





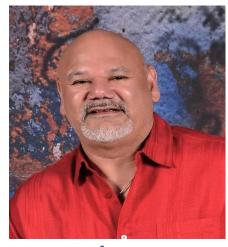
Ruben Rivera-Jackman, MNPL Director of Resident Services

What if

ruben.jackman@shag.org 206-701-5435



What if



Ruben



- R 30+ years of experience working in the housing and social services sector.
- ® Education: MNPL, GMHS, PSC
- ® Director of Resident Services
 - ■30+ Older-Adult Affordable Senior **Housing Communities**

 - 7 FTEs (RSCs)Serve 6,000+ households.
 - Funding: LIHTC





- Sustainable Housing for Ageless Generations (SHAG) non-profit organization founded in 1988.
- Largest operator of affordable senior living communities in the Puget Sound region.
- Dedicated to providing quality, affordable rental apartment homes and promoting an active and fulfilling lifestyles for older-adults.





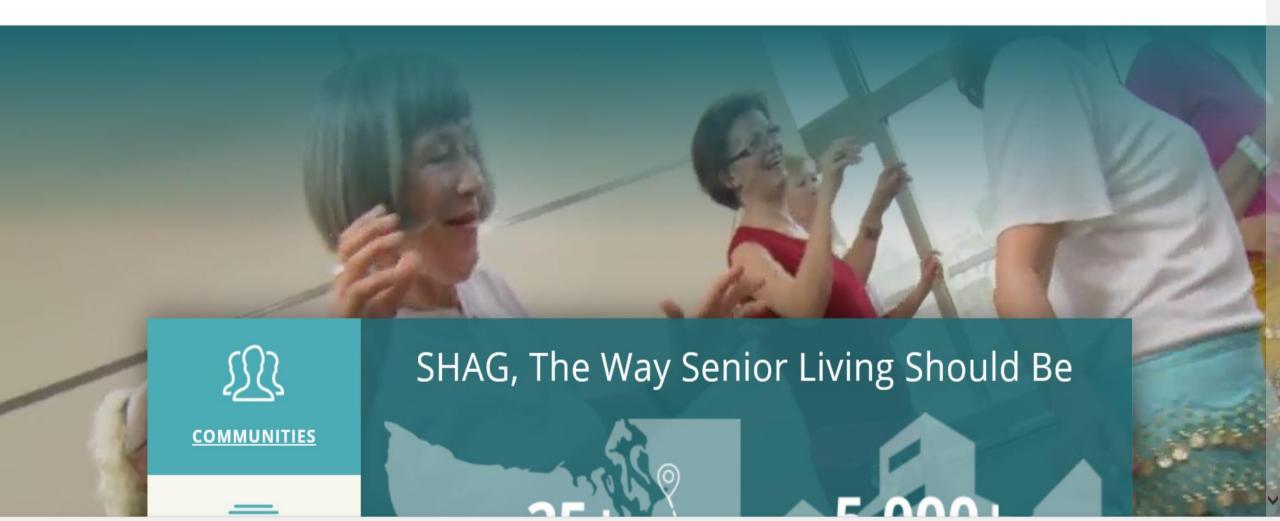
www.shag.org

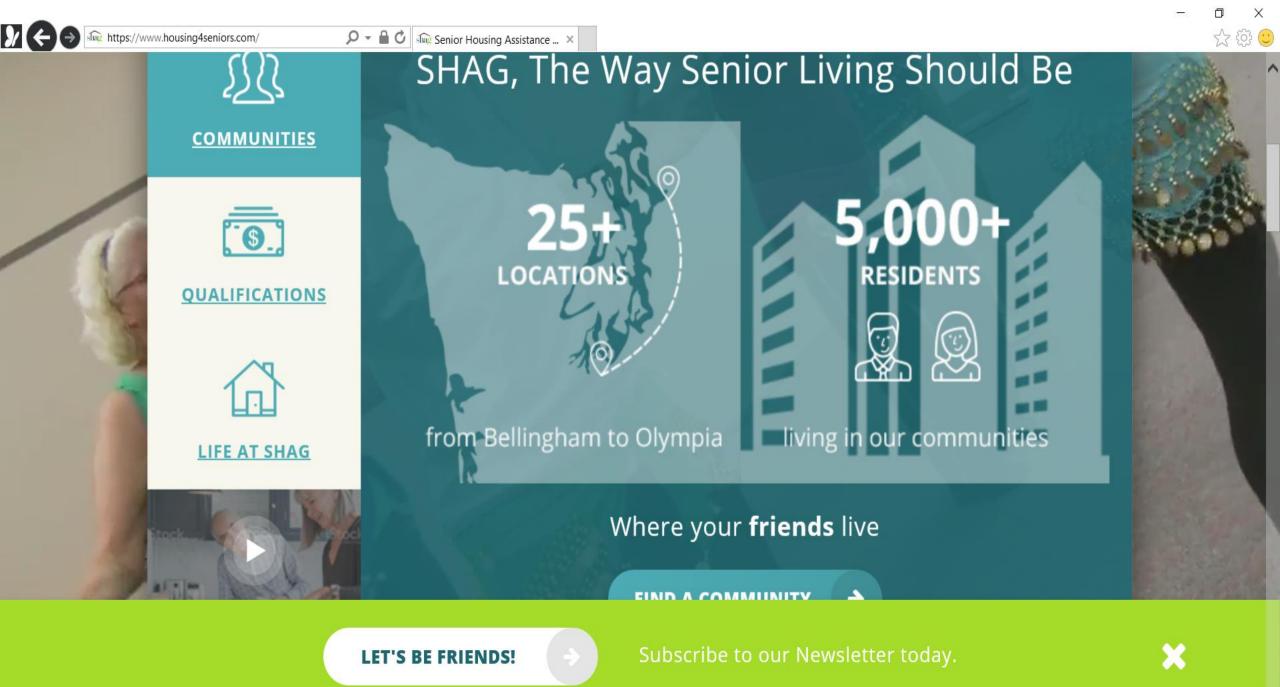
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■ View Menu

FIND YOUR COMMUNITY





What if Polling Question

- Housing Developer,
 Owner
- [™] Compliance/QA

- **Service Coordinator**
- **Administrative** Assistant

Property Manager

Housing
Administrator

[™]Other?





What do you need in order to feel safe and to share information in this space?







- √ Keep cellphones on silent mode.
- ✓ Please maintain your fellow team member's confidentiality. "The Vegas Rule."





- ✓ Everyone participates, no one dominates. "Please monitor your air time"
- ✓ Use an empathetic ear to listen to others for understanding.





✓ Focus your attention on the full group discussion.

✓ Engage in mutual respectful communication and interactions.





- ✓ Assume good intentions.
- ✓ It is OK to agree to disagree.
- **✓**Others?

What if Learning Objectives



- 1. Increased awareness of Resident Demographic Trends.
- 2. Enhanced understanding of the benefits of resident engagement and community building.





Learning Objectives

3. Recognize practical strategies for engaging residents more effectively.

Identify potential community building activities.

What if Trends



 Older-adult population expected to double to 28% of the U.S. population by 2050.

•More diverse in terms of ethnicity, sexual orientation, National origin, economic status, language, etc.





Trends

 Rapid growth in the proportion of the population aged over 65.
 (Baby Boomers)

Life expectancy (avg. 78.6) continues to rise due to medical advances.

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What if Trends

- Anticipated catastrophic cuts to health and social service programs means an even greater need for residents to do more for themselves.
- Housing providers will need to consider investing in resident engagement and building community strategies.



Trends

In anticipation of cuts in Medicaid and Medicare, Social Security and other safety nets housing providers will need to be:

- 1. Flexible in the way they do business.
- 2. Open, honest and transparent in their communication.
- 3. Willing to utilize a range of resident engagement strategies.





Low-income, Disenfranchised and Disadvantaged Individuals are:

- Often isolated in neighborhoods where affordable housing is not aligned with public transportation.
- Disconnected from employment, educational, and recreational opportunities, child care, MH and health care and quality food resources.





Low-income, Disenfranchised and Disadvantaged Individuals are:

 More likely to experience lack of access and barriers to quality health care and community resources which can be devastating to their personal well-being and negatively impact life expectancy.





What if

"Sense of community is a key driver of satisfaction among apartment residents."

J.D. Power & Associates
Study of apartment management companies







Resident Engagement Defined

 Resident engagement means different things to different people.

 Resident engagement means that residents feel that they have a voice and that they're part of the decision-making for what their community should look like.

What if Resident Engagement Defined

- A **process** that leads to action and creates an environment that enables participation and involvement.
- Working with the residents who live in the community, in their space, where they are, around the issues that they care about.



Making the Case for Resident Engagement

- The message is clear; involve your residents in your business and you'll increase satisfaction and drive down costs.
- One of the first steps of resident engagement is to determine what your community needs and how you can help them.





Resident Engagement Involves

- Informing people
- Seeking input from people

Listening to people

Bringing people together

Working with people

Empowering and coaching people





Benefits of Resident Engagement

 "Social connections are as important as money and health to a good later life."

Study published by the Center for Aging Better.

 An important approach in addressing and reducing social isolation.





Benefits Of Resident Engagement

- Empowers residents to play a part in strategic, long term programs and services in their community. (Capacity building)
- Reduces social isolation. (Social engagement)
- Empowers residents to play a part in coordinating community building activities and engaging in services in their community. (Community building)





Benefits Of Resident Engagement

 Helps residents to feel valued and that it's worthwhile participating both in shaping services and community activities.

 Imparts a greater sense of security as residents feel more in control of the services they receive.

What if



Benefits Of Resident Engagement

 Increases overall resident satisfaction, harmony and personal contentment.

 Increases overall team member satisfaction and reduces staff retention.

Reduces lasing and unit turnover costs.

What if



Benefits Of Resident Engagement

Increases a sense of belonging for residents.

 Residents take ownership and pride in their community. (Lower vandalism)

Happy Residents = Happy Team Members

Leading**Age***

What if Ideas for Obtaining Resident Input

- Surveys
- Community meetings
- Written correspondence

Residents Advisory Committee (RAC)

Newsletters

- Blogs
- Focus groups

Social media





BLOG

Neighbors Helping Neighbors with Food Insecurity

Apr 27, 2018, 3:38 AM

Youth and Seniors Plant Gardens

Jun 26, 2017, 8:58 AM

Three local high school students and a group of residents of Lakewood Meadows, a SHAG senior living community, will work together to fill and plant 10 new raised garden beds at the community at 11 a.m., June 23, 5228 112th St. SW, Lakewood.

Lakewood Arts & Crafters

LET'S BE FRIENDS!

TOPICS

ΑII

Community Life

Health & Wellness

Finance

Arts & Entertainment

SHAG News

ARCHIVES

None.

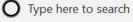






































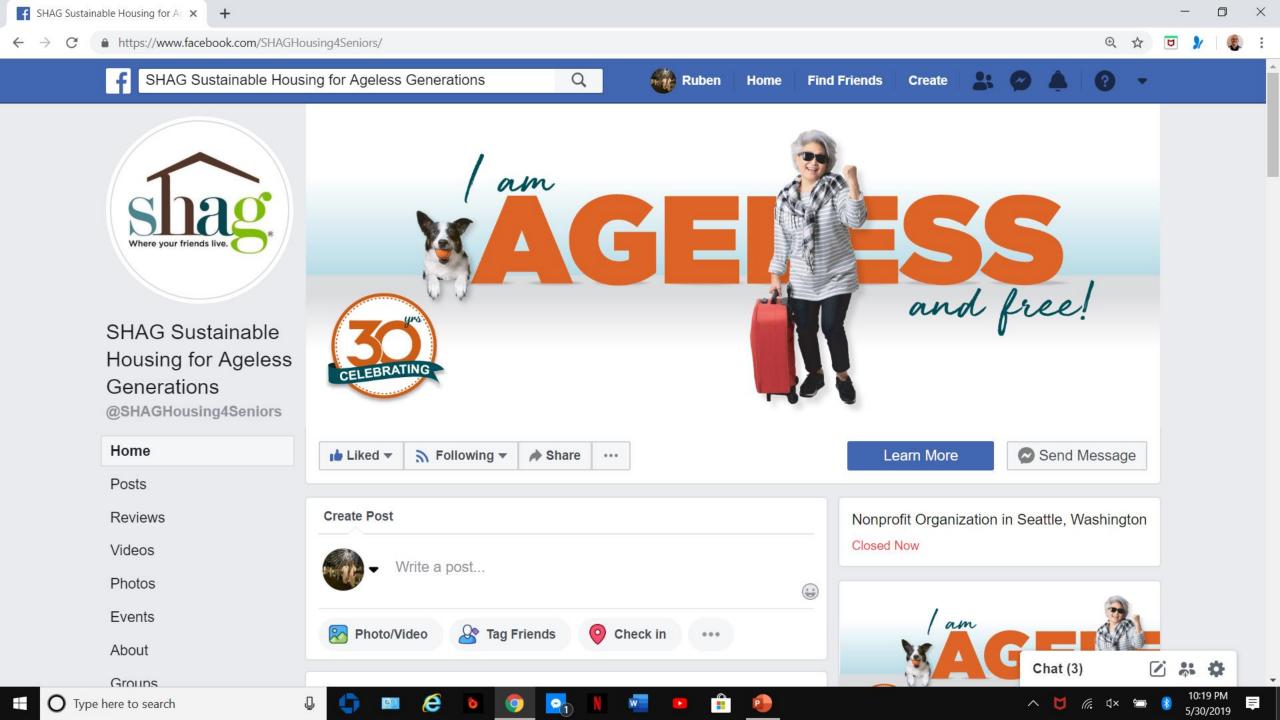
















The Four T's of Resident Engagement:

- 1. Time
- 2. Trust
- 3. Transparency
- 4. Technology

What if

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1. Time

• Time is critical to building trust between residents and the housing provider.

•It takes time to identify leaders within the community who could provide insights and help build relationships with other residents.

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What if Time

- Authentic and inclusive resident engagement requires time to build relationships with community members and to eventually establish partnerships.
- The timing of community engagement activities avoids scheduling conflicts such as school holidays and religious festivals.
- Takes into consideration best day and time for majority of residents. (Know your audience)

What if Time

- •When meeting with a resident remove distractions, give your undivided attention and utilize empathetic listening skills.
- •Make the time Just do it!!!.....(Nike)

•It's all about the relationship!!





Are you serving your residents in a person-centered and therapeutic way?

1. How many minutes are you engaging with your residents? (weekly, monthly)

2. Are residents engaged based on their unique interests and current abilities?





Are you serving your residents in a person-centered and therapeutic way?

- 3. Are you focused on residents that needs engagement the most?
- 4. Are you aware of your resident's baseline/normal?

What if



2. Building Trust and Rapport

- Relationship and trust building are central to resident engagement strategies.
- Once relationships are established, they can be leveraged to address other issues in the future.

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What if Building Trust and Rapport

- •When housing providers (PMs & RSCs) coordinates, facilitates and supports resident-driven efforts, it builds and nurtures relationships and the housing providers becomes a trusted partner in the community.
- It provides confidence that all parties are working towards the same goals.

What if

Building Trust and Rapport

Community engagement works best where it is an ongoing cumulative process enabling relationships and trust to build and strengthen over time.

- Being Informed
- Being Asked
- Commenting on Decisions
- Providing Feedback
- Evaluating Programs/Services 3. Partnership/Collaboration

- 1. Consultation
- 2. Engagement

What if

3. Transparency

- •Be open and clear about the reasons you're seeking resident engagement and what approaches will suit those reasons.
- •Be transparent about the goals of resident engagement in order to gain community buy-in and ownership.

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What if Transparency

Engage by listening to the diverse range of opinions, needs, and expectations of the community and commit to implementing feedback where appropriate.

- Inform
- Involve
- Consult
- Negotiate
- Partner/Collaborate

What if Benefits of Transparency

• Improves overall satisfaction reduces resident and team member retention.

 Increases work orders and inspection pass rates, improves repair satisfaction and lowers unit turnover costs.





Benefits of Transparency

 Improved satisfaction with handling complaints and addressing antisocial behaviors, lowers fair housing complaints and legal and S&C costs.

What if

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4. Technology

If you're not engaging residents via social media, you're missing out on the opportunity to interact with them on a daily basis.

It's a free, immediate and fun way to foster conversations, receive immediate feedback and builds a sense of community.



Technology

Giving residents the opportunity to get involved via their smartphone, tablet, desktop, or TV is a great way to broaden your offer and deliver value for money. It means residents can:

- ✓ Have an influence from the comfort of their own home.
- ✓ Participate at a time that suits them.
- ✓ Pick and choose how they wish to be involved.





Challenges

With decreased face-to-face interactions, it does challenge property managers to be more creative in how they develop relationships with and among residents.

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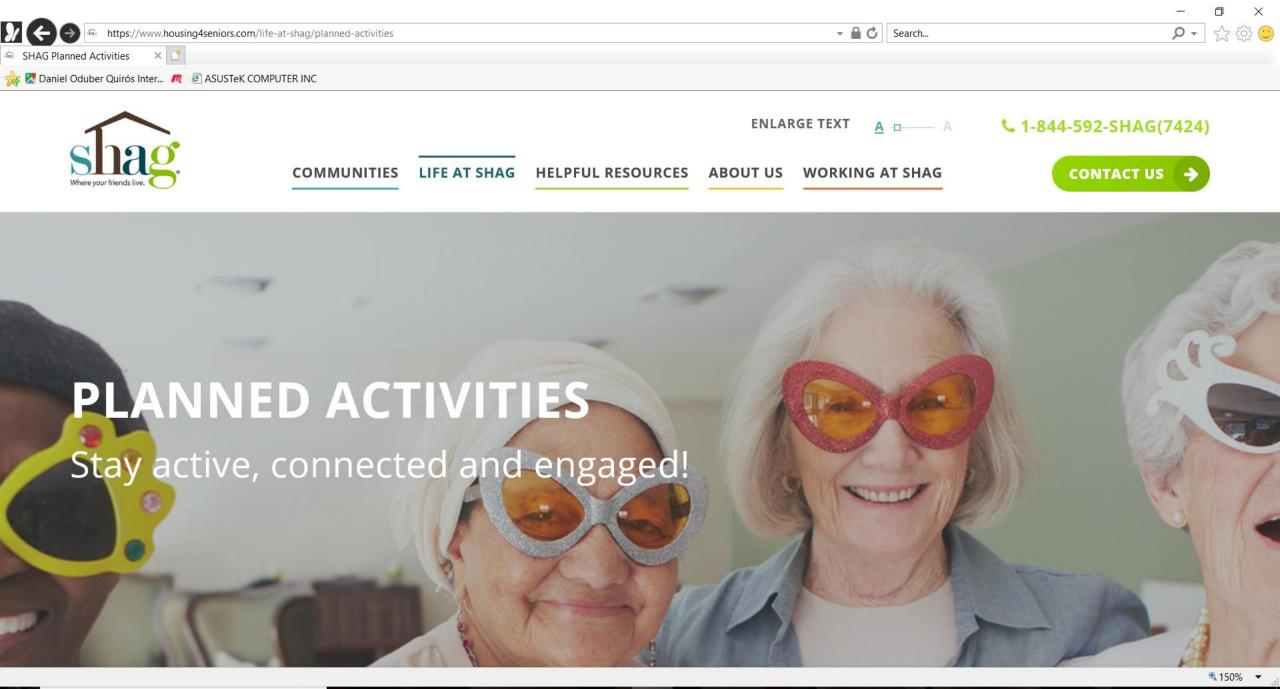
What if Benefits

- Creates a stress-free living for residents.
- •Provides residents the ability to communicate with housing management at their convenience.
- Leasing and marketing opportunities.

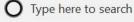
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What if Benefits

- Applying the best practices of communication, connection and comradery will lead to the creation of a strong, vibrant community that reaches beyond the walls of the building.
- Providing online channels for engagement can help residents share their thoughts online and engages younger generations of residents, many of whom would rather participate remotely than come to meetings.











































The SHAG Foundation centers its work on sustaining resident independence, housing stability and purpose in a focused and effective way. Its responsibility for our residents' lives, and connecting them with local area resources, complements this commitment.

The Foundation consists of three teams: Resident Services, Programs and Partnerships, and Resident Connections Team.

Resident Services Team

https://www.housing4seniors.com/about-us/our-foundation/our-programs

Resident Services consists of Resident Service Coordinators (RSCs) and Resident Wellness Counselors (RWCs).

- RSCs connect residents and their families to outside agencies, community resources, support groups, referral agencies, and medical providers and they also facilitate assisted living transfers. These staff members have a bachelor's degree in social work, gerontology, applied behavioral sciences, or human services.
- RWCs specialize in mental health and address resident needs pertaining to memory, mood, anxiety, perception, or personality disorders. They provide counseling and make connections with agencies and physicians to assist residents with appropriate mental health support. Our RWCs have a master's degree in social work.

LET'S BE FRIENDS!



Subscribe to our Newsletter today.







































Community Building



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What if Laying The Foundation

- 1. Agree on your reasons for involving residents.
- 2. Get buy-in from your board, senior staff members, volunteers and residents.
- 3. Make resident engagement and community building everyone's job.

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What if Community Building

- Building a strong connection with residents is vital to the success of any community.
- By getting out from "behind the desk" housing providers can engage with residents as they come and go.
- Building rapport & trust allows us get to know their "normal/baseline"

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What if Community Building

•Creating the space literally through physical space, food, and child care for all residents, to identify solutions they feel will most benefit them.

 It fundamentally comes down to a belief that only the community can solve its own problems.





Building Community to Help Decrease Isolation

SHAG's Tagline







Building Community Decreases Isolation

- Not just a time to party, but also an opportunity to talk face to face with renters about their living satisfaction, and need for improvements.
- Cultivate closeness in your community and ultimately develop a sense of camaraderie among neighbors.

What if



Ideas for Building Community

We want residents to live in strong vibrant communities by supporting them to be good neighbours, and encouraging activities that connect them to one another

- ☐ Residents groups and social clubs
- ☐ Ambassadors that welcome new people to the community A community noticeboard
- □ Projects that help residents get online and use the internet
- ☐ Helping residents attend local events and activities
- ☐ Adult learning opportunities

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What if Food, Fun, and Friends

- •Bringing your residents together is the cornerstone of a good community.
- •As housing providers, it is also a great way to build bonds within your housing community and ensure residents find value outside the walls of their apartment.

What if Was

Food, Fun, and Friends

•One of the easiest ways to encourage residents to join building events is to offer food. (Happy Hour)

 Be it breakfast, lunch, a community cookout, or just some small snacks, food can go a long way in uniting a community.



What if Food, Fun, and Friends

- •Plan fun activities that create a unique community vibe and reinforce the benefits of living in your housing community.
- •Essential way to bond with residents and take their happiness temperature.

Leading Age" Washington

What if Fun, Food and Friends

- •Whether it's fitness classes, cooking classes or sports viewing parties, hosting activities that draw residents out of their apartments to interact with each other leads to community building and better friendships.
- The challenge starts with getting residents to attend.



Community Building Activities

- Nacho/ and potato bar Night
- Wine Down Wednesday
- Watch the Big Game
- Ethnic Potlucks
- Coffee and ice Cream

- Chili Cookoff
- Explore the Outdoors: Community Gardens, dog park, etc.
- Community garage sale
- Door decorating contest
- Pride Celebration

Art and Creativity

Some forms of community engagement are particularly good at encouraging participation and generating interest and ideas.

These include:

• **Photography**: disposable cameras can be given to people of all ages to capture their likes and dislikes in an area. The results can be exhibited to generate further discussion or to promote additional events.

What if Art and Creativity

• Songs, poems, artwork: invite people to submit (possibly for a prize) a song, poem or art piece which describes their area, changes they would like to see, their ideal home or environment.

 TV game shows: adopt and adapt popular TV game or quiz shows to generate interest and ideas, test local knowledge and/or understanding of policies, procedures, and processes. (Jeopardy)





Art and Creativity

• Talent Show: Showcase your resident's talents.

 Senior Prom/Dance: Work with a local school, intergenerational programming opportunity.





Practical Strategies and Final Thoughts





- 1. Ask residents how they wish to be involved.
- 2. Provide a range of resident engagement opportunities and community building activities.
- 3. Involve residents in complaints handling. (Complaint & Grievance Process)





- 4. Allocate residents positions on your advisory board, resident's councils, and nonprofit board.
- 5. Help residents to share their thoughts online.
- 6. Act upon resident feedback quickly and communicate the impact.













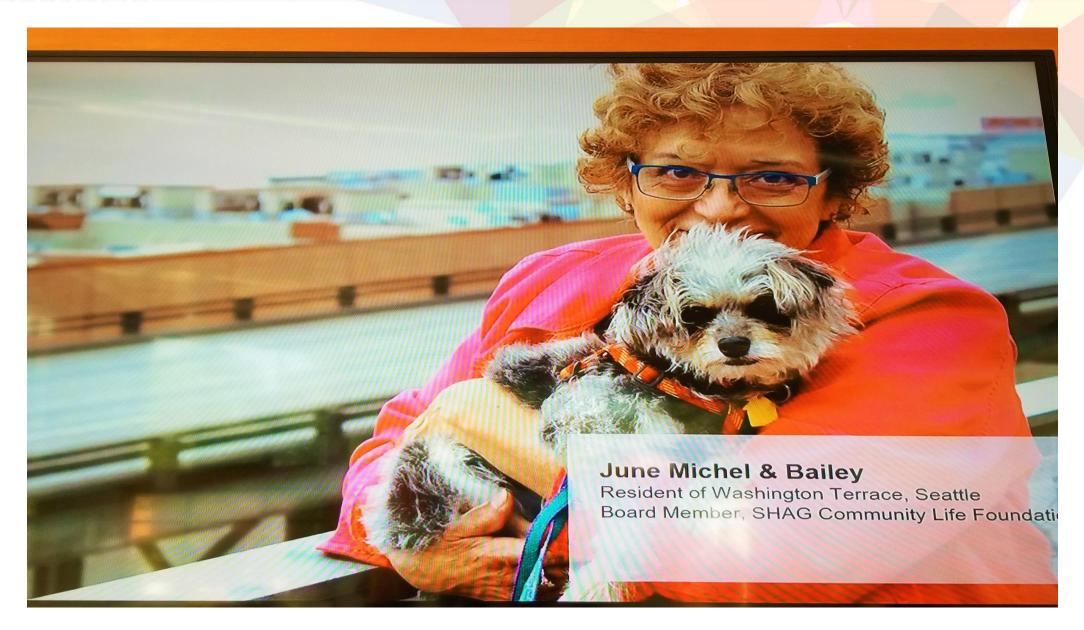
7. Involve residents in high profile activities including procurement and staff interviews.

8. Let residents take leadership roles in scrutiny of projects and determine which parts of the business are scrutinized and when.





- Consult residents in the early stages of strategy and policy development and grant them opportunities to revise draft versions.
- 10. Allocate spaces on your board to residents.







11. By knowing what makes residents tick, housing providers can plan events and celebrations that residents want to attend.





12. Cultivate closeness in your community by ensuring that residents have activities to help them engage with your property and with each other.

This will ultimately develop a sense of camaraderie among neighbors.





There's no guarantee what events, technology or even amenities will resonate most with residents.

That's why it's vital for housing providers to make getting to know residents, their city and surrounding neighborhood, community a priority.





- ✓ Need for independent facilitation
- ✓ Location and accessibility of the venue
- √The number and type of engagement events
- ✓ Transport requirements

What if



Anticipate Potential Barriers

- ✓ Childcare needs
- ✓ Format and content of communication and publicity materials
- ✓ Use of interpreters and ASL signers
- ✓ Need for outreach activities





 Capacity and ability of different stakeholders to participate.

•Hard to reach groups' such as young people, older people, minority groups or socially excluded groups.





- Contested or divided communities
- Rural isolation
- Gaps in information
- Literacy and numeracy levels and dominance of oral culture





Potential Funding Opportunities

Resident Activity Fund (RAF)

Resident Social Committee

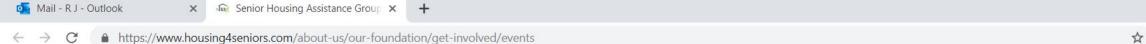
Voluntary Activities (Resort) Fee





Potential Funding Opportunities

- Fundraising and/or Developer fees
- Corporate Sponsorships (Starbucks, Safeway, Whole Foods, local Team Sports)
- Neighborhood Development Grants (CDBG)





THE I AM AGELESS EVENT

Join us for a fantastic evening as we toast this milestone anniversary and honor our amazing residents and partners.

Thursday, May 30, 2019 | 5-8pm

Sullivan Community Center

14350 Tukwila International Boulevard

Tukwila, WA 98168

SHAG IS CELEBRATING 30-ISH

YEARS OF SUCCESS IN

PROVIDING AFFORDABLE

SENIOR LIVING!

RSVP & PURCHASE TICKETS

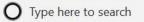
LET'S BE FRIENDS!











































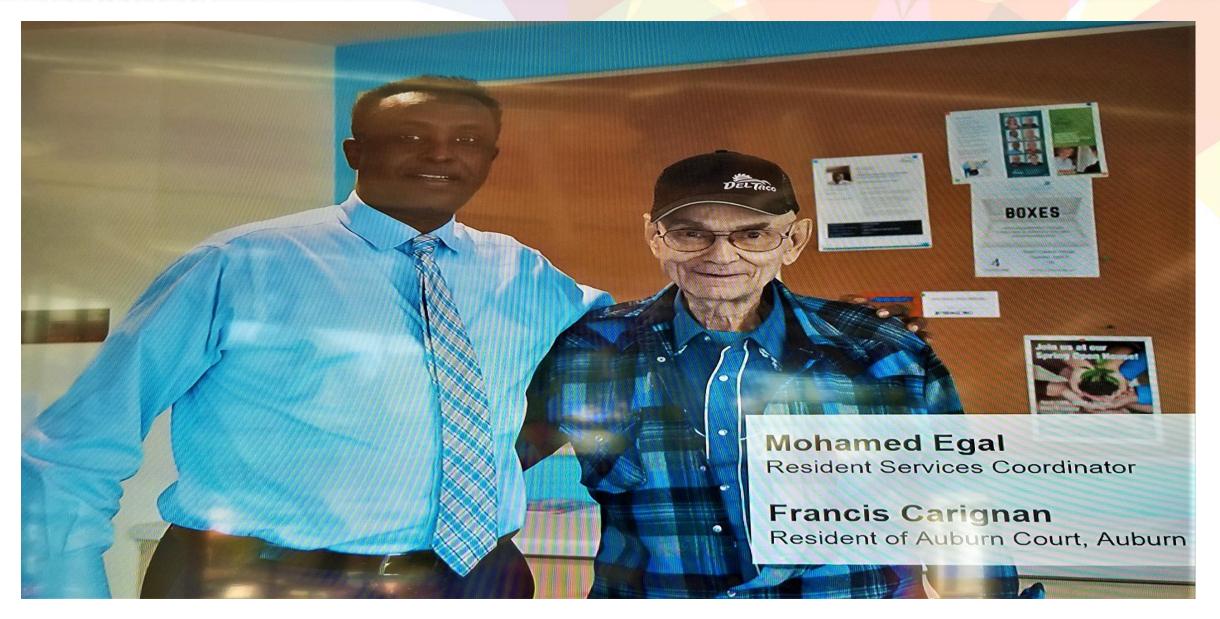




With your help, we have raised \$220,000 and counting for SHAG's Resident & Community Support Fund!

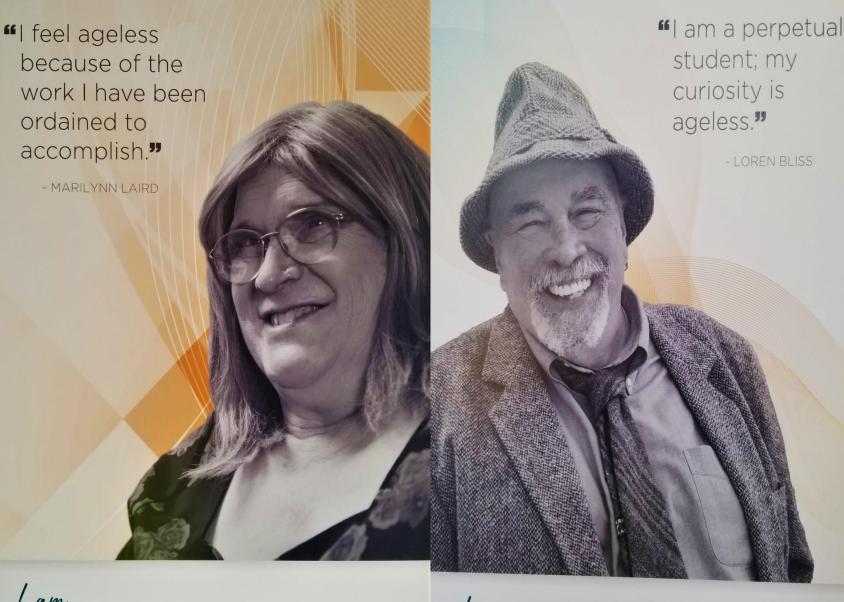












"Being part of the SHAG community helps me feel ageless and live life to the fullest. Whether I am volunteering, shooting pool, entertaining friends: all these options make living here appealing." ~ ANGELA HANDLEY

AGELESS
and empowered!

AGELESS

AGELESS

and active!



"At SHAG, Francis can feel ageless and at home, because he has friends here - including me -- who care for him."



"I have survived both war and cancer: love is the force that sustained me. and spreading love makes me feel ageless." ~ AIDA HASANBEGOVIC

AGELESS

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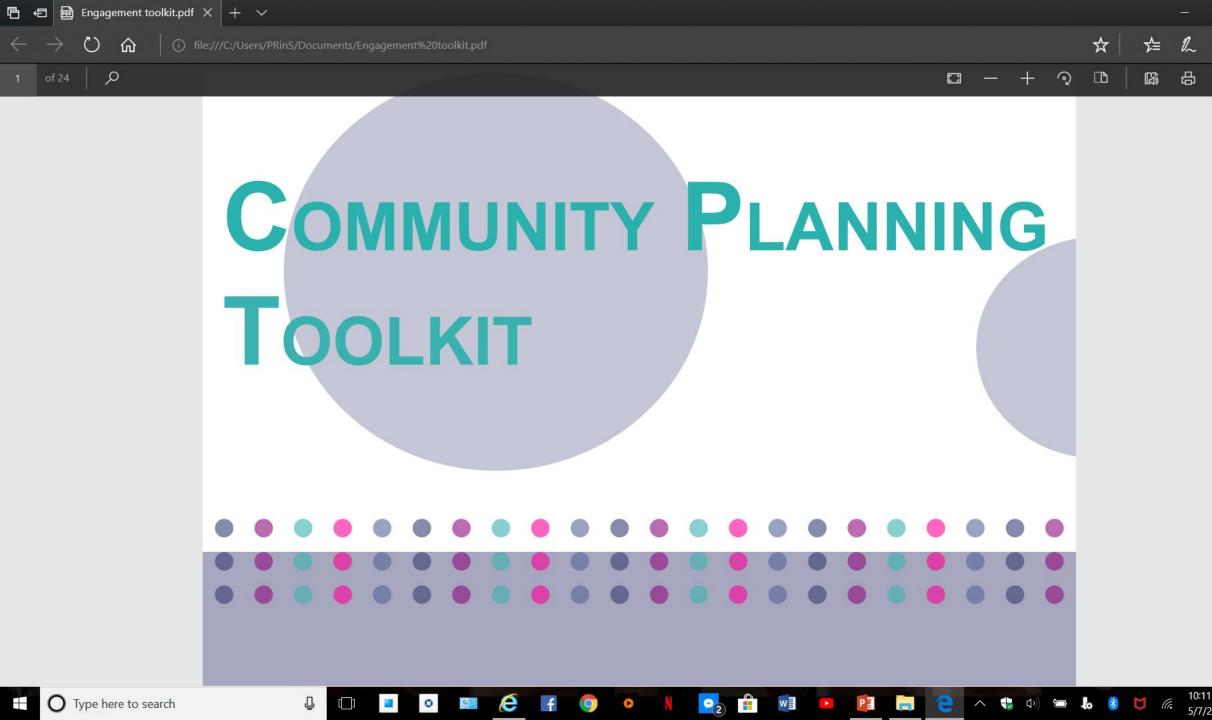
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RESOURCES



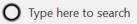


Resident Engagement Guidebook

Exploring Readiness and Options































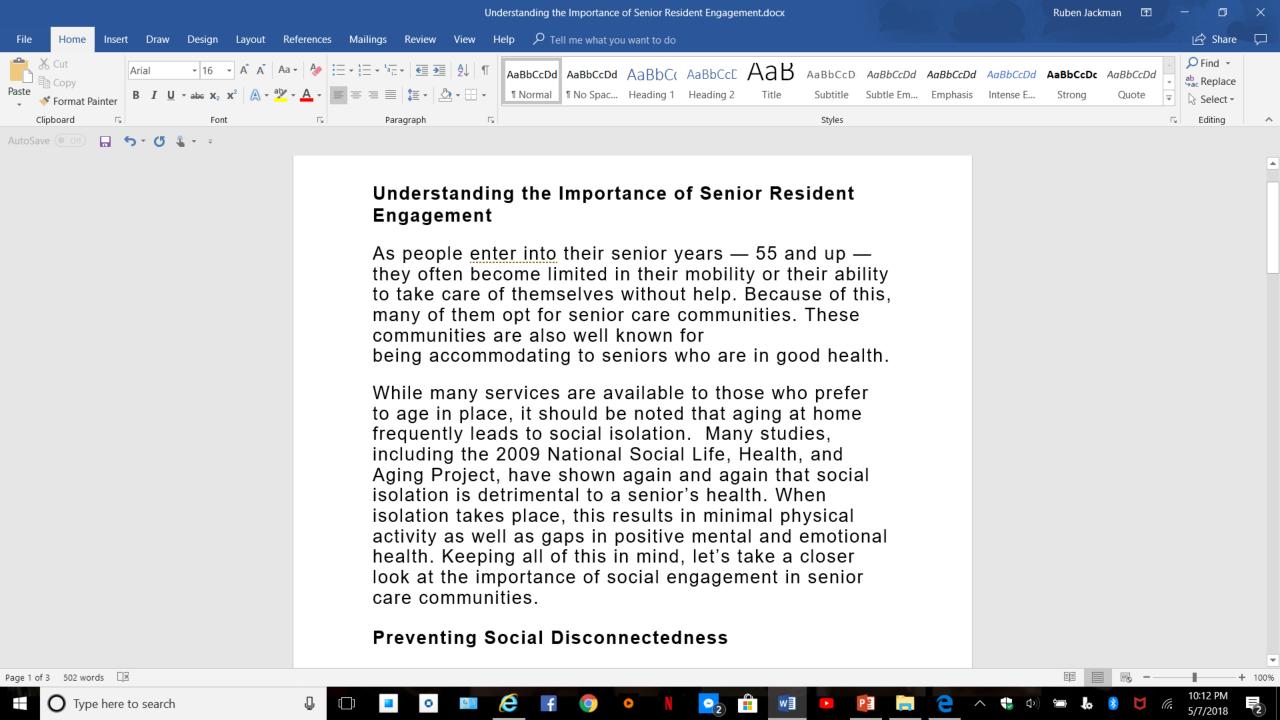


















Every Day Heroes Give Yourselves a Big Round of Applause

Volunteers of America

Q & A's

