

Age-Friendly Hyattsville Work Group Meeting

Friday, July 24, 2020; 11:00 a.m. to 12:00 p.m.

Zoom Webinar

https://zoom.us/webinar/register/WN_hWogbWvuTMymQTfmGJkoGg

Work Group Attendees: Enda Little (W-4); Sherri McGee (W-2); Denise Snyder (W-2); Lisa Walker (W-2); Winifred Weaver (W-1)

Staff: Colleen Aistis, Community Services Manager; Reggie Bagley, Emergency Operations Manager; Cheri Everhart, Interim Director, Community Services; Jan Guszynski, Special Project Manager; Marci LeFevre, Age-Friendly Program Lead; Taylor Robey, GIS Analyst, Community and Economic Development

City of Hyattsville 2020 Complete Count Update

Marci LeFevre welcomed and introduced Jan Guszynski, Special Project Manager for the City of Hyattsville, and staff liaison for the City's Complete Count Committee (CCC). Jan, who joined Hyattsville in her project manager role last November, also serves as a staff liaison for the City's Race and Equity Task Force.

Jan shared that the CCC was established by the City Council in 2019 to help increase participation in the 2020 Census. According to the Census 2020 Hard to Count mapping site, Hyattsville had been identified as being at risk of a significant undercount due to the difficulty in reaching renters, non-English speakers, and older adults — community members considered among the hardest to count and disproportionately impacted by a reduction in services prompted by an undercount.

Jan noted that, according to the U.S. Census Bureau, the City loses \$18,250 over 10 years for every uncouned person. These are funds that otherwise would be allocated for social services, schools and other community resources. To help expand outreach to hard-to-count populations, Jan shared that the City is emphasizing three key messages: the 2020 census is easy to complete, it's important, and it's safe (fear of legal retribution inhibits some immigrant populations from participating in the census).

Strategies for creating awareness about the census include, but are not limited to, the following:

- Recruiting CCC members from different parts or segments of the community
- Utilizing social media (including and with a focus on Spanish-speaking populations)
- Advertising the census at 2020 City events (e.g., COVID-19 emergency food distribution event)
- Partnering with local health clinics and faith groups
- Partnering with area property managers
- Door-to-door canvassing (physically-distanced)

The deadline for participating in Census 2020 is September 30. The census can be completed online, by phone, or by mail. For additional census information, residents can call 844-331-2020 or visit www.2020census.gov.

Jan encouraged work group members interested in learning more about Census 2020 or volunteering with outreach efforts to contact her at JGuszynski@Hyattsville.org.

Using Data to Identify Hyattsville's Senior and Vulnerable Populations

Marci welcomed and introduced Taylor Robey, GIS Analyst with the City of Hyattsville's Community and Economic Development Team. Taylor has been assisting City staff with a relatively new effort to map vulnerable populations.

At the June 26, 2020, Age-Friendly Work Group meeting, City staff described how they and Taylor are exploring and applying geographic information system (GIS) technology to map where vulnerable community members dwell within the City. Understanding where and how socially vulnerable populations may be affected by emergency scenarios such as flooding, City-wide power outages, and pandemics can help the City allocate resources more effectively during the four phases (mitigation, preparedness, response and recovery) or life cycle of a disaster.

Marci shared that social vulnerability indicators (SVI) commonly used to identify high-risk older adults by national and regional agencies involved in emergency preparedness planning and management include:

- Socioeconomic status variables (such as income, poverty, employment, and education)
- Household composition and disability variables (such as age, living alone and/or living with a disability)
- Minority status and language variables (such as race, ethnicity, and English language proficiency)
- Housing and transportation variables (such as housing structure, population density, and vehicle access)

Other variables used by national and regional agencies to identify potential older adults at-risk include:

- Nursing and assisted living home residency
- Senior housing residency
- Long-term care facility residency

Taylor walked work group members through a data mapping exercise and shared some preliminary learnings to date about the City's vulnerable older residents. Among the list of indicators outlined below being analyzed by City staff, Taylor demonstrated how selected data sets appearing in bold can be overlaid and analyzed at the census block level to identify specific vulnerable populations.

- **Seniors 65+ [Age]** [data for residents 60+ to be analyzed as well]
- **Household with No Internet Access [Digital Divide]**
- Limited English Proficiency [Language]
- No Health Insurance [Health]
- **Persons Below Poverty Level [Income]**
- Race and Ethnicity [Demographic]
- Free and Reduced Lunches [can be used to identify grandparents raising grandchildren]
- Group Quarters (Senior Housing)
- **Vehicles per Household [Transportation]**

Work group members found the demo to be informative and expressed great interest in learning more about the mapping project as it unfolds. Taylor noted that updated maps can be shared with the work group in the near future, as well as written summaries detailing findings. Updated maps will include facilities (e.g., Friendship Arms, senior assisted living facilities) to provide greater context.

Work group members noted that GIS technology could assist the City as well with its efforts to expand outreach to hard-to-count populations for the 2020 Census. Jan noted that she and the CCC are using similar data to identify populations that are typically hard to reach (e.g., renters, senior citizens, residents with limited English proficiency), and that GIS technology could further enhance the City's census outreach efforts.

Reggie noted that GIS technology can play a helpful role in identifying geographic areas in the City having higher numbers of confirmed COVID-19 cases, which can help City staff more effectively deploy information and resources to affected communities. For example, the relationship between public transportation use (e.g., Metro stations and ridership) and COVID-19 cases could be analyzed to identify virus exposure patterns and prevention strategies. Taylor offered to assist Reggie with analyzing data; Reggie suggested analyzing data after the City's COVID-19 test site closes at the end of the month.

Key Updates

- Older Adults Community Needs Survey
The Older Adults Community Needs Survey (to be renamed Senior Citizen Community Needs Survey) is in its drafting stage. Input from the Age-Friendly Work Group, community partners and other stakeholders will be requested on the draft over the next two weeks. The survey will be piloted in the early Fall, before being more widely distributed to residents later this year.
- Emergency Assistance Voluntary Registry for Vulnerable Populations
Draft materials (program descript, participant application) for the City's proposed Emergency Assistance Voluntary Registry have been assembled and will be forwarded to the City's Legal Counsel for review and guidance. Feedback on the program is anticipated to be received from the City's attorney in early August.
- AARP Community Challenge Grant
The City's application for the AARP Community Challenge grant, submitted in May, was not selected as a winner. AARP received more than 2,400 entries. The City was encouraged by AARP to explore other funding opportunities for the proposed initiative, which entailed establishing a Mobile Civic Engagement Toolbox.

Announcements

- Lisa Walker, Board Chair of Hyattsville Aging in Place (HAP), announced that HAP is co-hosting a community event, *COVID-19: It's Complicated (Especially for Older Adults)*, a Zoom webinar with Dr. Stephanie Trifoglio. The virtual event will be held on Saturday, August 8, 2020, at 2:00 p.m. More information is available at www.HyattsvilleAgingInPlace.org/events.

Next Meeting(s)

Age-Friendly Hyattsville Work Group meetings for August, September, and October:

- Friday, August 28, 2020, 11:00 a.m.
- Friday, September 25, 2020, 11:00 a.m.
- Friday, October 23, 2020, 11:00 a.m.

Adjournment

The meeting was adjourned at 12:20 p.m.