



# THE COMMUNITY INSTITUTE

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Building strong places, communities and leaders

## Session #2

*Building Healthy*

*Multi-Generational Communities in Maine*

Damariscotta, Maine

February 27-28, 2015



*The Community Institute, A program of Friends of Midcoast Maine*  
[www.communityinstitute.org](http://www.communityinstitute.org)

*TCI #2: Building Healthy Multi-Generational Communities in Maine*

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On February 27-28, 2015, Friends of Midcoast Maine held the second session of The Community Institute (TCI) in Damariscotta, Maine. The session, entitled “*Building Healthy Multi-Generational Communities in Maine*” was designed to attract people interested in learning more about addressing the needs of our aging communities, through policy, design, and personal lifestyle changes. By design, each session of The Community Institute contains three major components: topic specific instruction with notable, skilled, national and Maine faculty members, a leadership component and a hands-on, field work component. TCI #2 was no exception.

## Our Faculty

*Building Healthy Multi-Generational Communities* faculty members were

- Nick Buettner from the Blue Zones Project
- Carla Dickstein from Coastal Enterprises, Inc.
- Lorain Francis from the Maine Downtown Center
- Robin McIntosh from the Midcoast Leadership Academy
- Nancy Smith from GrowSmart Maine
- Peter Morelli and Lori Parham from AARP
- Brenda Hamilton from Healthy Lincoln County
- Jane Lafleur, Executive Director of Friends of Midcoast Maine.

**Multi-Generational Communities**  
February 27 at 8:30 am - 4:30 pm and  
February 28 at 8:30 am - 12:30 pm  
Damariscotta Baptist Church, Damariscotta, Maine

**Multi-Generational Communities**  
In this 5.5 day session of The Community Institute, participants will learn how our communities can be healthier, more vibrant places by focusing on the policy, the built environment and personal health changes that build stronger, healthier places, communities and leaders. This session will use the proven TMI educational method of:

- 1) Leadership training focusing on how individuals, community groups, grassroots initiatives and government employees can be more effective leaders.
- 2) Technical expertise led by national, state, regional and local experts.
- 3) A hands-on component with a home and a community evaluation for living better together.

In addition, as a special feature, we will have an evening keynote address by Nick Buettner of The Blue Zones Project, open to the public.

For more information and to register, visit [www.communityinstitute.org](http://www.communityinstitute.org). Registration fee (\$225) includes all materials, lunch and office space.

*Hosts of the Community Institute is a coalition in cooperation with Friends of Midcoast Maine, AARP, Coastal Enterprises, Inc., Maine Association of Planners, Downtown Maine, Lincoln County Regional Planning Commission, Spectrum Generation, Healthy Living County, the Town of Damariscotta and others.*

**FACULTY**

Nick Buettner is committed to inspiring, inspiring and connecting people and ideas. His work with the Blue Zones expedition team provided him a first hand, in person glimpse of these Blue Zones – places that have the greatest life expectancy and where more people reach age 100 than anywhere else in the world. Using National Geographic photography and a dynamic, storytelling delivery, Nick takes audiences to these legendary cultures, shares his own observations from the field, and provides your group with ideas to immediately increase their own well-being. Nick also was an Executive Producer of the Blue Zones expedition to Okinawa, Costa Rica and Italy. As a leader on the Blue Zones team, Nick coordinated all field expedition operations and collaborated with local planning agencies, CHS, AD, WCO and the National Geographic Channel to produce live events from remote locations throughout the world.

**Carla Dickstein, Coastal Enterprises, Senior Vice President, Research and Policy Development, Administration and General Management.** Carla oversees CE's state policy work and develops new CE initiatives, with a current focus on the health care sector, challenges and opportunities for Maine's growing number of older adults, and improving opportunities for young adults and New Americans. She is on the board of the Environmental Health Strategy Center and the advisory board of the Margaret Chase Smith Center at the University of Maine. Prior to joining CE, she was on the faculty of West Virginia University's Regional Research Institute and the West Virginia University Extension Service. She holds a B.A. from Smith College, a master's degree in Planning from the University of Minnesota, and a Ph.D. from the University of Pennsylvania.

**Lorain K. Francis** joined the Maine Development Foundation in 2013 as the Program Director for the Maine Downtown Center and serves as Maine's State Coordinator for the National Main Street Center. She was a founding member of Rockland Main Street, Inc. a native of Fairport, NY. Lorain owned Mary Day Mercantile, a successful small business on Main Street. She served as President of the Support Mechanics Association and worked on the team to bring The Fairport Village Partnership main street organization to the community. Lorain is a graduate of Maine's Midcoast Leadership Academy (MLA), and the Senior class of Leadership Maine.

**Brenda Hamilton** has had an eclectic career spanning 25 years, mostly in healthcare and community mental health. A graduate of Colby College - Boston, with a degree in clinical social work, she spent most of her career working in hospitals and home healthcare settings helping people of all ages to cope with chronic disease and end-of-life care. She also worked as a Senior Care Consultant for the Alzheimer's Association. Her interest in public health stems from the early years of her career at Boston Children's Hospital, where the coordinated research and programs to help women reduce their risk of leaving children with birth defects. Brenda came to Maine from Gloucester, MA in 1995. She joined Healthy Lincoln County as Director in September 2011 and is happy to be working on the premiere side of healthcare. Her goal is to expand Healthy Lincoln County's role in improving the health of the region, supporting individuals and communities to make living healthier, active lives a part of every day.

**Robin McIntosh** is the Co-Facilitator, Midcoast Leadership Academy. A graduate of UMMS, an active community member, and a strong proponent of community-driven leadership, Robin has participated in local and regional economic and community development. In 1991, she chaired Portsmouth's Citizens Neighborhood Committee, served as the board of Leadership Seacoast and the Tenants Association at Pease International Tradeport, and was a Commissioner on Portsmouth's Economic Development Committee. Locally, she co-facilitates the Midcoast Leadership Academy, sits on the Economic Restructuring Committee for Rockland Main St. Inc., Chair Camden's Community and Economic Development Advisory Committee, serves on Rockland's Economic Development Advisory Committee, the Camden Network Board, and Camden's Comprehensive Planning Committee.

**Peter Morelli** manages the Age Friendly Community program for AARP Maine, which engages communities in efforts to promote aging in place and livable communities. He served as co-chair of the Building Healthy Communities committee of the Maine Council on Aging's Aging Institute. He was the director of development and previously city planner for the City of Salem, where he was responsible for planning, economic development, housing and historic preservation for 27 years. He has two comprehensive planning efforts and two downtown plans, received the zoning ordinance and subdivision regulations to be among Maine's best, built parks, and streamlined the land use approval process. He had efforts to revitalize Salem's beautiful Main Street, built a downtown innovation, created a business incubator, and a downtown organization. Peter earned a master's certificate in Museum Studies from Tufts. He has served as the president of Maine Association of Planners and holds the American Institute of Certified Planners certification. He has served as chair of Southern Maine Planning and Development Commission, and in his native Portland served as president of the Friends of Seaside and of the Deering Center Neighborhood Association.

**Lori K. Parham, Ph.D.,** is AARP Maine's State Director, leading the states advocacy and education efforts statewide. Prior to joining AARP Maine she worked as senior advisor to AARP's Executive Vice President for the State and National Group in Washington, DC, overseeing the negotiation of the Association's Government Affairs unit and the creation of a new Office of Volunteerism & Service. Parham is leading AARP Maine's efforts to engage cities and towns in creating livable communities for people of all ages, with a specific focus on economic development and aging in place. Parham has a B.S. in Sociology from Belmont Abbey College, as well as a M.S. and Ph.D. with a specialization in Political Economy and Aging from Florida State University. She is currently a member of the National Academy for Social Insurance, the Gerontological Society of America, and the Maine Gerontological Society and sits on the Board of ITN America, a non-profit providing transportation alternatives to seniors.

**Nancy E. Smith** joined GrowSmart Maine as Executive Director in April 2010. She served four terms in the Maine State House of Representatives while working on her family's diversified business farm in Monmouth. She served as House Chair of the Legislative Committee on Business, Research, and Economic Development and as a member of the Committee on Agriculture, Conservation, and Forestry. In addition, Nancy worked as a forester for over twenty years. She is a member of Monmouth's Economic Development Committee and serves on the board of the Rural Community Action Ministry. Nancy is the mother of three native Mainers.

**Jane Rebeck Lafleur** is the Executive Director of Friends of Midcoast Maine (FMM), a regional smart growth, planning and civic engagement organization. The Community Institute is a program of FMM. FMM has worked recently with Rockland and Rockport Maine to develop a shared vision for the 1.5 mile commercial strip along Route 1, Jane grew up in Lewiston, Maine and has been a city and regional planner since 1983. She served as Town Planner in Conway, New Hampshire and as City Planner in South Burlington, Vermont, as well as a private planning consultant. Jane is a past board member of Maine Association of Planners (MAP) and the Northern New England Chapter of the American Planning Association (ANPA) and has served on planning boards and comprehensive planning committees. Her work has received the MAP Plan of the Year award in Damariscotta and in South Burlington Vermont. Jane has been a speaker at numerous conferences: UNHISA, UNH national conference, New Partners for Smart Growth, Community Matters, and the MAP annual meetings. She has recently published an article in the "Communities and Building" magazine of the Federal Home Loan Bank of Boston as well as other publications. Jane graduated from the University of Maine and received her master's degree in City and Regional Planning from Harvard University and lives in Camden, Maine.



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## Participants

Forty five attended the session including State Senators and Legislators, municipal and state staff people, community planners, health care professionals, as well as community members, lay-planners, and students, all who are interested in shaping the futures of their own communities. Ages ranged from almost 1 year to almost 100! Attendees included men and women who were business owners, planning board members, town managers, city council and select board members, retirees, non-profit organization staff people and directors, lawyers, doctors, health officials, community development officials and code enforcement officers and every day, concerned, activists and community members.



*Figure 1: Two photos of many of the participants*

## Location

This session was held in downtown Damariscotta at the Damariscotta Baptist Church at the head of Bristol Road. The hands-on, field work was one block away on the downtown and neighborhood streets of Damariscotta, using the Savory Maine Restaurant as a meeting space and base for the session, due to the cold and inclement weather. The indoor meeting space was generously donated by the Damariscotta Baptist Church on Friday and by Savory Maine on Saturday.



## Collaborators and Sponsors

In advance of the session, Executive Director Jane Lafleur worked with many different organizations who are interested in and work in this field, so as to produce the best, most pertinent and useful session for attendees. Collaborators included: *Friends of Midcoast Maine, AARP, Town of Damariscotta Maine, Spectrum Generations, Coastal Enterprises, Maine Association of Planners, GrowSmart Maine, Healthy Lincoln County, and the Lincoln County Regional Planning Commission.*



## Our Process

Each 1 ½ day session of The Community Institute include three components that are the core of our training. We believe these are the keys to success in our communities.

These are:

- Leadership Training - empowering you!
- Topic Specific Training - State of the art thinking
- Hands-on Field work - practical tools



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## Curriculum

The agenda was very full and still included time for sharing, questioning, feedback and opportunities to network and discuss idea with peers and professional staff people.

### **Friday, February 27, 2015 at the Baptist Church, downtown Damariscotta**

8:30 a.m. Registration and coffee

9:00 a.m. Welcome and Introductions - Jane Lafleur  
Review of day, logistics  
Participants' expectations and course expectations

9:30 a.m. Principles of Leadership and Effective Leadership Tools  
Recognizing Individual Leadership Styles for most effective results – Jane Lafleur, FMM  
From group to government- Lorain Francis, Maine Downtown Center  
From citizens to community leaders - Robin McIntosh, Midcoast Leadership Academy  
From citizens to State legislature – Nancy Smith, GrowSmart Maine

10:30 a.m. Brief break

10:45 a.m. Aging in Maine – The Data: Carla Dickstein, CEI

11:30 a.m. Getting Ready for Older Communities, Peter Morelli, AARP

12:15 p.m. Working lunch discussion - Tools for individuals and communities:  
Making Headway in your Community  
The Rural Active Living Assessment  
Assessment Tools for homes, streets, neighborhoods and communities

1:00 p.m. The Blue Zones Project, Nick Buettner

2:15 p.m. Introduction to a hands-on Project: Home, street and neighborhood evaluation –  
TCI and AARP

4:30 p.m. Adjourn:

Optional social hour at local pub 4:30 p.m. – 6:00 p.m. at The Damariscotta River Grill \$15/person

**7:00 p.m. - The BLUE ZONES PROJECT, evening event, The Baptist Church, downtown Damariscotta.  
Nick Buettner, introduced by Jane Lafleur, Friends of Midcoast Maine**

### **Saturday, February 28, 2015 at Savory Maine, 11 Water Street, Damariscotta**

8:30 a.m. Meet at Savory Maine, 11 Water Street, Damariscotta, Breakfast at \$5.00 per person, subsidized  
by Friends of Midcoast Maine  
Organize teams and projects – Inside and outside discussions and field work.  
Team leaders, walk to sites. Conduct evaluations and return.  
Led by Lori Parham, Brenda Hamilton and Jane Lafleur

12:30 p.m. Adjourn

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## Conditions

Participants conducted the outdoor field work in the downtown block of Main Street and several side streets. They used two tools (The Rural Active Living Assessment and the AARP Sidewalk and Street Survey) to demonstrate these assessments and to engage attendees in discussions about walkability, safety, sidewalk and parking conditions, and building communities for all ages. Inside, participants reviewed and discussed at length both the AARP Home Fit Guide and the Blue Zones Checklist for personal and home assessments.

Damariscotta is a very busy, downtown, even in winter with people driving and people walking all around there sidewalks and streets. Despite the cold weather, the tools allowed for a robust discussion and learning about the tools and the appropriateness for different types of people.



## Process and Products

The session contained 4 distinct components, described below, in addition to the hands-on field work.

### Lesson 1: Leadership Styles

After introductions and discussion of each person's interest in the session, the group launched into leadership styles and how to recognize your own style, other's styles and how you can more easily work together. This material in this workshop is taken from the Bonner Curriculum from the Bonner Foundation in Princeton New Jersey.

Lead by faculty member Jane Lafleur, each person self- identified as a social style of

- North
- South
- East
- West

Descriptions of each style are on the following pages. Each participant was asked to identify which style they believed was their predominant style and then explain how they are best motivated.

The Leadership Compass is a good tool to use to see where our "comfort zone" is in our leadership style. We recognize that we need all the points of the compass to be a leader and even our "comfort zone" is probably between two points. The Leadership Compass is also a good tool to use when determining the success of any project. For each project you are working on, you can ask yourself the following questions:

#### Vision (East)

- What was the vision of what we wanted the project to look like?
- How did we imagine and look at everything that was possible?

#### Relationships (South)

- How did people in the group relate to each other?
- How did individuals identify with the group?
- What did people feel about the project and their participation and contribution?

#### Process (West)

- How did we do the project?
- What was our plan and how did we come up with it?

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- How as the project supervised and evaluated?


### Results (North)

- How well did we complete the project?
- Which success criteria of the project did we meet?

This exercise helped to identify one's own strengths and weaknesses and learn to recognize and appreciate the styles of others. This training was essential in carrying out the hands-on field work project the following day.

## North

- Assertive, active, decisive
- Likes to be in control of professional relationships and determine course of events
- Quick to act, expresses sense of urgency for others to act now
- Thinks in terms of the bottom line
- Courageous
- Perseveres, not stopped by hearing "no", probes and presses to get at hidden resistance
- Enjoys challenge of difficult situations and people
- Likes variety, novelty and new projects (bored easily)
- Likes quick pace and fast track
- Comfortable in being in front of a crowd and the first to do something new
- Values action-oriented words and phrases
- Interested in the abstract concepts of a problem or situation
- Act on what is possible to achieve their objectives, ignoring arbitrary rules and conventions
- Can get defensive quickly, argue, or try to out-expert you
- Can lose patience with process, pushes for decisions before its time
- May get autocratic, want things their way and ride roughshod over people



The best ways to work with a "north" are:

- Present your case quickly, clearly, and with enthusiasm and confidence
- Let them know they will be involved – their pay off and their role
- Focus on the "challenge" of the task
- Provide them with plenty of autonomy
- Establish timelines and stick with them
- Give them positive, public recognition
- Use them to complete tasks that require motivation, persuasion, and initiative

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## South

- Fun loving, optimistic, charming
- Allows others to feel important in determining direction of what is happening
- Value driven regarding aspects of professional life
- Uses professional relationships to accomplish tasks, interaction is primary
- Supportive, nurturing to colleagues and peers
- Willingness to trust others' statements at face value
- Feeling based, trusts own emotions and intuition
- Intuition regarded as truth
- Team-player, receptive to others' ideas, builds on ideas of others, non-competitive
- Able to focus on the present moment
- Value words: "right" and "fair"
- Unconventional, bold and spontaneous
- Impulsive
- Disregard rules to achieve goals
- Prefer to be free to do as wish
- Resist being bond or confined
- Things that are not fun are a waste of time
- Has trouble saying no to requests
- Internalizes difficulty and assumes blame
- Difficulty confronting, dealing with anger



The best ways to work with a "south" are:

- Remember process, attention to what is happening with the relationship between you
- Justify your decisions around values and ethics
- Appeal your relationship with this person and his or her other relationships
- Listen hard and allow the expression of feelings and intuition in logical arguments
- Be aware that this person may have a hard time saying "NO" and may be easily steamrolled
- Provide plenty of positive reassurance and likeability
- Let the person know you like them and appreciate them

## EAST

- Visionary who sees the big picture
- Very idea oriented, focuses on future thought
- Insight into mission and purpose
- Looks for overarching theme, ideas
- Likes to experiment, explore
- Strong spiritual awareness-attuned to a “higher level”
- Appreciates a lot of information
- Value words: “option” and “possibility”
- Giving, trusting, spiritual, focused on human potential
- Quest for self knowledge and self improvement drives their imagination
- Believe in giving of themselves to help others
- Prefer to focus on what might be rather than what is
- Can lose focus on tasks and not follow through
- May become easily overwhelmed, lose track of time
- Tends to be highly enthusiastic early on, then burn out
- Conflict and confrontation upset them and prefer friendly cooperation



The best ways to work with an “east” are:

- Show appreciation and enthusiasm for ideas
- Listen and be patient during idea generation
- Avoid criticizing or judging ideas
- Allow and support divergent thinking
- Provide a variety of tasks
- Provide help and supervision to support detail and project follow through

## West

- Trustworthy and dependable
- Believe in law and order
- Honor customs and traditions
- Seen as practical, dependable and thorough in task situations
- Meticulous about schedules
- Good with procedures
- Helpful to others by providing planning and resources
- Moves carefully and follows procedures and guidelines
- Uses data analysis and logic to make decisions
- Weighs all sides of an issue, balances
- Introspective, self analytical
- Careful, thoroughly examines peoples' needs in situations
- Works well with existing resources-gets the most out of what has been in the past
- Skilled at finding fatal flaws in an idea or project
- Value word: "objective"
- Can become stubborn or entrenched in position
- Can be indecisive, collect unnecessary data, mired in details
- May appear cold, withdrawn
- Not comfortable with blazing new trails and prefer to work the system



The best ways to work with a “west” are:

- Allow plenty of time for decision-making
- Provide data-objective facts and figures that a West can trust
- Don't be put off by critical “NO” statements
- Minimize the expression of emotion and use logic when possible
- Appeal to tradition, a sense of history, and correct procedures.

## LEADERSHIP

The Community Institute works to “build strong places, communities and leaders”. In keeping with that mission, we invited three Maine leaders who have effectively worked with community groups, state legislators, and citizens to share their insight and lessons learned about how to be effective leaders in Maine.

### Lesson 2: Effective leadership - From Groups to Government (Lorain Francis, Maine Downtown Center)

#### **Know your mission and stick to it!**

- Be friendly, not adversarial
- Establish trust

#### **Know your audience: People do business with people**

- Get to know each member of the government you are working with, local municipality or state
- Meet individually: know their job... and something interesting things about them.
- Understand their position on your mission

#### **Skill Building: The Art of Conversation and Public Speaking**

- Be comfortable, practice and time your speech or thoughts
- Respect time constraints individually or at a podium
- Get to the point... Be friendly, not adversarial
- Be courteous and show respect... don't walk out the door from the podium
- Remember: Select Boards, City / Town Councils and Committees are volunteers
- Understand the power of the quiet conversation... many issues are solved over a cup of coffee

#### **Become the Expert: Use the Trust!**

- Become the source for Public Input
- Build the trust so they come to you first
- Provide all the Information they need to make the Best Decision

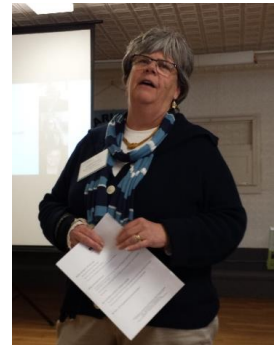
#### **Fill the Room when Necessary!**

- Decisions are made by those who show up; a strong voice sitting in a room with a few powerful speakers makes a huge impact.
- Let the group you are speaking to know you will have many people there, and your position.
- Be respectful

#### **Don't use facebook as platform: Perception is Reality**

- Many people comment that don't know or understand the situation may not help your situation
- Keep your group informed of the decisions and how you are moving forward

**Be patient... go for incremental steps and share success stories !!**



## Lesson 3: Effective Leadership - From Citizens to Community Leaders (Robin McIntosh)

### Communication: It's a 2-Way Street

Citizens working with community leaders = Community leaders working with citizens. No matter which, this needs to be a 2-way street to be a functioning society.

### Key Aspects of Communication

In either direction, there needs to be respect, honesty, trust, and awareness of others.

I was working the other day with FB on in the background, watching politically conservative friends calling politically liberal people all sorts of ridiculous names and vice versa. And I thought – how are we ever going to get anything accomplished when that's the way the conversation begins? The conversation will never progress if everyone starts angry and defensive.

Apparently Stephen Hawking was asked recently which of our species shortcomings he'd like to fix. He responded, *"The human failing I would most like to correct is aggression. It may have had survival advantage in caveman days, to get more food, territory or a partner with whom to reproduce, but now it threatens to destroy us all. What the world needs more of is empathy as it is the trait that allows for both peace and togetherness."*

He may have been talking about nuclear weapons and the complete annihilation of civilization, but this also applies to public discourse.

So how do we get beyond the name calling and aggression and become effective citizens and leaders? We know we'll never all agree, so how do we get the conversation started to find effective solutions to issues?

### Four things to Remember When Issues Arise

1. We need to understand that for most issues, there's usually a "big picture" and a smaller picture. It helps to know which one you are looking at and how your ideas affect the "other picture."

Example: *Camden has been working for years on an old Tannery site. Through a public process, the community decided to develop the property in a manner that is appropriate to the*



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*neighborhood (with very specific guidelines) but which provides economic development benefit to the community.*

*Some of the people in the neighborhood, however, now see potential for a park or playground in the neighborhood.*

So, we have a “Big Picture / Smaller Picture” scenario. Should the Selectboard act on what the community voted is best for the town? Or what neighbors believe is best for *their* neighborhood?

We won’t get into who’s “right” – we’ll talk about that in a minute (*and speaking of back yards – NIMBY isn’t necessarily a bad thing – it means people love where they live. It’s an energy that can be harnessed, even if it seems that the energy is directed against you.*

2. We need to understand the processes involved. There are often laws and regulations that we just can’t get around. Sometimes we have to trust the process – and I know it’s not easy.

*Back to the tannery. The Selectboard was required to sign an Intent to Purchase and to then do due diligence to see if the prospective buyer’s fit the list of requirements as outlined by the community process. There have been two instances where buyers have come forward, and in both instances, the buyers have backed out before anyone has had time to do the required research or to negotiate and potentially change the proposed use so that it would fit within the requirements. End result: nothing is happening on that property.*

3. We need to understand the other side. What do they want? Can reasonable adjustments be made to help make a project more palatable to the other side?

4. Communicate – it’s a 2-way street!

So, how do we do these things? It’s not easy in today’s world of social media and aggression.

But here are a few things that I think work.

1. Practice Respect. Sometimes that little voice in your head is saying, “This is really stupid,” but trust that the other person is just as sincere in their opinion as you are. They fully believe that they are right. The interesting thing is, you BOTH may be right. Remember that both sides probably have value and merit.

And if you want respect in turn – maybe next month or next year – resist the urge to post about the “stupidity” of other people on social media. Has your opinion ever been swayed by someone calling your point of view (or you) stupid (or worse) on FB or Twitter?

## 2. Take time to really understand each side of a discussion or argument.

Community Leadership Conference in Hartford. Two keynote speakers – I try to remember both of their talks when I’m dealing with contentious issues.

Speaker No. 1 Doris Kearns Goodwin, author of “Team of Rivals”

It’s not about keeping your friends close and your enemies closer (so you know what they are doing). It’s about keeping the conversation open and understanding the argument for and against each side.

Speaker No. 2: Rush Kidder, Founder of the Institute for Global Ethics

Remember the book, “I’m OK, You’re OK”? Rush Kidder suggested that we look at this differently. In reality, it may be that “I’m Right, You’re Right”)

*(from an article by Mary Hunter: <http://stalecheerios.com/teaching-people/ethical-decision-making/> Right versus Right. Both possibilities have value and merit, yet one must be picked over the other. Kidder names four basic paradigms that encompass most of these ethical dilemmas.*

*o Individual versus community*

*o Short term versus long term*

*o Truth versus loyalty*

*o Justice versus mercy*

*Examples can be found in Ms. Hunter’s article as well as in the Rush Kidder chapter which I believe is available through the Institute for Global Ethics. [www.GlobalEthics.org](http://www.GlobalEthics.org)*

## 3. Communicate.

Understand style preferences as you prepare to tell your story. Know that you may need several different ways to tell it. People process information differently. Some people need to be approached differently (email, social media, local papers, in-person discussions)

*(Story about a classic Myers Briggs Extrovert approaching a classic Introvert, realizing that it wasn’t working and adjusting his style when starting conversations in the future)*

Communicating doesn’t just mean telling people what *you* think. You need to listen to what they think. “Find the Right” in their story. It will help you to articulate your own story.

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*(Example: Recent local issue that became very heated. The side that lost the town-wide vote is ready to start again. Their argument is that the folks who voted against them didn't hear them. I wonder if THEY took the time to listen.)*

*(from Mary Rose O'Reilley, author of "Radical Presence: Teaching As Contemplative Practice  
"Pay attention...Just be there. Don't be thinking about a solution, or how you should fix it. Just listen hard and try to be present. It's very bad business to invite heartfelt speech and then not listen... What I'm trying to construct here is a theory of attention that depends little on therapeutic skills and formal training: listening like a cow. Those of you who grew up in the country know that cows are good listeners...We don't need fixing, most of us, as much as we need a warm space and a good cow. Cows cock their big brown eyes at you and twitch their ears when you talk. This is a great antidote to the critical listening that goes on in academia, where we listen for the mistake, the flaw in the argument. Cows, by contrast, manage at least the appearance of deep, openhearted attention.")*

Use these skills. Many issues can be solved over that cup of coffee. In fact, we give all graduates of Midcoast Leadership a mug for graduation.

## Lesson 4: Effective Leadership - From Citizens to State Legislators (Nancy Smith)

Nancy Smith of GrowSmart Maine offered several tools to Community Institute participants.

*Making Headway in Your Community* provides the foundation for discussions and decisions about the future of one's town as well as a structure to manage and connect strategic actions at the local level. It also highlights opportunities for regional collaborations. The Making Headway worksheet connects to an online resource, describing projects and local, regional and statewide connections available to assist communities in identifying goals and completing on-the-ground projects.



### Making the Action Plan Local

GrowSmart Maine and Maine Development Center are offering this resource to help the Action Plan of the 2008 Building Healthy Multi-Generational Communities in Maine. With the 2012 update Growing Maine Forward, Healthy Communities Maine provides a readable review of the Action Plan.

A similar process is taking place within Maine communities, engaging citizens, town board members, business and industry. This resource provides a variety of actions to consider for your town.

**What is your municipality doing to:**

- Encourage citizens to remain engaged and support investment funds for strategic economic development?
- Identify opportunities to collaborate with other municipalities?

**Services Offered by Resource Organizations**

- Technical Assistance
- Professional Development/Capacity Building
- Mapping/GIS
- Education, Information
- Workshops and Training
- Financial Support such as Grants and Loans
- Grant Writing
- Advocacy
- Community Planning

**Your support makes it happen**

Our resources have the intention of being part of a commitment to protect and enhance Maine's economy, environment and communities. With your help, we are building a network of engaged individuals, organizations and businesses that are shaping Maine's future.

GrowSmart Maine is a nonprofit 501(c)(3) organization. Maine Development Center is a program of the Maine Development Foundation, a nonprofit 501(c)(3) organization. Contributions are welcome and are deductible to the full extent provided by law.

Funded by the Elvina B. Sewall Foundation

GrowSmart Maine | 415 Congress Street, Suite 204 Portland, ME 04101 | [www.growsmartmaine.org](http://www.growsmartmaine.org)

Maine Development Center | 295 Water Street, Augusta, ME 04330 | [www.mdc.org](http://www.mdc.org)

### MAKING HEADWAY IN YOUR COMMUNITY

A Guide to Promoting Sustainable Prosperity for Maine Cities and Towns

**Mainers love our hometowns**

**In this guide:**

- A commitment to share your goals, identify what you're doing, and support your work.
- Connections to resources to support your work.

We have our neighbors, gather for Mainland Day parties, enjoy local events and restaurants and gather for kids' birthdays. The more we do all we can to ensure a strong future for our community. For that to happen, we need engaged people to develop good ideas for work, housing and recreation.

*Making Headway in Your Community* provides the foundation for the discussion and decision about the future of your town as well as a resource to manage and ensure strategic actions at the local level. It will also highlight opportunities for regional collaboration. This resource is available to assist communities in identifying goals and completing on-the-ground projects.

We hope you will find this booklet and the online resources valuable as you begin the process of planning for the future of your community.

Local results last. Be bold and be patient.

### MAKING HEADWAY IN YOUR COMMUNITY

CHARTING THE FUTURE OF MAINE CITIES AND TOWNS

What can make your community unique?	What do you want to do?	Who else is interested and willing to help?	Share your story and learn from others.
<b>Smart Design</b>  Redefining buildings for a mix of use and using best practices to energy efficiency while ensuring safety in public infrastructure and land conservation will bridge the natural and built environments by making communities desirable and vibrant while conserving, reuse and reducing carbon footprint.	#Conservation of Water Access, Productive Lands, Open Space #Environmental Issues and Natural Resources #Biodiversity Enhancement #Solid Waste Management #Climate Adaptation and Resilience #Comprehensive Planning #Community Development and Local Area with Tools		
<b>Community Connections</b>  Leadership development opportunities, well-designed public spaces and multiple transportation options allow for a wide range of people to connect in the bus, walk, bike, train, transit and active transportation.	#Planning for all Ages, Income and Abilities #Resilient Communities and Main Streets #Community Development #Effective Public Participation and Civic Engagement #Land Use Planning #Transportation Choices #Engaging Volunteers and Training for Leadership #Expanding Regional Cooperation with Nearby Towns #Strengthening WRI Connections		
<b>Local Economy</b>  Attracting and assisting entrepreneurs and business owners while strengthening local business sectors that add value to Maine's environment and community will create sustainable employment and investment opportunities.	#Small Business Development #Innovation and Entrepreneurship #Access to Capital #Community Development Block Grants #Job-Sector Training #Investment in Regional Industry Sectors #Planning, Financing and Forestry #Arts and Culture #Hospitality and Tourism		
<b>Healthy Communities</b>  Access to local fresh, walking trails, bike paths, attractive gathering places, affordable housing and recreation encourages active lifestyles and wellness while supporting the local economy.	#Bicycle, Walking, Biking Options #Recreation Information #Former Markets, Closures and Closures #Well-planned Parks and Public Gathering Places #Housing Types and Urban Form #Smart Subsidies and Co-ops		

Please share efforts & accomplishments with the press, social media and newsletters. [www.makingheadway.me](http://www.makingheadway.me)

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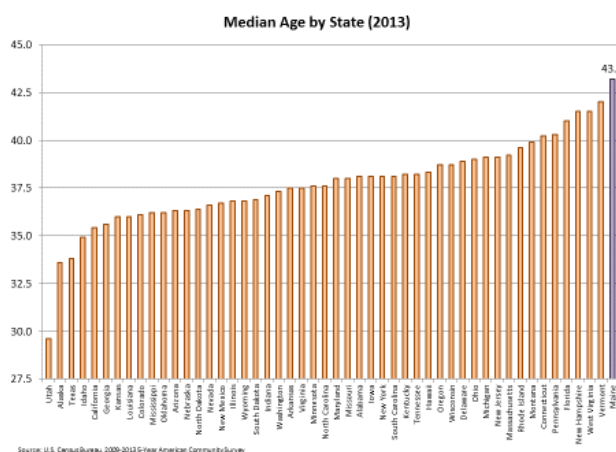
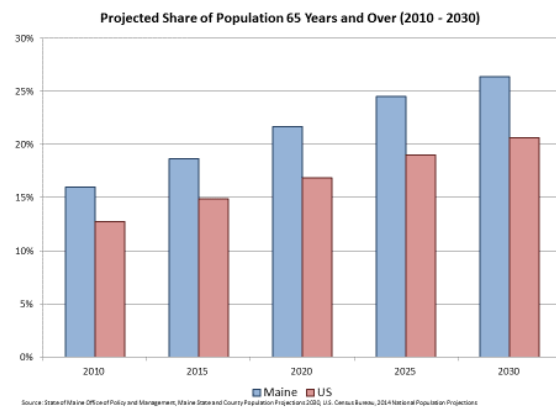
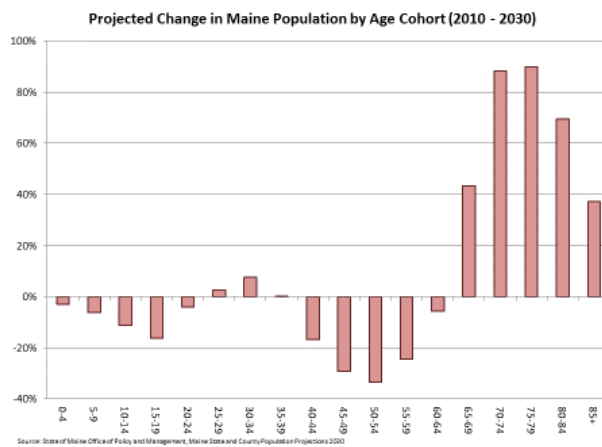
Nancy next described the on-line tool connecting resources and success stories from around Maine. A collaborative project between GrowSmart Maine and the Maine Downtown Center, this tool hosts information entered by developers, non-profit organizations and groups that provide technical assistance to make our communities stronger.

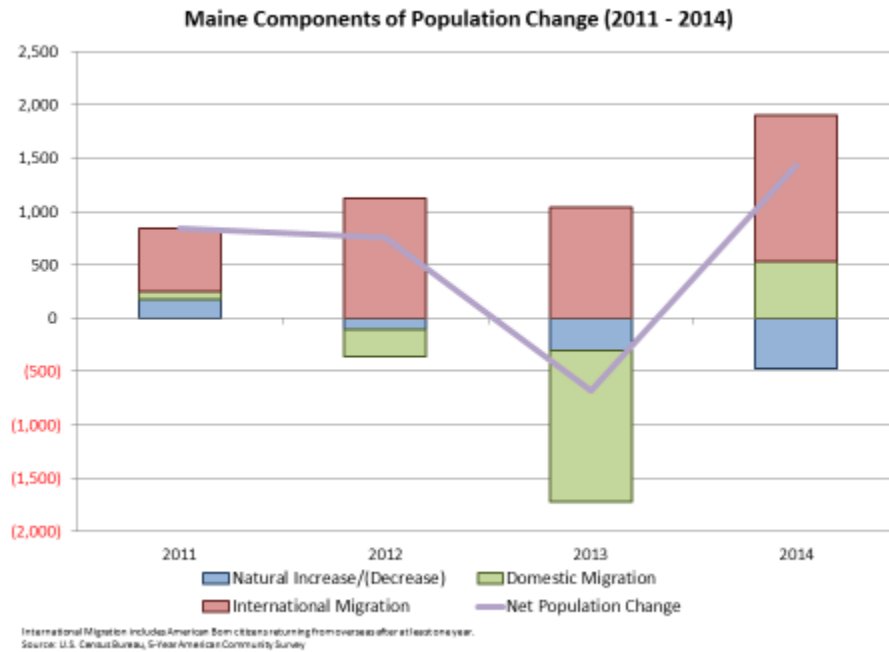
Finally Nancy provided information about the Maine Legislative process and how to most effectively engage at the state level, working with legislators, committees and providing testimony on bills and proposed legislation.



## Lesson 5: The Data-Aging in Maine

Carla Dickstein, Senior Vice President of Coastal Enterprises, Inc. presented data about the aging population in Maine. Several slides are shown below (entire presentation is available at [www.friendsmidcoast.org](http://www.friendsmidcoast.org)) clearly indicating the aging trends in Maine, the loss of the workforce aged population and the loss of young families.



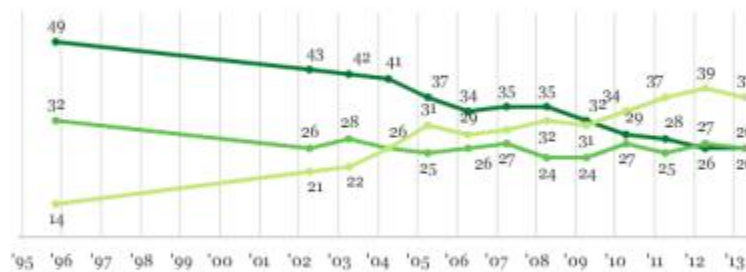


## Working Longer

At what age do you expect to retire?

Asked of nonretirees

■ Under 65 ■ 65 ■ Over 65



Late 1995 result reflects an average of November and December polls.

GALLUP®

Source: Charles S. Colgan, "A Very Different Maine", Presented at the Tristate Roundtable on Aging, November 18, 2014, Portsmouth, NH

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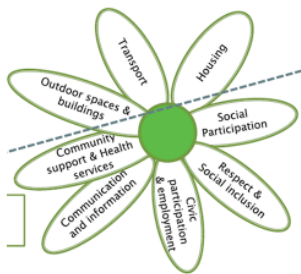
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## Lesson 6: Getting Ready for Older Communities in Maine

Peter Morelli, AARP Maine and past City Planner for Saco Maine, presented ideas about how communities can best prepare for this aging demographic. Peter's presentation is available on-line at [www.friendsmidcoast.org](http://www.friendsmidcoast.org).



### Getting Ready For Older Communities: Building an Age-Friendly Maine



Peter F. Morelli, AICP  
Age Friendly Community Project  
Pmorelli@aarp.org

#### Definition:

An aging friendly community is one that plans and prepares to actively engage older adults in creating infrastructure and services that effectively accommodate the needs of their community members across the full aging continuum.

Survey after survey finds that **today's older adults want to remain in their homes.**

**86%**  
of adults ages 45+ agree or strongly agree with the statement: "What I'd really like to do is stay in my current residence for as long as possible."

Source: AARP Home and Community Preferences of the 45+ Population, 2010



But most houses haven't been designed to adapt. In fact, American homes have traditionally been designed and built for **able-bodied 35 year olds.**

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Survey after survey finds that **today's older adults want to stay in their community.**

**85%**  
of adults ages 45+ agree or strongly agree with the statement: "What I'd really like to do is stay in my current community for as long as possible."

Source: AARP Home and Community Preferences of the 45+ Population, 2010



For the past 50 years, communities have developed around cars and other motor vehicles as our principal form of transportation.

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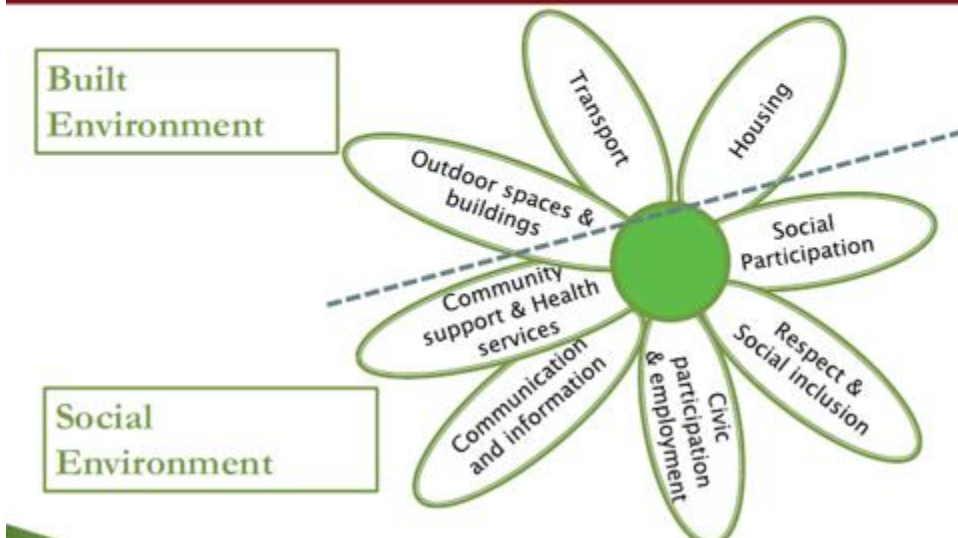
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## What makes a community age friendly?

- Access to health care and supportive services.
- Accessible, reliable and appropriate transportation.
- Affordable, livable housing.
- Safe communities, safe neighborhoods, safe homes.
- Caregiving supports.
- Walkable sidewalks/streets; readable signage.
- Collocation of housing with services.

## AARP Network of Age-Friendly Communities



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## Focus on 8 Domains

- Transportation – safe and affordable modes of private and public transportation.
- Housing – wide range of housing options for older residents; aging in place; and other home modification programs.
- Outdoor spaces and buildings – accessibility to and availability of safe recreational facilities.
- Social participation – access to leisure and cultural activities; opportunities for older residents to participate in social and civic engagement with their peers and younger people.



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## The 8 Domains (cont)

- Respect and social inclusion – programs to support and promote ethnic and cultural diversity, along with programs to encourage multigenerational interaction and dialogue.
- Communication and information – promotion of and access to the use of technology to keep older residents connected to their community and friends and family, both near and far.
- Civic participation and employment – promotion of paid work and volunteer activities for older residents and opportunities to engage in formulation of policies relevant to their lives.
- Community support and health services – access to homecare services, clinics, and programs to promote wellness and active aging.



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Peter presented a model of home care from Beacon Hill where residents raised funds to build a village model that provided the housing, social, and service needs they required. This model has received tremendous press and praise.

## The Village Model

In the Beginning...Beacon Hill

- Group of friends saw a need
- Researched options around the US
- Raised funds to get started
- Didn't want to rely on Government

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## Age Friendly Policies

- Housing Policies
  - Zoning for many elder housing projects
  - Zoning supportive of appropriate densities for elder housing
  - Accessory apartments
  - Home occupations
- Senior Tax Relief Program
- Town initiated projects
- Assist partners in finding land



## City Responsibilities vs. Community Responsibilities

- Transportation, walkability, open space – City or town has primary responsibilities
- Volunteerism, housing, social inclusion - City or town has some involvement
- Health care, social inclusion, housing, volunteerism – Community responsibilities; plan should identify who has primary responsibility

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### Momentum in Maine

#### City, Town, Neighborhood

- Blue Hill Peninsula
- Ellsworth
- Bowdoinham
- Kennebunk
- SW Harbor
- Munjoy Hill neighborhood
- Portland

## Lesson 7: The Blue Zones-Individual Health

Nick Buettner, from the National Geographic Blue Zones project, presented the results of the Blue Zones Study. In 2004, Nick's older brother, Dan Buettner teamed up with National Geographic and the world's best longevity researchers to identify pockets around the world where people lived measurably better. In these Blue Zones they found that people reach age 100 at rates 10 times greater than in the United States.

After identifying the world's Blue Zones, Dan and National Geographic took teams of scientists to each location to identify lifestyle characteristics that might explain longevity. They found that the lifestyles of all Blue Zones residents shared nine specific characteristics. They call these characteristics the Power 9.



The power 9 principles are (photos and text borrowed from [www.bluezones.com](http://www.bluezones.com))

**1) Move naturally:** The world's longest-lived people don't pump iron, run marathons or join gyms. Instead, they live in environments that constantly nudge them into moving without thinking about it. They live in places where they can walk to the store, to their friend's house or places of worship. Their houses have stairs. They have gardens in their yards.

To start moving naturally, consider making things a little inconvenient. Take that extra trip up or down the stairs instead of loading things at the top or bottom to take up later. Walk to your airport gate instead of taking the moving walkway or park far from the entrance when you visit a store. Walk a dog, do your own yard and housework, and get rid of some of the timesaving electronics and power equipment that have "simplified" your life.

**2) Know your purpose:** Knowing your sense of purpose is worth up to seven years of extra life expectancy. The Okinawans call it "ikigai" and the Nicoyans call it "plan de vida"—for both, it translates to "why I wake up in the morning."

Begin investigating your own purpose, by creating an internal inventory of your life. Try to articulate your values, passions, gifts and talents. What are the things you like to do and the

things you don't? Then incorporate ways to put your skills into action in ways that will add meaning to your life and the lives of others.



**3) Down Shift:** Stress leads to chronic inflammation, which is associated with every major age-related disease. Although everyone experiences stress, the world's longest-lived people have routines to shed that stress. Okinawans take a few moments each day to remember their ancestors, Adventists pray, Ikarians take a nap and Sardinians do happy hour.

You, too, can find a stress-relieving strategy that works for you and make it a routine. You'll be able to benefit both physically and emotionally!

**4) The 80 % Rule:** Marketers tell us we can eat our way to health, but America has been eating its way well beyond health. The 80% Rule is a strategy that focuses on taking things out of everyday diets, instead of putting more things in.

Saying "Hara hachi bu," the 2500-year old Confucian mantra, before meals, reminds Okinawans to stop eating when their stomach is 80% full. This 20% gap between not being hungry and feeling full could be the difference between losing weight or gaining it.

You can also replace your big tableware with 10" plates and tall, skinny glasses, remove any TV's from the kitchen, and remember that people in the Blue Zones® areas eat their smallest meal in the late afternoon or early evening and then don't eat any more the rest of the day.

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- 5) The Plant Slant:** While most people in the Blue Zones® areas only consume small amounts of meat on rare occasions, all of them eat a rich array of fresh fruits and vegetables, which are packed with disease-fighting nutrients. The cornerstone of most centenarian diets is beans, favorites including fava, black, soy and lentils.

You can eat meat if you want to, but try considering it as a condiment and make sure you buy the leanest, finest meat you can afford. Limit portions to the size of a deck of cards and don't exceed serving it more than twice a week. This is consistent with the USDA's MyPlate recommendations to make fruits, vegetables and grains the majority of your intake. You can also focus on eating nuts—a handful a day can give you an extra 2-3 years of life expectancy!



- 6) Wine at 5:** Thanks to healthy plant compounds and antioxidants, wine has been shown to reduce the risk of heart disease, certain cancers and slow the progression of neurological disorders like Alzheimer's and Parkinson's disease.

Limit your daily intake to one glass for women and two glasses for men. Try drinking while you eat a meal with friends to experience the full benefits of this Power 9® principle. Remember, however, that if you go overboard, the positive effects will be replaced with negative habits, so be mindful of your intake.



- 7) The Right Tribe:** The world's longest-lived people are either born into or choose to create social circles that support healthy behaviors. Ikarians enjoy tight-knit communities that socialize frequently, while Okinawans build "moai" groups of five friends that commit to each other for life.

Research from the Framingham Studies shows that smoking, obesity, happiness and even loneliness are contagious. Assessing who you hang out with, and then proactively surrounding yourself with the right friends, will do more to add years to your life than just about anything else.



- 8) Community:** All but five of the 263 centenarians interviewed in the original Blue Zones® areas studies belonged to some faith-based community. It doesn't matter if you're Christian, Buddhist, Muslim, Jewish or another religion. What matters is that you attend regularly and truly feel part of a larger group.

Research shows that attending faith-based services four times per month will add 4-14 years of life expectancy. If you already belong to a group, great! If it's been a while or you aren't sure where to start, try asking friends and neighbors for their suggestions or search for additional information online.

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- 9) **Loved Ones First:** Happy, healthy centenarians in the Blue Zones® areas put their families first. This can take shape in many ways, from keeping your aging parents and grandparents in or near your home to being in a positive, committed relationship, which can add up to 6 years of life expectancy.

Caring for children is important for many reasons, too, and many people in the Blue Zones areas go out of their way to invest time and love their children to ensure they'll be more likely to care for them when the time comes.

According to Wikipedia, the five regions identified and discussed by Buettner in the book *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*.

- Sardinia, Italy (particularly Nuoro province and Ogliastra): one team of demographers found a hot spot of longevity in mountain villages where men reach the age of 100 years at an amazing rate.
- The islands of Okinawa, Japan: another team examined a group that is among the longest-lived on Earth
- Loma Linda, California: researchers studied a group of Seventh-day Adventists who rank among North America's longevity all-stars
- Nicoya Peninsula, Costa Rica: the peninsula was the subject of research on a Quest Network expedition which began on January 29, 2007.

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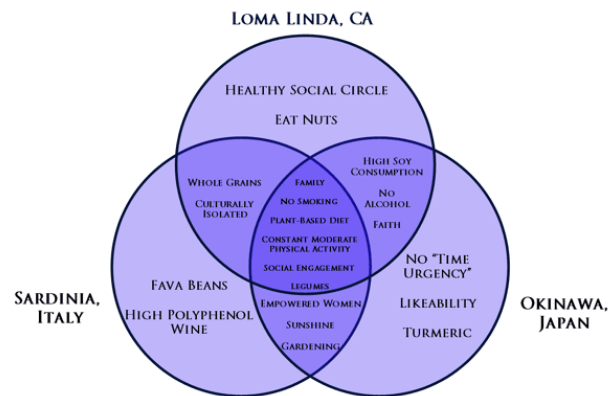
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- Icaria, Greece: an April 2009 study on the island of Ikaria uncovered the location with the highest percentage of 90 year-olds on the planet - nearly 1 out of 3 people make it to their 90s. Furthermore, Ikarians "have about 20 percent lower rates of cancer, 50 percent lower rates of heart disease and almost no dementia".

Residents of the first three places produce a high rate of centenarians, suffer a fraction of the diseases that commonly kill people in other parts of the developed world, and enjoy more healthy years of life.

The people inhabiting Blue Zones share common lifestyle characteristics that contribute to their longevity. The Venn diagram at the right highlights the following six shared characteristics among the people of Okinawa, Sardinia, and Loma Linda Blue Zones:

- Family – put ahead of other concerns
- Less smoking
- Semi-vegetarianism – except for the Sardinian diet, the majority of food consumed is derived from plants
- Constant moderate physical activity – an inseparable part of life
- Social engagement – people of all ages are socially active and integrated into their communities
- Legumes – commonly consumed



In addition, these populations (with the exception of the Loma Linda population) have the lowest rates of the genetic APOE-e4 polymorphism in the world. The APOE-e4 polymorphism is linked to increased rates of late-age onset Alzheimers disease, cardiovascular disease and reduced longevity. The Loma Linda population's longevity might be explained by the extreme health-conscious lifestyle of Seventh Day Adventists.

## Lesson 8: The Hands-On Work

Four different tools were introduced to participants. These included:

- 1) The Blue Zones pledge and check list [www.bluezones.com](http://www.bluezones.com)
- 2) The AARP Homefit Guide  
<http://www.aarp.org/content/dam/aarp/livable-communities/documents-2014/AARP-Home-Fit-Guide-2014.pdf>
- 3) The Rural Active Living Assessment (RALA)  
<http://activelivingresearch.org/rural-active-living-assessment-rala-tools>
- 4) The AARP Sidewalk and Street Survey  
<http://www.aarp.org/content/dam/aarp/livable-communities/documents-2014/AARP-Livable-Communities-Sidewalks-and-Streets-Survey.pdf>

The first two were described and introduced indoors. Participants worked through questions and concerns with these tools.

Tools 3 and 4 were demonstrated in the field work and walk audit. The group broke into two groups of approximately 10-12 people per group and were led through the streets of Damariscotta to evaluate the conditions and opportunities for improvement.

Data and feedback obtained will be provided to the Town of Damariscotta for their planning needs.



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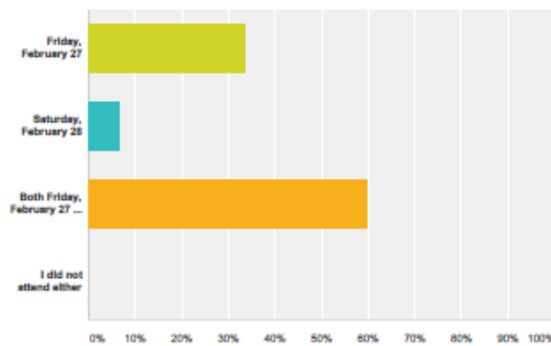
## Participant Evaluations:

After every session of The Community Institute, participants are asked for their feedback on each element of the session. Paper copies and on-line versions were available.

### The Community Institute-Session #2 Multi-Generational Communities

#### Q1 Which day(s) did you attend The Community Institute: Session #2-Multi-Generational Communities-Aging in Place?

Answered: 15 Skipped: 0



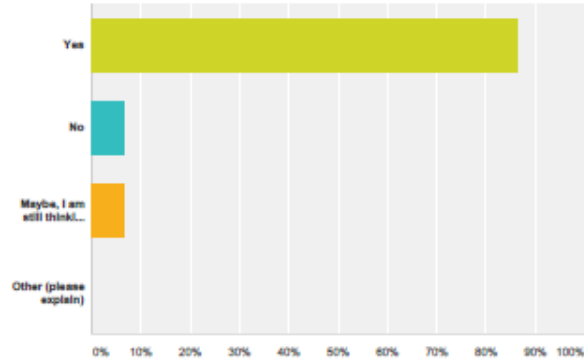
Answer Choices	Responses
Friday, February 27	33.33% 5
Saturday, February 28	6.67% 1
Both Friday, February 27 and Saturday, February 28	60.00% 9
I did not attend either	0.00% 0
Total	15

1 / 15



**Q2 The course was divided into three parts: Leadership Training; Topic-specific training on Multi-Generational Communities-Aging in Place; and Hands-on training/field work. Was this three part design beneficial to you, your work and/or your community?**

Answered: 15 Skipped: 0



Answer Choices	Responses
Yes	86.67% 13
No	6.67% 1
Maybe, I am still thinking about it.	6.67% 1
Other (please explain)	0.00% 0
<b>Total</b>	<b>15</b>

#	Other (please specify)	Date
1	While I was unable to attend the second day for this workshop, I did participate in the second day of the first workshop, and found it very beneficial to put into practice the concepts learned the first day—both the leadership skills and the topical knowledge learned. I wish I had been able to participate in the assessments on the second day, and am anxious to receive the audit forms so I can assess my community.	3/9/2015 10:08 AM
2	Blue Zones was inspirational	2/28/2015 2:42 PM

### Q3 What 3 things did you learn in the leadership training part?

Answered: 11 Skipped: 4

#	Responses	Date
1	Not sure if learned is the right word, as much of the information presented I had heard in the previous session. The importance of the leadership training is to refocus attention to your personal leadership style, and how you have to make adjustments based on the leadership style of others. This is particularly important when your talking about working with local and state officials, as you don't want to "turn them off" to important information based on your style of working.	3/9/2015 10:08 AM
2	Having done leadership training before, I love to remember that you can never hear that information too many times, especially since you are likely in a room with folks who may not have experience with that kind of thing, and it is always helpful to hear what people take away from it or want to know more about it the first time they hear it.	3/8/2015 1:58 PM
3	1) Focus on the topic 2) research all the sources available first 3) involve the public, i.e. listen, rather than lecture to...	3/8/2015 1:22 PM
4	How to interact with different styles You can have a mix of two styles, etc.	3/2/2015 3:59 PM
5	1. Compass leadership styles - very informative 2. The importance of staying informed of government policy - contacting area representatives 3. Grow Smart Maine - Nancy - very informative - helped to think outside the box Jane - I loved your style, cheerful and clear presentations. I would like to recommend guests hold questions until after each presentation. It was difficult for me to follow sometime. Unless of course the presenter welcomes that. I felt Chris Johnson had a lot of great suggestions but he went over his limit. Peter Merrill - I could not hear him so he lost me in his presentation. He did respond when he saw my hand to my ear to try and speak louder. I know he was new to this so I gave him grace.	3/2/2015 11:24 AM
6	Styles of leadership, good to reflect on your own style and the styles of those with whom one collaborates or works.	3/2/2015 9:47 AM
7	1) A new way of looking at Leadership Styles 2) Good exercise to do with staff members. 3) Reinforced importance of recognizing different leadership styles.	2/26/2015 3:45 PM
8	1) content regarding different compass directions	2/26/2015 3:02 PM
9	1) Four styles of leadership was most helpful; 2) guidelines from action/group to larger political leadership was helpful; 3) Appreciated the encouragement	2/26/2015 2:55 PM
10	1) The role of interfacing with the legislature and the legislator; 2) Compass styles 3) exposed to GrowSmart Maine for the first time	2/26/2015 2:52 PM
11	1) Talent at juggling multiple North-South-East-West personalities, particularly in a government setting and a public setting; 2) Stay on point, vocally and in print. Edit. 3) recognize difference of passion from personalities.	2/26/2015 2:42 PM

## The Community Institute-Session #2 Multi-Generational Communities

### Q4 What 3 things did you learn in the Topic specific "Multi-Generational Communities- Aging in Place" part?

Answered: 12 Skipped: 3

#	Responses	Date
1	The findings from the Blue Zones project; the data presented; and the community assessment tools.	3/9/2015 10:08 AM
2	According to the Danish Twins Study, approx 80% of longevity may be attributed to lifestyle choices. Having plants & a scale may actually increase the length of my life.	3/8/2015 5:34 PM
3	I learned more about ways to promote longevity and the importance of an inclusive community for all ages.	3/8/2015 1:58 PM
4	1) There are sources available, model ordinances, etc. get these. 2) The neighborhood group is good: 65 Year Olds taking care of 85 year olds 3) Aging in Place houses=common sense, energy-efficient houses.	3/8/2015 1:22 PM
5	Was surprised to hear that our children's lifespan could be shorter than ours Data is important and understanding it's methodology. What is good and beneficial of older people is often beneficial to multiple generations.	3/2/2015 3:50 PM
6	1. BLUE ZONE!!!! - Nick was amazing!! He affirmed much of what I already practice 2. Carla's statistics were very helpful - however, I felt too many interruptions during presentation 3. Health benefits of multi-generation communities - affirmed The food, drinks and food choices and restaurants was awesome!! Where was the chocolate??? Healthier Snacks that correspond to the Blue Zone theory would be welcomed. See-wicks candles in Demariscotta makes amazing soy candles for a future gift suggestion.	3/2/2015 11:24 AM
7	AARP's 8 domains; the concept of planning as both the built environment and the social/economic environment; millennials and boomer want similar things in communities; AARP tools	3/2/2015 9:47 AM
8	The degree to which my company is working to help new and older generations work together. Can NOT READ survey from paper copy.	2/28/2015 3:45 PM
9	1) Lots to absorb-need to reflect on his and then discuss. 2) Sharing community stories	2/28/2015 3:02 PM
10	The community institute website is friendly.	2/28/2015 2:55 PM
11	The power and effectiveness of the village process.	2/28/2015 2:52 PM
12	1) As I worked on 10 years of planning, I already have deeply researched this subject. Nice to see how nation-wide this subject is being investigated and implemented.	2/28/2015 2:42 PM

Zoom in (Ctrl+Plus)

## Site-Session #2 Multi-Generational Communities

### Q5 What 3 things did you learn in the hands-on part?

Answered: 10 Skipped: 5

#	Responses	Date
1	N/A	3/8/2015 10:08 AM
2	Pay attention to little things, such as heights of sidewalk curbs, street crossing markings, & signage for ease of use.	3/8/2015 5:34 PM
3	It is very cold. Many could benefit from proactive planning before building. Every community can make improvements.	3/8/2015 1:58 PM
4	1) That bragging about Damariscotta Village as the most successful in Maine! 2) That anchors are crucial: Fenys and LC Theater and book store and library 3) Blue Zones is a professional presentation.	3/8/2015 1:22 PM
5	Cross walk placement and signage Someone not familiar with downtown Damariscotta can have a very different opinion than a local who has a stake in it....It's all relative. You can accomplish simple changes that make a difference with careful planning and budgeting	3/2/2015 3:59 PM
6	1. Lori Parham - AA/RP Streets and Sidewalks tour and discussion - very informative Loved the networking and connection with Ronn Orenstein, selectman. Damariscotta is my hometown so it felt wonderful to have so much support and affirmation. AA/RP Homefit guide - affirmed what we are doing at our home. 2. Healthy Lincoln County presentation by Brenda - very informative 3. Sharing information, resources and networking with other guests	3/2/2015 11:24 AM
7	The specific tools and using/discussing each was helpful. Walking around and actually doing an assessment while we walked was helpful.	3/2/2015 9:47 AM
8	1) tools are adaptable 2) lots of resources and tools are available	2/28/2015 3:02 PM
9	Sidewalk accessibility	2/28/2015 2:57 PM
10	Besides a door prize raffle, was there a hands-on segment? Was the points quiz in this category? I would never be able to score highly in this survey.	2/28/2015 2:42 PM

The Community Institute-Session #2 Multi-Generational Communities

**Q6 What unexpected thing(s) did you learn from this session?**

Answered: 11 Skipped: 4

#	Responses	Date
1	Not an unexpected learning, but an important point to mention is the number of legislators and selectmen who participated. Gives me confidence that the mid-coast is taking a serious look at its aging population with a view toward improving/managing their situation.	3/9/2015 10:08 AM
2	King Elder's catering was actually quite good!	3/8/2015 5:34 PM
3	I hope to see more municipalities making improvements based on all ages at once, instead of focusing on a specific demographic.	3/8/2015 1:58 PM
4	The neighborhood program of 85 year olds taking care of 85 year olds!	3/8/2015 1:22 PM
5	I think the data was great and some of it unexpected. I enjoyed learning about the Blue Zones which I had not previously been familiar with.	3/2/2015 3:59 PM
6	Loved the time spent networking with others. There were so many outstanding resources. The energy from the passion and knowledge of those attending was phenomenal. I felt like an overflowing fountain on Friday night. Then a geyser by Saturday afternoon!! Who said winter was dull!!!! That John Jenkins lived in your home while attending Bates!!	3/2/2015 11:24 AM
7	I really enjoyed learning about concrete specific ideas that folks are using in communities	3/2/2015 9:47 AM
8	Personal reflections for the Blue Zones, means re-directing my sleep towards becoming a model for others.	2/28/2015 3:02 PM
9	The AARP resources	2/28/2015 2:57 PM
10	Nick Bustner's presentation on Blue Zones.	2/28/2015 2:55 PM
11	Extreme age demographics. Next generation not living as long as the current. That the US is capable of having a Blue Zone, especially in California.	2/28/2015 2:42 PM

The Community Institute-Session #2 Multi-Generational Communities

**Q7 How would you improve these sessions  
in the future?**

Answered: 11 Skipped: 4

#	Responses	Date
1	More time. Slow down for interaction between attendees, and speakers.	3/7/2015 7:00 AM
2	I think it was excellent! Perhaps more examples from around the state?	3/5/2015 1:58 PM
3	Have long outdoor walk-about in a fall or spring workshop.	3/5/2015 1:22 PM
4	??	3/2/2015 3:50 PM
5	List of attendees to reference while at the conference. Perhaps provided once there or ask people to bring their business cards to share when having a conversation with someone. More time to network and exchange information and resources. Could be done after a stand up stretching break. Maybe a table mixer.	3/2/2015 11:24 AM
6	Nothing	3/2/2015 9:47 AM
7	Make sure the speakers are DYNAMIC.	2/26/2015 3:45 PM
8	Fresh Air Breaks Schedule an informal follow up meeting in order to network and continue the learning	2/26/2015 3:02 PM
9	More time for downtown walking sidewalks for better "learn" listening.	2/26/2015 2:57 PM
10	Better room space without pillars but keep it indoors.	2/26/2015 2:52 PM
11	Thank you for having a venue with an elevator. Nice overall handicapped access.	2/26/2015 2:42 PM



The Community Institute-Session #2 Multi-Generational Communities

**Q8 How will you be a different community leader or community member because of something you learned at this session?**

Answered: 11 Skipped: 4

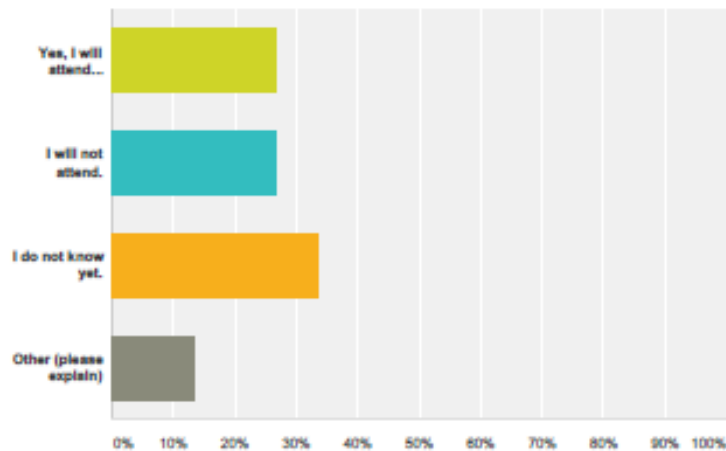
#	Responses	Date
1	Will share and use the assessment tools provided in my community.	3/9/2015 10:08 AM
2	More aware of accessibility issues for all and the wide variety of resources available.	3/7/2015 7:00 AM
3	I will feel more confident when dealing with members of my community who believe the focus should solely be on the aging population. The more educated I am on the topic, the more leverage I have for informed discussion.	3/5/2015 1:58 PM
4	I will research thoroughly all the sources available before presenting information to the public.	3/5/2015 1:22 PM
5	Being aware of different leadership styles allows you to better interact and influence others.	3/2/2015 3:59 PM
6	I have already shared with my church congregation an advertisement. I will make a summary of the information I received and pass it along to the rest of my leadership team. We have many seniors in our congregation who will benefit from this information. I will spread the work among my friends and family.	3/2/2015 11:24 AM
7	I will be able to educate others who are working in and with communities on the topic of aging in place	3/2/2015 9:47 AM
8	Connecting more, using website and facebook more.	2/28/2015 3:02 PM
9	The MANY excellent resources available!	2/28/2015 2:57 PM
10	I will be more involved and more passionate!	2/28/2015 2:52 PM
11	I will pay a bit more attention to the N-S-E-W personalities at work.	2/28/2015 2:42 PM

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Session #2 Multi-Generational Communities

**Q9 There is one more session planned for the 2014-2015 year on Downtowns and Locally Owned Businesses on May 7 and 8 in Belfast. Will you attend this session?**

Answered: 15 Skipped: 0



Answer Choices	Responses
Yes, I will attend Downtowns and Locally Owned Businesses	26.67% 4
I will not attend.	26.67% 4
I do not know yet.	33.33% 5
Other (please explain)	13.33% 2
Total	15

#	Other (please specify)	Date
1	I would love to!	3/5/2015 1:58 PM
2	Please send me information so I can make a decision about attending	3/2/2015 11:24 AM
3	Other stuff will come, other conferences the week before.	2/28/2015 3:02 PM

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The Community Institute, A program of Friends of Midcoast Maine  
[www.communityinstitute.org](http://www.communityinstitute.org)

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The Community Institute-Session #2 Multi-Generational Communities

Q10 What other topics should be covered in future sessions of The Community Institute beginning in September 2015?

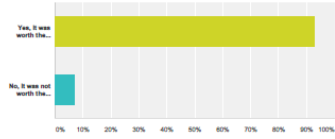
Answered: 9 Skipped: 5

#	Response	Date
1	How to energize and mobilize individuals into community service How to enhance & display your community's historic character	3/6/2015 5:34 PM
2	Various real testimonials of dealing with obstacles/risks as changes in a community are happening.	3/7/2015 7:05 AM
3	Youth arts in the community novelty attractions-pay or not? For example, a water feature in a public park (splash pad) public transportation volunteerism fundraising	3/6/2015 1:58 PM
4	Energy Efficiency	3/6/2015 1:22 PM
5	Fundraising to support livable communities initiatives might be one.	3/2/2015 3:59 PM
6	How to create more meeting places for Seniors to socialize. How to set up a phone network to check on seniors in rural areas	3/2/2015 11:24 AM
7	The politics: How to work with "Naysayers" NIMBY's	2/28/2015 2:57 PM
8	Helping Charlestown and Newcastle follow through and become more active in what it needs to be "Twin Towns"	2/28/2015 2:52 PM
9	Handling winter in Maine for seniors and handicapped.	2/28/2015 2:42 PM

The Community Institute-Session #2 Multi-Generational Communities

Q11 The cost was \$125 for this session. Was this session a good value for your money?

Answered: 14 Skipped: 1



Answer Choices	Responses
Yes, it was worth the money.	85.71% 12
No, it was not worth the money.	14.29% 2
<b>Total</b>	<b>14</b>

#	Other (please specify)	Date
1	Filled out a paper money. Did not wish to be insensitive on that input, however upon reflection, this member was not what I anticipated. Expected more direct solutions, projections, government involvement, results. Most of what was presented at session I could get out of third-hand magazines. Has scared me on going to next session.	3/6/2015 2:52 PM
2	Yes, but I still owe the money.	3/6/2015 1:59 PM
3	Keep the quality food service, helps to keep the meeting flowing.	2/28/2015 2:43 PM

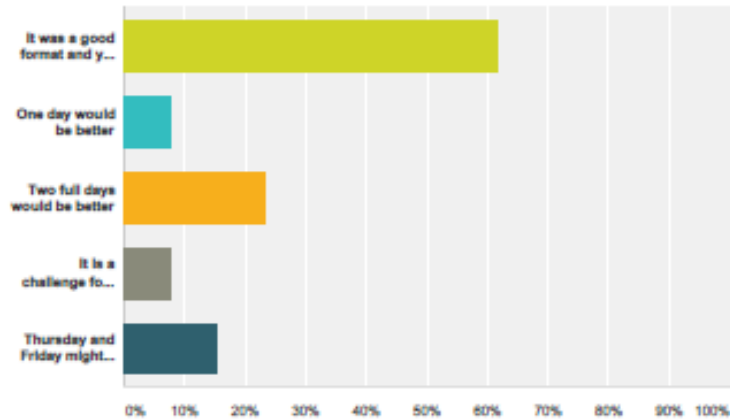
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**Q12 What do you think of the 1 ½ day workshop format?**

Answered: 13 Skipped: 2



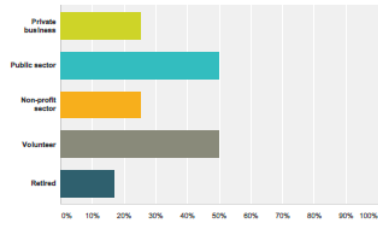
Answer Choices	Response
It was a good format and you should keep it	61.54% 8
One day would be better	7.69% 1
Two full days would be better	23.08% 3
It is a challenge for people to attend for more than one day	7.69% 1
Thursday and Friday might be better	15.38% 2
Total Respondents: 13	

#	Other (please specify)	Date
1	I am flexible, so I am not a good judge of this.	3/5/2015 1:50 PM
2	more people might attend if they don't have overnight boarding costs.	3/5/2015 1:22 PM
3	A day and a half is great. Saturdays are tough due to family obligations.	3/2/2015 3:50 PM
4	It was challenging to attend both days but I loved the combination of topics and real world use of tools; I also don't know what you could have dropped from the agenda	3/2/2015 9:48 AM
5	ough to find right times and days. But can't imagine squeezing this into 1 day!	2/28/2015 3:03 PM
6	The half day might be fine without a meal.	2/28/2015 2:43 PM

The Community Institute-Session #2 Multi-Generational Communities

Q13 In what sector do you (primarily) work?

Answered: 12 Skipped: 0



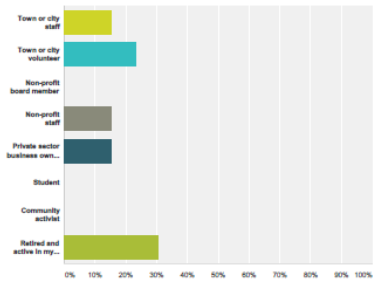
Answer Choices	Responses	
Private business	25.00%	3
Public sector	50.00%	6
Non-profit sector	25.00%	3
Volunteer	50.00%	6
Retired	16.67%	2
Total Respondents: 12		
#	Other (please specify)	Date
1	All of the above	3/9/2015 10:09 AM
2	Faith community leadership - deacon	3/9/2015 11:24 AM
3	Education	3/9/2015 9:48 AM
4	Local government	3/9/2015 3:03 PM
5	Multiple committees. One paid, balance volunteer work.	3/9/2015 2:44 PM

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The Community Institute-Session #2 Multi-Generational Communities

Q14 What is your job?

Answered: 13 Skipped: 2



Answer Choices	Responses	
Town or city staff	15.38%	2
Town or city volunteer	23.08%	3
Non-profit board member	6.90%	0
Non-profit staff	15.38%	2
Private sector business owner or staff	15.38%	2
Student	6.90%	0
Community activist	6.90%	0
Retired and active in my community	30.77%	4
Total		13

#	Other (please specify)	Date
1	Selectman; Board member; private sector business owner; non-profit volunteer.	3/9/2015 10:09 AM
2	I wear a lot of hats	3/9/2015 2:00 PM
3	work in the homecare field	3/9/2015 11:24 AM
4	University Cooperative Extension - education and community development	3/9/2015 9:48 AM

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The Community Institute-Session #2 Multi-Generational Communities

5	Need more local tools beyond accessory apartments...	3/9/2015 3:03 PM
6	A line to keep business needs would be good.	3/9/2015 2:58 PM

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## RESOURCES:

Friends of Midcoast Maine: [www.friendsmidcoast.org](http://www.friendsmidcoast.org)

The Community Institute: [www.communityinstitute.org](http://www.communityinstitute.org)

AARP Maine: [www.aarp.org](http://www.aarp.org)

AARP Home Fit Audits

<http://www.aarp.org/livable-communities/info-2014/aarp-home-fit-guide-aging-in-place.html>

<http://www.aarp.org/livable-communities/info-2014/livable-communities-fact-sheet-series.html>

The AARP step-by-step toolkit for local communities who want to conduct walkability workshops: <http://www.aarp.org/livable-communities/getting-around/info-2014/advanced-streets-and-sidewalks-toolkit.html>

GrowSmart Maine: [www.growsmartmaine.org](http://www.growsmartmaine.org)

Making Headway in Your Community [growsmartmaine.org/wheretostart](http://growsmartmaine.org/wheretostart)

The Maine Downtown Center: [www.mdf.org/mdc\\_overview.php](http://www.mdf.org/mdc_overview.php)

Midcoast Leadership Academy: [www.MidcoastLeadershipAcademy.org](http://www.MidcoastLeadershipAcademy.org)

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### For more information:

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