

**Birmingham, Beverly Hills, Bingham Farms, Franklin, Southfield Township**

# Joint Senior Services Committee

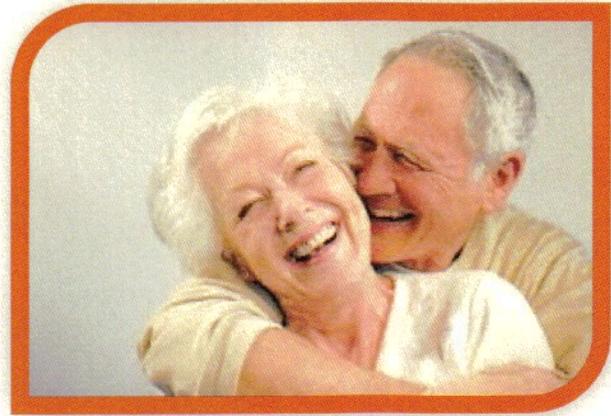
## Mid-term Report to the Municipalities



**February 2013**

## Executive Summary

Each of the community leaders that form the Joint Senior Services Committee (JSSC) started this assignment with different perspectives on the seniors in our community and their needs. We all have a much deeper understanding today. As we continue on our journey of discovery, this is some of what we have learned so far:



- There are many more seniors in our local area than we thought – on a percentage basis, by next year, more than in Florida.
- We have good senior services in our community, including vital services like transportation, meals and outreach that impact thousands of seniors and their family caregivers. On the other hand, by comparison with other peer communities, our senior facilities are just adequate.
- The organization that provides these services, Birmingham Area Seniors Coordinating Council (BASCC), receives only around 11% of their funds from their supporting municipalities – much lower than surrounding senior centers.
- This has gone unnoticed because the local schools have donated a building and some staff salary to fill the void. This historical arrangement with the schools is unique based on what we have seen.
- Even with this major annual donation, BASCC has begun to dip into endowment principal to balance their books. This is not a sustainable practice.
- Two trends seem clear going forward:
  - The senior population is growing – the only growth segment in our local community. More population = greater needs = more services.
  - Changes in state public school funding threaten the continued gift from the local schools. Exactly when is not clear.
- So BASCC is at a cross road: how to provide services to a growing population when funding is tight and likely to get tighter.

**Many would be surprised to know that by 2014 the BASCC communities will have a higher percentage of adults over 60, than does Florida.**

We know from looking at other communities that there are viable funding models and governance models that could work in a multi-municipality environment like ours, even where each municipality places a different priority on senior services.

Our plan now is to gather input from the community members on what they consider vital senior services, and what they would be willing to pay for such services. All this will be packaged in the form of final recommendations. Your JSSC representative will keep you informed of our progress and timeline.

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\* Numbers in parenthesis, throughout this report, refer to supporting materials



## Establishment of the Joint Senior Services Committee

The Joint Senior Services Committee (JSSC) was established in June of 2012 to address areas of need for our rising senior demographic, including the appropriate funding and governance models necessary to support these needs. The seven participating organizations of the JSSC appointed a total of 19 community leaders to serve on the committee. The membership covers all the municipalities included wholly within the boundaries of the Birmingham Public School district, including: City of Birmingham, Village of Beverly Hills, Village of Bingham Farms, Village of Franklin, and Southfield Township, as well as the existing senior services provider, Birmingham Area Seniors Coordinating Council (BASCC) and the Birmingham Public School District. (1)



This committee will provide policy recommendations to the governing bodies for providing activities and services to individuals 55 years of age and older. “Activities and services” means identifiable actions directed toward the improvement of the social, health, housing, educational, emotional, nutritional, recreational, and legal or mobility status of older persons. (2)

The original JSSC formation memorandum (Robert J. Bruner, Birmingham City Manager), a sample municipal resolution for JSSC participation, and the complete JSSC membership roster are included in the supporting materials at the end of this report. (3)

## Duties of the Committee

### The duty of the Joint Senior Services Committee is four-fold:

1. Study what other area communities are doing in regard to funding and managing senior programs and services.
2. Gather public input to create a consensus around what senior programs and services our seniors need, want and are willing to fund.
3. Prepare policy recommendations regarding a combination of programs, services, revenue sources and governance models.
4. Solicit public input on these policy recommendations before reporting back to each governing body.

## Committee Activities to Date

The activities of the committee to date include:

1. Completed site visits to four senior centers in Oakland County: Bloomfield Township Senior Services, Rochester Older Persons Center, Royal Oak Senior Center and the Troy Community Center
2. Created a matrix of the four senior centers comparing the governance, facility programs, services and demographics to BASCC.
3. Attended presentations in August by Jim McGuire from Area Agency on Aging, 1-B on “Preparing for the Age Wave” and, Tom Jankowski from the Wayne State Gerontology Institute on “Why you should support Senior Services”.
4. Retained the Detroit Executive Service Corps to facilitate seven focus groups: four user groups of BASCC members, two non-user groups and one caregiver group. Each community representative recruited participants from a list established by BASCC. The focus groups were completed in February 2013.

### BASCC – Past and Present

The Birmingham Area Seniors Coordinating Council (BASCC) was established in 1977 when individuals from the community and the Birmingham Public School district Lifelong Learning Initiative proposed to the City of Birmingham the establishment of an area wide senior citizen program. By 1978, an ambitious new group from the area had established goals and objectives and adopted the name: Birmingham Area Seniors Coordinating Council and Center (BASCC.) (4)



BASCC has relocated several times throughout the years but the mission is the same as it was in 1978. The mission of BASCC is to identify and meet the needs of older adults and persons with disabilities by soliciting and coordinating community resources to provide educational, recreational and social programs, supportive outreach services and volunteer opportunities.

Over 35 years later, BASCC is a thriving non-profit organization serving 1,100 members residing in the Birmingham Public Schools service area. Communities served by BASCC include the City of Birmingham, and the Villages of Beverly Hills, Bingham Farms, and Franklin. Members enjoy the welcoming Midvale Center, located in a neighborhood setting, with easy parking and affordable programs that enhance seniors socially, physically, and intellectually. Senior Programs offered include health, fitness and sports, creative arts, computer classes, cards and games, as well as, local and regional travel opportunities.

Outreach services that allow older adults to live independently include information and referral services, transportation, tax assistance, counseling, support groups, nutrition support and more. A recipient of the Outreach services does not have to be a member of BASCC. In 2011, the BASCC outreach department touched the lives of more than 20,000 people in the area including seniors, their caregivers and family members.

The Outreach Services and Senior Programs provided by BASCC are beneficial to the aging population and their families. The goal of the Outreach Department is to assist and guide seniors, caregivers and their families with unbiased guidance in sorting through the many services available to them. Specific programs to educate the seniors in mental and physical acuity, nutrition, safety, socio-economic and general well-being are offered throughout the year. Over 19,000 people benefited from the many programs and events at the center in 2011. (5)

**In 2011, the BASCC outreach department touched the lives of more than 20,000 people in the area -- including seniors, their caregivers and family members.**

The number one concern of seniors getting older is transportation. Since 1990 BASCC has provided transportation to seniors age 55+ and disabled adults. In the last 10 years 32,000 passengers have benefitted from this service which provides transportation for medical, dental, personal appointments, shopping or activities at BASCC. The request for this service will only continue to grow as the population continues to age.

The center is open Monday through Friday, 9 am to 4 pm, with evening hours for specific classes and clubs. The facility is comprised of five classrooms, a gym, lobby and five offices for its eight part or full time staff members. Several of the classrooms are used for specific programs such as the computer lab where members can check their e-mail or take one-on-one computer lessons. Other classrooms are designated for art classes and a library.

As a non-profit organization, BASCC's funding is provided by various grants, donations, fundraisers, membership dues, municipal support and investment income. The Birmingham Public School district provides in-kind support which includes use of half of the Midvale Center and a portion of the Executive Director's salary. The Birmingham Public School Districts continued support of the Lifelong Learning initiative from 1978 has allowed BASCC to grow from one room at Derby Middle School to 14,500 sq. ft. at the Midvale Center.

The organization has a Board of Directors overseeing its financial and operational activities. The current twenty member BASCC Board of Directors includes representatives from the City of Birmingham, the Villages of Beverly Hills, Bingham Farms, Franklin and the Birmingham Public Schools. Board members have varied backgrounds in finance, education, law and public relations.

There are other local area organizations that provide similar programs as BASCC, such as the Community House, BPS Community Education, Baldwin Library, the BBAC, YMCA, local social clubs and the faith-based community. Each organization serves a niche in the community, but unlike other organizations, BASCC has the sole responsibility to serve the 50+ population along with their caregivers and families. BASCC offers supportive outreach services and programs which provide the important social interaction for seniors' emotional and physical health that allows them to continue living independently within the community. BASCC member, Lois Rowe, stated recently that, "BASCC is better than any organization or church that I've ever belonged to."



### Importance of Seniors in Our Community

Seniors are the foundation for our families, social institutions and communities. They provide important participation in our councils, service organizations, committees and churches. Supporting the programs and services available to seniors is becoming more of a priority for every community.

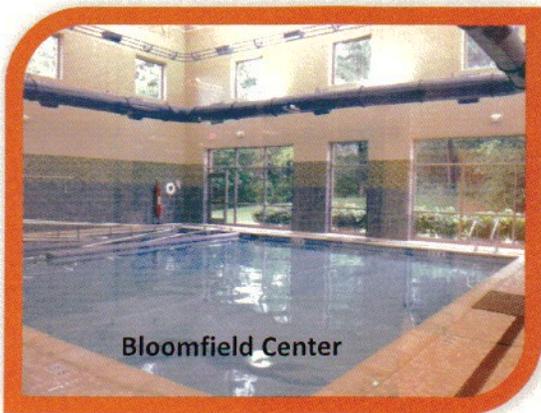
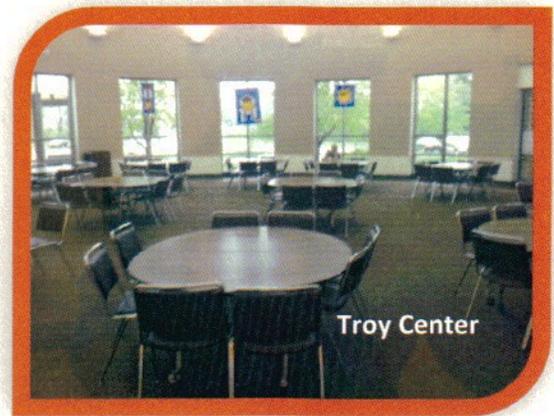
The current wave of retirees is transforming the way communities look from the way they grow, to the details of infrastructure decisions like curb height and street sign font and size. A survey conducted by AARP indicates that 84% of baby boomers *plan* on staying in their current homes – but in reality, a smaller percentage, around 70%, are able to do so. With that in mind, the goal of local communities is to help aging residents lead fulfilling lives while remaining engaged and active, during their senior years. This has been termed "aging in place". (6)

Seniors are a vital part of our local economy. Just in Oakland County, seniors injected \$5.1 billion into the local economy. For each 100 retirees that move to or stay in the region it's estimated that over \$4 million will be spent on services and in retail and an additional \$1.4 million will be spent on healthcare. An active senior center brands an area as a preferred retirement location and assists in retaining and attracting retirees and the economic resources that they contribute. (7)

**For each 100 retirees that move to or stay in the region it's estimated that over \$4 million will be spent on services and in retail and an additional \$1.4 million will be spent on healthcare. (7)**

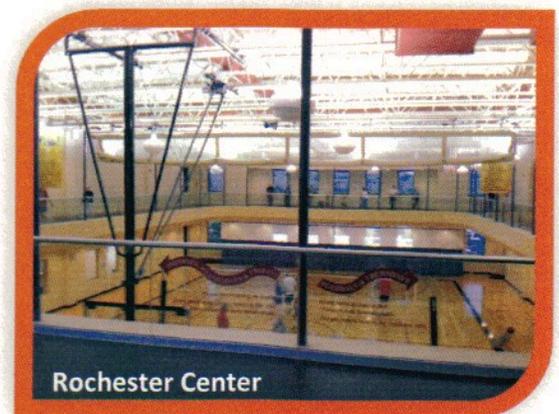
## Senior Services in Oakland County

In Oakland County there are 42 senior centers that provide programs, outreach services and transportation to seniors. Each of these centers offers a variety of programs and services based on their facility, funding and the needs of the community. The JSSC members had the opportunity to tour four senior facilities Bloomfield Township Senior Services, Rochester Older Persons Commission (OPC), Troy Community Center and Royal Oak Senior Center and compare their programs and services. (8)



Bloomfield Township Senior Services and the Rochester (OPC) facilities were built in the early 2000's with extensive health and wellness facilities to serve the growing and diverse 50+ demographic. These facilities are supported by a .25 millage, program fees, fundraising and transportation grants. They provide adult day care services and extended hours to meet the needs of older adults who work or have care-giving responsibilities during the day which can limit their participation. Rochester OPC is open six days a week for a total of 82 hours and Bloomfield Township Senior Services is open six days weekly for a total of 75 hours. In comparison to the two centers BASCC is open 5 days a week for a total of 35 hours.

The Royal Oak Senior Center is similar to BASCC in their program offerings and age of their facility. They're funded by Community Development Block Grant funds, transportation grants, fees and donations. The Troy Community Center is a multi-age center with 127,000 sq. ft. that has specific programs for their 50+ residents including a therapy and lap pool. The center is funded through the municipal general fund, program fees, minor grants and donations.



## Future Challenges

These senior centers and the rest in Oakland County are serving an important need which will grow rapidly as the “Silver Tsunami” demographic shift accelerates. In 2010 the percentage of residents age 50 and over ranged between 35% in Birmingham and 65% in Bingham Farms. (9) By 2019, one in four residents of the BASCC area will be age 60 or older. BASCC is not currently capable of meeting the anticipated growth associated with these changing demographics. (7)

**By 2019, one in four residents of the BASCC area will be age 60 or older. BASCC is not currently capable of meeting the anticipated growth. (7)**

BASCC faces an uncertain economic future. For more than 10 years the organization has used principal from its endowment fund to balance the annual operating budget. This is not sustainable long-term. While other nearby communities generally fund senior services through the local government, the cost of providing senior services through BASCC has been born largely by the Birmingham Public School (BPS) district. Although the City of Birmingham and Bingham Farms still provides some BASCC funding (\$44,100 and \$1,500 respectively), financial pressures have forced them to cut their support for seniors. Municipal funding now accounts for only 11% of BASCC’s total funding. BPS funding accounts for approximately one-third of BASCC’s total funding through direct and in-kind support.

BASCC appreciates the support from BPS. But it is unusual in comparison with surrounding communities. If school funding were to change, a reduction of BPS direct or in-kind support estimated to be \$300,000 would result in BASCC facing a facility, programming and financial crisis. On the other hand, changes to school funding could be a catalyst that leads to a change in BASCC funding, creating a more permanent source of revenue predicated on an “up-front” funding for senior services vs. the unusual BPS funding formula that is used today.

The communities represented on the JSSC have to make choices between a proactive approach that creates age-friendly communities or other priorities. The present approach is largely a result of historical decisions rather than proactive planning. Securing the long-term health and prosperity of the senior community may require a funding solution that is more aligned with traditional norms in local government funding.

## Next Steps

The committee will now turn its attention to analyzing the results of the community focus groups to gain a deeper understanding of the needs of seniors in our community.(10) Combined with the information in this report, the input from the community focus groups will allow us to answer the questions outlined below, which will serve as the basis for our preliminary recommendations.

1. How should BASCC be configured going forward, to meet the needs of the community?
  - a. Service Area and Clients
  - b. Programs and Services Offered
  - c. Facilities
  - d. Administration/Staffing
  - e. Community Partnerships
2. How much will it cost to meet these needs?
3. How should BASCC be funded going forward, i.e. what combination of revenue sources?
4. What should the BASCC governance model be going forward?
5. What will be required of each municipality? Will tiered levels of participation be appropriate to meet the unique needs of each municipality?

These preliminary policy recommendations will then be shared with the community through a series of community forums. This will allow the JSSC to confirm and further refine our recommendations before final presentation to each of the participating municipalities.

Your municipal representative on the JSSC will keep you informed of our progress and timeline for submitting final recommendations.

## Supporting Materials

1. JSSC Membership
2. Joint Senior Services Committee Resolution
3. JSSC Memorandum from Robert J. Bruner, Birmingham City Manager
4. History of BASCC
5. BASCC Description of Services
6. How Will Boomers Reshape US Cities?, September 2012, Governing Magazine
7. Preparing for the Age Wave – Jim McGuire, Area Agency on Aging, 1-B
8. Comparison of Senior Services by Community
9. SEMCOG 2010 Census Data and Forecast
10. DESC Consulting Agreement

## 1. JSSC Membership

## Joint Senior Services Committee

### **BASCC**

Dorothy Pfeifer, [pfeifer.dorothy@gmail.com](mailto:pfeifer.dorothy@gmail.com)

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### **Bingham Farms**

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### **Birmingham**

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### **BPS Board**

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Lori Soifer, alternate, [LLSbpsBoard@gmail.com](mailto:LLSbpsBoard@gmail.com)

### **Franklin**

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Phil Schmitt, alternate, [phil48025@gmail.com](mailto:phil48025@gmail.com)

## **2. Joint Senior Services Committee Resolution**

## **Draft Resolution to Create a Joint Senior Services Committee**

Whereas, the senior population in Birmingham, Beverly Hills, Bingham Farms, and Franklin is expected to increase by 65% between 2000 and 2025; and

Whereas, the current senior services funding and governance model in the these communities may be insufficient to meet the increasing demand for senior services; and

Whereas, the governing bodies of the Birmingham Area Seniors Coordinating Council, Birmingham Public Schools, City of Birmingham, Southfield Township, Village of Beverly Hills, Village of Bingham Farms, and Village of Franklin wish to explore ways to meet the increasing demand for senior services;

Therefore, be it resolved that the governing bodies of the Birmingham Area Seniors Coordinating Council, Birmingham Public Schools, City of Birmingham, Southfield Township, Village of Beverly Hills, Village of Bingham Farms, and Village of Franklin create and establish an advisory committee to be known as the Joint Senior Services Committee which shall provide policy recommendations to the governing bodies on providing activities or services to individuals 55 years of age or older where “activities or services” means identifiable actions directed toward the improvement of the social, legal, health, housing, educational, emotional, nutritional, recreational, or mobility status of older persons. The Committee shall not be empowered to perform a governmental or proprietary function.

**Duties:** The Committee shall be charged with the following duties:

1. Hold meetings and hearings as necessary and as determined by the chairperson. All meetings shall be public meetings held in accordance with the Open Meetings Act, Public Act 267 of 1976 and its minutes and other public records shall be accessible to the public in accordance with the Freedom of Information Act, Public Act 442 of 1976;
2. Compare and contrast current senior services funding and governance models in the participating communities to other area communities and best practices.
3. Develop through public input a consensus regarding the level of senior services the citizens of the participating communities need, want, and are willing to fund.
4. Prepare recommendations regarding which funding and governance models are best suited to meet the need for senior services in the participating communities.
5. Solicit and receive public input on those recommendations.
6. Finalize and present recommendations to each governing body by January 1, 2013.

**Composition:** The Committee shall be composed as follows:

**Members:** Each of the governing bodies creating and establishing the Committee shall be represented by two members. Members shall be entitled to attend all Committee meetings, participate in all discussions, make motions, and vote. Members shall be a member of the governing body they represent and shall be appointed by resolution of the governing body they represent.

**Alternate Members:** Each of the governing bodies creating and establishing the Committee shall also be represented by one alternate member. Alternate members shall be entitled to attend all Committee meetings and participate in all discussions but shall only be entitled to make motions or vote in the absence of a member representing the same governing body. Alternate members shall be a member of the governing body they represent and shall be appointed by resolution of the governing body they represent.

**Executive Secretary:** The Executive Director of the Birmingham Area Seniors Coordinating Council shall be the Executive Secretary of the Committee by virtue of office. The members of the Committee giving their time gratuitously, it is the duty of the Executive Secretary to prepare (or have others prepare) meeting notices, agendas, minutes and any other all business that has not been assigned to others. The Executive Secretary shall be entitled to attend all Committee meetings and participate in all discussions but shall not be entitled to make motions or vote.

**Terms of office:** The Committee's term and the term of each member shall run until June 30, 2013 at which time this Resolution shall sunset and be of no further force or effect unless each governing body resolves to continue the Committee's term.

**Compensation:** The Committee shall serve without compensation.

**Quorum:** A majority of the Committee (eight of fourteen members or alternates with the right to vote) shall constitute a quorum. The Committee shall adopt all recommendations by resolution.

**Organization:** The Committee shall elect one of its members as chairperson and any other officers that it shall deem necessary.

**Rules of procedure:** The Committee shall adopt rules of order and procedure consistent with the provisions of this resolution.

**Minutes:** A copy of the minutes of the Committee shall be filed with the clerk of each governing body for transmittal to each governing body.

**Removal of members from office and filling vacancies:** Members of the Committee may be removed from office by the appointing governing body for inefficiency, neglect of duty or misfeasance or malfeasance after public hearing. Vacancies on the Committee shall be filled for the unexpired term by appointment from the appointing governing body.

**Relation to administrative branch:** The Committee shall deal with the administrative branch of each participating government solely through the Chief Administrative Officer and neither the Committee nor any member thereof shall give any order or direction either publicly or privately to any of the subordinates of a governing body or Chief Administrative Officer. The Chief Administrative Officer is authorized to provide assistance to the Committee without further governing body approval.

**Expenses/Contract:** The Committee shall not have any authority to authorize expenditures or otherwise obligate any participating government or incur expenses and/or approve contracts. Any expenditure shall be requested by resolution to each governing body for consideration.

### **3. JSSC Memorandum from Robert J. Bruner, Birmingham City Manager**

# MEMORANDUM

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DATE: April 18, 2012

TO: City Commission

FROM: Robert J. Bruner, Jr., City Manager

SUBJECT: Joint Senior Services Committee

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Senior services are currently provided to City residents, and residents of other communities within the Birmingham Public Schools District, by the Birmingham Area Senior Coordinating Council & Center (BASCC). BASCC was incorporated as a nonprofit corporation in 1981. Its mission is to identify and meet the needs of older adults by soliciting and coordinating community resources to provide educational, recreational and social programs, supportive outreach services, and volunteer opportunities.

While other nearby communities generally fund senior services through the local government, the cost of providing senior services in Birmingham has been born largely by Birmingham Public Schools since the inception of BASCC. Although municipalities like the City provide some funding, municipal funding accounts for only 11% of BASCC's total funding. Birmingham Public Schools provides approximately one-third of BASCC's total funding through in-kind support.

Birmingham and the other communities within the Birmingham Public Schools District face a "Silver Tsunami" as the senior population is the only age cohort that is projected to grow in the next 20 years. Each community has more senior citizens than school-age children. As a result, the current senior services funding and governance model may be insufficient to meet the increasing demand for senior services.

The attached resolution would create and establish an advisory committee to provide policy recommendations to the governing bodies of each community on providing senior services. The Committee shall not be empowered to perform a governmental or proprietary function. The governing body of each community would decide if and how to proceed with the recommendations.

**Suggested Resolution: To approve the attached resolution creating and establishing the Joint Senior Services Committee; and designate Commissioners McDaniel and Sherman as the Commission's members on the Joint Committee; and designate Commissioner Hoff as the Commission's alternate member on the Joint Committee.**

## 4. History of BASCC

## BASCC History

- ~Letter written by Pat Pilling to the City of B'ham in May of 1977 by Pat Pilling to consider establishing a senior citizen program for Birmingham senior citizens. In August, 1977, city commission referred letter to Parks & Recreation Advisory Board, Pat acting as citizen representative.
- ~Meetings and discussions involved representatives from ten area churches, the library, and the school district meeting at Redeemer Lutheran Church and Barnum School.
- ~First formal meeting held to form BASCC Senior Citizen Council in April 1978. Elected a president, secretary and treasurer. Established goals and objectives.
- ~An Advisory Committee was form to discuss geographic area served, reported to City of Birmingham that service area should include entire school district area.
- ~Established the name "Birmingham Area Seniors Coordinating Council" in September 1978 and registered with the state of Michigan.
- ~Determined that governance and policy concept would be volunteer driven, with seniors and advisers serving as the BASCC Board of Directors, and representatives of local churches, agencies and foundations serving as "Council" members. The Birmingham Schools and Municipalities were included in all meetings and communications were regularly forwarded. Today, BASCC applies annually for fund donations during yearly municipal budget hearings. Applications are also made each year to churches and organizations for grants to support services and/or equipment purchases.
- ~The first Information and Referral office was established at Derby Middle School in December, 1978 and was operated by volunteers.
- ~Developed the committee concept to coordinate programs and services. A needs assessment survey was sent to 3331 senior residents to determine the needs and concerns of seniors. Information and referral, transportation, housing, outreach to disadvantaged and recreation programs were determined to be priority.
- ~Formal by-laws and constitution was developed and adopted in 1980.
- ~First Coordinator was hired in September, 1980, by Birmingham Schools.
- ~Newsletter established in cooperation with City of Birmingham Ice Arena, later BASCC developed internally with staff and volunteers in 1982.

## BASCC History (continued)

- ~Applied for Incorporation in 1979, final Incorporation approved June 16, 1980 as 501 C3 tax exempt organization. Established as non-profit senior service center, with support from Birmingham Schools to pay for Coordinator's salary and facility. BASCC housed in Birmingham Schools (Derby, 1980, Pierce, 1982; Evergreen, 1989, and Midvale school in 1995).
- ~The School Board allotted \$\$\$ in 1980 to cover cost of a coordinator, room(s) in a facility, and proportionate utility costs for BASCC; B'ham, Beverly Hills, Franklin, and Bingham Farms and recently Bloomfield Township agreed to include annual general donations for support as their budget allowed. Funding from churches, organizations, foundations and fundraisers are other funding sources. Additional BASCC staff paid for by BASCC. BASCC currently pays for all operating costs including such items as custodial service, telephone, insurance and all supplies in addition to salaries and benefits.
- ~First transportation vehicle through Independence For Life/Michigan National Bank, later through SMART dollars and vehicles. Dollars received today through State of Michigan and specialized services plus direct solicitation to support program.
- ~Receive Community Development Block Grant funds for Home Chore/Home Repair services for residents in Birmingham, Beverly Hills and Franklin. Also some dollars received for equipment purchases.
- ~A travel program was established in 1985 managed by BASCC volunteers, some larger trips are coordinated in cooperation with local travel agencies. A separate account is managed to audit that program.
- ~The Birmingham Foundation for Senior Residents has donated dollars to support outreach service needs for Birmingham residents. BASCC and Foundation Board members assess and manage this BASCC fund.
- ~Developed an Endowment Fund in 1985 with a guidelines policy for growing a financial base. Representative from Merrill Lynch now manages the Fund Investments. Also secured a CD at Fidelity Bank to add to our asset allocation. Currently the policy supports a distribution of funds in actual cash, equity and fixed assets with oversight by the BASCC Finance Committee and the BASCC Board of Directors.
- ~Memorial contributions, bequests, and large donations are deposited into the Endowment Fund.
- ~An annual audit of all funds is performed by Guest, Olds & West, PLC of Bingham Farms. BASCC currently banks with Independent Bank of Beverly Hills.

## 5. BASCC Description of Services



## SENIOR OUTREACH PROGRAMS

Shirley Crumley and Jeanne Nance of the BASCC Outreach Department (*pictured at right*) have the resources to guide members in making care decisions. The following services are available through the department:

- ➔ Information and referral services include: general geriatric counseling, housing, in-home health care options, the Meals-on-Wheels program and prescription coverage options.
- ➔ Free loans of durable medical equipment such as walkers, canes, wheelchairs, bath benches, shower stools and assistive devices.
- ➔ Transportation service is available Monday through Friday to doctor's appointments, shopping centers, supermarkets and the William Beaumont Hospital in Royal Oak and St. Joseph Hospital Pontiac.
- ➔ Meals on Wheels. Call Emerald Foods to Enroll 248-689-0001.
- ➔ Ensure™ is available at a discounted fee with a physician's prescription.
- ➔ Counseling with a licensed Social Worker by appointment.
- ➔ Medicare/Medicaid and Prescription Drug counseling. Call BASCC to make an appointment.
- ➔ Senior housing tours are scheduled in the spring and summer.
- ➔ Free blood pressure screenings are offered monthly.
- ➔ "Ask the Attorney" offers free legal counseling by appointment.
- ➔ Alzheimer Association's Early Stage Memory Loss Support Group holds bi-monthly gatherings for early stage participants and care partners.



*Jeanne Nance, left, and Shirley Crumley*

- ➔ Low Vision Support Group meets monthly to provide information, referrals, speakers and socialization for individuals with any type of visual impairment.
- ➔ Senior Housing tours March through August of local senior housing facilities.
- ➔ Minor Home Repair and Yard Service Program. Assistance to low and moderate income residents in Birmingham and the Village of Beverly Hills with minor home repair and yard services (snow removal and lawn care).
- ➔ Additional Assistance to Low-Income Seniors. Assistance is provided to help those that are having difficulty paying for prescription co-payments, insurance premiums, eye glasses, dental care or hearing aids.

*The BASCC Outreach staff can be reached at (248) 203-5270, Monday through Friday from 9 a.m. to 4 p.m. if you have any questions and concerns about a family member, neighbor or friend. Stop by and tour the center at 2121 Midvale, Birmingham.*

## **6. How Will Boomers Reshape US Cities? September 2012, Governing Magazine**

## How Will Boomers Reshape U.S. Cities?

***The wave of boomer retirees will transform the way cities look, from the way they grow and sprawl to minutiae such as curb heights and the fonts on street signs.***

BY RYAN HOLEYWELL | SEPTEMBER 2012 - GOVERNANCE

Walk around Arlington County, Va., the compact, urbanized jurisdiction just outside Washington, D.C., and you may start to notice some interesting design details. The sidewalks are wide -- six feet in commercial areas and five in residential neighborhoods. Pedestrian "walk/don't walk" signals have been replaced with newer versions that count down the seconds left before the light changes. And buses sit lower, eliminating the need for passengers to climb up and down steps to board and exit.

These are just a handful of the new elements that have been implemented in recent years as Arlington has pursued a plan to prepare for its aging baby boomer population. In 2006, the county assembled a task force to examine what it would need to do to accommodate older residents. The move was prescient, but to some residents it may even have seemed unnecessary. Arlington is a bastion of young, educated, urban professionals, many of them working for the federal government and associated industries. More than one-third of the county's residents are between the ages of 25 and 39; nationwide, fewer than one in five Americans fall into that age range. But county leaders knew that change was on the horizon. By 2030, the county's over-65 population is projected to double, and its over-85 group is set to almost triple. In the not-too-distant future, officials realized, their relatively small population of seniors would become vastly larger.

Some of the changes -- like the new crossing signals and the minimum sidewalk widths, which will better accommodate residents using walkers and wheelchairs -- are fairly small tweaks. Other changes are more significant. Arlington County has expanded a transit service that provides door-to-door transportation for the disabled. Parks and recreation officials are sponsoring bicycling groups for seniors to help introduce them to a driving alternative. And a new zoning ordinance allows some homeowners to build accessory dwelling units, often known as "granny flats," where aging residents can live in proximity to relatives or friends.

County leaders say they're expecting to see the population age not just as existing residents grow older, but also as young professionals move their parents to Arlington to better care for them. Terri Lynch, director of the Arlington County Agency on Aging, says that given the changing behavior of elderly people, the county has to take a different approach than communities may have in the past. Because retirees live longer and are more active than they previously have been, it's crucial that the county address the needs of older residents, Lynch says. "It isn't your grandmother's aging."

Across the country, urban planners and transit officials are realizing that the wave of boomer retirees will transform the way cities look, from the way they grow and sprawl to minutiae such as curb heights and the fonts on street signs. "We're in a period of transition that's pretty dramatic," says David Dixon, who leads the planning and urban design practice at the Boston-based firm Goody Clancy. "You look at major metro areas, and sometimes a third or more of their growth for the next 30 years is folks over 65. That's a hugely [significant] and rapid transition."

Gone are the days when retiring meant packing up and moving to adults-only communities in Arizona or Florida, says Nancy LeaMond, executive vice president of AARP's state and national group. Surveys by her organization indicate that 84 percent of baby boomers plan on staying in their current homes as they age, she says, some because they want to, and others because they can't afford to move. Those empty nesters who do move may be more interested in relocating to smaller apartments in connected urban centers than to retirement golf-course communities.

The bottom line, planners say, is that city and county governments face a growing challenge: how to design a community for a population they haven't had to cater to in the past. If they come up with the right answer, they can help aging residents lead fulfilling lives and remain engaged and active, even in their senior years. But if they fail, they risk alienating and isolating a rapidly growing cohort of taxpayers. "We're trying to be

predictive about where the populations are in a community that doesn't necessarily have senior citizens now, but in a few years will have a tremendous population," says Anna Ricklin, manager of the American Planning Association's Planning and Community Health Research Center.

Many of the aspects of designing an age-friendly community -- walkable downtowns, cohesive transit networks, mixed-use urban villages -- are the same things smart growth advocates have been pushing for 20 years. "By making the space accessible for seniors, you're making it more accessible for everyone else," Ricklin says.

But there are other issues that are directly related to aging residents. A recent World Health Organization report on aging communities, for example, highlights the need for things like greater numbers of public benches, safer crosswalks and plenty of public toilets to accommodate older people.

Experts say communities will also need to consider how they make transit service available to boomers, since many will become increasingly dependent on buses and rail as they stop driving. Officials in Westchester County, N.Y., for example, have been conducting outreach campaigns to sign seniors up for fare cards and teach them to use the bus. "In all of the surveys that we do of seniors and the outreach to the senior community, we find that their No. 1 concern about getting older is transportation," says Naomi Klein, director of planning at the county's public works and transportation department. "They don't want to lose their independence. There's real concern about having to give up driving."

In addition to teaching seniors how to use the bus system and read schedules, Westchester officials have also changed the design of their bus timetables to make them more readable for people who have trouble with small typefaces. And one bus route was altered to ensure it reached destinations that seniors were most interested in visiting, including pharmacies and the medical center.

**Is Your City Age-Friendly? Find out here.**

When it comes to buildings themselves, many advocates have touted the idea of universal design -- making buildings more accommodating to all, often in subtle ways -- and encouraging developers to embrace these principles. That means wider hallways and doorways, and the absence of thresholds to help prevent trips and falls. There's also been a movement to encourage builders to introduce facets into their structures that cater to people who might not be disabled today but could be in the future. For example, residential bathrooms could have walls designed to accommodate the eventual installation of grab bars, since it would be easier and less expensive to do that during the construction phase than to have to replace drywall later on. Related to that is the concept of "visitability" -- the idea that even if you aren't disabled yourself, your home should be able to accommodate guests who are.

Portland State University, for instance, has worked with the city of Portland to include language in the city's planning guide that emphasizes the needs to address accessibility issues for the elderly and disabled. Former Housing and Urban Development Secretary Henry Cisneros and others have called for governments to consider age-friendly plans modeled on home weatherization programs that would modify buildings to accommodate older people with mobility issues. AARP, for its part, says it plans to work with homebuilders and developers to get them to voluntarily adopt these types of standards; the group believes such a strategy will be more effective than pursuing zoning and building code reforms across the country.

What's clear is whether it's through municipal building codes or voluntary, market-driven adjustments, the home design will need to change to accommodate the older population, says Alan DeLaTorre, project coordinator at Portland State University's Institute on Aging. "For the last 50 to 100 years, we've been building Peter Pan housing. It assumes you're not going to grow up and grow old."

On a broader scale, the aging trend will also require a rethinking of the type of housing stock that's offered. While single-family homes with multiple bedrooms are often the cornerstone of residential communities, they aren't necessarily practical for an elderly retiree, says Dixon, the urban designer. "Large parts of this

country have a housing stock that is increasingly out of sync with demand in the market today and really out of sync going forward.”

Beyond that, some communities are starting to focus on better incorporating hospitals, nursing homes and other elder facilities into the community. John Norquist, president of the smart growth organization Congress for the New Urbanism, has touted efforts in some California communities to try to more closely link hospitals to sidewalks and transit. He says similar efforts could be adopted at some retirement communities so that instead of being surrounded by a parking lot, which may promote a sense of isolation, retirees can have access to the surrounding neighborhoods.

Implementing those kinds of changes will be a challenge. Many seniors who are aging in place live in suburbs that haven't embraced walkable design and may not have large enough populations to support the density that would make it possible. Ellen Dunham-Jones, author of the book *Retrofitting Suburbia*, suggests the key to designing cities for the elderly is creating brand-new town centers, in some cases built upon the sites of old shopping centers. She touts Mashpee Commons, an open-air mall in Cape Cod that was a typical shopping center in the 1960s but was redeveloped in the 1980s and today includes a nearby library, Boys & Girls Club and senior center. City and county leaders in Wisconsin Rapids, Wis., renovated a former downtown Walmart into a community center. The city-owned facility leases space out to an adult day care and an organization that helps connect elderly people with resources like Medicare and transportation. It also has a community theater and space for after-school services run by the parks department. Planning experts say facilities like that can help foster a sense of community in the elderly.

Part of the solution could lie in reinterpreting federal law. Architect Scott Ball, author of the book *Livable Communities for Aging Populations*, advocates a reexamination of the Americans with Disabilities Act (ADA). The 1990 law uses buildings codes to ensure the disabled have access and maneuverability within individual structures. But it doesn't address the larger issues of designing an accessible community. Ball and others say the ADA should consider things like zoning, and he argues that providing access to the disabled can be more of an urban planning issue than an architectural one.

In that sense, designing an age-friendly community is about much more than wheelchair ramps and countdown walk signals. It involves a comprehensive approach that focuses as much on the individual as technical standards. “There are few places that are getting any younger,” says LeaMond of the AARP. “We don't want people, as they get older, to get more and more isolated from community activities and services they need.”

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# Is Your City Age-Friendly?

What features are essential for an age-friendly community? The World Health Organization studied 33 cities in 22 countries across the globe, and it published a checklist of the elements a city needs in order to be a place where residents can age comfortably.

The full checklist includes more than 80 items. Here's a sampling:

## Outdoor spaces and buildings

- Pedestrian crossings are sufficient in number and safe for people with different levels and types of disability, with nonslip markings, visual and audio cues, and adequate crossing times.
- Services are situated together and are accessible.
- Buildings are well-signed outside and inside, with sufficient seating and toilets, accessible elevators, ramps, railings and stairs, and non-slip floors.

## Transportation

- All city areas and services are accessible by public transport, with good connections and well-marked routes and vehicles.
- Specialized transportation is available for disabled people.
- A voluntary transport service is available where public transportation is too limited.
- Taxis are accessible and affordable, and drivers are courteous and helpful.

## Housing

- Sufficient, affordable housing is available in areas that are safe and close to services and the rest of the community.
- Home modification options and supplies are available and affordable, and providers understand the needs of older people.
- Public and commercial rental housing is clean, well maintained and safe.

## Social participation

- Venues for events and activities are conveniently located, accessible, well lit and easily reached by public transport.
- Activities and attractions are affordable, with no hidden or additional costs.
- There is consistent outreach to include people at risk of social isolation.

## Respect and social inclusion

- Older people are regularly consulted by public, voluntary and commercial services on how to serve them better.
- Older people are specifically included in community activities for "families."

## Civic participation and employment

- A range of flexible options for older volunteers is available, with training, recognition, guidance and compensation for personal costs.
- Training in post-retirement options is provided for older workers.

## Communication and information

- Printed information—including official forms, television captions and text on visual displays—has large lettering and the main ideas are shown by clear headings and bold-face type.
- People at risk of social isolation get one-to-one information from trusted individuals.

## Community and health services

- Home-care services include health and personal care and housekeeping.
- Community emergency planning takes into account the vulnerabilities and capacities of older people.

See the rest at [governing.com/generations](http://governing.com/generations)

## **7. Preparing for the Age Wave – Jim McGuire, Area Agency on Aging 1-B**

## Preparing for the Age Wave

**August, 2012  
BASCC**



BASCC Area Population Changes from 2010 to 2015					
	Beverly Hills	Bingham Farms	Birmingham	Franklin	Total
2010 Age 60+	2,473	552	4,024	709	7,758
2015 Age 60+	2,553	532	4,426	815	8,326
2010 Age 5-17	2,029	142	3,648	747	6,656
2015 Age 5-17	1,812	153	3,456	665	6,086

-From 2010 - 2015 BASCC Area 60+ grows by 568 (2/week)  
 -Age 5-17 Decreases by 570  
 -There are more seniors than school age children  
 -The number of school age children will shrink as fast as the senior population will grow  
 -The BASCC Area contains 11 schools and one senior center

### Did you realize?

- By 2014 the BASCC Area will have a higher percentage of adults age 60+ (23.4%) than does Florida today
- By 2019, one in four BASCC residents will be age 60 or older
- By 2035 (in 23 years) one in four people in Southeast Michigan will be a senior citizen
- Bingham Farms is an AARP Community, with 49.7% of population over age 60+ (2010 Census)

### Preparing for the Silver Tsunami

**Will the BASCC Area be ready?**

**2006 Maturing of America report: only 46% of communities have begun to address aging of their populations**



### The Age Wave Brings

<h4>Challenges</h4> <ul style="list-style-type: none"> <li>• Meeting the unique needs of older adults                     <ul style="list-style-type: none"> <li>◦ Mobility</li> <li>◦ Health</li> <li>◦ Housing</li> <li>◦ Employment</li> </ul> </li> </ul>	<h4>Opportunities</h4> <ul style="list-style-type: none"> <li>• Elder Friendly Communities are Livable Communities</li> <li>• "Generally, retirees provide \$4 in revenue for every \$3 they cost in government services"                      -U of Florida Economist David Densmore</li> </ul>
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### Seniors Import Money into our Local Economies

Oakland County \$5.1 Billion



Average Oakland County 65+ household income in 2009: \$41,201 - This equates to a \$21.13 per hour job

## THE CHALLENGE

Will we fully recognize the economic opportunities?  
We must retain our older citizens and attract others



The Aging Industry is an emerging sector needing:

- a growing and thriving customer base
- a qualified workforce
- a mechanism to facilitate business development and partnerships

## THE OPPORTUNITY



Brand BASCC Area communities as a preferred retirement destination to attract seniors and the wealth they represent

Recognize the economic opportunity and foster the development of the Aging Industry in our region and Age Friendly retail businesses and environments in our downtowns

AGE FRIENDLY-NYC is adopting World health Organization's Age Friendly Cities initiative - Why not here?

## THE OUTCOMES



For each 100 retirees that move to or stay in the BASCC Area, the community will benefit by:

- In excess of \$4 million spend in the local economy
- Approximately \$1.4 million spent on health care - creating good jobs, strong healthcare providers who serve all
- Occupying 82 homes, supporting stronger housing demand
- Businesses are interested in attracting a group that spends \$320 million each year

### Meeting the Challenge: Aging in Place

**Fact:** More than 80% of people wish to remain in their homes for the rest of their life

**Fact:** Approximately 70% of seniors will spend the rest of their life in the place where they celebrated their 65th birthday

**Fact:** Family caregivers provide about 80% of the unpaid care for family members

**Challenge:**  
Develop programs that support affordable home modification and maintenance services such as Home Chores, time banking, SHARP models.

### Meeting the Challenge: Mobility

**Fact:** On the basis of estimated annual travel, the fatality rate for drivers age 85 and older is over nine times as high the rate for drivers age 25-69 years

**Fact:** Adults live on average 7 to 10 years beyond their ability to drive

**Fact:** Studies have shown that forfeiting the driving privilege results in an emotional trauma much like experiencing a death for the senior. The loss of independence is a source of loss, grieving and even depression

**Challenge:**  
Assure viable options as seniors transition to alternative transportation in a way that is easy to access, easy to use, reliable and appealing to the senior and their family.

### Meeting the Challenge: Active Lifestyles

**Fact:** 31% of older adults do not participate in leisure time physical activities

**Fact:** Currently, 80% of adults age 65 and older have at least one chronic health condition; 50% have at least two

**Fact:** 20% of seniors suffer from depression

**Challenge:**  
Support active lifestyles among residents that features health information, virtual wellness center, age-appropriate fitness environment and opportunities, socialization destination of choice

**Support Senior Services with CDBG, Municipal Credit, Senior Millage Funding**



- Michigan allows up to 1 mil for Senior Millages. The following communities have taken advantage of this:
  - Bloomfield Township
  - Madison Heights
  - Oakland Township
  - Pontiac
  - Rochester
  - Rochester Hills

**What Advocates Can Do**

- **Become informed about demographic trends**
- **Be aware of Needs and Assets of senior population**
- **Advocate for resources at local level**
- **Become familiar with state and federal resources, including health reform components**

**Does it Make Sense for Communities to Invest in Becoming a Retirement Destination of Choice?**

## **8. Comparison of Senior Services by Community**

## Comparison of Senior Services by Community

	BASCC	Bloomfield Twpshp	Rochester OPC	Royal Oak	Troy
Fiscal Year Reported (Ending)	06/30/12	03/31/12	12/31/11	06/30/11	06/30/11
Balance Sheet	BASCC document	Jenkins Magnus	Plante Moran	Rehmann	Rehmann
Assets		2,261,000	16,728,000	818,000	
Liabilities		43,000	404,000	69,000	
Net Assets		2,217,000	16,324,000	749,000	
Unrestricted Assets		2,217,000	1,585,000	782,000	
As Pct of annual operating budget			36%		
Income Statement (Change in Net Assets)					
Revenue					
Federal Sources	97,000	92,000	395,000	-	
State Sources			21,000	159,000	
Local Municipalities	46,000	826,000	1,552,000	-	
Local K-12 Schools			-	-	
Charges for Services	35,000	445,000	1,349,000	216,000	
Interest	-	-	8,000	2,000	
Donations	60,000	-	742,000	48,000	
Endowment Fund	51,000	-	-	-	
Other	1,000	18,000	68,000	-	
Total Revenue	290,000	1,381,000	4,135,000	425,000	-
Local Municipal Millage?	no	yes	yes		
Mils and Duration		25 yrs, \$26m, .38 (see note)	0.25 mils for x yrs		
Expense					
Salaries and Fringes	172,000	615,000	2,109,000	-	
Supplies	45,000	-	165,000	-	
Professional Services	37,000	-	477,000	-	
Maintenance, Insurance, Other	24,000	6,000	1,045,000	-	
Other	12,000	709,000	50,000	501,000	
Total Expense	290,000	1,330,000	3,846,000	501,000	-
Change in General Fund	-	51,000	289,000	(76,000)	-

## Comparison of Senior Services by Community

Total GF expend. of participating municipalities	68,400	84,309,000	97,269,000
Population Served			
Municipalities (Pct)	Birmingham ( Bloomfield Township	Rochester Hills (65) Royal Oak	Troy
	Beverly Hills ( Oakland Twshp (21)		
	Bingham ( Rochester (14)		
	Franklin (		
Total Population			80,980
Senior Population (over 65)			
Senior Population (over 60)		X	
Senior Population (over 55)	6,907		
Governance Structure			
Entity Type	separate 501(c)3	inter-local agency	city department
Board Size		8 member	
Board Type		Inter Local Agreement	
Board Reporting		to each municipality	
Staff			
Paid Full-Time (FTE)			2.0
Paid Part-Time (FTE)			
Paid Total (FTE)			
Volunteers			
Director	Renee Cortright	Paige	Carla (PT)
Facility			
Year Built	shared school building	dedicated center	Troy Community Ctr
Dedicated space in square feet	built in 60's 14,000	built in 2003 90,000	built in 1989 21,000
Shared with non-seniors?	shared gym	no mixed use	no mixed use
Weekend hours?	no weekends	yes, weekends	no weekends
Ratios			
\$ expended per total population	#DIV/0!	#DIV/0!	#DIV/0!
\$ expended per senior population			senior only areas
\$ millage per total population			yes, but no sr. programs
etc.			
etc.			

## Comparison of Senior Services by Community

Services Scope									
Information and Referral Services	yes	yes	yes	yes	yes	yes	yes	yes	some
Adult Day Services	no	yes	yes	yes	yes	yes	no	no	no
Home Delivered Meals	yes	yes	yes	yes	yes	yes	yes	yes	yes
Dining Room (Meals on Wheels)	no	no	no	no	no	no	no	no	yes
On-site Café / Dining Room	no	no	no	no	no	no	no	yes	no
Transportation	yes (2 buses)	yes (3 buses)	yes (13 buses)	yes (3 buses)	yes (13 buses)	yes (5 buses)	yes (4 buses)	yes (4 buses)	yes (4 buses)
Library	no	no	yes	no	yes	no	no	no	no
Auditorium	no	no	yes	no	yes	no	yes	no	yes
Wellness Center	no	no	yes, via Crittendon	no	yes	no	no	no	no
Gym	yes, shared use	no	yes	no	yes	in another facility	yes, shared use	yes, shared use	yes
Lap Pool	no	no	yes	no	yes	no	yes	yes	yes
Therapy Pool	no	yes	yes	yes	yes	no	yes	yes	yes
Locker Rooms	no	yes	yes	yes	yes	no	yes	yes	yes
Exercise Equipment	no	yes	yes	yes	yes	in another facility	yes	yes	yes
Walking Track	no	yes	yes	yes	yes	no	no	no	no

## 9. SEMCOG 2010 Census Data and Forecast

SEMCOG 2010 Census Data and Forecast

BASCC Service Area

Community Name	Age group	Census 2010	F-cast 2015	F-cast 2020	F-cast 2025	F-cast 2030	F-cast 2035	F-cast 2040	Change	% Change
Beverly Hills village	Total Pop	10267	10214	10231	10272	10288	10308	10338	71	0.7%
	60_64	691	815	884	850	817	725	642	-49	-7.1%
	65_74	767	867	1022	1155	1171	1122	1024	257	33.5%
	75+	1015	874	856	919	1005	1110	1215	200	19.7%
Bingham Farms village	Total Pop	1111	1170	1165	1137	1130	1123	1136	25	2.3%
	60_64	118	131	112	99	92	73	62	-56	-47.5%
	65_74	166	196	213	163	171	166	154	-12	-7.2%
	75+	268	275	274	289	295	308	313	45	16.8%
Birmingham city	Total Pop	20103	20398	20539	21022	21285	21540	21800	1697	8.4%
	60_64	1261	1438	1658	1593	1488	1342	1210	-51	-4.0%
	65_74	1443	1735	2041	2294	2322	2133	1908	465	32.2%
	75+	1320	1256	1348	1597	1929	2259	2497	1177	89.2%
Franklin village	Total Pop	3150	3244	3209	3207	3255	3316	3406	256	8.1%
	60_64	199	230	243	254	211	191	180	-19	-9.5%
	65_74	280	353	414	459	451	419	366	86	30.7%
	75+	230	233	246	274	332	423	456	226	98.3%

## **10. DESC Consulting Agreement**



# DETROIT EXECUTIVE SERVICE CORPS Consulting Agreement

DETROIT EXECUTIVE SERVICE CORPS

KNOW-HOW TO MAKE A DIFFERENCE

The success of a consulting relationship depends upon a clear understanding among Detroit Executive Services Corps “DESC”, the Consultant, and the Birmingham Area Seniors Coordinating Council “BASCC”, the Client, on the nature of the consulting engagement. Each of the parties should agree at the outset as to the specific subjects being addressed, what tasks will be performed, and the desired results. In order to ensure such understanding, DESC requires Client’s authorized signature on this CONSULTING AGREEMENT prior to commencing services of any type for Client.

### CLIENT

<b>Organization Name</b>	The Birmingham Area Seniors Coordinating Council	
<b>Contact</b>	Renee Cortright	
<b>Address</b>	2121 Midvale Street	
<b>City, State &amp; Zip Code</b>	Birmingham, MI 48009	
<b>Phone &amp; email</b>	Phone: (248) 203-5270	

### ASSISTANCE REQUESTED

<b>Focus Groups</b>
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### TERM OF THE AGREEMENT

<p>The project is anticipated to commence in December, 2012 with an estimated completion date on or before March 31, 2013. These are target dates and can be accelerated or extended based upon the mutual consent of both contracted parties. Furthermore, either party may terminate this Consulting Agreement at any time by written notice as referenced in the General Terms and Conditions.</p>
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## **SERVICE PROVIDED BY THE CONSULTANT**

The role of the Consultant is advisory and is not intended to substitute for day-to-day staff work.

## **THE CONSULTANT WILL:**

Detroit Executive Service Corps consultants will conduct (facilitate, record, and summarize) seven focus groups with each focus group consisting of 10 – 12 participants in responding to topics as mutually agreed to by both DESC and BASCC. DESC consultants Ann Stuntz and Jerry Breuer will lead the focus group engagement project.

## **THE CLIENT WILL:**

- Either the Joint Senior Services Committee and/or BASCC will assume full responsibility in recruiting focus group participants.
- Provide a designated representative (s) who will be the primary point of contact for the DESC consultants.
- Provide meeting rooms and meeting materials such as flip charts, pads and administrative support (e.g., typing) supporting the focus group sessions as required.

## **DESIRED RESULTS:**

Completion of seven focus groups and a summary of the resulting information.

## **SERVICE CHARGE**

The Client will pay to DESC a total fee of \$2,950 (\$350/focus group, with 7 focus groups in addition to a \$500 design, preparation, and report creation fee).

Under DESC's payment and fee structure, payment of 50% of the fee or \$1,475 is due upon signing this contract with the balance of \$1,475 due upon completion of the project.

## **CONFIDENTIALITY**

DESC may list publicly the Client's name as receiving consulting service(s). This is used only for DESC reporting requirements and public relations.

Each party agrees to take all the necessary steps to protect any Confidential Information with at least the same degree of care that the receiving party uses to protect its own confidential

and proprietary information of like kind, but in no event less than reasonable care. At the request of the disclosing party, the receiving party shall either return any Confidential Information to the disclosing party or destroy any Confidential Information and certify to the disclosing party the destruction of such Confidential Information.

“Confidential Information” means all technical and business information which is: (a) disclosed in print or electronic form and marked as “proprietary” or “confidential” or other substantially similar language or (b) orally or visually disclosed and promptly reduced to writing, delivered to the receiving party and marked as “proprietary” or “confidential” or other substantially similar language.

#### **CERTIFICATION**

**DESC** is a Michigan nonprofit corporation that provides management assistance service to other nonprofit corporations only. Client certifies that it is a nonprofit corporation under 501(c)(3) of the Internal Revenue Code.

#### **WAIVER, RELEASE OF LIABILITY AND INDEMNIFICATION**

The Client hereby waives, releases, indemnifies and holds harmless DESC, its directors, officers, consultants, affiliates, employees, and volunteers from and against any and all losses, claims, causes of action, obligations or damages, including fees and expenses of attorneys, resulting from any advice, assistance, recommendations or other activities of DESC. The Client has read this Waiver, Release of Liability and Indemnification, fully understands its contents, and has executed this Agreement voluntarily. By signing this Agreement, Client acknowledges that it is aware that this Waiver, Release of Liability and Indemnification constitutes an enforceable agreement between the Client and DESC and its directors, officers, consultants, affiliates, employees, and volunteers.

**COUNTERPARTS**

This Consulting Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together constitute one and the same document. Faxed signatures or scanned and electronically transmitted signatures shall be deemed to have the same legal effect as original signatures on this Consulting Agreement.

By executing this Consulting Agreement, Client hereby acknowledges that it understands and agrees to abide by all the terms contained within the Consulting Agreement.

**“DESC”**

**DETROIT EXECUTIVE SERVICE CORPS.**

**“BASCC”**

**BIRMINGHAM AREA SENIORS COODINATING COUNCIL**

BY: \_\_\_\_\_

By: \_\_\_\_\_

**Keith D. Ramundo  
COO and VP of Client Engagements**

**Renee Cortright  
Executive Director**

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_