



BOARD/COMMISSION RECOMMENDATION

Commission on Aging

Recommendation Number: (20240313-XXX): Outreach for Emergency Preparedness

WHEREAS, persons aged 65 and older represent the fastest-growing age group in Austin, expanding from 55,695 (7.0% of 2010 population) to 91,733 (9.5% of 2020 population), and growing at a rate of 64.7%; and

WHEREAS, the Age-Friendly Austin Community Feedback Survey indicates a lack of knowledge about where to find information related to the needs of older adults and their family caregivers; and

WHEREAS, in recent years, the winter storms and their aftermath raised concerns about reaching the "harder to reach" older citizens with timely information and assistance, indicating the need for a multi-modal approach to sharing information with older adults and their family caregivers; and

WHEREAS, a multi-modal approach to communication would require print, digital and face-to-face communications with attention to language access and access to individuals with disabilities. And in order to be effective, this approach would require earmarked funding for the Age Friendly Coordination team at Austin Public Health; and

WHEREAS, the Commission on Aging has identified emergency preparedness as a key priority requiring ongoing multi-modal outreach and communication multiple times each year to ensure consistent messaging and timely public awareness of essential programs and services related to preparedness for older individuals and family caregivers; and

WHEREAS, community engagement with older individuals during Older Americans Month and needs assessment activities are essential to the overall public awareness of the growing population of older Austinites and their needs will require additional funding; and

WHEREAS, existing effective multi-modal outreach campaigns cost approximately \$5,000 per campaign, proposed funding needs will be \$30,000 for multiple emergency preparedness campaigns, Older Americans Month and ongoing community needs assessment activities.

NOW, THEREFORE, BE IT RESOLVED that the Commission on Aging encourages the Austin City Council to earmark and allocate \$30,000 to support Age Friendly Plan activities, to be allocated to multiple public awareness and educational outreach events related to informing older adults in the Austin area of

emergency procedures and ongoing emergency preparedness planning for older adults and their family caregivers.

Date of Approval: _____

Record of the vote: ()

Attest: _____

(Staff or board member can sign)