

Manchester Wellness Coalition | Plan Year 4

NAME OF THE INTERVENTION	Manchester Retirement Community Planning
CWF Element* to Impact	Connect with Others in Healthy Ways (primary), Eat Better/Move More (secondary)
Fiscal Agent	Village of Manchester
Tax I.D	38-6004707
Implementation Contacts (2 or more required)	Jeff Wallace, Ray Berg
Contact phones and emails	Jeff Wallace, Village of Manchester – 734-428-7877, jwallace@vil.manchester.org Ray Berg, Manchester Wellness Coalition – 734-428-7705, rayberg@att.net
Date Funding Required	July 2015
Implementation Date	July 2015
Estimated Completion Date	December 2015
Total Amount Requested from CWF	\$5,000

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</p> <p><i>Typically one paragraph and 3-5 sentences</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>This intervention will support the engagement of specialized planning expertise, facilitation meetings, and community outreach related to the planning and design of a continuing care retirement community within the Village of Manchester. The Village is partnering with United Methodist Retirement Communities and Silver Maples of Chelsea to determine the feasibility, capacity, facilities, economics and location of an independent living/assisted living facility for the Manchester community, to meet local market demand for such units. This demand was determined in an independent study completed for UMRC and the Village of Manchester by CliftonLarsonAllen LLP in 2014. This facility will address an existing need determined by the Manchester Wellness Coalition in its Year 4 planning, the lack of retirement living options in Manchester. The target population is Manchester-market seniors who currently must leave the Manchester area when needing or wanting these types of living arrangements, and Manchester-area residents seeking such accommodations for aging family members to live near them. This intervention also recognizes the expected surge in such demand as the baby boomer generation reaches age 75 beginning in 2021.</p>
<p>2. How does this intervention fit into the 1 and 5 year goals and plans of the Coalition?</p>	<p>1. This intervention specifically addresses the Manchester senior population demographic, which the Coalition has determined needs to be a priority in Year 4 of our plan. Prior years of our 5-Year plan have generally implemented improvements impacting younger demographics. The Coalition</p>

<p><i>Please be specific and refer to the current documents stating the Coalition's 1 and 5 year plans and goals. Should include specific health/wellness indicators.</i></p>	<p>has become aware of the growing number of older Manchester residents having to leave the community because of the lack of suitable living facilities.</p> <p>2. This intervention will clearly assist with the CWO mission for our seniors, as well as improving the availability of healthy meals and move more physical activities in a central and accessible setting. It supports the Coalition's 5-Year Plan objective to increase the number of interventions targeting our senior population, and to more directly engage this population in the 5 Healthy Towns program.</p>
<p>3. What are the specific goals for the intervention? <i>Specific goals: For each goal address these 5 points so that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<ol style="list-style-type: none"> 1. Engage at least 200 Manchester-area seniors in the identification of specific needs and wants for a new retirement facility, by direct outreach with an EDDM mailer and paper survey questionnaires, by use of an on-line survey questionnaire, by invitation to two community forums, and by their direct contact with the organization(s) who will construct and operate this facility. 2. Make the entire Manchester community aware of this retirement community planning by an EDDM mailer to approximately 5000 Manchester addresses, seeking their input and attendance at planning forums. 3. Identify and engage retirement community planning expert(s) to organize and conduct two community planning forums in the late Summer 2015 period, seeking and collecting community input which will assist UMRC/Silver Maples with better defining the demographics, income levels, needs and wants of the potential residents of this facility. 4. Assist with the collection, summarizing and presentation of data collected at the community forums and via survey response forms. Work with UMRC/Silver Maples as needed to analyze the data and prepare a report on overall Manchester community support, specific end results, and the definition of the next steps towards achieving the goal of a new facility in Manchester. 5. Specifically engage the Manchester Area Seniors Citizens Council (MASCC) to assist with communications and support for this project. <p>Members of the Manchester Wellness Coalition, MASCC, and the Village of Manchester will provide in-kind personnel time as needed to prepare materials, organize meeting facilities, publicize the intervention and its specific activities, and collect and organize data.</p>
<p>4. What are the key data that will be collected, analyzed, and used to evaluate the intervention? <i>Should include:</i></p> <ul style="list-style-type: none"> • <i>Units of Engagement</i> 	<ol style="list-style-type: none"> 1. Number of participants in the two community forums. 2. Number of survey response forms returned, both from forums and by mail response. 3. Number of on-line surveys completed. 4. Quantities of local residents and other persons expressing interest in future living in the proposed retirement community.

<p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>5. Final report summarizing data collection of responses.</p>
<p>5. What are the estimated of the Units of Engagement for the intervention? <i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i> <i>Example: 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>1. Two community forums – 150 persons total (x) 2.0 hours = 300 person-hours of engagement 2. EDDM mailer postcard – 1500 reads (X) 10 minutes = 250 person-hours of engagement 3. Paper survey responses, mailing = 100 persons (x) 0.75 hour = 75 person-hours of engagement 4. On-line survey responses = 300 persons (x) 0.5 hour = 150 person-hours of engagement</p> <p><u>Volunteer engagement</u> Intervention publicity – 20 person-hours Community forums – organizing, facilities arrangements – 40 person-hours Survey data collection and organizing – 80 person-hours</p>
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> • <i>Obtaining all required permits and permissions and all other communication required</i> • <i>Deciding on dates, times, locations</i> • <i>Marketing – both developing and distributing marketing materials</i> • <i>Recruiting necessary volunteers</i> • <i>Developing tools to collect data and pictures</i> • <i>Analyzing data collected</i> • <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> • <i>Preparing and presenting presentations and reports</i> • <i>All other specific tasks for this intervention to be successful.</i> 	<p>The Manchester Wellness Coalition will be responsible for organizing the community forums, publicity for the intervention and events, working with the Village of Manchester and other local entities on the forum locations and facilities, producing the EDDM mailer and survey content and methods, collecting/organizing the data received from forum and survey participants, and preparing any reports for the Village of Manchester to submit as required by CWF. The responsible person is Ray Berg, rayberg@att.net.</p> <p>The Village of Manchester will act as the fiduciary for this intervention, as liaison with United Methodist Retirement Communities and Silver Maples of Chelsea personnel, and providing Village facilities as needed. The Village will submit reports to CWF on intervention progress and results. Jeff Wallace, Village Manager, is responsible for Village input. jwallace@vil-manchester.org.</p> <p>The Manchester Area Senior Citizens Council will assist in promotion, awareness and data collection for this intervention. Jan Steinhauer will serve as the MASCC contact. jnali7190@yahoo.com.</p>

<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>No.</p>
<p>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability)? <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>This intervention is collaborating with UMRC and Silver Maples of Chelsea, and is premised on a previous study completed by UMRC through CliftonLarsonAllen LLP which shows positive support for a retirement facility in the Manchester market area. Subsequently, Village of Manchester and Manchester Wellness Coalition representatives have met with UMRC and Silver Maples to identify and view several potential locations for such a community within the Village limits. The Village also provided the recently completed Gibbs Planning Group Manchester Retail Study to UMRC/Silver Maples, containing current demographic and income data on the Manchester area.</p> <p>UMRC and Silver Maples of Chelsea are continuing with a more in-depth economic analysis of such a facility within the Village of Manchester, and the Village and the Manchester Wellness Coalition wish to contribute to this planning effort by maximizing local awareness of such a potential facility, by hosting community forums to allow UMRC/Silver Maples to glean the best data available on community interest, quantities of persons, specific needs and wants of community members, and to keep the community fully informed of ongoing activities and progress.</p>
<p>9. If this is a continuing intervention: A. How many years has this intervention been funded by the coalition? B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to CWF? <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to CWF?</i> C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p>	<p>Year 4 is the first year of this intervention. This is planned to be a one-time intervention seeking CWF support.</p>

D. Has the amount requested from the coalition increased or decreased? Why? E. How many more years will this intervention request funds from the coalition?	
10. Provide citation(s) of similar programs used as a model in developing this intervention.	

INSERT A BUDGET which shows all sources of income and categories for expenses. Please also indicate which expenses will be covered by the funds from the Chelsea-area Wellness Foundation.

Income:	Chelsea-Area Wellness Foundation: \$ 5,000 Village of Manchester \$ 1,000	
Expenses:	Basic promotional materials: \$ 100 EDDM mailer postcard/return form: \$ 2,000 Engage retirement community expert/facilitator: \$ 3,400 Community forum expenses: \$ 300 On-line survey expenses: \$ 200	

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$5,000	83%
Total funds from other sources	\$1,000	17%
Marketing/Advertising	\$400	7%
Compensation – to one or more people	\$3,400	56%
Infrastructure (structure that lasts 5 years or more)		
Other expenses – Mailers/surveys/data collection	\$2,200	37%

Plan Year	Amount \$\$ granted	Amount Spent	Amount carried over	Amount returned to CWF
Year 1				
Year 2				
Year 3				