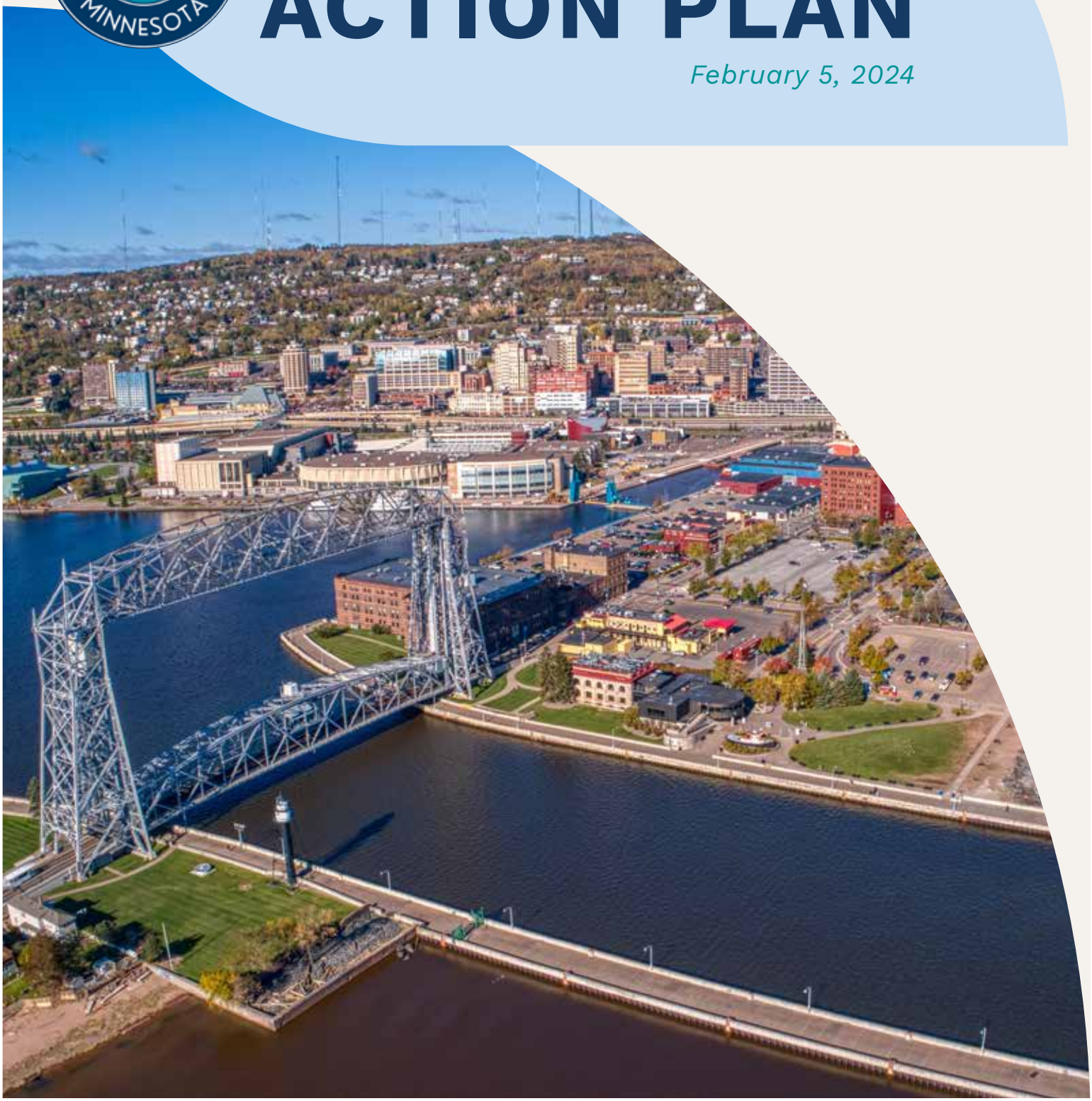
Duluth Age-Friendly

2023–2025 Community ACTION PLAN

February 5, 2024



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Acknowledgments

The Duluth Age-Friendly initiative is co-led by Duluth Aging Support and Ecolibrium3 in partnership with the City of Duluth, the Arrowhead Area Agency on Aging, a division of the Arrowhead Regional Development Commission, and St. Louis County Public Health.

In addition to the organizations mentioned above, Duluth Age-Friendly extends its gratitude to Mayor Roger Reinert, former Mayor Emily Larson, and a host of others for their unwavering support and valuable contributions in shaping Duluth to be a better place to grow up and grow older for all ages.

While some of the supporting organizations, professional businesses, and formal groups are detailed in the Work Plan section of this Community Action Plan, it is important to acknowledge that not everyone is explicitly mentioned, as our ongoing efforts routinely intersect with a diverse array of community members, including professionals, businesses, organizations, and formal groups, that strengthen the efforts of all of our age-friendly work.

Letter of Support from Elected Representative

THE CITY OF DULUTH MINNESOTA

Roger J. Reinert
Mayor

Room 422
411 West First Street
Duluth, Minnesota 55802

218-730-5230
rreinert@duluthmn.gov

February 2, 2024

Ms. Cathy McLeer
AARP Minnesota State Director
1919 University Ave W, Suite 500
St. Paul, MN 55104

Dear Ms. McLeer,

I am writing on behalf of the City of Duluth, Minnesota, to express our commitment to fostering an age-friendly community. This letter serves as a testament to our dedication to the framework outlined in the AARP's Age-Friendly Community network as we strive to enhance the quality of life for our community members across all stages of life.

With 21% of Duluth's total population of 86,372 over 60, creating a more livable community for older residents and people of all ages is critical.

Duluth is home to organizations, established groups, and engaged leaders and residents working together to make the city accessible, inclusive, and a safe place to grow up and grow older. The Community Action Plan is a formalized process to identify and address the distinct needs of our older community members within AARP's 8 Domains of Livability.

Duluth Aging Support and Ecolibirum3 are co-leading this effort in Duluth with support from the Arrowhead Area Agency on Aging. Duluth Aging Support is a nonprofit dedicated to enhancing the lives of older adults and caregivers through education, outreach, advocacy, resources, and collaboration. Subsequently, Ecolibrium3 is a trusted organization with a mission centered on creating an equitable and sustainable future.

On behalf of the City of Duluth, we look forward to working with AARP and its Network of Age-Friendly States and Communities to transform Duluth into an age-friendly community.

Sincerely,

Roger J. Reinert
Mayor

www.duluthmn.gov
The City of Duluth is an Equal Opportunity Employer.

Letter of Support from Elected Representative

Emily Larson
Mayor

Room 422
411 West First Street
Duluth, Minnesota 55802

218-730-5230
elarson@duluthmn.gov

October 18, 2021

Ms. Cathy McLeer
AARP Minnesota State Director
1919 University Ave W, Suite 500
St. Paul, MN 55104

Dear Ms. McLeer,

On behalf of the city of Duluth, Minnesota, I am pleased to present this letter to symbolize our city's commitment to becoming more age-friendly. Duluth is excited to become a more livable community through AARP's Age-Friendly Community network, promoting its citizens' sustainable health and well-being through all stages of life.

Duluth is located at the westernmost tip of Lake Superior in northeastern Minnesota and serves as a vital urban, academic, and medical hub for the region. Of Duluth's total population of 85,915 people, 21% are over 60 years old.

Currently, several established groups and organizations are collaborating to improve supports, systems, and programs in many areas under the AARP eight domains of livability. These groups may have formed with goals around active transportation, sustainability, dementia-friendly, health equity, housing, food access, resource connections, and more. We view the AARP age-friendly process as bringing a formal focus of our older community members' needs to the existing efforts and spurring new approaches.

Duluth's efforts will be collaboratively led by Ecolibrium3 and Duluth Aging Support with support from the Arrowhead Area Agency on Aging. Ecolibrium3 is a deeply embedded community institution in the Duluth area with multi-sector experience and is a trusted organization uniquely qualified to lead these efforts. Duluth Aging Support has a mission to enhance the lives of older adults and caregivers through awareness, advocacy, outreach, and collaborative partnerships. The Arrowhead Area Agency on Aging is the agency designated by the state to address the needs and concerns of all older persons at the regional and local levels in the Arrowhead Region. Participating staff have experience in leading the Dementia Friendly Duluth initiative, the CDC Social Determinants of Health planning process, Duluth Citizens' Climate Action Plan, and more.

The city of Duluth looks forward to working with AARP and its network of members and volunteers in its efforts.

Sincerely,

Emily Larson
Mayor

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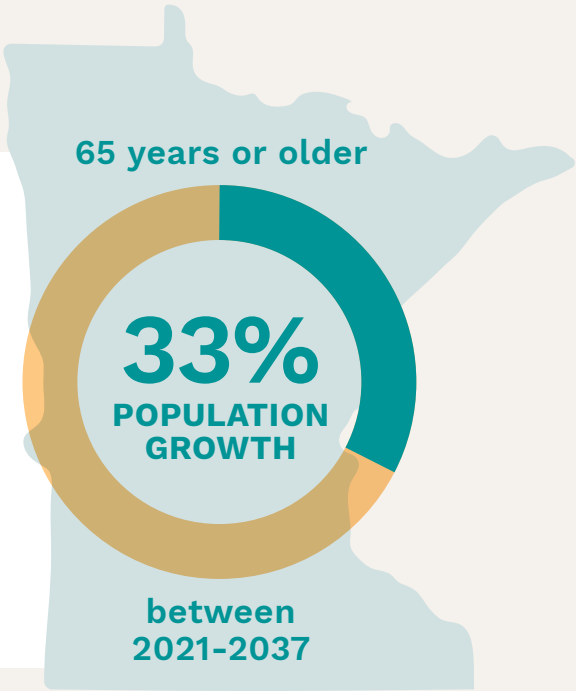
Executive Summary

Action Plan Overview

The City of Duluth has made an exciting commitment to become an age-friendly city—where residents of all ages can live and thrive. With a projected 33% growth in the population of Minnesotans 65 years or older between 2021 and 2037, Duluth wants to actively work toward creating and sustaining an accessible, inclusive, and livable community where people of all ages can grow up and grow older.



As part of our commitment to this initiative, Duluth joined the AARP of Age-Friendly States and Communities (AARP Network of Age-Friendly) as Duluth Age-Friendly in October of 2021, co-led by Duluth Aging Support and Ecolibrium3. While Duluth has made great strides in its first three years to become a more age-friendly city, additional action is required to ensure the growing number of older adults can live and thrive in the community.

This work is informed by a Community Needs Assessment conducted by the Duluth Age-Friendly team to help identify what Duluth is doing well for older adults and what areas need improvement. The survey findings from the evaluation informed the areas that need the most improvement in Duluth, like housing, transportation, social participation, respect and social inclusion, communication and information, and community and health services.

As the Duluth Age-Friendly initiative enters its third year of a five-year process, the action plan summarizes and outlines the goals, action items, and strategies for the next stage of work to become a more age-friendly city—with an emphasis on AARP's eight domains of livability.

Furthermore, this plan aligns with the existing groups and organizations in Duluth working to improve supports, systems, and programs in the many areas under the AARP eight domains of livability—including living arrangements, walkability, caregiver support, health equity, resource connections, and more.

By aligning with the collaborative initiatives underway, this plan complements and elevates the overall impact, directly contributing to enhancing the quality of life for all Duluth residents.

Community Profile

Duluth Community: Then & Now

The City of Duluth is a 26-mile port city in St. Louis County, Minnesota, situated along the St. Louis River and the western tip of Lake Superior—making it a multi-modal hub for shipping, including coal, iron ore, taconite, grain, wind turbines and more.

Duluth also ranks fifth for the most snow among U.S. cities with populations over 10,000 according to almanac.com. With an annual snowfall averaging 85 inches and temperatures rarely rising above freezing, the city's sidewalks are often covered with snow from as early as November through as late as April each Winter season.

In addition to its natural beauty and charm, Duluth is a popular tourist destination characterized by its vibrant culture, rich industrial history, thriving art scene, and outdoor recreation opportunities. Duluth has a population of 86,372, according to the 2022 US Census, with about 21% over 60 (87.3% white, 4.1% two or more races, 2.6% are Black or African American, 2.7% are Hispanic or Latino, 1.6% are American Indian or Alaskan Native, and 1.6% are Asian or Pacific Islander).

Like many other cities in the U.S., Duluth's population is growing older. According to the U.S. Census, Duluth has a median age of 42, with 16.6% of Duluth's population being 65 or older.

Fortunately, Duluth is also home to a community of engaged residents and leaders working together to make the city a more equitable, inclusive, and accessible place to grow up and grow older for all ages—with a livability index score of 60 out of 100 from AARP and a strong focus on improving transportation, social participation, respect and social inclusion, communication and information, and community and health services in low-income neighborhoods experiencing high health and economic disparities.

Furthermore, several organizations in Duluth provide valuable resources and support for older adults and caregivers like Duluth Aging Support, Ecolibrium3, Arrowhead Area Agency on Aging, Age Well Arrowhead, Senior LinkAge Line, Arc Northland, Lighthouse Center for Vital Living, American Indian Housing Corporation, Access North, Zeitgeist, Family Freedom Center, Victory Chorus, Alzheimer's Association, and many more.

16.6%
65 years or older

POPULATION OF DULUTH 86,372

Community Profile *Continued*

A Brief History of Age-Friendly Work in Duluth

After joining the AARP Age-Friendly Network, part of the World Health Organization's (WHO) Global Network of Age-Friendly Cities and Communities, in October of 2021, Duluth committed to becoming a better place to grow up and grow older for all ages.

AARP's designation of Duluth as an age-friendly community gave the Duluth Age-Friendly team access to additional resources and guidance to assess needs, develop action strategies, and connect with other communities.

AARP's 8 Domains of Livability Framework

1 **Outdoor Spaces and Buildings**

2 **Transportation**

3 **Housing**

4 **Social Participation**

5 **Respect and Social Inclusion**

6 **Civic Participation and Employment**

7 **Communication and Information**

8 **Health Services and Community Supports**

In the first two years of the five-year process, the focus of the Duluth Age-Friendly initiative was to build a foundation, expand partnerships, and understand what Duluth is doing well and what areas need additional improvement within AARP's eight domains of livability framework.

During the fall of 2022, the Duluth Age-Friendly team distributed the Community Needs Assessment Survey using components of the AARP Age-Friendly Community Survey, which pinpointed that housing, transportation, and social connections need the most improvement among the eight domains of livability.

In response to the survey findings, organizations, groups, and an age-friendly steering committee in Duluth are making great strides to create, support, and sustain a more age-friendly community.

A steering committee of committed individuals guides the Duluth Age-Friendly initiative, including the following members: Mimi Stender, Duluth Aging Support, Jodi Slick, Ecolibrium3, Georgia Lane, Arrowhead Area Agency on Aging, Josh Gorham, St. Louis County Public Health and Human Services, Cheryl Elj, St. Louis County Public Health and Human Services, Lacey Loomer, University of Minnesota Duluth, and representatives from the City of Duluth.

Introduction to the Plan

Mission, Vision, and Values

Mission

The mission of the Duluth Age-Friendly initiative is to enhance the lives of all people living in Duluth by collaborating with key partners to create, support, and sustain a community where people of all ages can thrive.

Vision

The vision of the Duluth Age-Friendly initiative is for Duluth to become an inclusive, accessible, and welcoming community in which people of all ages can meet their needs, live a life with dignity, and advance their goals and dreams.

Values

The Duluth Age-Friendly initiative is driven by a commitment to fostering a culture of inclusion, placing a strong emphasis on eight core values: diversity, equity, accessibility, compassion, collaboration, innovation, resourcefulness, and positivity.

Introduction to the Plan *Continued*

Development of the Plan, Design Challenges

Development of the Plan

The Duluth Age-Friendly Community Action Plan was developed in collaboration with Duluth Aging Support, an organization focused on the well-being of older community members and caregivers, and Ecolibrium3, a climate and neighborhood development-focused organization. Together, they are united in creating, supporting, and sustaining a livable community in Duluth where people of all ages can thrive as they grow up and grow older. As the primary driving forces behind the plan and the Duluth Age-Friendly initiative, Duluth Aging Support and Ecolibrium3 are committed to leading AARP's age-friendly network's five-year assessment, planning, implementation, and evaluation process.

Although Duluth formally joined AARP's Network of Age-Friendly States and Communities in October 2021, the Duluth Age-Friendly initiative debuted to the public in the summer of 2022 after receiving an AARP Community Challenge grant. The AARP Community Challenge grant centered around team-based design challenges to foster intergenerational problem-solving, expand partnerships, and gather actionable ideas on housing, transportation, and social connectedness. Consequently, the design challenge served as an innovative and engaging way to introduce community members to the Duluth Age-Friendly initiative and initiated the community assessment process.

Design challenges provided numerous entry points for community members, organizations, government representatives, the media, and artists/designers to join age-friendly work. The challenges focused on housing, transportation, public spaces, and social connectedness by challenging community members to design:

1. Accessible ADU floor plans at 400, 600, and 800 square feet.
2. An accessible garden/urban ag space.
3. Amenities along an active transportation corridor.
4. A program or event for intergenerational connection.

By seeking input from older community members and modeling responsive design and small project implementation, the design challenges further supported the goals and efforts of the Duluth Age-Friendly initiative. In summary, the design challenges were an engaging way to inform community members about the shifting demographics and link age-friendly actions to other issues of community concern (e.g., housing shortages, climate concerns, infrastructure conversations, etc.).

Introduction to the Plan *Continued*

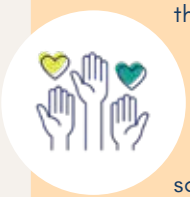
Duluth Age-Friendly Design Challenges

1 TINY HOUSES are increasingly popular and possible with the City of Duluth's guidance that permits accessory dwelling units (ADUs). Join us at September's Harvest Fest to participate in a fun-filled floor plan design challenge. Learn about city regulations and accessibility criteria, then use design elements to create a 400, 600, or 800 s.f design. **Consult with one of our Voices of Experience** to learn more about aging-in-place needs and desires. Designs will be photographed and added to the Duluth Age-Friendly website to inspire others.

2 URBAN GARDEN designs will include a site plan and at least one amenity that can increase the social connectedness of users. The plan should include access for those with limited mobility. In August, participants will propose a garden at the Lincoln Park Solar Garden or Lake Superior College/Eco3 Farm sites. The **Winning team** will work with Eco3 to implement a **$55,000 garden project**.

3 & 4 TRAIL AMENITIES AND PARK CHALLENGES will be held in June and July to tackle two urban transportation, accessibility, and age-friendly challenges in the Lincoln Park neighborhood. The first challenge is to determine upgrades to the Cross City Trail in the Craft District to increase safety, usage, and accessibility. **Winning trail design will work with Eco3 to implement a $5,000 amenity project.** The second challenge is to imagine how a 1-block, under-highway park could be designed to increase the health, wellness, and social engagement of elders. Take on both challenges to explore a holistic approach to these adjacent spaces.

5 INTERGENERATIONAL EVENT is a challenge that highlights the best of social connection between all ages. This challenge asks participants to imagine an event **or program that builds upon the strength of different ages,** develops connections that reduce social isolation, and meets the needs of participants. Submissions may reflect a one-time event or an ongoing program. Solutions can expand on existing programs or organizations or can be a new option. Bonus points will be awarded to teams that reflect 3 or more generations. **Can you solve a community challenge by engaging multiple generations?** Or can you find a fun and compelling way to connect the young and old?



6 OPEN CHALLENGE invites participants to identify their own age-friendly related challenge and provide a solution. Participants can be individuals or teams with challenges/solutions associated with any of the 8 Age-Friendly Domains. This challenge will run from July through October with solutions highlighted each month. Submissions can be made online, dropped off, or submitted via mail. Challenges can be big or small. Solutions can be enhancements of existing options or new innovations. We encourage you to identify challenges or opportunities from your own aging experience and/or connect with members of our community who are 50+. What improvement would you make to help people of all ages thrive in our community?

Have fun, win prizes, make Duluth Age-Friendly

Introduction to the Plan *Continued*

Survey Framework

In addition to the design challenges, the Duluth Age-Friendly team implemented the Duluth Age-Friendly Needs Assessment Survey in the fall and winter of 2022 and 2023 to better address AARP's Livability Index score and the needs of Duluth residents.

The survey framework was based on the AARP Age-Friendly Community Survey, with some adaptations to suit the unique characteristics of Duluth. Intentional efforts were made to ensure diverse participation in the survey, including the employment of Helen Davis, a trusted BIPOC community leader, as the Duluth Age-Friendly's lead outreach specialist.

The input gathered from nearly 500 responses aided the development of the Duluth Age-Friendly 2023-2025 Community Action Plan. Surveys were distributed through paper and online at various locations, including internal and external community events, targeted community outreach at partner organizations, door-to-door outreach, libraries, and community centers. Multiple organizations also played a key role in supporting and facilitating this outreach.

Duluth Age-Friendly's Outreach Specialist, Helen Davis, stated, *"I started out working on collecting surveys at places like Harvest Fest, LNPK Barbecue, door-to-door community outreach, tabling in different community events, online platforms, etc. I asked myself why it is important. It is important to understand residents' concerns, attitudes, opinions, experiences, and needs. Our conversations were so important to me to hear different voices expressing their joys and concerns."*

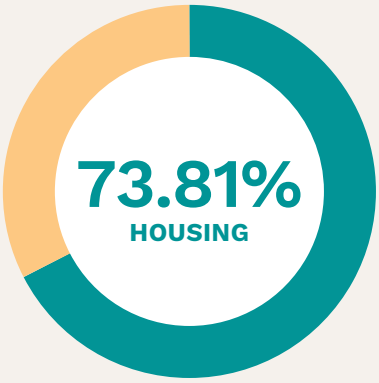
Surveys were distributed through:

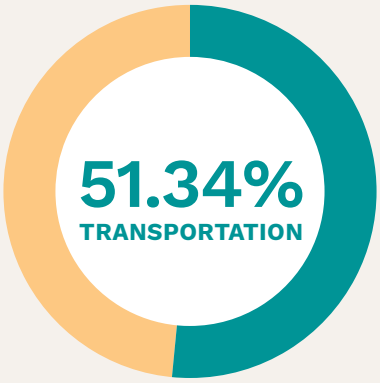
- Large annual community celebrations (e.g., Harvest Fest, EcoFest, open streets)
- Libraries and post-secondary schools
- Community and social service centers (e.g., Harrison Community Center, Damiano Center)
- Apartment complexes and door-to-door canvassing in residential areas
- Entertainment and convention venues
- Local shops, including bakeries, shopping malls, laundromats, churches, and businesses
- Online through partner websites, newsletters, social media, and email lists

Introduction to the Plan *Continued*

Survey Findings

Nearly 500 responses shed light on priority areas within the eight domains of livability. When participants were asked to identify the community areas requiring the most improvement for aging residents, three domains took center stage: housing (73.81%), transportation (51.34%), and social connections (38.49%).





While housing and transportation are commonly recognized areas that need improvement, a follow-up survey was required to better understand the social connection domain. A subsequent survey was launched with nearly 200 responses by May 2023. Responses revealed that 18.4% often experience a lack of companionship, and 16.16% feel disconnected from their family and community. Participants noted the kinds of activities participants enjoy taking part in, with community events at parks (54.28%), recreation events/activities (35.68%), and volunteer opportunities (35.90%) rising to the top.

In summary, both surveys provided valuable insights and opportunities to gain a deeper understanding of what matters most when it comes to growing up and growing older for residents in Duluth.

More importantly, the results were instrumental in shaping the goals, strategies, and actions outlined in the work plan, emphasizing three core pillars—awareness, community engagement, and project integration throughout all age-friendly work.

Work Plan

Livability Domain Outline

The work plan outlines specific actions to address opportunities and concerns raised through the AARP's Livability Index, Community Needs Assessment, and Social Connection and Inclusion Survey. The action plan goals are divided into eight domains of livability listed below. However, due to the inherent connections and close relationships between certain domains, we have streamlined the plan by merging Domains 1 & 2 and Domains 4 & 5 together with supporting strategies and actions.

Each of the eight livability domains outlined include:

1. A definition of the domain.

2. Background information about challenges related to that domain.

3. Background information or feedback that was received from community members in Duluth regarding that domain through the Community Needs Assessment and Social Connection and Inclusion Surveys and engagement activities like the Design Challenge sessions and tabling.

4. Goals are broken into four categories:
    a. Supporting Strategies: What we hope to achieve as a community.

    b. Key Actions: The specific actions we have taken and plan to take as it relates to the primary objective and overarching goal for each domain of livability.

    c. Primary Partner(s): Who needs to be involved or work together to achieve the goal.

    d. Action Metric & Year: How we will measure our activity toward meeting our objectives and the year in the plan's lifespan we anticipate progressing toward or achieving this goal (2023-2025).

Work Plan *Continued*

Livability Domains Defined

The AARP Eight Domains of Livability

Domain 1: Outdoor Spaces and Buildings — Communities thrive on shared and accessible spaces where individuals of all ages can gather indoors and out (e.g., elevators, zero-step entrances, and staircases with railings).

Domain 2: Transportation — Public transportation, dedicated bicycle lanes, and safe, crossable streets are vital for enhancing safety, ensuring accessible mobility options, and promoting active and healthy lifestyles for all.

Domain 3: Housing — AARP surveys reveal that most older adults want to reside in their current home or community as they age, which is possible through community design or aging-in-place modifications.

Domain 4: Social Participation — When social connections are made through accessible, affordable, and engaging social activities in the community, we promote a greater sense of belonging and well-being for all ages.

Domain 5: Respect and Social Inclusion — Intergenerational gatherings and activities are a great way to learn from one another and bridge a more profound understanding across different generations.

Domain 6: Civic Participation and Employment — By actively engaging older adults in the community, we can create avenues for paid work and volunteering opportunities that enrich the lives of all residents.

Domain 7: Communication and Information — Diverse and accessible communication methods are essential for sharing information, as not everyone has a smartphone or can readily access the internet.

Domain 8: Health Services and Community Supports — Accessible community and health services for all ages are vital, as individuals of all ages may encounter injuries, illnesses, or situations that require medical assistance.

Work Plan *Continued*

Domains 1 & 2

Outdoor Spaces and Buildings & Transportation

As community members grow older, accessibility to physical environments, services, support, and transportation becomes increasingly crucial for creating an accessible, safe, and equitable environment. Elements that may have been once overlooked, like sidewalk conditions, ease of accessibility to public spaces and transportation, or neighborhood and street design, can significantly impact the daily lives of older adults, individuals with mobility challenges, and the community for all.

With Duluth being one of the snowiest cities in the US, averaging 85 inches and low-temperature averages below freezing for six of twelve months, it is imperative that accessibility to outdoor spaces, buildings, and public transportation in Duluth be viewed through a winter lens.

Even though Title II of the ADA mandates safe and accessible sidewalks, and the City of Duluth has updated the Snow Removal Ordinance, year-round accessibility and sidewalk snow removal need to be addressed as a bigger priority in the community, especially as it pertains to older adults and individuals with limited mobility and resources.

Since accessibility to public spaces and transportation are closely connected, the work plan integrates several strategies to address both livability domains. The first three strategies focus on continued efforts to incorporate an age-friendly lens into current and upcoming community initiatives, projects, and programs—including transforming 6th Avenue East from an outdated highway into a walkable, mixed-use neighborhood center accessible to all community members and West Superior Street into an active transportation corridor.

The last two strategies in our work plan focus on tackling sidewalk snow removal in an informative, fun, and engaging way through an awareness campaign known as Be MinneSNOWta NICE. This campaign aims to educate the community on why sidewalk snow removal in Duluth matters while encouraging neighbors to help neighbors recognizing that many residents may need snow removal assistance—creating a safer and more accessible community for all ages.

Work Plan *Continued*

Domains 1 & 2

Outdoor Spaces and Buildings & Transportation

GOAL 1: Improve accessibility, safety, and walkability of public spaces and transportation for older community members and people with mobility challenges or limited resources.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Incorporate an age-friendly lens into current and upcoming community initiatives, projects, and programs to ensure safety, accessibility, and walkability are top of mind.	Regularly participate and engage with transportation committees, advisory boards, and project-specific corridor planning groups.	Duluth Aging Support, DTA Accessibility Committee, Sidewalk Snow Removal Task Force, City of Duluth Commission on Disabilities, Metropolitan Interstate Council's Pedestrian Advisory Committee, West Superior Street and 6th Ave E corridor planning groups.	The number of in-person and virtual meetings attended. Action Years: 2023-2025
Revitalize 6th Ave E to create a safer and more equitable space for connection, prioritizing individuals of all ages, abilities, and income levels.	Facilitate inclusive participation by older adults in street design discussions by using public forums, input sessions, walking audits, and other engagement methods to inform the redesign of 6th Ave E.	Zeitgeist Center for Arts and Community, Duluth Aging Support, City of Duluth, MN Department of Transportation.	The number of conversations with older adults, related assessments using the AARP Walk Audit Tool Kit, and any other input. Action Years: 2023-2025

Work Plan *Continued*

Domains 1 & 2

Outdoor Spaces and Buildings & Transportation

GOAL 1: Improve accessibility, safety, and walkability of public spaces and transportation for older community members and people with mobility challenges or limited resources.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Incorporate age-friendly design in the reconstruction of West Superior Street into an active transportation, climate-forward corridor.	Facilitate inclusive participation by older adults in street design discussions by using public forums, input sessions, walking audits, and other engagement methods that engage in holistic planning with the DTA, and establish a parking steering committee to determine curbside management protocols.	Ecolibrium3, Main Street Lincoln Park, Duluth Aging Support, Lincoln Park Business Group, City of Duluth, Duluth Transit Authority, MN Department of Transportation, National Renewable Energy Lab, We Walk Duluth.	The number of conversations with older adults, related assessments using the AARP Walk Audit Tool Kit, and any other input. Action Years: 2023-2025 Construction between 2025-2027 (eventual reconstruction will allow for pre- and post-walkability score analysis).
Expand opportunities for creative placemaking to mobility-limited individuals.	Develop a public garden, growing, and farm space focused on accessibility to older and mobility-limited individuals at the Eco3 Urban Farm.	Ecolibrium3, Duluth Aging Support, Udac Inc., Lake Superior College, AARP, Duluth Community Garden Program, HGA Designers and Architects, USDA, MN Department of Agriculture, and EPA EJ.	The number of accessible garden spaces, tools developed, and program participants. Action Years: 2023-2025

Work Plan *Continued*

Domains 1 & 2

Outdoor Spaces and Buildings & Transportation

GOAL 2: Create a safer, more accessible, and walkable community year-round for all ages.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Incorporate age-friendly design in the reconstruction of West Superior Street into an active transportation, climate-forward corridor.	Analyze the potential for a new renewable energy district heat system (geo-exchange and capturing of waste BTUs from wastewater treatment effluent) and the potential for sidewalk snowmelt within the corridor.	City of Duluth, Ecolibrium3, Western Lake Superior Sanitary District, Ever-Green Energy, National Renewable Energy Lab, Main Street Lincoln Park.	Complete techno-economic analysis and preliminary design. Action Years: 2023-2024 Secure implementation funding. Action Years: 2024-2025
Educate and engage the community about the importance of year-round walkability, accessibility, and sidewalk snow removal.	Create and distribute a booklet about Why Sidewalk Snow Removal in Duluth Matters.	City of Duluth Commission on Disabilities Sidewalk Snow Removal Taskforce, Duluth Aging Support, Arc Northland, Zeitgeist.	The number of Why Sidewalk Snow Removal in Duluth Matters booklets distributed in the community. Action Years: 2023-2025
	Launch Be MinneSNOWta NICE, a city-wide awareness campaign to help with snow removal by encouraging neighbors to help neighbors recognizing that many residents may need snow removal assistance—creating a safer and more accessible community for all ages.	City of Duluth Commission on Disabilities Sidewalk Snow Removal Taskforce, Duluth Aging Support, Arc Northland, Zeitgeist, Love Your Block.	Distribution of campaign materials like flyers, signage, hats, buttons, stickers, and shovels, website traffic, social media engagement, number of community events organized, and Be MinneSNOWta NICE verbal pledges and signatures from event attendees. Action Years: 2023-2025

Work Plan *Continued*

Domain 3

Housing

In thriving age-friendly communities, there is an intentional focus on prioritizing housing through universal design principles, diverse housing options tailored to various stages of life and income levels, and assisting older adults in home modifications so they can safely age in place.

However, the demand for affordable housing in Duluth, particularly for older adults, has reached unprecedented levels. A 2019 study conducted by Maxfield Research and Associates identified a shortage of over 3,600 housing units in Duluth. Furthermore, housing emerged as a key area needing improvement during our Community Needs Assessment.

While the City of Duluth leads community housing initiatives through strategic planning, economic development, building safety, inspection services, and the effective use of community development funding, our plan addresses the need for affordable housing through the age-friendly lens.

The first strategy involves proactively increasing the accessibility of affordable housing and accessory dwelling units through collaboration with housing developers and City staff to better understand the distinct needs of older adults. Our commitment also extends to closely monitoring new housing developments, directing funding allocations, specifically toward the housing requirements of older adults, and engaging in Downtown Duluth planning and housing studies.

Our second and third strategies focus on demonstrating volumetric penalization and enhancing the quality of housing for older adults, which involves converting demonstration House Cubed homes into auxiliary dwelling units and working to establish a comprehensive aging-in-place program designed to elevate health, resilience, efficiency, and usability for older community members.

Beyond creating a housing navigator program to align households with comprehensive assessments and contractors, we're also aiming to increase the knowledge base of contractors and the workforce in general regarding healthy housing practices and measures for aging in place.

Work Plan *Continued*

Domain 3

Housing

GOAL 1: Ensure safe, healthy, resilient, and affordable housing is available to support aging members of the Duluth community.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Increase the availability of affordable housing and accessory dwelling units for older adults by optimizing Duluth's Housing Trust Fund, Tax Increment Financing investments, Community Development Block Grants, and other housing funding sources.	Engage with housing developers and City staff to enhance understanding of housing needs of older individuals; track new housing developments and funding allocations dedicated to senior housing; engage in Downtown Duluth planning/housing studies.	City of Duluth, Duluth HRA, Duluth Aging Support, private and nonprofit housing developers, Ecolibrium3, MN Housing, Downtown Duluth, Duluth Superior Area Community Foundation, and Civilis Consulting.	The number of conversations between older adults, Duluth Age-Friendly partners, and planning/ development organizations. Action Years: 2023-2025
Demonstrate volumetric penalization for accessory dwelling units.	Convert demonstration House Cubed homes (pilot project from the Natural Resources Research Institute) into an auxiliary dwelling unit.	Ecolibrium3, Natural Resources Research Institute, Duluth Housing and Redevelopment Authority, and related contractor(s).	1 completed ADU demonstration home for mobility-limited, disabled, or older adults. Action Year: 2024

Work Plan *Continued*

Domain 3

Housing

GOAL 1: Ensure safe, healthy, resilient, and affordable housing is available to support aging members of the Duluth community.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Improve health, resilience, efficiency, and useability of housing for older individuals.	Establish holistic home assessment protocols that combine energy efficiency, electrification, rain-readiness/fortified housing, healthy housing, and aging-in-place inspections.	Ecolibrium3, City of Duluth, Duluth Aging Support, Duluth Housing and Redevelopment Authority, MN Department of Commerce, MN Pollution Control Agency, US Department of Energy, National Renewable Energy Lab, Duluth Superior Area Community Foundation, and Ready North.	Completed holistic assessment protocol tested on 10-50 homes. Action Years: 2024-2025
	Develop a housing navigator program to match households to holistic assessments, contractors, funding/financing programs, and quality assurance.	Ecolibrium3, City of Duluth, MN Department of Commerce, MN Pollution Control Agency, National Renewable Energy Lab, and MN Community Energy Collaborative.	Completion of the navigator data tool, training & pilot implementation with 4 community organizations (Duluth and 3 additional frontline EJ communities in MN). Action Years: 2024-2025
	Increase workforce and contractor knowledge of healthy housing and aging-in-place measures.	City of Duluth, Ecolibrium3, Center for Occupational Research and Development, and MN Department of Commerce.	Training curriculum established; the number of contractors completing training. Action Years: 2023-2025

Work Plan *Continued*

Domains 4 & 5

Social Participation & Respect and Inclusion

Creating a vibrant, diverse community for all ages revolves around fostering social participation, respect, and inclusion. This encompasses providing access to various leisure and cultural activities in the community and establishing opportunities for older community members to connect and actively participate in social and civic interactions with each other and across generations.

While many organizations in Duluth are already doing great work in the community to promote social connections, diversity, and inclusion for older community members and caregivers, the Community Needs Assessment conducted by the Duluth Age-Friendly team revealed that 38.48% of participants desire more social connections.

The findings from the Community Needs Assessment led to the development and implementation of a follow-up survey in May of 2023 that reached 200 respondents and showed that 18.41% of respondents often felt a lack of companionship, and 16.16% often felt disconnected from their family and community. The survey also showed a growing interest in joining more educational events.

To address the need for increased social participation for older adults and caregivers and emphasize the significance of fostering diversity, respect, and inclusion in the community, we have implemented a monthly program called Lunch, Learn, and Share. This program welcomes community members over the age of 50 to meet monthly at the Harrison Community Center in the Lincoln Park neighborhood of Duluth and focus on social connection, resource sharing, and education. Caregivers are encouraged to bring to-go lunches home to the person they care for. Our Lunch, Learn, and Share began in early 2023 and features experts on topics like Aging with Meaning and Purpose, Legal Topics for Older Adults and Caregivers, and Fall Prevention and Safety in the Home.

In addition to hosting Lunch, Learn and Share events, Duluth Aging Support will continue organizing monthly caregiver support groups, hosting quarterly Dinner with Friends at Blackwoods, and reshaping aging, with a focus on creating a more inclusive and equitable community. Doing so will ensure the voices of older adults are heard and respected in decision-making with a monthly commitment to learning about age-friendly concepts, best practices, and community efforts that impact older community members and caregivers.

Work Plan *Continued*

Domains 4 & 5

Social Participation & Respect and Inclusion

GOAL 1: Increase social participation for older community members and caregivers.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Cultivate meaningful opportunities for older adults in community dwellings and caregivers to build connections, participate in enriching learning experiences, and exchange valuable resources.	Organize and host monthly Lunch, Learn and Share events for up to 30 older adults and caregivers with a focus on social connection, resource sharing, and education—featuring an expert on key topics like Aging with Meaning and Purpose, Legal Topics for Older Adults and Caregivers, and Fall Prevention & Safety in the Home.	Duluth Aging Support, Duluth Parks & Recreation.	Number of Lunch, Learn and Share events hosted, number of new and returning event attendees, and overall event satisfaction through ongoing verbal assessment. Action Years: 2023-2025
	Create Age-Friendly Voices, a 50+ stakeholder engagement group that meets bi-monthly to learn about age-friendly concepts and best practices and provide input on challenges facing older community members.	Duluth Aging Support	The number of meetings and consistent engagement by Age-Friendly Voices group members. Action Years: 2023-2024
	Facilitate monthly caregiver support groups (8-15 participants per group) to foster engagement and address caregiver inquiries promptly and effectively.	Duluth Aging Support (as volunteers for Alzheimer's Association).	Number of caregiver support groups held and the number of new and returning caregiver support group participants. Action Years: 2023-2025

Work Plan *Continued*

Domains 4 & 5

Social Participation & Respect and Inclusion

GOAL 2: Promote a more diverse, respectful, and inclusive community for all ages.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Amplify the voices of older adults in the community and include them in meaningful conversations around issues, projects, planning, and other community and state-level efforts that impact older community members and caregivers.	Organize Age-Friendly Voices, a 50+ stakeholder engagement group that meets bi-monthly to learn about age-friendly concepts and best practices and provide input on challenges facing older community members.	Duluth Aging Support, allied groups that provide education or assistance in 1 or more sessions.	The number of meetings and consistent engagement by Age-Friendly Voices group members. Action Years: 2023-2024
Cultivate a welcoming, safe, and dignified space for individuals living with dementia and their caregivers.	Host Dinner with Friends at Blackwoods every quarter to provide a supportive, enriching, and dignified restaurant experience for people living with dementia and their caregivers.	Duluth Aging Support, Black Woods Grill & Bar.	The number of dinners organized, the number of new and returning attendees, and verbal satisfaction from dinner attendees. Action Years: 2023-2025

Work Plan *Continued*

Domains 4 & 5

Social Participation & Respect and Inclusion

GOAL 2: Promote a more diverse, respectful, and inclusive community for all ages.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Reframe aging by combatting ageist attitudes and celebrating every age in the Arrowhead Region.	Launch the Let's Make Waves to End Ageism campaign with flyers, newsletter, and social media assets to educate and engage the Arrowhead Region.	Duluth Aging Support, Arrowhead Changemakers, Arrowhead Area Agency on Aging, a Division of ARDC.	The number of meetings and consistent engagement by Age-Friendly Voices group members. Action Years: 2023-2024
	Conduct presentations on the importance of reframing aging and combating ageism in the Arrowhead Region.	Duluth Aging Support, Arrowhead Changemakers, Arrowhead Area Agency on Aging, a Division of ARDC.	The number of presentations, the number of attendees, and verbal value as an additional assessment of presentations. Action Years: 2023-2024

Work Plan *Continued*

Domain 6

Civic Participation and Employment

Civic participation, employment, and volunteerism are essential to creating, sustaining, and enriching a vibrant age-friendly community. The impact of civic participation alone fosters a profound sense of belonging and purpose among older adults. Simultaneously, employment and volunteerism emerge as dynamic forces that address workforce and community needs while acknowledging the wealth of expertise and experience that older community members bring to the table.

In light of the projected 33% increase in the population of Minnesotans 65 or older from 2021 to 2037, Duluth is directing its focus toward expanding awareness of civic participation, employment, and volunteer opportunities within the community.

While the primary objective of civic participation is to broaden awareness regarding various avenues for involvement, the secondary goal is to involve and engage older adults in the decision-making process—including using multiple communication channels to ensure community members are informed about open positions in commissions, board, elected offices, and advisory roles throughout the community. Additionally, it involves incorporating elected officials and volunteer representatives into ageism and age-friendly training sessions.

The primary goal behind employment opportunities is to identify gaps in employment linked to older demographics—emphasizing both occupations that require training individuals to address the unique needs of older adults and employment and volunteer opportunities tailored for individuals 65 or older.

In response to the growing number of older adults leaving the workforce, employers and organizations in Duluth are also encouraged to adopt an intentional decision-making framework emphasizing the value of creating inclusive, respectful, and supportive communities for people of all ages.

Work Plan *Continued*

Domain 6

Civic Participation and Employment

GOAL 1: Connect older adults to fulfilling civic, employment, and volunteer opportunities.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Expand awareness of civic participation and service opportunities available to older adults and application of an aging lens in decision making.	Use multiple communications channels to make community members aware of commission, board, elected office, and advisory positions open throughout the community; include elected officials and volunteer representatives in ageism and age-friendly awareness training.	Duluth Aging Support, City of Duluth, Ecolibrium3, Arrowhead Changemakers, Arrowhead Area Agency on Aging, Senior Reporter, Commission on Disabilities, NAACP, United Way, University for Seniors.	The number of older adults referred to positions of service. Action Years: 2024-2025
Provide an intentional decision-making framework that emphasizes older adults.	Adopt Jemez Principles to ensure decision-making for Duluth Age-Friendly activities are made by those most impacted.	Duluth Age-Friendly Steering Committee, Duluth Aging Support, Ecolibrium3, Arrowhead Changemakers.	The number of individuals trained on Jemez Principles of Democratic Organizing. Action Years: 2024-2025
Determine workforce gaps related to aging demographics, including occupations needing trained individuals to meet the needs of older adults and occupation/employment opportunities for those 65+.	Conduct workforce analysis.	The City of Duluth, UMD Labovitz School Bureau of Business and Economic Research, UMD Labovitz School Economics & Health Care Management Department, Business and Industry Leadership Teams, Ecolibrium3, Arrowhead Area Agency on Aging, Center for Occupational Research and Development, MN Department of Commerce.	Aging-focused workforce analysis complete. Action Years: 2024-2025

Work Plan *Continued*

Domain 7

Communication and Information

In today's modern and rapidly changing landscape, the impact of staying connected to people, communities, and valuable information cannot be overstated. This interconnectedness is a cornerstone of an age-friendly community and is pivotal for fostering meaningful connections and accessing information.

However, the rapid advancement of technology has led to a paradox that bridges the gaps for some—while creating barriers for others. As social media platforms, instant messaging, and online communities have become integral to connectivity across generations, older adults and individuals without digital literacy skills or access to the internet or smartphones often find themselves isolated from the broader community.

The repercussions of these barriers go beyond mere social isolation. For older adults, the exclusion from digital communication can also translate into missed opportunities for social interactions and support vital for mental, physical, and emotional well-being. Furthermore, it can hinder their access to critical information relevant to healthcare, community events, and other essential aspects of daily life.

While many organizations in Duluth have been actively working to create a more interconnected community for all ages, our work plan deploys additional strategies to support this ongoing effort. Our primary strategy centers on sustaining our grassroots community outreach efforts—designed to actively strengthen, share resources, and build connections for older adults, caregivers, and individuals in underserved neighborhoods.

In addition to distributing resources about aging service providers and educational brochures, our plan underscores an ongoing dedication to disseminating valuable information and resources for older adults and caregivers through the Connect! for Caregivers booklet and Duluth Aging Support's online Resource Directory, social media channels, and email newsletter.

Work Plan *Continued*

Domain 7

Communication and Information

GOAL 1: Connect older adults and caregivers to other people, information, and resources in the community.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Share valuable resources and information with older adults, caregivers, and individuals in underserved neighborhoods in Duluth.	Maintain and sustain grassroots community outreach efforts on a monthly basis by sharing valuable resources and information in the Arrowhead Region for older adults and caregivers at caregiver support groups, vaccine clinics, and various community events at targeted locations like Damiano Center, Hillside Farmers Market, and Sidewalk Days.	Duluth Aging Support, City of Duluth Parks and Rec, City of Duluth Libraries, Damiano Center, Zeitgeist, and Ecolibrium3.	The number of events exhibited and the number of contacts made at events, including conversations and/or exchange of resources. Action Years: 2023-2025
	Create and distribute Connect! for Caregivers booklets in the community through outreach efforts as a starting point for caregivers and continue to provide additional resources for older adults and caregivers through Duluth Age Friendly's online Resource Directory, social media channels, and email newsletter.	Duluth Aging Support, Essentia Health Foundation, Minnesota Senior Linkage Line, Elder Circle, Alzheimer's Association Minnesota North Dakota Chapter, Arrowhead Parish Nurse Association, Care Partners of Cook County, Koochiching Aging Options, Aging Well Resources Cook County MN, Arrowhead Area Agency on Aging, Lighthouse Center for Vital Living, Age Well Arrowhead, Justice North, Community Partners of Two Harbors, Care Coordinating Area Resources Effectively.	The number of booklets distributed in the community, website traffic to the Duluth Aging Support online Resource Directory, engagement with social media, and open and click-thru email newsletter rates. Action Years: 2023-2025

Work Plan *Continued*

Domain 7

Communication and Information

GOAL 1: Connect older adults and caregivers to other people, information, and resources in the community.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Advance greater community awareness of resources in food access, housing, transit, health, finances, care, education, work, emergency, and legal domains.	Enhance knowledge of the collaborative resource navigation tool WeAreResourceful.	Generations Health Care Initiatives, Essentia Health, Wilderness Health, United Way, BlueCross Blue Shield, Ucare, Ecolibrium3, and related social service providers.	Number of training on Resourceful site usage provided to "helpers." Action Years: 2023-2025

Work Plan *Continued*

Domain 8

Health Services and Community Supports

Access to affordable healthcare, services, clinics, programs, and resources that promote well-being and healthy aging is vital for all residents of Duluth. When these services are easily accessible for older adults and caregivers, it can drastically improve the quality of life for all community members.

A thriving community in Duluth revolves around its access to affordable healthcare services, necessary support and resources throughout various life stages, and preventive programs that offer masks, testing kits, and flu and COVID-19 vaccinations. When evaluating community support and health services, it is essential to consider factors such as social isolation, cognitive disabilities, mobility challenges, and limited support resources, all of which pose potential threats to the health and well-being of a community.

Duluth is committed to the health and wellness of its community and is home to two large healthcare systems, Essentia Health and St. Luke's. Even as a regional medical hub, one of the common themes from the Community Needs Assessment survey revealed opportunities to improve access to affordable healthcare services.

As a result, our work plan prioritizes community support and health services by promoting health and well-being, disease prevention, and safety for older adults and caregivers by continuing to educate, advocate, and support community vaccine clinic events. The American Indian Community Housing Organization (AICHO), Lighthouse Center for Vital Living, and the Healthy Hillside Team coordinate vaccine clinics at various sites across the community, most often in under-resourced neighborhoods. Duluth Aging Support supports these events through promotional strategies, providing incentives, and on-site assistance.

Work Plan *Continued*

Domain 8

Health Services and Community Supports

GOAL 1: Promote health and well-being, disease prevention, and safety for older adults and caregivers.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Increase the number of community members receiving COVID-19 and influenza vaccinations.	Facilitate 2-4 vaccine events at clinics and health fairs in the Arrowhead Region.	Duluth Aging Support, American Indian Community Housing Organization (AICHO), Lighthouse Center for Vital Living, Healthy Hillside Team (Zeitgeist).	Number of vaccine clinics organized and vaccines distributed for COVID-19 and influenza. Action Years: 2023-2024
Provide COVID-19 and influenza vaccine resources and advocacy to help older adults and caregivers maintain and improve their health.	Create, distribute, and reshare vaccine flyers in the community and online through social media.	Duluth Aging Support, American Indian Community Housing Organization (AICHO), Lighthouse Center for Vital Living, Healthy Hillside Team (Zeitgeist).	Number of vaccine flyers distributed and engagement with related social media posts. Action Years: 2023-2024

Work Plan *Continued*

Domain 8

Health Services and Community Supports

GOAL 2: Provide support and resources for older adults and their caregivers in the community.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Continuing to lead support groups for caregivers.	Facilitate two caregiver support groups monthly as volunteers for the Alzheimer's Association in Lakeside and West Duluth.	Alzheimer's Association and Duluth Aging Support.	Number of caregiver support groups facilitated new and returning caregiver participants with verbal feedback on overall value and satisfaction. Action Years: 2023-2025
Develop a comprehensive compilation of caregiver resources across the Northland to enhance support for caregivers and older adults.	Create and distribute Connect! for Caregivers booklets in the community through outreach efforts as a starting point for caregivers.	Duluth Aging Support, Essentia Health Foundation, Minnesota Senior Linkage Line, Elder Circle, Alzheimer's Association Minnesota North Dakota Chapter, Arrowhead Parish Nurse Association, Care Partners of Cook County, Koochiching Aging Options, Aging Well Resources Cook County MN, Arrowhead Area Agency on Aging, Lighthouse Center for Vital Living, Age Well Arrowhead, Justice North, Community Partners of Two Harbors, Care Coordinating Area Resources Effectively.	The number of Connect! for Caregivers booklets distributed at events and throughout the community. Action Years: 2023-2025

Work Plan *Continued*

Domain 8

Health Services and Community Supports

GOAL 2: Provide support and resources for older adults and their caregivers in the community.

SUPPORTING STRATEGY	KEY ACTION	PRIMARY PARTNERS	ACTION METRIC & YEAR
Develop a comprehensive compilation of caregiver resources across the Northland to enhance support for caregivers and older adults.	Provide and maintain an online resource directory with a dedicated page of valuable caregiver resources.	Duluth Aging Support	The number of website traffic to the Caregiver Support category on the online resource page of duluthagingsupport.org. Action Years: 2023-2025
Establish a facilitated community space where community members can be assisted in accessing telehealth services.	Create two telehealth rooms at the Lincoln Park Hub and staff training to support connections.	Ecolibrium3, health care institutions, Duluth HRA, and MN DEED.	Number of community members accessing telehealth from community space. Action Years: 2024-2025

Community Assessment Results

Fall 2022 Community Needs Assessment Survey Results

Demographics Overview

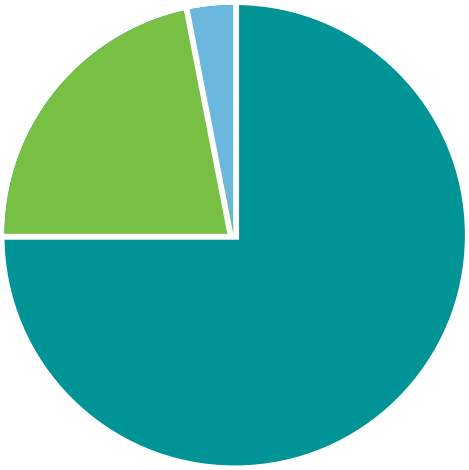
ZIP CODES:

54880 55811 55803 55810 55807
55733 55802 55806 55804 54720
55807 55812 55808 55805

59 (12.11%)
NOT A RESIDENT

RESIDENT OF DULUTH: 428 (87.89%)

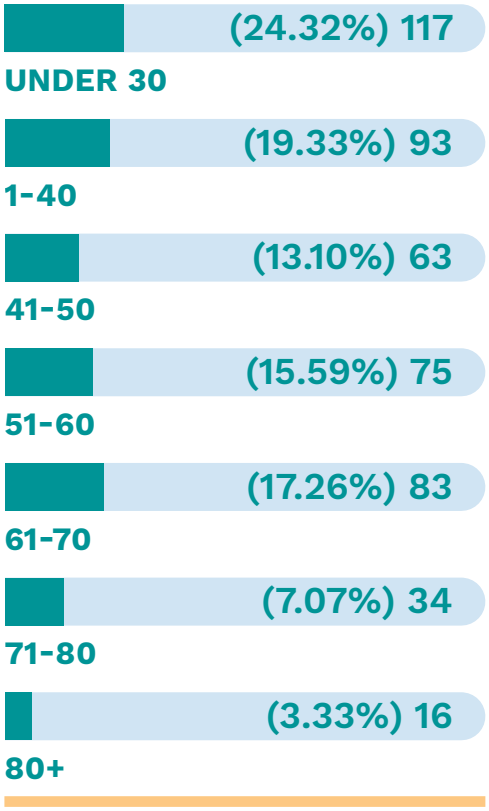
GENDER: HOW DO YOU IDENTIFY?



356	116	16
(73.40%)	(23.92%)	(2.68%)
WOMAN	MAN	NONBINARY

TWO COMMENTS:
"Girl" and "Trans-masa"

AGE RANGE:



TOTAL: 481

Community Assessment Results *Continued*

Fall 2022 Community Needs Assessment Survey Responses

1 How long have you lived in your community?

Less than 5 years	26.78%	128
5-10 years	14.44%	69
11-20 years	16.74%	80
21-30 years	15.69%	75
30+ years	26.36%	126

2 How important is it for you to be in your community for as long as possible?

Very important	63.79%	303
Somewhat important	29.47%	140
Not so important	4.84%	23
Not at all important	1.89%	9

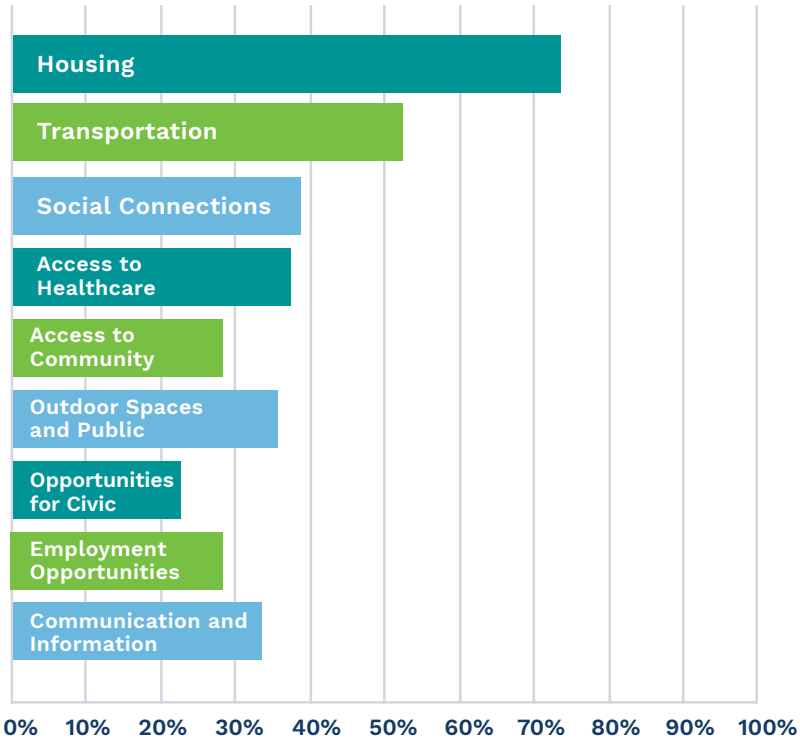
3 How would you rate your community as a place for people to live as they age?

Very good	20.90%	98
Good	35.39%	166
Fair	34.54%	162
Poor	9.17%	43

Community Assessment Results *Continued*

Fall 2022 Community Needs Assessment Survey Responses

4 When you think about your community as a place for people to live as they age, which of the following community areas need the most improvement? (select up to three)



Common themes throughout the comment section:

- Accessible transportation
- Affordable housing
- Need more accessibility to social connection opportunities indoors, not just at bars, and tailored to include older adults
- Technology access, trainings, and support
- Improve Duluth's walk-ability
- Healthcare access and affordability
- Need to connect rural communities with the city
- Increase volunteer opportunities
- Make it easier to find information about all of these domains
- More accessible outdoor spaces

Community Assessment Results *Continued*

Fall 2022 Community Needs Assessment Survey Responses

5 Do you feel socially connected and supported in your community? If no, what could be done? If yes, what's working?

207 people responded YES

189 people responded NO, SOMEWHAT, or UNSURE

105 people do not answer this question

6 How and where do you prefer to get information? Check all that apply.

TV	36.48%	166
Radio	32.97%	150
Print publications	29.23%	133
Family and friends	47.69%	217
Community events	42.42%	193
Social media	52.75%	240
E-newsletters	20.22%	92
Podcasts	11.43%	52
Internet	47.25%	215
Other	7.03%	32

Community Assessment Results *Continued*

Winter 2022 - Spring 2023 Social Connection and Inclusion Survey Results

Demographics Overview

ZIP CODES:

55812 55808
55804 **55806** 55807 55811
55803
55802 55805

21 (10.77%) NOT A RESIDENT

RESIDENT OF DULUTH: 174 (89.23%)

How long have you lived in your community?

Less than 5 years	19.79%	38
5-10 years	13.54%	26
11-20 years	19.27%	37
21-30 years	17.19%	33
30+ years	30.21%	58
TOTAL		469

Does any disability, mobility challenge, chronic disease or other condition keep you or someone you live with from participating fully in social activities with your friends, family and/or community?

17.46%	YES, myself
7.94%	YES, someone I live with
6.35%	YES, both myself and someone I live with
68.25%	NO

Do you live with 1 or more people?

73.68% YES **26.32% NO**

AGE RANGE:

UNDER 30	(13.16%) 25
31-40	(15.79%) 30
41-50	(16.84%) 32
51-60	(15.79%) 30
61-70	(22.11%) 42
71-80	(13.16%) 25
80+	(3.16%) 6
TOTAL: 190	

Community Assessment Results *Continued*

Winter 2022 - Spring 2023 Social Connection and Inclusion Survey Results

1 How often do you feel the following?

You get the social and emotional support that you need (please include support for others)

Not Sure	Never	Rarely	Sometimes	Often
1.99%	1.99%	5.97%	39.3%	50.75%

A sense of belonging or connectedness outside of yourself/family

Not Sure	Never	Rarely	Sometimes	Often
2%	3%	11%	34.5%	49.5%

2 How often do you connect with friends, family, and/or community in the following places?

	Never	Rarely	Sometimes	Often
Community center or senior center	34.34%	27.78%	24.24%	13.64%
Coffee shop, bar, or restaurant	9.64%	22.84%	46.19%	21.32%
Homes of friends, family, or neighbors	4.48%	15.42%	48.26%	31.84%
In your own home	9.14%	19.80%	35.53%	35.53%
Parks or places to recreate, walk or sit outside in nature or gardens	6.00%	18.00%	38.00%	38.00%
Religious centers	38.50%	20.50%	22.00%	19.00%
Schools	38.38%	26.26%	25.25%	10.10%
Theaters, museums, or entertainment venues	12.50%	24.00%	52.00%	11.50%

Community Assessment Results *Continued*

Winter 2022 - Spring 2023 Social Connection and Inclusion Survey Results

3 How often do you have contact with family, friends or neighbors (who do not live with you) via the following means?

	Never	Rarely	Sometimes	Often
In person	1.55%	13.40%	43.30%	41.75%
Video-chat through platforms like Zoom, Facetime, Google Meet, or Skype, etc.	14.65%	28.79%	37.37%	19.19%
Telephone	1.50%	16.50%	42.00%	40.00%
Text	6.47%	8.46%	29.35%	55.72%
Email	10.50%	21.00%	41.00%	27.50%
Social Media	19.60%	18.59%	31.16%	30.65%

4 How often do you participate in the following activities?

	Never	Rarely	Sometimes	Often
Parks and recreation event/activities	12.56%	32.16%	35.68%	19.60%
Faith/Worship activities	40.40%	22.22%	18.18%	19.19%
Community events	9.64%	26.40%	52.28%	11.68%
Offerings/events through work	35.86%	23.23%	34.34%	6.57%
Volunteer opportunities/events	20.51%	27.18%	35.90%	16.41%
Online games	58.16%	12.76%	18.37%	10.71%
Education events (workshop, classes, etc.)	24.00%	30.00%	36.00%	10.00%
Activities through a university or college	41.29%	28.86%	21.89%	7.96%
Civic group	41.03%	27.69%	20.51%	10.77%

Community Assessment Results *Continued*

Winter 2022 - Spring 2023 Social Connection and Inclusion Survey Results

5 List your top 3 favorite activities and where you did them over the last year (e.g. Fishing on the St. Louis River or chess club at the local community center).

garden Duluth community Lincoln Park Hiking participating family Library Fishing Boating Lake Playing Gardening Skiing Biking Hartley & Munger Duluth Biking Mountain Biking Park Fishing Road Biking Mountain Walking Comedy Show Zeitgeist Mountain Biking Hartley Trails Home Chester friends Boating Lake Superior Walking Trails Reading local Reading Home community garden Duluth Lincoln Park play visit neighborhood people class lake Community events Duluth Going work Visiting Lake Walk Reading Home Hiking friends Bowling home Walking Reading Home Yoga games Parks community trails Skiing Biking Canal Park beach Lester Park Spirit Walking Park Point Duluth Swimming Library neighborhood people outside home family homes Movies Time home family

6 How often do you feel the following?

	Not Sure	Never	Rarely	Sometimes	Often
Lack of companionship	2.99%	14.43%	33.83%	30.35%	18.41%
Left out	3.52%	13.07%	38.69%	32.16%	12.56%
Isolated/lonely	3.00%	17.00%	37.00%	30.00%	13.00%
Disconnected from your family/community	4.55%	22.22%	25.25%	31.82%	16.16%

Community Assessment Results *Continued*

Winter 2022 - Spring 2023 Social Connection and Inclusion Survey Results

7 What, if any, barriers do you experience that prevent you from having the level of connection that you would like to have? (e.g. Transportation, lack of activities, no internet, etc.)

covid town family time health people bus transportation community lack of housing activities Duluth, MN lack of activities work

8 Do you feel like there are many opportunities in Duluth to connect through the activities/places that you are interested in?

sure Community sometimes places feel things activities find opportunities need parks Yes lot Duluth much people time Library

9 What connection opportunities are there and/or what might be missing in Duluth? (a specific organization, event group, etc.)?

seniors Senior Centers help Parks None take clubs social kids opportunities groups sure events family Duluth know activities for people center community order Garden community centers needs missing

10 What, if any, groups, activities, events, spaces, and/or volunteer opportunities would you be interested in joining? (e.g. joining a volunteer event to build a garden bed in a community garden).

Arts Maybe already sure community garden outdoor lots thinks needs activities moment join time Garden clubs volunteer many None groups people community love help Park community centers missing Churches food events building opportunities school need job local family

Appendices and Supporting Documentation

1. https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2014/how-to-create-a-community-action-plan.html
2. https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFC-action-planning-elements.pdf
3. https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFC-action-planning-overview.pdf
4. https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFSC-action-planning-section-descriptions.pdf
5. https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFC-action-planning-writing-MVVStates.pdf
6. https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFC-Action-Planning-IDPrioritiesSMARTGoals.pdf
7. https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFC-action-planning-custom-implementation.pdf
8. https://www.aarp.org/livable-communities/network-age-friendly-communities/
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19. https://www.redfin.com/blog/what-is-duluth-mn-known-for/
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