconia Patriot, however do not feel that it adequately advertises what is happening in the community.

- **Transportation:** While 93% of all survey respondents said they have transportation necessary to get around outside of Waconia, only 82% of those who are 72+ responded favorably to the same question. Additionally, 21% of all respondents said that improved transportation will help improve their household's connections to the community. There also seemed to be a great deal of interest from the focus groups that a new mode of transportation within the City of Waconia would be welcome. Many people identified that while they have transportation now, they fear transportation will become an issue as they age.
- **Gathering Space/Community Center:** 73% of survey respondents stated that they would be supportive of the City building or renovating a building to serve as a community gathering space. There were various comments in the survey, as well as in the focus groups, as to what this building could potentially be used for. Some of the more popular responses included weddings, rental space, party rentals, senior activities, arts and crafts, birthday parties, cards, exercise classes, senior center, teen center, and kids' activities. There are varying degrees of opinion as to what type of structure is desired and what is needed in the community – some don't believe anything needs to be built; some would like to see a senior center; and others would like to see a multi-purpose community center.
- **Other:** Additional areas that were brought up include the desire to maintain and/or revitalize downtown, keep Waconia's community character and small town charm, and the importance of community events.

Next Steps

It is important to continue to have these conversations with our residents and business community. There are several talking points and conversation starters available to use as conversation starters:

- What is important for you to see as Waconia grows and develops? What will keep you in town?
- How will you / your business / club / school / city / church plan for our aging residents?
- How can the Commission on Aging be of service as you / your business / club / school / city / church creates new opportunities, programs, etc.
- Of the six themes identified, what is most important to you, as a Waconia resident?

When looking at the top three themes, there are some immediate action items the Commission on Aging can work on.

- **Communication:** The Commission on Aging and City of Waconia can attempt to serve as the middle ground in terms of communicating events. The Commission on Aging will consider development of a senior newsletter or calendar used to promote events designed for seniors within the community.
- **Transportation:** The Commission on Aging will start to look at WeCab as a potential transportation alternative. The Commission will host a kick-off meeting targeting business and community partners, as well as residents, to attempt to solicit volunteers for the program. It is required to have volunteers signed up before WeCab will expand their service area to Waconia.
- **Gathering Space/Community Center:** Continue conversations/feedback about the need for a gathering place or community center in Waconia and what exactly it would entail.



Talking 'Bout My Generation

Waconia Commission on Aging

Demographic Data

- 902 Survey Responses
- 20% Response Rate
- 2.5 People – Average Household Size



Housing



Single Family Home

68.3% of residents

17-36: 85%

37-52: 91%

53-71: 69%

72+: 36%



Townhouse

13.8% of residents

17-36: 12%

37-52: 6%

53-71: 16%

72+: 20%



Apartment for Seniors

10.3% of residents

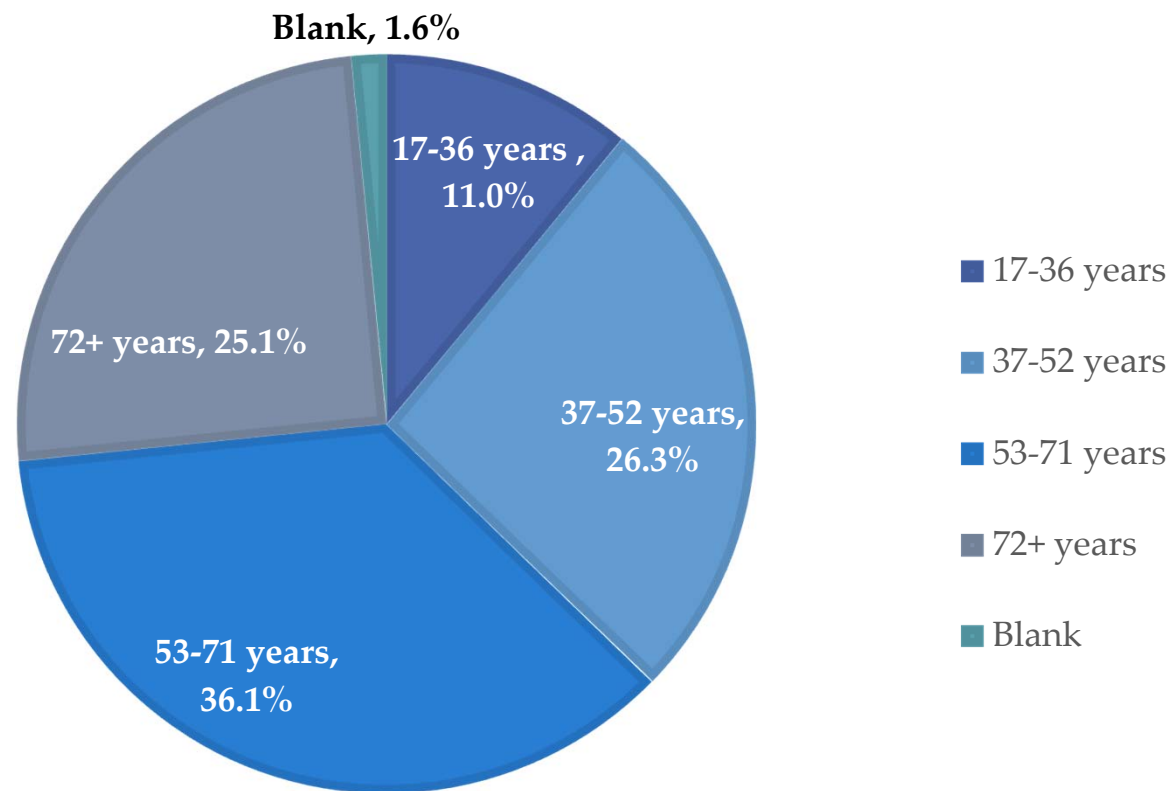
17-36: 0%

37-52: 0%

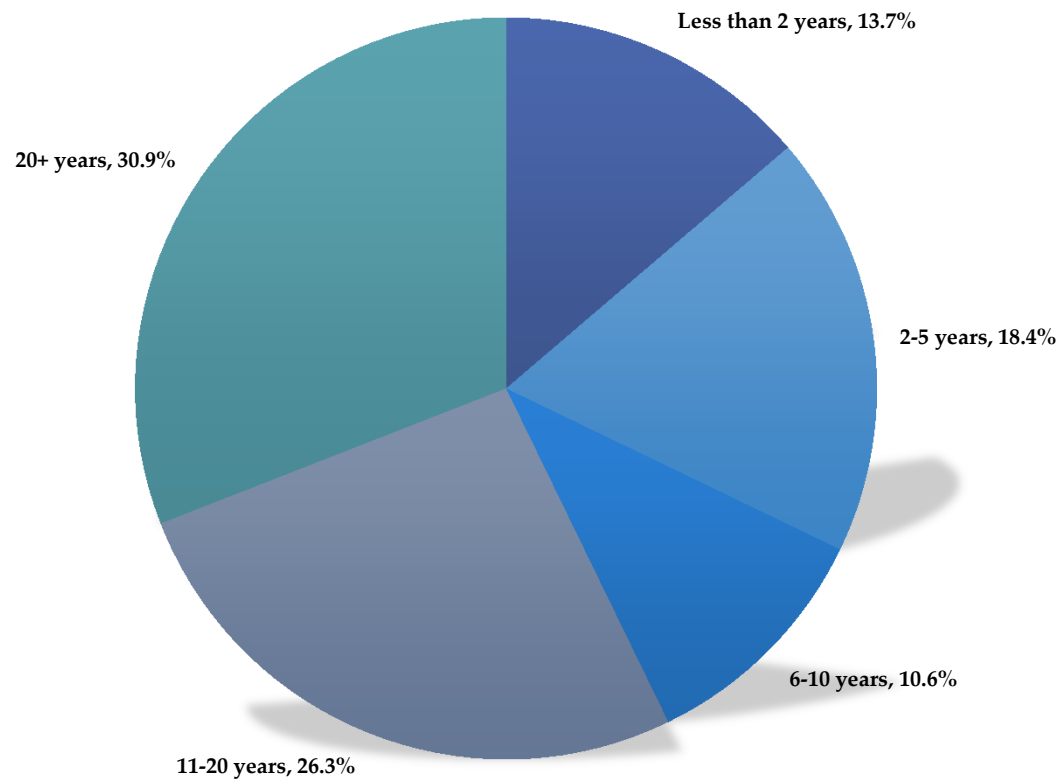
53-71: 4%

72+: 35%

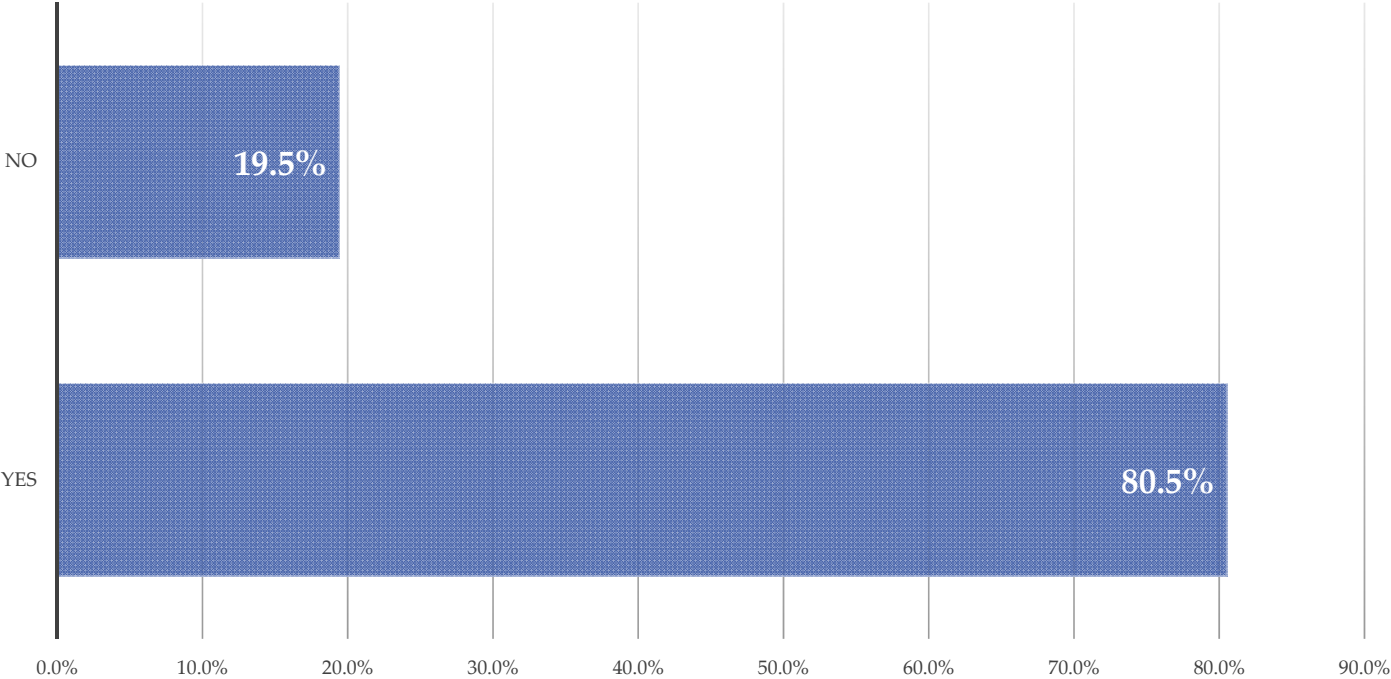
Responses by Age Group



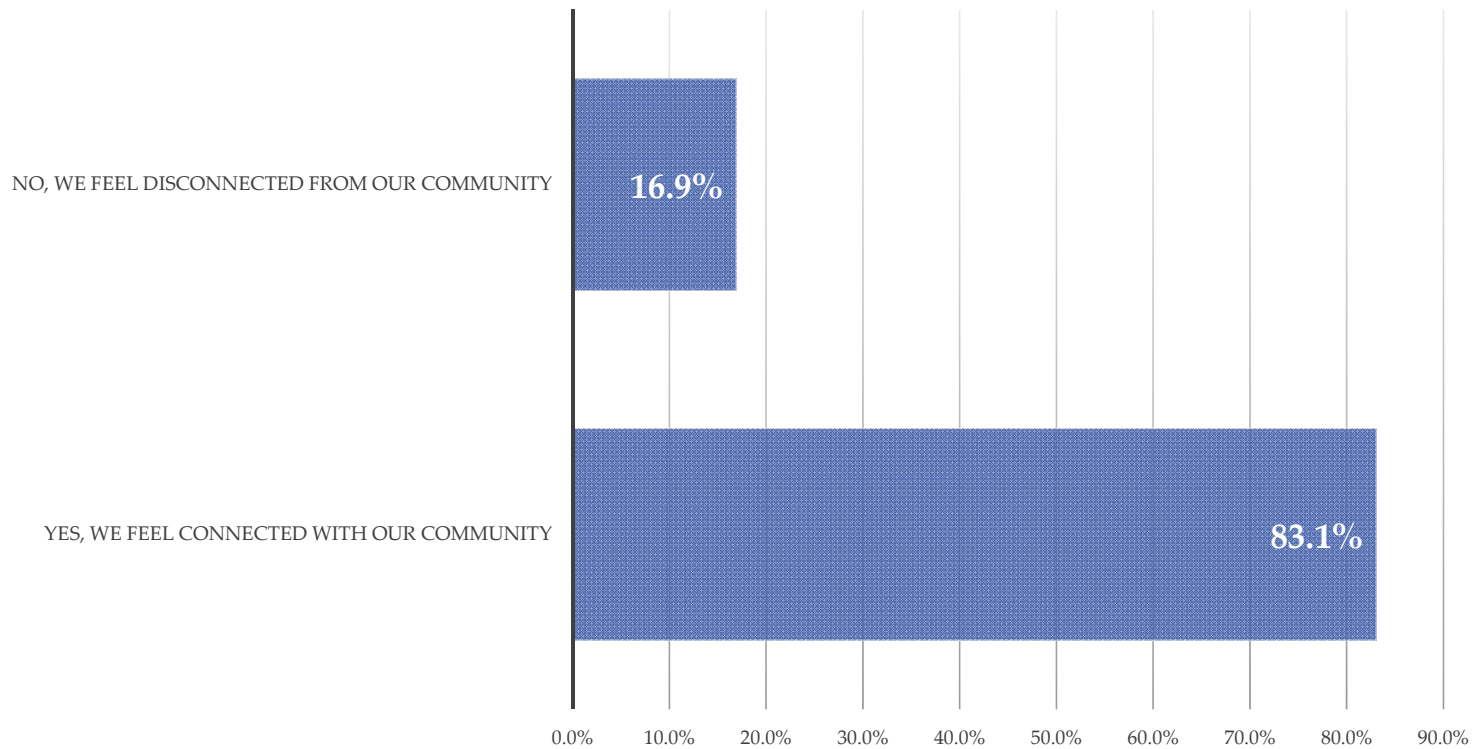
How many years have you and members of your household lived in Waconia?



Does your household anticipate remaining in the City of Waconia during retirement?



Do members of your household feel connected to and part of the community?



Which of the following would encourage your household to be more involved in the community?



Community Festivals & Events

43.5% of respondents
17-36: 73%*
37-52: 54%*
53-71: 42%
72+: 24%



Revitalization of Downtown

38.1% of respondents
17-36: 40%
37-52: 46%
53-71: 42%*
72+: 24%



Create Neighborhoods that Encourage Walking

34.4% of respondents
17-36: 47%
37-52: 40%
53-71: 32%
72+: 28%

Which of the following does your household consider important in planning for Waconia's growth over the next ten years?



Maintain Community Character

44% of respondents
17-36: 53%
37-52: 55%*
53-71: 47%*
72+: 24%



Strengthening & Maintaining Downtown

43% of respondents
17-36: 52%
37-52: 50%
53-71: 44%
72+: 31%



Promoting Business Expansion

32% of respondents
17-36: 37%
37-52: 41%
53-71: 32%
72+: 21%

Which of the following does your household consider important in planning for Waconia's growth over the next ten years?



Increasing Parks and Trails

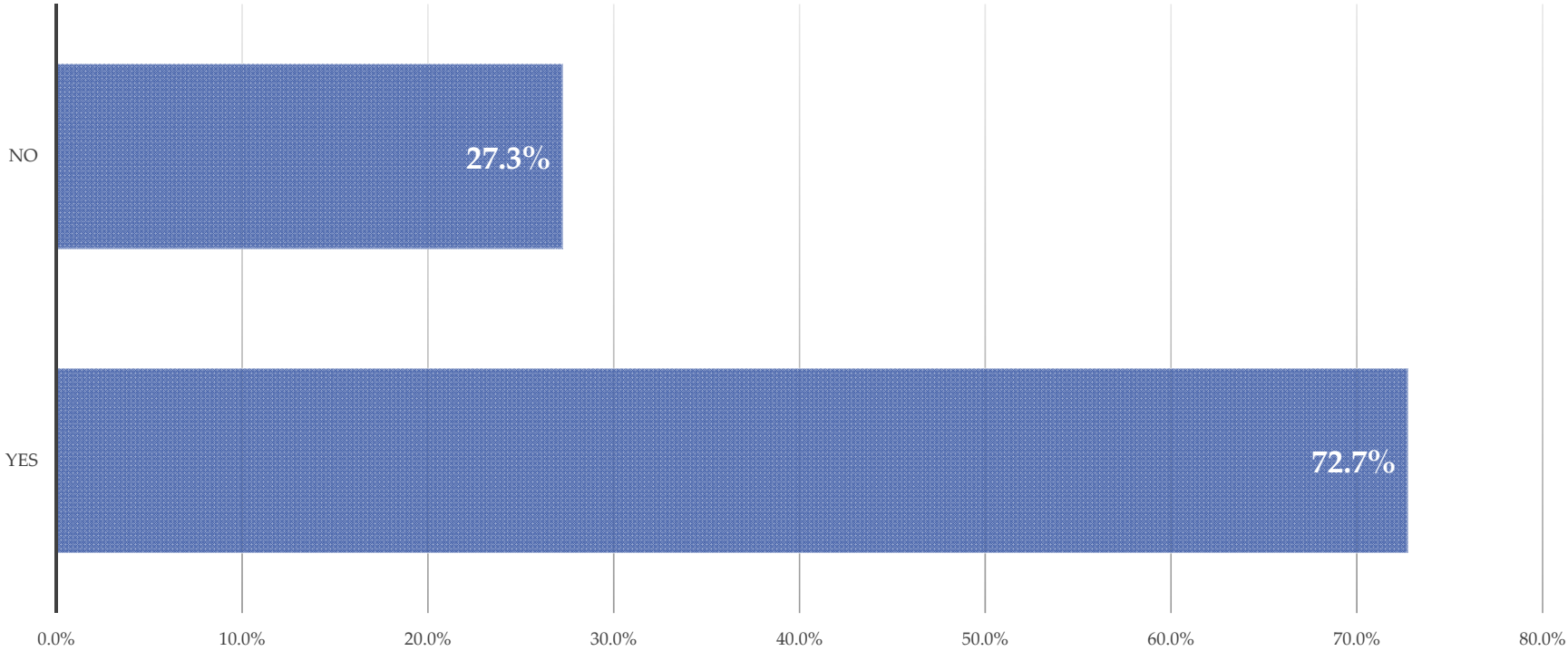
32% of respondents
17-36: 68%*
37-52: 42%
53-71: 29%
72+: 9%



Creating a Senior Center

27% of respondents
17-36: 5%
37-52: 12%
53-71: 34%
72+: 44%*

If the City was to consider building or renovating a building to serve as a community gathering space, would you support it? The building would likely have meeting rooms, space for activities, rooms, and a kitchen that could be reserved.



Transportation



- **96%** have transportation necessary to get around in Waconia
- **93%** have transportation necessary to get around outside Waconia
- **82%** of those 72+ have transportation to get around outside Waconia

- **21%** say improved transportation will improve their households' connections to the community
 - 17-36: 10%
 - 37-52: 8%
 - 53-71: 25%
 - 72+: 33%

Types of Transportation Used



Vehicle

91% of respondents

17-36: 97%

37-52: 99%

53-71: 94%

72+: 83%



Walking

48% of respondents

17-36: 58%

37-52: 57%

53-71: 52%

72+: 3%



Biking

37% of respondents

17-36: 51%

37-52: 60%

53-71: 38%

72+: 6%



Family/Friends

32% of respondents

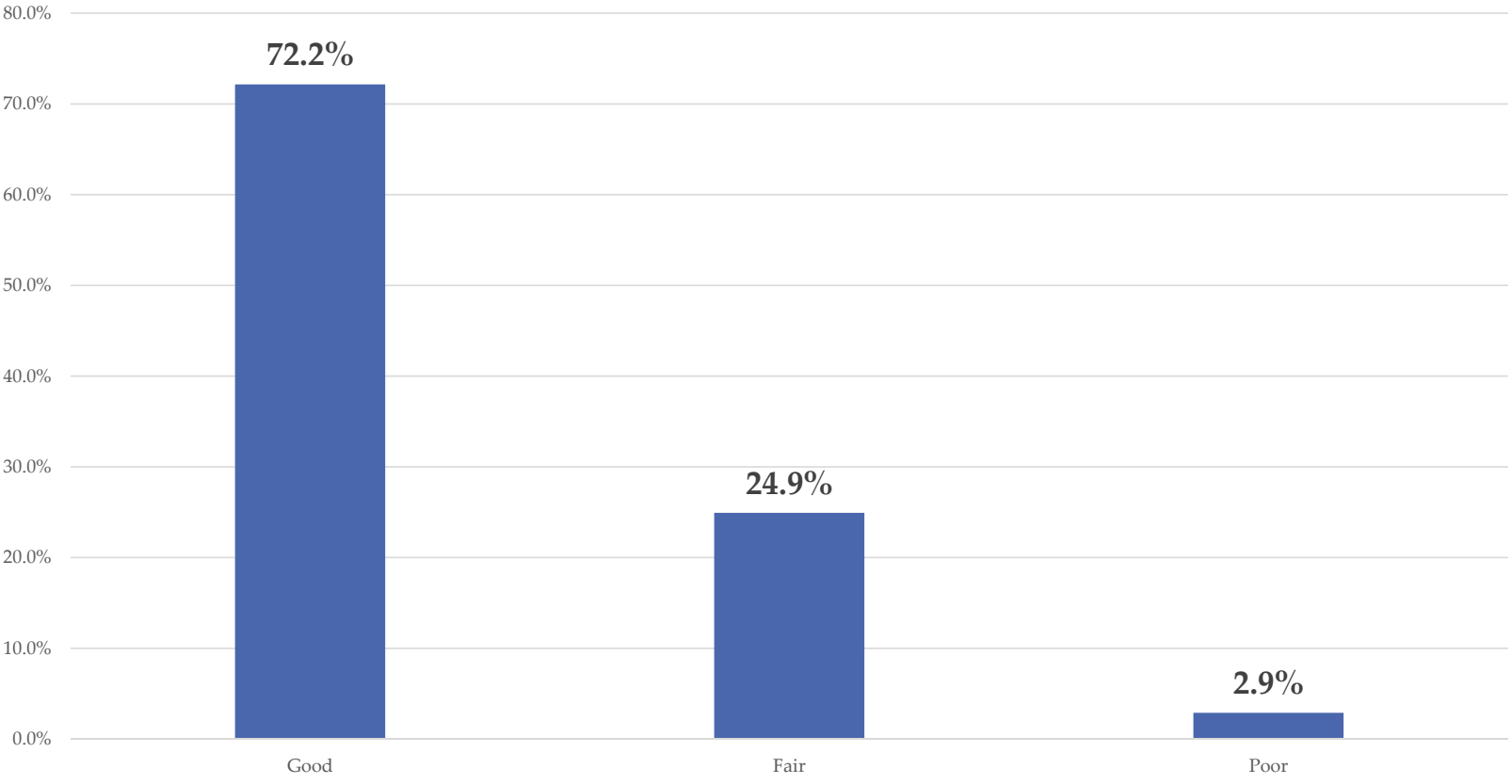
17-36: 16%

37-52: 15%

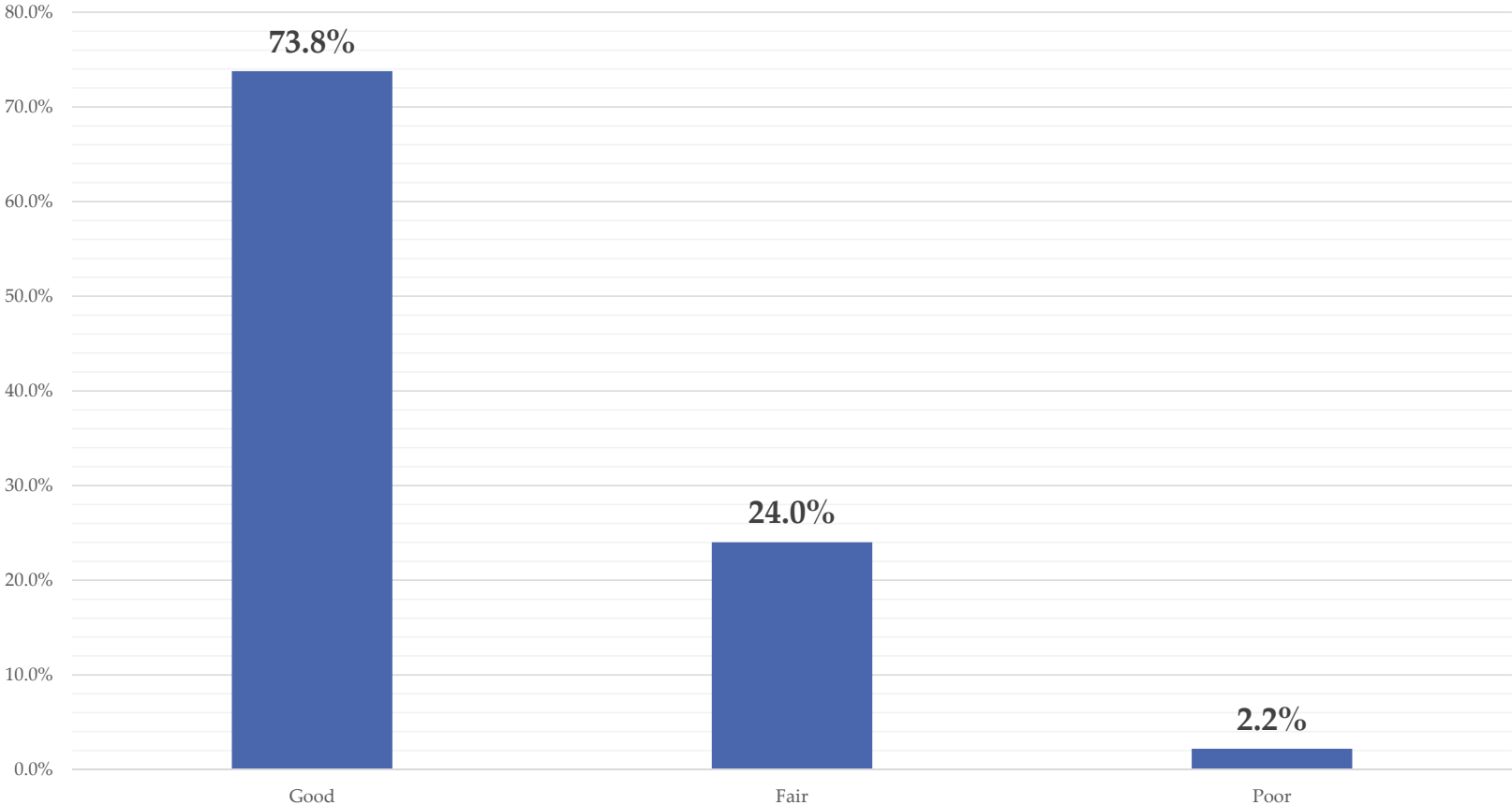
53-71: 15%

72+: 31%

Please rate the City of Waconia as a place to retire.



Please rate the City of Waconia as a place to age



Focus Groups

- 6 topics/themes
- 15 minutes per theme
- Facilitators for each theme
- Rotate to new theme or topic every 15 minutes
- Looking for ideas and solutions





Themes

- Communication & Inclusion
 - What kind of communication are people looking for? How can we make Waconia welcoming to newcomers?
- Community Involvement & Events
 - What would encourage you to get involved in the community? What types of events are people looking for?
- Activities and Gathering Spaces
 - What are you looking for in a gathering space? What types of activities would you like to see held here?



Themes

- Downtown
 - Where is downtown now, and where do we want it to be? How can we revitalize downtown?
- Community Character
 - What is community character? What is unique about Waconia's community character?
- Transportation
 - What are you looking for in terms of transportation/transportation assistance? Where are you looking for transportation to?

For more detailed survey results,
please visit www.waconia.org



Talking 'bout My Generation Survey

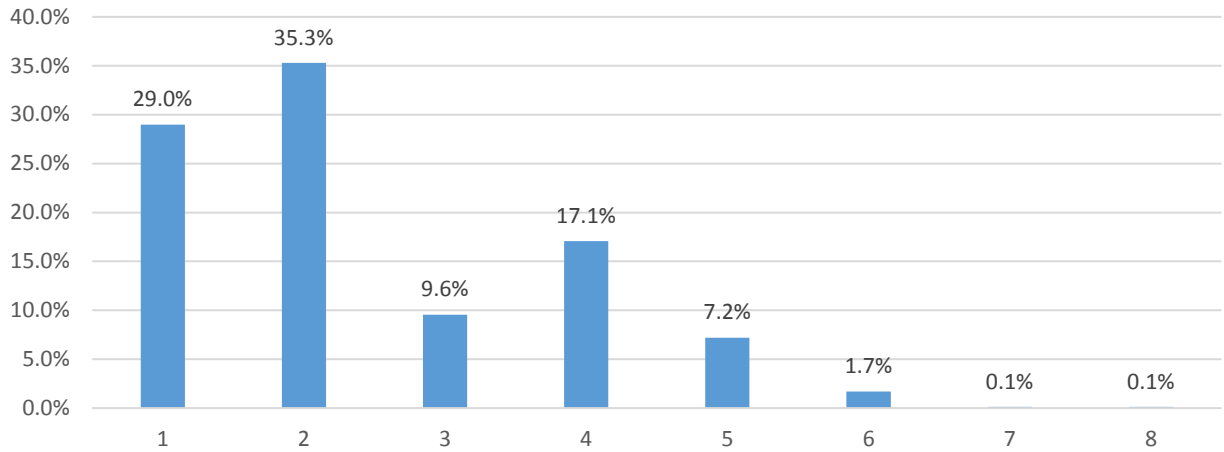
Waconia Commission on Aging

Demographic Data

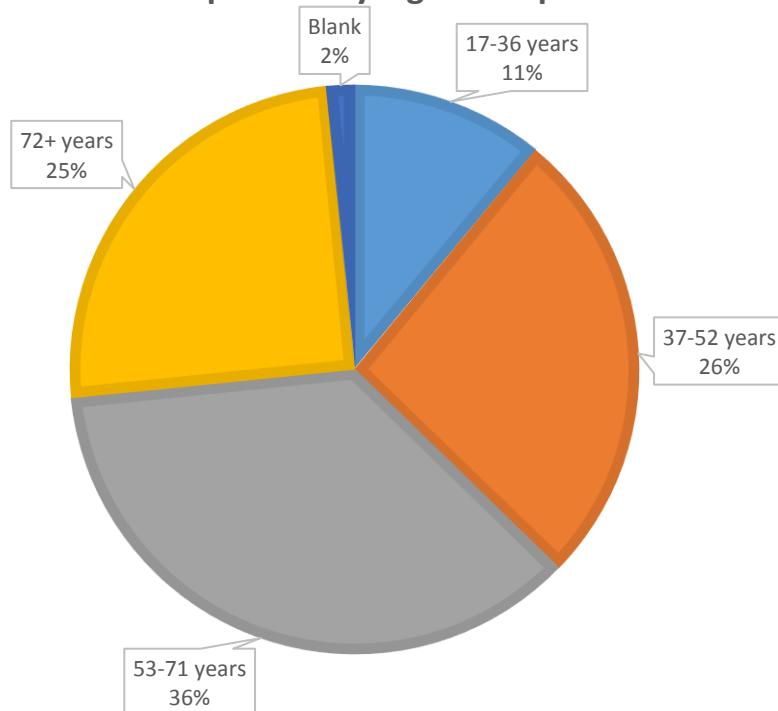
902
Survey Responses

2.5 people
Average household size
of respondents

Household Size of Respondents



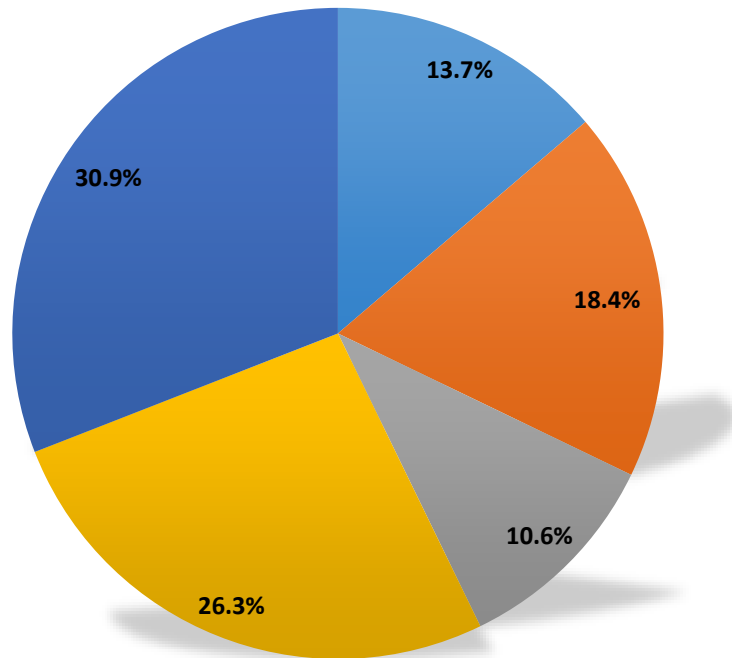
Responses by Age Group



How Many Years Have You and the Members of Your Household Lived in Waconia?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Less than 2 years	36.8%	8.0%	12.0%	13.3%	13.7%
2-5 years	38.4%	13.5%	15.3%	20.4%	18.4%
6-10 years	19.2%	16.0%	6.7%	7.1%	10.6%
11-20 years	5.1%	45.6%	25.2%	16.4%	26.3%
20+ years	1%	16.9%	40.8%	42.9%	30.9%

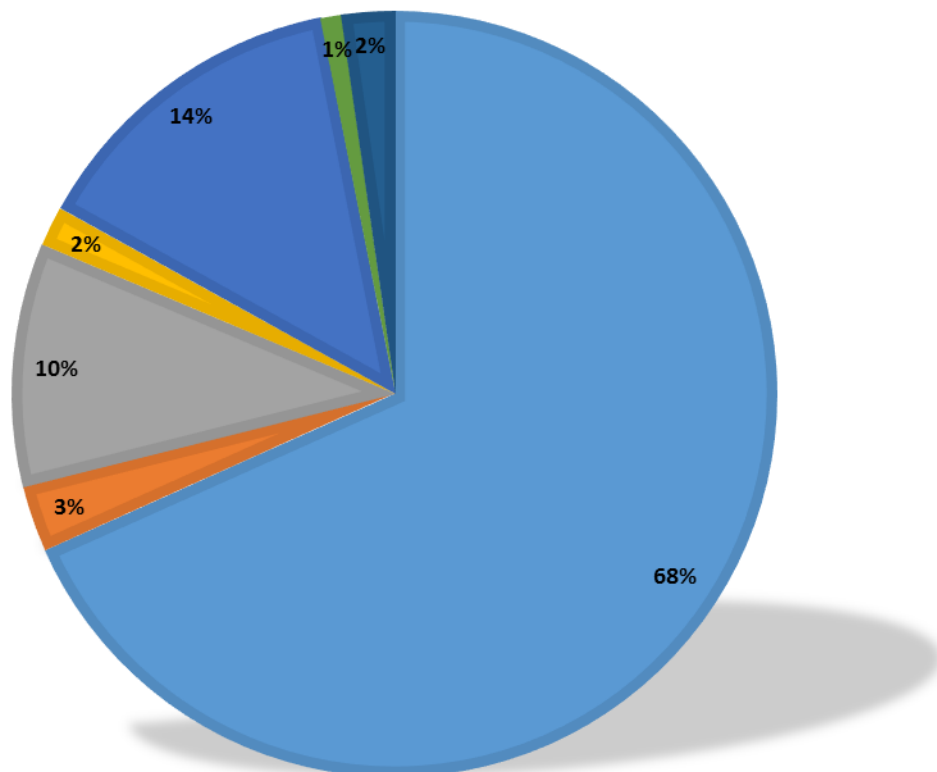
■ Less than 2 years
 ■ 2-5 years
 ■ 6-10 years
 ■ 11-20 years
 ■ 20+ years



In What Type of Housing do You Live?

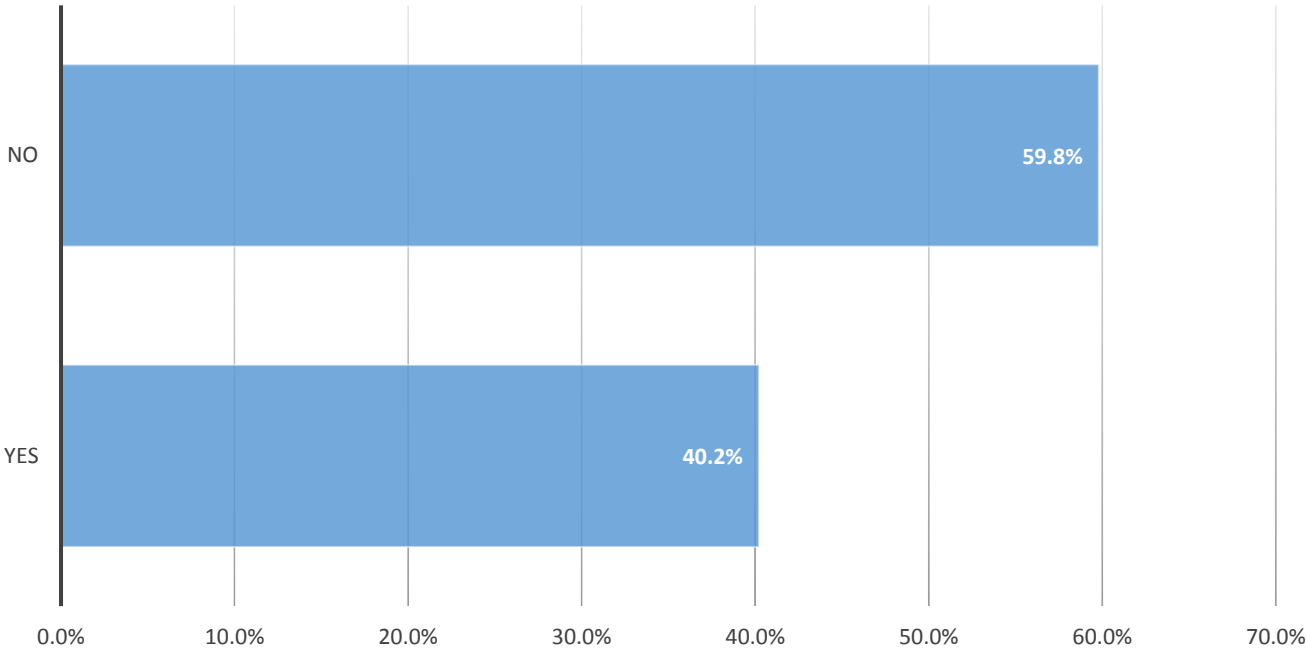
	17-36 years	37-52 years	53-71 years	72+ years	Total
Single Family Home	84.7%	91.0%	69.1%	35.5%	68.3%
Apartment	3.1%	0.9%	3.7%	3.5%	2.8%
Apartment for Seniors	0%	0%	3.7%	35.1%	10.3%
Duplex or Four-plex	0%	0.9%	3.1%	1.3%	1.7%
Townhouse	12.2%	6.4%	15.7%	19.7%	13.8%
Condo	0%	0.9%	1.5%	0.4%	0.9%
Assisted Living Facility	0%	0%	3.1%	4.4%	2.2%

■ Single Family Home
 ■ Apartment
 ■ Apartment for seniors
 ■ Duplex or four-plex
■ Townhouse
 ■ Condo
 ■ Assisted Living Facility



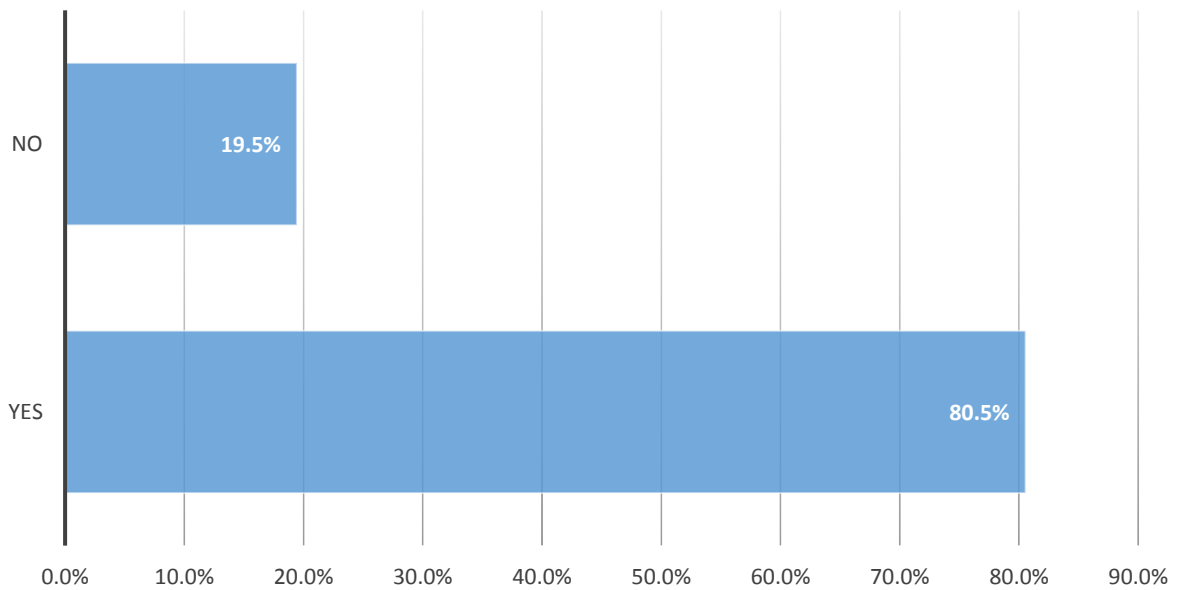
To allow members of your house to age in place, would you make changes to your property?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes	52.7%	49.4%	40.5%	23.6%	40.2%
No	47.3%	50.6%	59.5%	76.4%	59.8%



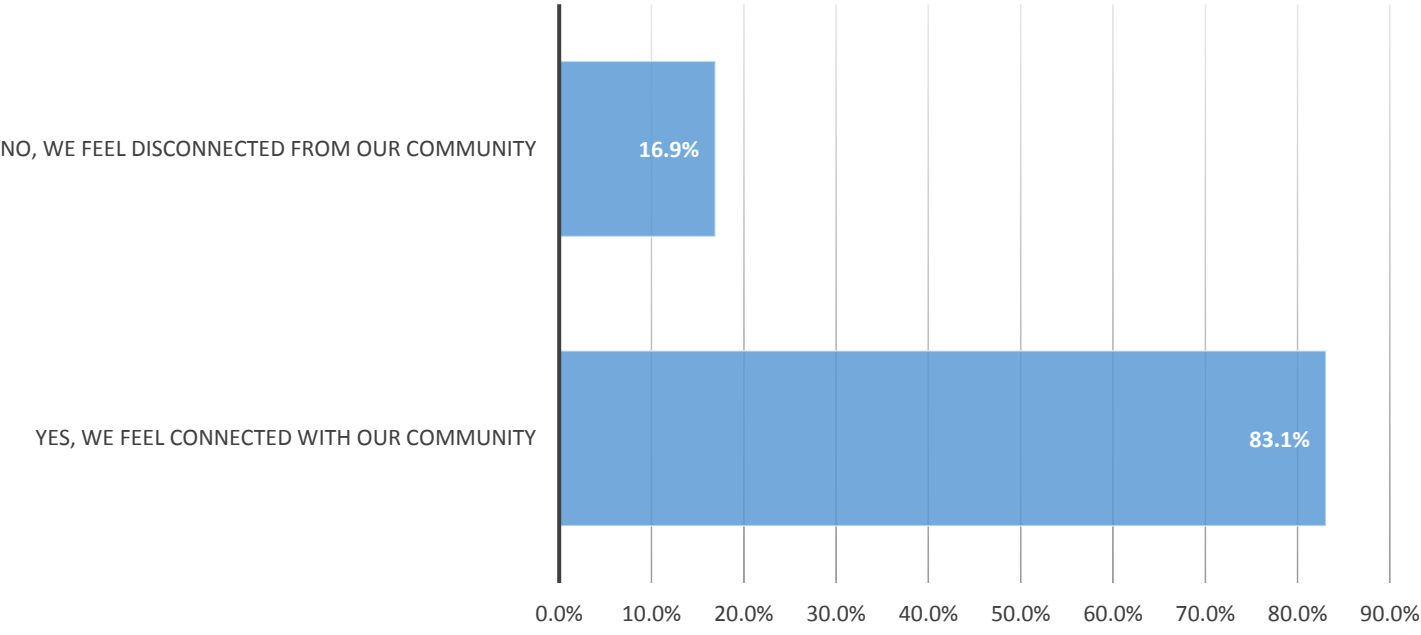
Does your household anticipate remaining in the City of Waconia during retirement?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes	66.7%	64.3%	85.9%	96.2%	80.5%
No	33.3%	35.7%	14.1%	3.8%	19.5%



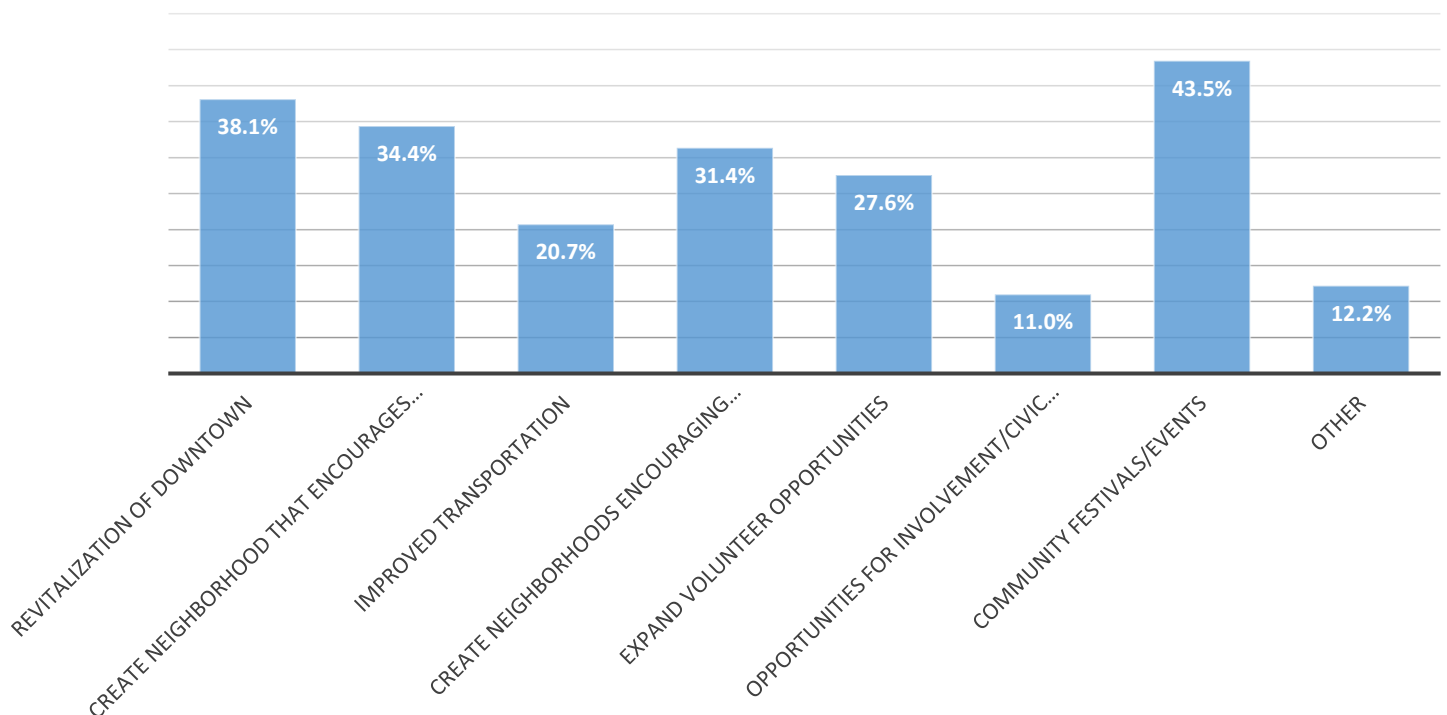
Do members of your household feel connected to and part of the local community?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes, we feel connected with our community	86.0%	87.8%	78.3%	83.8%	83.1%
No, we feel disconnected with our community	14.0%	12.2%	21.7%	16.2%	16.9%



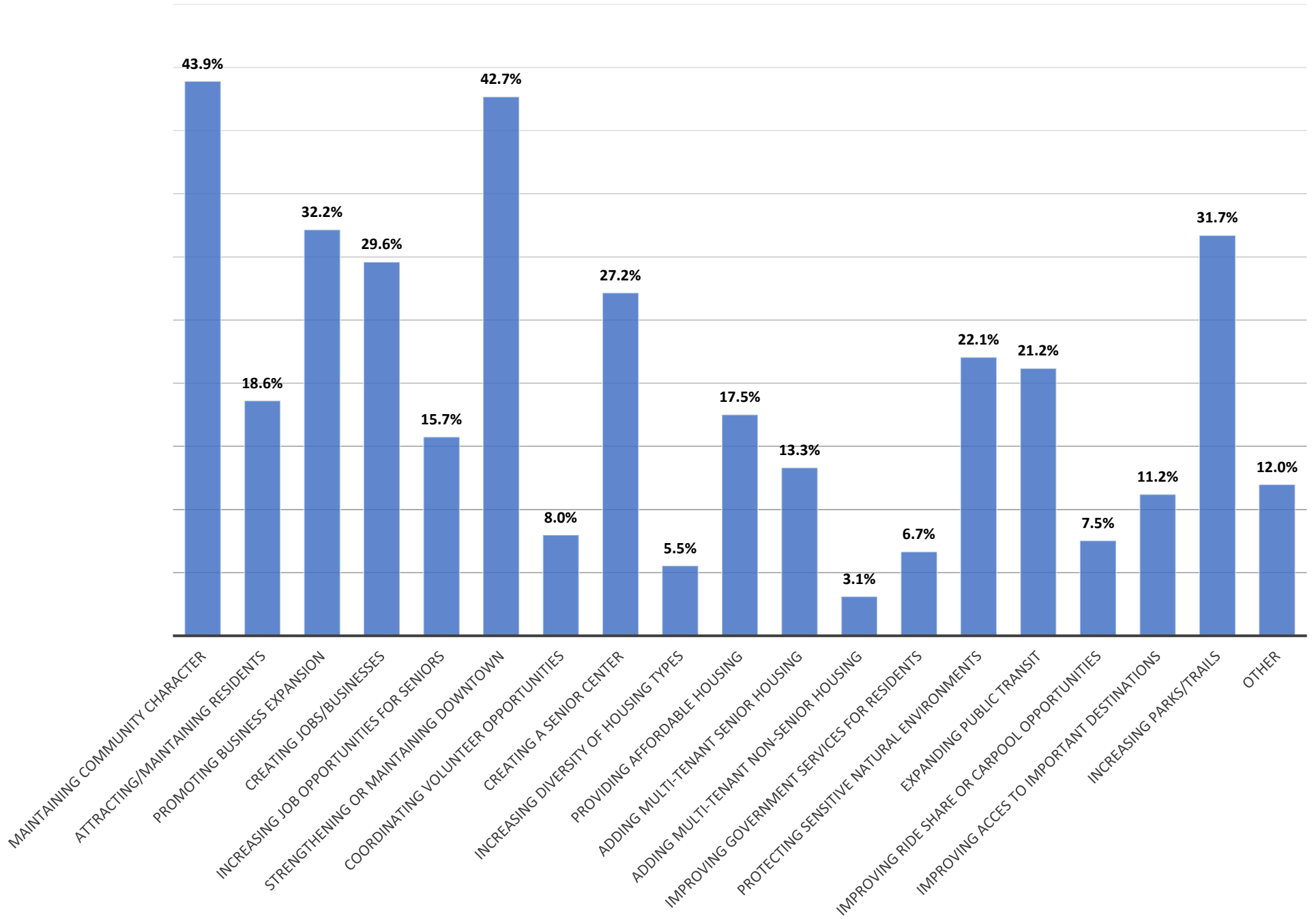
Which of the following would encourage your household to be involved in the community?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Revitalization of downtown	40.4%	45.6%	42.3%	24.3%	38.1%
Create neighborhoods that encourage walking	46.5%	39.7%	31.6%	28.3%	34.4%
Improved transportation	10.1%	7.6%	24.5%	33.2%	20.7%
Create neighborhoods that encourage interaction between neighbors	40.4%	34.2%	29.1%	28.3%	31.4%
Expand volunteer opportunities	16.2%	31.6%	26.4%	17.3%	27.6%
Opportunities for involvement/civic affairs	13.1%	11.8%	12.0%	8.4%	11.0%
Community festivals/events	72.7%	53.6%	41.7%	23.9%	43.5%
Other	15.2%	11.0%	12.0%	11.5%	12.2%



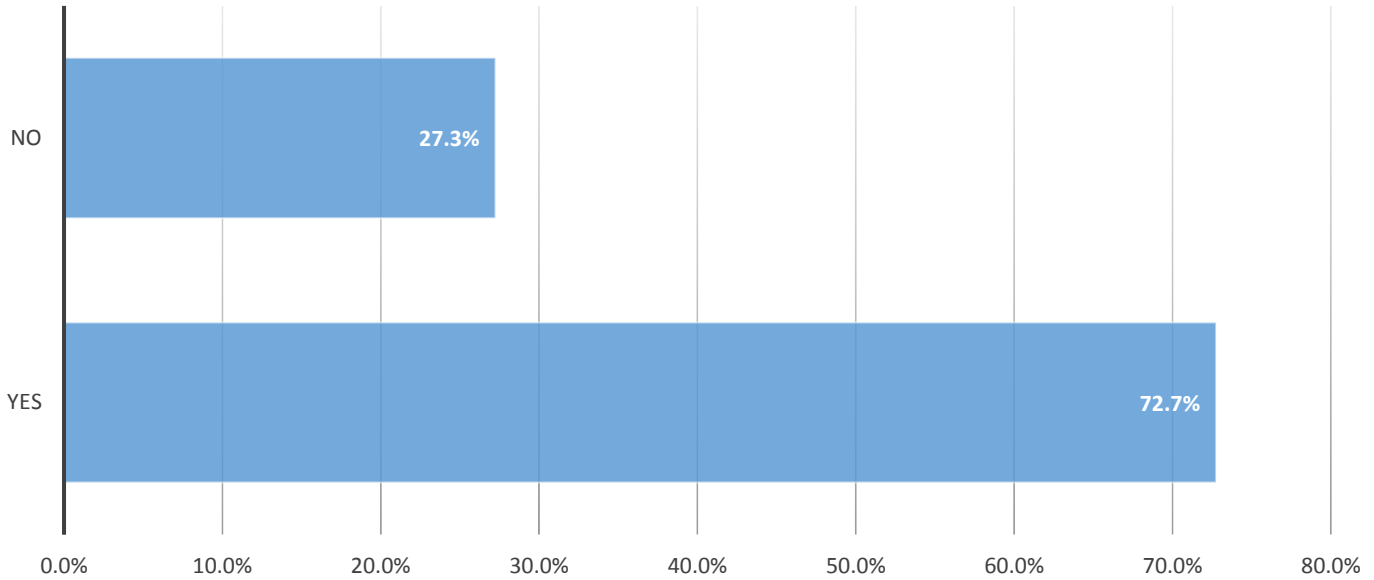
Which of the following does your household consider important in planning for Waconia's growth over the next ten years?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Maintaining Community Character	52.5%	55.3%	47.2%	23.9%	43.9%
Attracting & Maintaining Residents	24.2%	20.3%	17.8%	15.9%	18.6%
Promoting Business Expansion	37.4%	40.5%	32.2%	21.2%	32.2%
Creating Jobs and Businesses	31.3%	40.5%	28.8%	18.6%	29.6%
Increasing Job Opportunities for Seniors	5.1%	7.2%	27.6%	12.8%	15.7%
Strengthening or Maintaining Downtown	51.5%	50.2%	44.2%	31.0%	42.7%
Coordinating Volunteer Opportunities	7.1%	6.3%	11.0%	6.2%	8.0%
Creating a Senior Center	5.1%	11.8%	33.7%	44.2%	27.2%
Increasing Diversity of Housing Types	4.0%	4.2%	7.4%	4.9%	5.5%
Providing Affordable Housing	8.1%	11.0%	18.4%	27.9%	17.5%
Adding Multi-tenant Senior Housing	4.0%	5.9%	16.9%	20.4%	13.3%
Adding Multi-tenant non-Senior Housing	3.0%	1.7%	4.6%	2.7%	3.1%
Improving Government Services for Residents	9.1%	4.2%	7.1%	7.5%	6.7%
Protecting Sensitive Natural Environments	28.3%	21.5%	25.8%	15.0%	22.1%
Expanding Public Transit	10.1%	11.4%	27.9%	27.0%	21.2%
Improving Ride Share or Carpool Opportunities	5.1%	4.2%	10.4%	8.0%	7.5%
Improving Access to Important Destinations	11.1%	21.5%	10.7%	15.9%	11.2%
Increasing Parks and Trails	67.7%	42.2%	29.1%	8.8%	31.7%
Other	13.1%	15.2%	11.3%	7.5%	12.0%



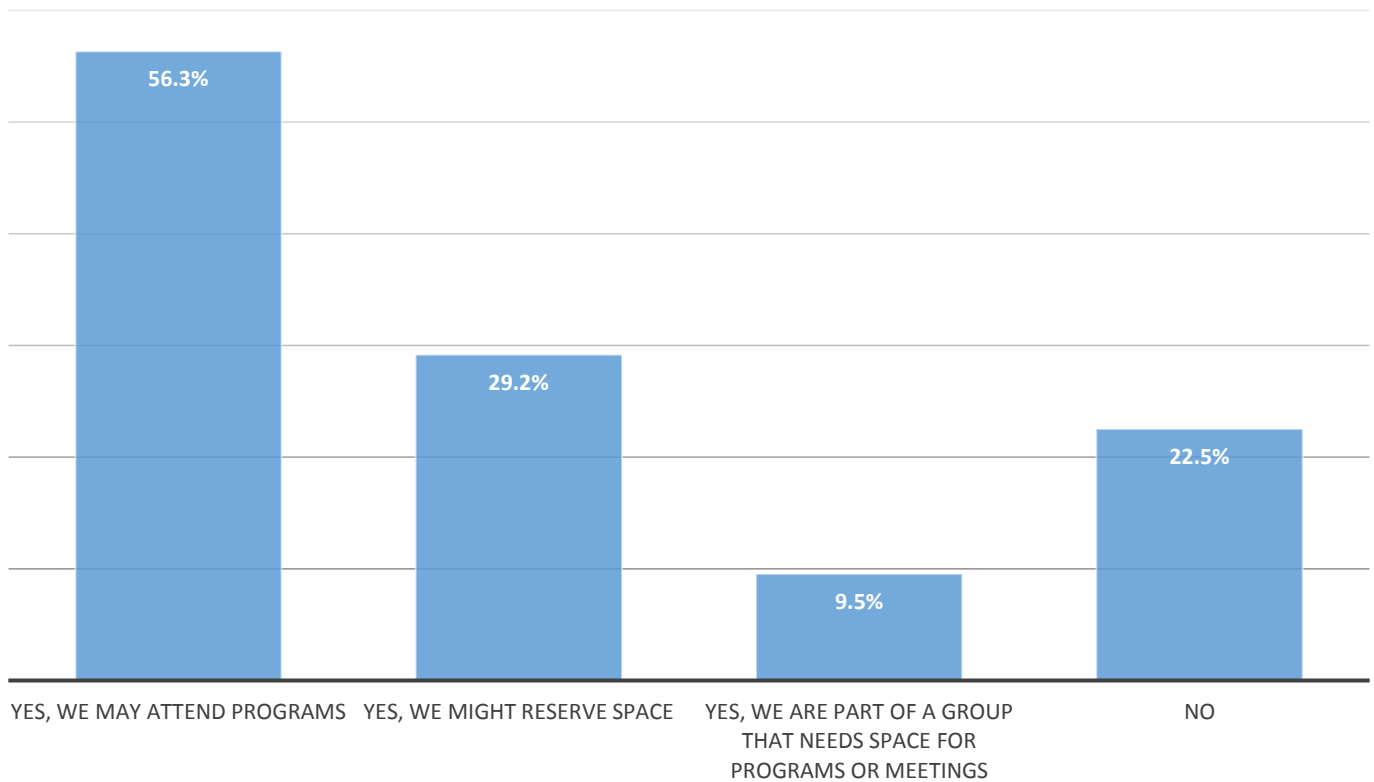
**If the City was to consider building or renovating a building to serve as a community gathering space, would you support it?
The building would likely have meeting rooms, space for activities, rooms, and a kitchen that could be reserved.**

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes	72.2%	70.6%	73.0%	76.9%	72.7%
No	27.8%	29.4%	27.0%	23.1%	27.3%



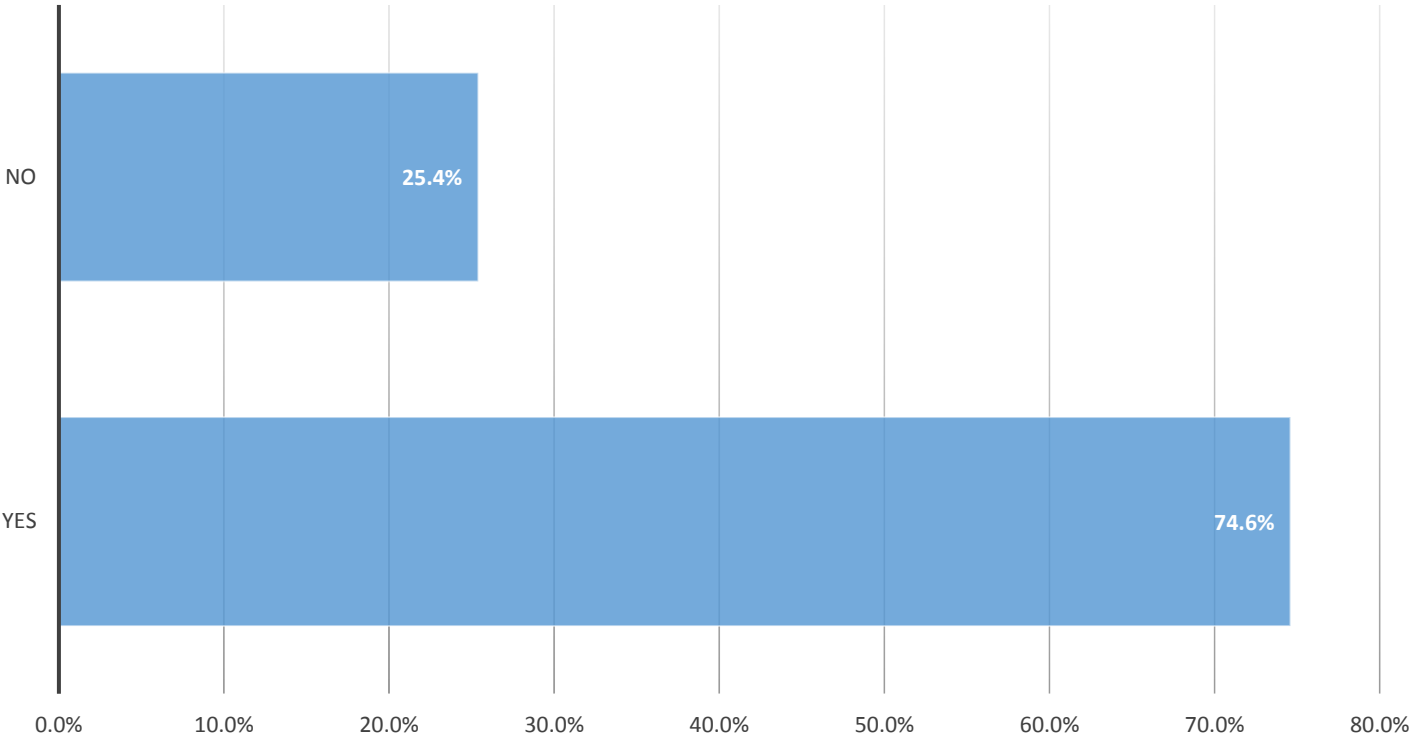
If this community gathering space were created, would your household use it?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes, we may attend programs	52.2%	54.0%	63.0%	72.0%	56.3%
Yes, we might reserve space	52.2%	32.1%	30.5%	23.6%	29.2%
Yes, we are part of a group that needs space for programs or meetings	11.1%	9.7%	9.3%	12.6%	9.5%
No	26.7%	27.4%	22.8%	20.9%	22.5%



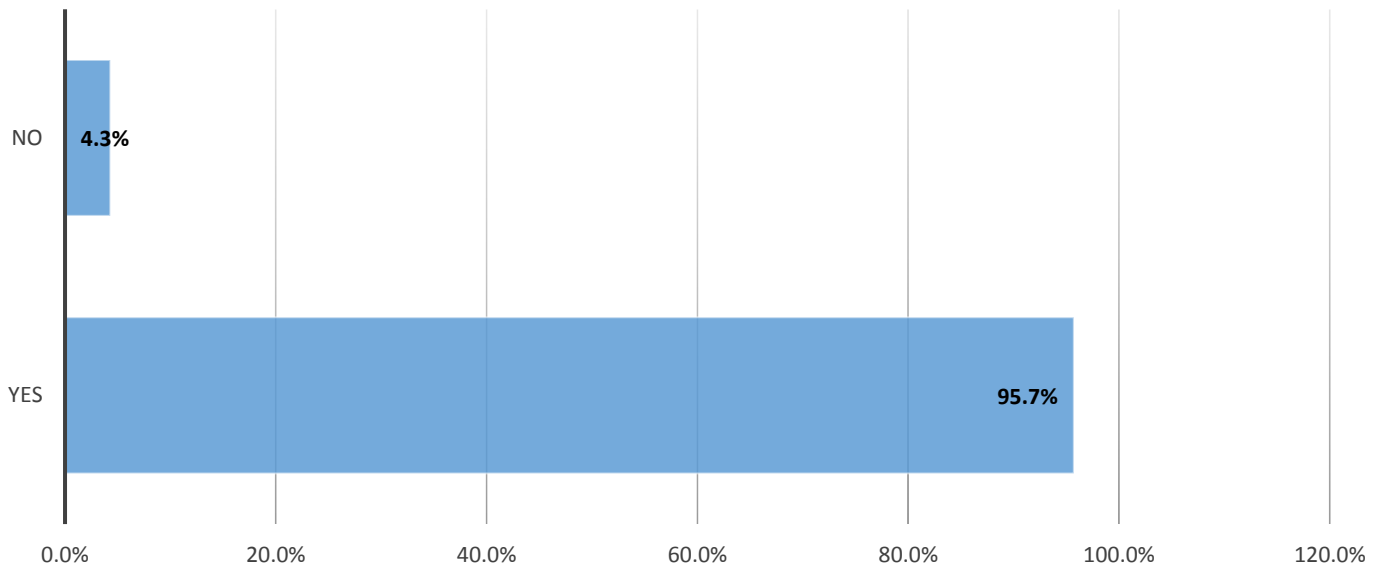
Would your household support re-branding Safari Island as a recreation center (rather than a community center), where its focus would be on recreation and fitness? The City could then use the community gathering space for other programs, meetings, and activities?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes	83.7%	83.6%	72.1%	64.6%	74.6%
No	16.3%	16.4%	27.9%	35.4%	25.4%



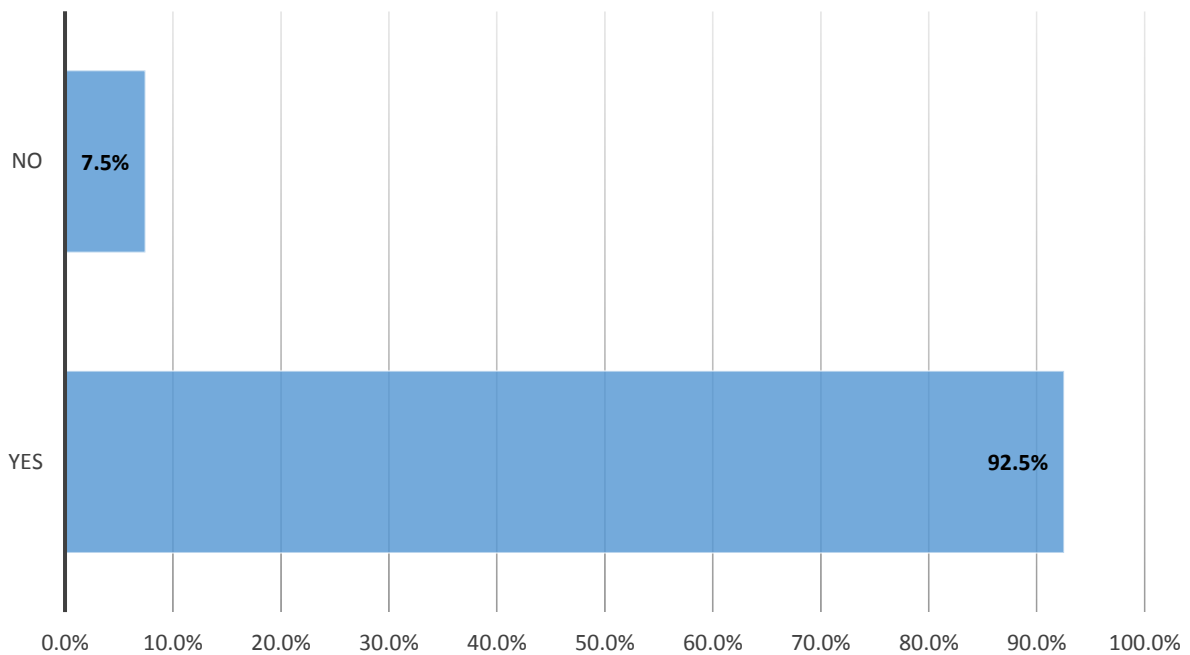
Does your household currently have transportation to get around Waconia?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes	98.0%	99.1%	94.7%	92.2%	95.7%
No	2.0%	0.9%	5.3%	7.8%	4.3%



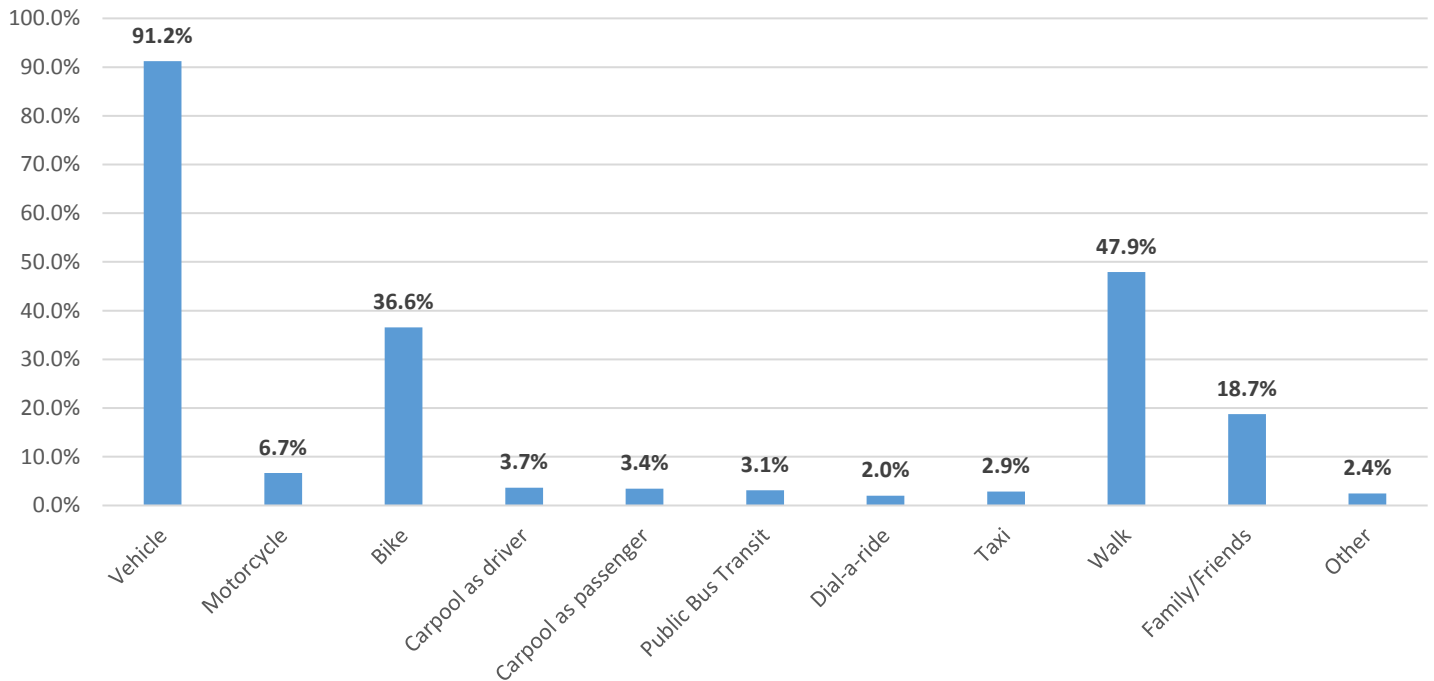
Does your household currently have transportation to get around outside Waconia?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Yes	97.0%	99.1%	93.5%	81.9%	92.5%
No	3.0%	0.9%	6.5%	18.1%	7.5%



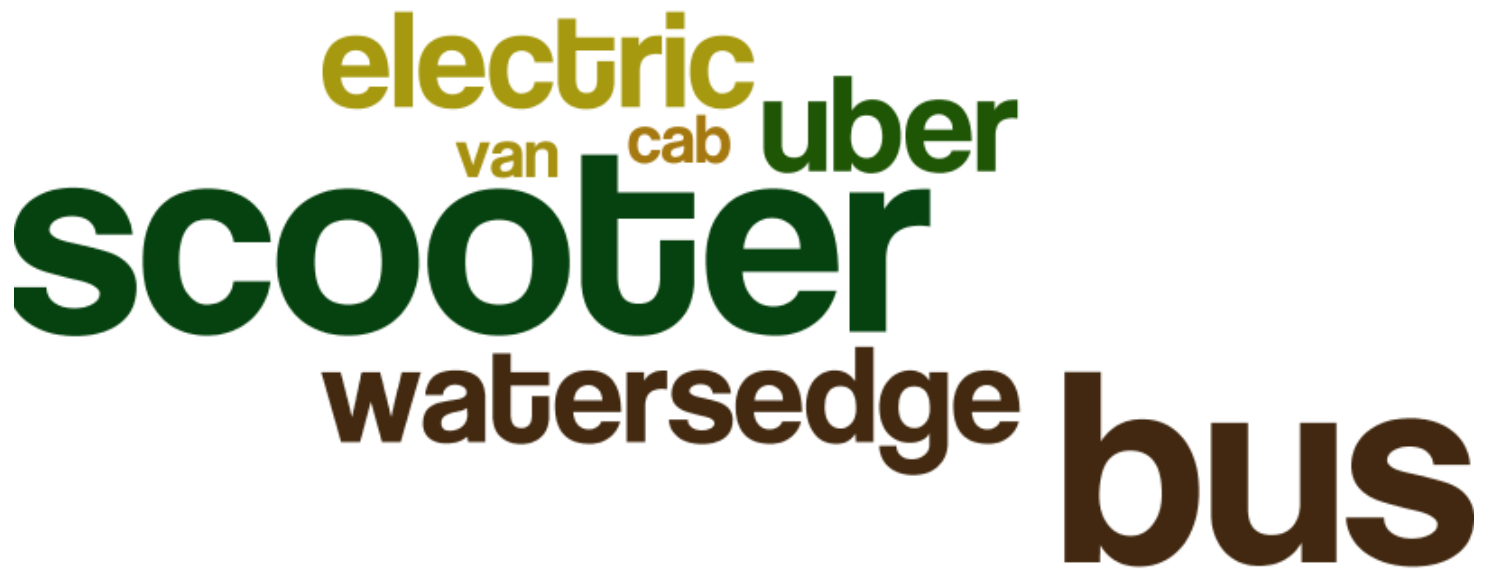
What types of transportation are used?

	17-36 years	37-52 years	53-71 years	72+ years	Total
Vehicle	97.0%	99.1%	93.5%	82.6%	91.2%
Motorcycle	6.1%	8.5%	9.7%	0.5%	6.7%
Bike	50.5%	60.4%	37.7%	5.5%	36.6%
Carpool as Driver	6.1%	4.7%	1.6%	3.7%	3.7%
Carpool as Passenger	7.1%	3.4%	1.6%	3.7%	3.4%
Public Bus Transit	3.0%	1.7%	2.8%	5.5%	3.1%
Dial-a-Ride	2.0%	0%	2.5%	3.7%	2.0%
Taxi	2.0%	3.8%	2.5%	2.3%	2.9%
Walk	57.6%	57.0%	52.0%	3.3%	47.9%
Family/Friends	16.2%	14.5%	15.3%	30.7%	18.7%
Other	3.0%	1.3%	3.1%	2.8%	2.4%



What types of transportation are used?

(Other)

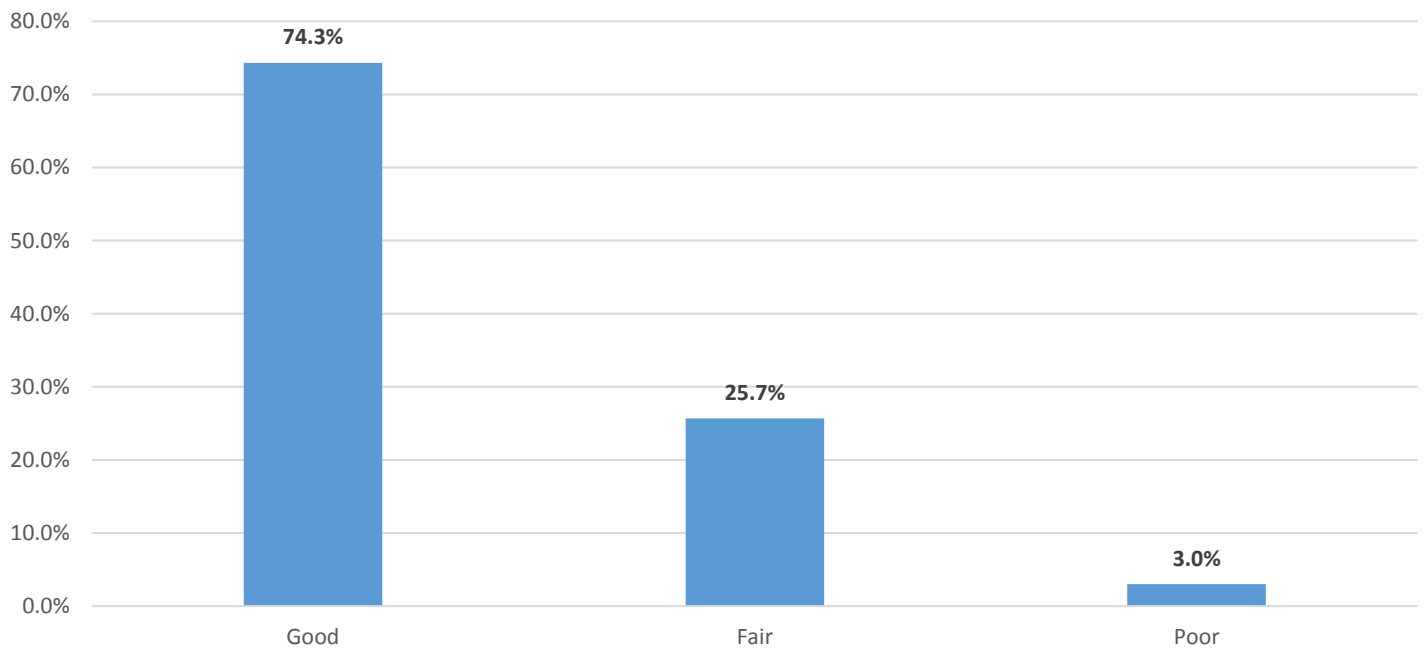


A word cloud of transportation types. The words are arranged in a roughly triangular shape, with 'scooter' being the largest and most prominent word in the center. Other words include 'electric', 'uber', 'water', 'sedge', 'bus', 'van', and 'cab'. The colors of the words are green, brown, and olive green.

electric
van cab uber
scooter
water sedge bus

Please rate the City of Waconia as a place to retire

	17-36 years	37-52 years	53-71 years	72+ years	Total
Good	76.9%	70.4%	71.7%	73.7%	74.3%
Fair	20.9%	27.4%	24.4%	23.9%	25.7%
Poor	2.2%	2.2%	3.8%	2.3%	3.0%



Please rate the City of Waconia as a place to age

	17-36 years	37-52 years	53-71 years	72+ years	Total
Good	83.0%	75.3%	71.5%	72.8%	73.8%
Fair	16.0%	24.2%	25.0%	25.4%	24.0%
Poor	1.1%	0.4%	3.5%	1.9%	2.2%

