



Cumberland, Maine Age-Friendly Community ACTION PLAN



Prepared July 2018



Matt Rothman



ACTION PLAN FOR AGING IN PLACE CUMBERLAND, 2018

With deep gratitude to the following AIP Committee members for their efforts in preparing this strategic plan:

Karen Campbell
Thomas Gruber
Deborah Gray
Suzie McCormack
Kendall Putnam
Nancy Law

AIP Coordinator: Susan Gold

ACKNOWLEDGMENTS

Aging in Place Cumberland would not exist without the far-sightedness, dedication, and hard work of the original team of Cumberland leaders who saw older residents in their town faced with challenges they could not meet alone: loneliness, isolation, housing, home repairs, failing health, lack of transportation, and other issues. These community leaders took action to identify the challenges and to address the issues that served to separate older residents from the rest of the community.

The Cumberland Town Council and Town Manager Bill Shane were early supporters of AIP’s efforts. Their continuing support has enabled AIP to grow and assist more residents every year. In addition to providing funds to operate AIP, the Town Council has provided a tax rebate that has eased the financial burden of property taxes for Cumberland’s oldest residents each year since 2016.

We owe our gratitude to the residents and taxpayers of Cumberland, who support the work of Aging in Place Cumberland and who have done so since its inception in 2014.

Finally, Aging in Place Cumberland could not operate without the generous, awe-inspiring work of dozens of volunteers, who each year donate hundreds of hours of their time to assist their neighbors. Their efforts are supplemented by the many community and civic organizations that collaborate with Aging in Place to serve our older residents and reconnect them to the social network that surrounds us all.

Aging in Place is grateful for every effort, every dollar, every donation, and every hour spent to make Cumberland a caring, responsive, and cohesive community that embraces and benefits us all.

With thanks to the photographers whose work brightens this report.

Front cover photo of AIP volunteers: SteveThomas

Front cover background photo: Alison & Steve Siviski

Back cover: Mary Gazda

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Brian Allenby

INTRODUCTION

The Town of Cumberland is an AARP Age Friendly Community committed to including and embracing all its residents. As we age, challenges—lack of transportation, death of a spouse, illness—can interfere with our participation in the life of the community and isolate us. With creativity and the spirit of volunteerism exhibited by more than 90 people enrolled as volunteers, Aging in Place Cumberland (AIP) has made it its mission to overcome those barriers and enable residents of all ages to come together and enrich each other’s lives.

AIP Cumberland is part of the town’s effort to build a livable all-age-friendly community. AIP sponsors educational programs, provides volunteer opportunities for youngsters and adults, and connects students and volunteers of all ages to older community members.

AIP’s Cumberland Area Rides (CAR) program benefits all by transporting older residents—some of whom might otherwise be forced to drive despite conditions affecting their ability to drive safely—and enabling older, experienced residents to contribute their skills and wisdom to community and civic discussions and events. A wide range of programming provides entertainment, helps prevent scams, offers socialization at morning gatherings with friends, and offers music presentations, game nights at the library, lectures, author talks, and programs on many topics of interest.

Classes on balance, self-help instruction for those with chronic health conditions, Medicare assistance, and other health-oriented courses are available as well as a winter walking program and a town-owned trail system. AIP volunteers offer regular visits to homebound and isolated older residents. Students in the MSAD#51 system and adult volunteers help with yard work, minor handyman repairs, chores, and pet care during an emergency.

The Town of Cumberland

The Town of Cumberland is home to approximately 7,900 residents and occupies 26.25 square miles. It is located on the coast surrounded by

Casco Bay to the east, Falmouth to the south, Yarmouth to the north, and North Yarmouth to the west. Its school system operates under a joint school district with North Yarmouth (MSAD #51) and serves approximately 2,000 students. Municipal government consists of a Town Council and its various committees and boards, and a joint School Board, which has representatives from Cumberland and North Yarmouth apportioned according to population.

Cumberland is a diverse community with a wide range of incomes. The average age of its population (median age is 45 years old) makes it one of the oldest communities in the state. Likewise, its housing stock is among the oldest in Maine. Approximately 30 percent of its population is age 60 or older; 1,659 Cumberland residents are 65 or older. The town stretches from Cumberland Foreside on the coast and inland to Cumberland Center and West Cumberland. While Cumberland Center is the municipal and educational hub, and the Foreside and West Cumberland contain several commercial districts, much of the town remains rural. There is a strong desire among older residents to “age in place” in their family homes, and AIP’s focus is aimed at allowing them to do so.

AIP Cumberland: History and Operation

Cumberland’s Aging in Place program was initiated in 2014 by the then-chair of the Cumberland Town Council, Thomas Gruber. He and other local leaders believed that the town needed to take steps to ensure that Cumberland’s growing population of older residents continued to be included in town activities and valued as equal members of the community. Surveys conducted at different venues throughout town polled residents on whether they would support a program aimed at easing barriers to older people in Cumberland. A vast majority supported the initiative. With the survey results in mind, the Council Chair and the Town Manager made a presentation to the Council, which subsequently approved the formation of the Aging in Place Committee to oversee the initiative and allotted a sizable budget to fund the program. A commit-

Eliza Porter



tee of 20+ residents (all volunteers) oversaw the formation of Aging in Place Cumberland.

In October 2015 the town contracted with Southern Maine Agency on Aging (SMAA) for the services of a part-time coordinator to work with the committee and volunteers on the initiative. The contract ended in December 2017, and beginning January 2018 an independent coordinator works with volunteers on a part-time basis. AIP Cumberland continues to collaborate with SMAA.

The AIP Committee operates as an official committee of the Town

Council in collaboration with the town's Recreation Department and continues to be underwritten by the town. The committee currently consists of 19 members, plus two Town Councilors, who act as liaisons between the AIP Committee and the Town Council to keep all parties updated and informed. Members are sworn in by the Town Council.

The Cumberland Town Council has supported AIP Cumberland since its inception. Initially the Town Council used unallocated funds to finance the AIP program. Beginning in July 2018 the town has included AIP under the Community Recreation Department's budget.

The AIP Committee meets quarterly and serves as AIP's steering committee, develops and implements policy and strategic plans for the AIP program, and oversees AIP activities and operations. Individual action committees perform the work of AIP, meeting on an as-needed basis. There are currently six action committees: Programming, Handy Helpers/Vendors, Friendly Visitor/Volunteers, Transportation/CAR), Durable Medical Equipment/Home Safety Committees, and Publicity. An ad hoc Forum Committee plans and carries out the annual Forum on Aging held each fall. Action committee leadership and the AIP chair meet monthly, or as needed, with the AIP coordinator.

AIP volunteers are clearly making a big difference in the lives of residents in Cumberland. One resident who can no longer drive and relies on the AIP rides program—Cumberland Area Rides (CAR) a collaboration between AIP and the Congregational Church in Cumberland—said she had felt imprisoned in her home before CAR's volunteer drivers provided transportation to take her on errands and other places. Another rider who had enjoyed attending plays before medical conditions limited her ability to drive began attending theater productions again thanks to a volunteer CAR driver. "I thought that part of my life was over," she said, delighted to be able once again to see performances.

A woman whose activities have been limited since she had a stroke is having a wonderful time playing cards with a volunteer who visits her twice a month as part of Cumberland's Friendly Visitor program. Another resident says her Friendly Visitor has made a "huge difference" and has "lightened her life."

The relationships developed between older residents and the volunteers definitely work both ways. Volunteers often say they get more out of the work they do than the people they assist. Students who helped a resident with her gardening learned about plants and landscaping. The teacher who set up the arrangement in conjunction with AIP said, "The boys are learning so much. She has been great at teaching them as they go!"

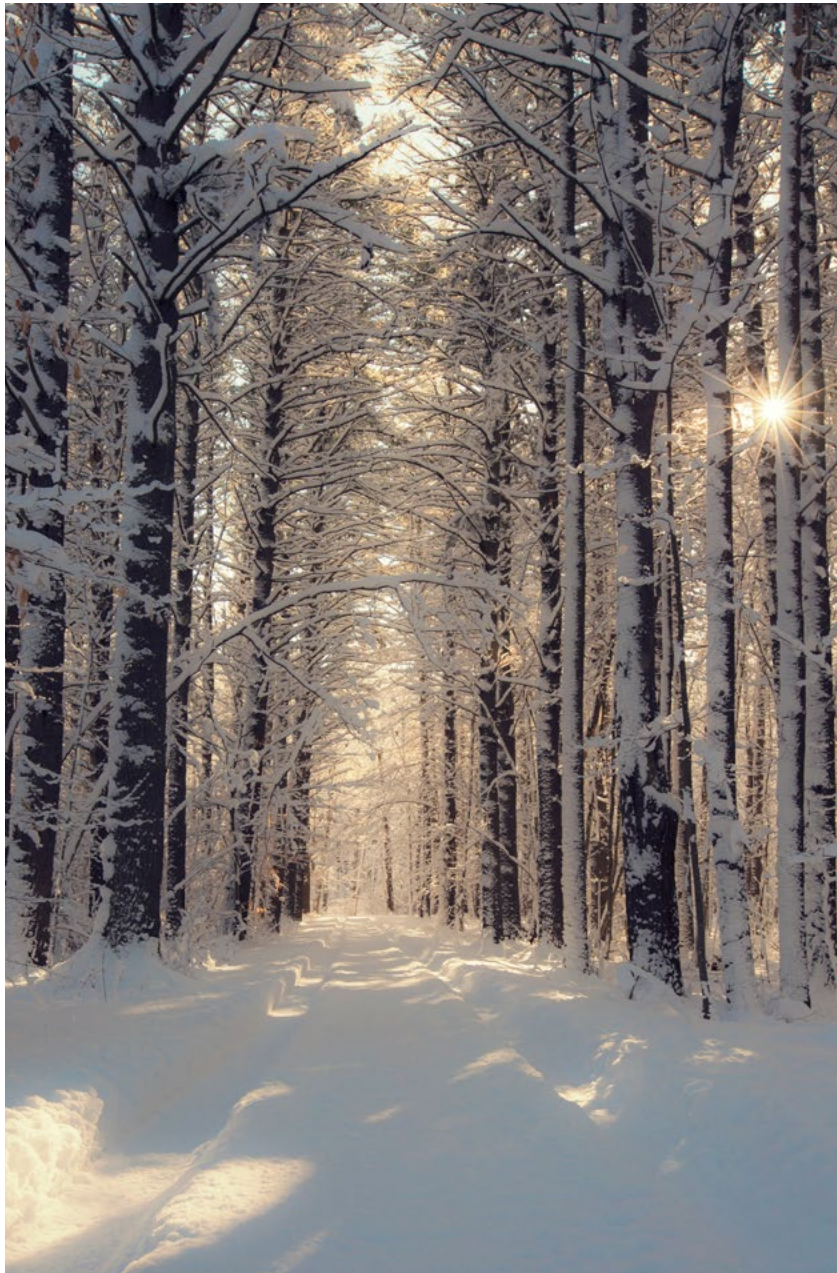
The town's property tax assistance program, initiated by the Town

Council in 2016, received rave reviews from older residents who appreciated the financial assistance it provided. The program, approved for a second year, provided tax relief for property owners 70 and older in 2017 and again in 2018. It is expected to be continued in future years.

AIP creates vibrant programs for a livable community with the cooperative efforts of its many community partners—churches, public safety, library, schools, and other area organizations and civic groups. The AIP Committee also collaborates with other communities by sharing resources through AARP's Network of Age-Friendly Communities and the Tri-State Learning Collaborative on Aging.



Alexandra Lowery



Anastasiya Baber



Brian Allenby

ACTION AREA 1: HOUSING

Currently the Town of Cumberland does not have sufficient housing options for its aging population. The options available are limited for those who need to relocate to housing that is not only affordable but permits residents to downsize for their actual needs. Because of this shortage, many older Cumberland residents have had to relocate to communities outside Cumberland in Maine or elsewhere.

Housing options currently available include:

- Hawthorne Court—30 1- and 2-bedroom condo units at affordable rates. Units are owned and managed by the Town of Cumberland, but there is a waiting list of more than 100.
- Drowne Road housing—42 apartment units (no storage or garages). Federal/state funding agreement requires that no preference be given to town residents.
- Other options: Housing units off Route 1 down Thomas Drive behind Toddle Inn; Main Street housing across from Food Stop.

The Town has purchased property to address the need for affordable housing. The Town Council is collecting public input on the type of housing preferred (for example, multigenerational or restricted to older adults) and the housing priorities of town residents. This public input is scheduled to be collected and compiled by the end of 2018.

Cumberland established an affordable housing district for older adults on land owned by the town in 2017. The Senior Housing Overlay District is bordered by the Val Halla golf course, the town forest, railroad tracks, and Crossing Brook Road and can be designated for multigenerational housing or housing restricted to older adults. The Council also passed an ordinance for Accessory Dwelling Units (ADUs) that allows families to add onto an existing home, up to 1,000 square feet, for in-law or caregiver apartments. This allows higher density and flexibility within existing housing areas for these purposes. Additionally, beginning in 2016 all new housing developments are required to have 15 percent of units available for residents age 55 or over.

The AIP Committee remains committed to advocating for affordable housing for older adults and policies to meet current and future needs. Feedback generated by surveys consistently supports the need for housing that is affordable in the Southern Maine area.

Recommendations/Actions:

- Continue to advocate for age-friendly policies regarding affordable housing solutions, including multigenerational housing and rental units. Publicize and participate in municipal, state, and regional workshops and hearings focused on housing.
- Conduct community forum and/or survey to determine actual needs and type of housing Cumberland residents prefer (e.g., affordable, subsidized, multigenerational, single-ownership, rental units).

Community Partnerships:

HUD, Planning Board, Town Council, local and state Housing Authorities, state and regional organizations exploring housing options (e.g. Tri State Learning Collaborative on Aging, AARP).

ACTION AREA 2: TRANSPORTATION

Cumberland Area Rides (CAR) is dedicated to helping the town's older residents (60 and older) remain independent as long as possible while staying actively engaged in the community they love. CAR volunteer drivers provide rides for older adults who otherwise do not have access to affordable transportation. CAR is a joint initiative of the Congregational Church in Cumberland and Aging in Place Cumberland. Rides are available Monday through Friday from 9am to 3pm for residents of Cumberland and North Yarmouth. Transportation is provided for nonemergency medical needs, errands, and socialization. Centered on all-volunteer drivers who have been carefully vetted, CAR provides free rides to all eligible residents. Riders who wish to contribute monetarily can donate to the Cumberland Food Pantry or the Congregational

Church in Cumberland. The town pays for CAR's expenses including umbrella insurance through the Congregational Church and telephone service. CAR began providing rides in March 2016 and as of February 2018 had provided more than 600 rides. Initially, CAR averaged 5 rides per week and now averages approximately 10 rides per week.

Recommendations:

- Recruit additional volunteer drivers for CAR.
- Increase the number of residents served by CAR.
- Streamline coordination of rides and/or recruit and train additional volunteers to assist with coordination.
- Continue to explore alternative transportation options (e.g., public transportation, rail, buses, and van to provide group rides).

Community Partnerships:

Congregational Church in Cumberland, Living Well North Yarmouth.

ACTION AREA 3: MAINTAINING INDEPENDENCE

Our older residents want to maintain their independence by staying in their own homes as long as safely possible. In a July 2015 survey completed by town residents, 72 percent of the survey respondents said they are planning to live in their current residence as long as they can. Often this means making minor adjustments to their homes, such as adding grab bars in the bathroom and showers, making sure that rugs are secured to the floor or removed, changing doorknobs to ones that allow for easier grip and turning, and being able to maintain the upkeep of their home. In the same survey, residents said they want/need affordable house/condo purchase prices and affordable home repair or maintenance services in order to remain in their homes or downsize to smaller quarters.

Cumberland's Aging in Place Committee responded to these concerns by establishing a handyman program in 2015. The Handy Helpers program utilizes volunteers who perform minor repair and maintenance tasks inside and outside the house for residents who are 60 and

older. Handy Helpers responded to more than 50 handyman requests from January 2017 to March 2018, assisting with jobs such as the installation/removal of air conditioners, patio furniture, weeding, small paint jobs, repairing sills, and many other items. Additionally, AIP's Handy Helpers program has partnered with the MSAD #51 (Cumberland/North Yarmouth) school system to provide snow shoveling, gardening, raking, and occasional volunteer assistance through the Community Service Club, the Alternative Pathways program, and the Random Acts of Kindness Club. Other partners to the program include several area churches, local Girl Scout and Boy Scout troops, and the Cumberland Fire Department. In the future, local service organizations such as the Lions Club may provide additional volunteers and partners.

In addition to helping older adults maintain independence, the Handy Helpers program is a great way for community members, students, and older people to connect in a mutually beneficial way. Students and Scouts welcome the opportunity to volunteer in their own communities. In one instance, a high school senior involved in the shoveling program said one of the best things for her that came from her involvement in the Shoveling Program was making a connection with a neighbor down the street. Older residents are grateful for a helping hand with small tasks, and volunteers enjoy being able to meet and assist a fellow resident in a meaningful way.

While generally positive, the program has needed to make some clarifications and changes over the three years it has been operational. Our focus is on assisting residents 60 and older who cannot afford to pay for services and small handyman jobs. Additionally, our focus is on jobs that can be completed within a short window of time. As an all-volunteer program, we cannot respond to requests for immediate needs or for services such as lawn mowing that need to be completed weekly for an extended period of time. Snow shoveling duties are difficult for our volunteers, many of whom work or are physically unable to shovel. AIP hopes to be able to refer residents to other organizations, such as school groups, that set up shoveling programs for residents.

We continue to refine our standards and limitations and focus on clearly communicating the program’s parameters. In 2018 we instituted two annual Big Project Days, allowing residents to request help with tasks on that day. This provides groups wishing to participate in all-day volunteer events (instead of day-to-day assignments) the opportunity to volunteer with our program.

For projects beyond the scope of Handy Helpers (e.g., too risky, time-consuming, technical/complex, expensive, etc.), AIP has compiled a list of local vendors to perform such jobs for a fee paid by the homeowner. Feedback from our older residents identified the need to have help finding reliable and affordable local businesses to hire for various jobs. AIP developed a list of area vendors who met certain criteria and who were recommended by local residents. This easy-to-use vendors’ guide, along with guidelines for residents dealing with a contractor, is available at the AIP Kiosk, AIP events, and online on the AIP website.

Recommendations:

- Continue to schedule two or three Big Project Days each year.
- Continue collaboration with MSAD #51 students, AIP volunteers, churches, and various service organizations for minor handyman tasks.
- Recruit additional volunteers for handyman tasks.
- Explore establishing a Sand Bucket home-delivery program for older residents. This could be included in a Fall Project Day.
- Continue distributing the vendors’ list and recruit volunteers to add vendors to the list.

Community Partnerships:

School clubs, MSAD#51 Pathways program, local church groups, Boy Scout and Girl Scout troops, school sports teams, local service clubs.

ACTION AREA 4: SOCIAL ENGAGEMENT AND REDUCING ISOLATION

AIP programs such as Mornings with Friends and Friendly Visitors are designed to reduce the isolation often experienced by those who are aging in place and provide them with opportunities to engage with others in the community.

Although Cumberland has two housing options for older adults, there is no community center designated for gatherings of residents. Mornings with Friends, a monthly program with a speaker or entertainment followed by refreshments and social time, meets at one of the two churches in the center of town. Attendance at these monthly gatherings has ranged from half a dozen to more than thirty-five. Generally these participants are able-bodied and independent; we are not reaching those who are socially isolated.

Our challenge is to raise awareness of and engagement in these socialization opportunities geared specifically for older residents. We are exploring combining social programming with a free luncheon (at least twice a year) to boost attendance and reach residents who are more socially isolated. We have begun enlisting the aid of CAR volunteer drivers to inform their riders about AIP’s programs and services and offer rides to AIP events in an effort to increase participation by those who are isolated. AIP collaborates with the local Public Safety Department, which distributes AIP materials and makes referrals when responding to citizens’ calls. Local churches and schools and the Community Food Pantry circulate flyers and other AIP materials to publicize programs and services.

AIP also maintains a community calendar on its website (www.AIP-Cumberland.org) to increase awareness of programming appealing to older residents as well as multigenerational audiences. Beginning in fall 2018, AIP programs and services will be publicized in the Cumberland/North Yarmouth Community Recreation Department’s catalog of programs distributed three times a year to all residents in Cumberland and North Yarmouth and available online.

AIP holds an annual Forum on Aging in the fall to promote AIP and

provide residents with a wealth of information and programming aimed at older residents’ needs and interests. In addition, AIP and the Cumberland/North Yarmouth Community Recreation Department continue to provide healthy-living programming such as Matter of Balance and other exercise/health classes; schedule special programs designed to educate and/or appeal to older residents such as Medicare and advanced health care planning seminars; and promote classes, trips, and cultural events of interest to older residents.

The Friendly Visitors program pairs a trained volunteer with an older resident to provide friendship and companionship in the resident’s home. They meet on a regular basis to chat, play cards, discuss topics of mutual interest, and go on outings. Friendly Visitors are vetted and go through a training program prior to being assigned to an older resident. This has “lightened the life” of several of the town’s homebound residents and has been a rewarding experience for the visitors as well. Currently we have six older residents who are receiving friendly visits, and several volunteers who are waiting to be matched with an older resident. AIP is collaborating with Vet to Vet Maine, a Maine nonprofit, to match volunteers who are veterans with fellow veterans in the community.

Recommendations:

- Increase opportunities for Cumberland’s older residents to socialize.
- Continue collaboration with other groups/organizations to present programs that encourage interactions among all generations.
- Reach as many socially isolated older residents as possible.
- Increase participation in the Friendly Visitor program.

Community Partnerships:

Cumberland-North Yarmouth Recreation Department, Public Safety Department, Community Food Pantry, Living Well in North Yarmouth, other age-friendly groups in the area, schools, Vet to Vet Maine, South-

ern Maine Agency on Aging, Alzheimer’s Association, Osher Lifelong Learning Institute, Prince Memorial Library, Cumberland Historical Society, churches, and other organizations providing programming of interest to older residents and programming that encourages multigenerational interactions.

ACTION AREA 5: COMMUNICATION AND RAISING AWARENESS OF LOCAL RESOURCES

Communications serves as the key to linking older adults to AIP programs and other local resources that can to assist them as they age in place. Our July 2015 survey identified several sites that our older residents typically check when looking for information about the town and local resources: Channel 2, the town e-newsletter the *Town Crier*, Town Hall, and local weekly newspapers *The Forecaster* and *The Notes*.

To further its reach, AIP Cumberland has developed its own website, www.AIPCumberland.org, with sections devoted to AIP programs and services, local resources, a community calendar, and announcements of upcoming events and opportunities; established a kiosk at the Town Hall dedicated to Aging in Place Cumberland marketing materials, vendors’ list, sign-up sheets for programs and services, and other items of interest; and provided a number of brightly colored slides highlighting each of our programs to be shown on a rotating basis on the local cable station, Channel 2.

Flyers, posters, rack cards, and business cards advertise CAR (Cumberland Area Rides), Handy Helpers, Mornings with Friends, and the Friendly Visitor program throughout town at local businesses, health-care centers, churches, and other locales. Each week in the *Town Crier*, one program is highlighted. AIP also relies on its partners including local churches, Prince Memorial Library, and the school system to share information on upcoming events such as Mornings with Friends and the annual Forum on Aging.

AIP’s Resource Guide—listing AIP services and programs and a

wide range of resources available to local residents—is available through the AIP website, at the kiosk, and at various locales throughout town.

Press releases, articles in the local weeklies, and purchased ad space help inform community members of AIP programs and the annual Forum on Aging.

Recommendations:

- Increase residents’ awareness of local resources available to them.
- Adopt communications guidelines to ensure the smooth relay of accurate AIP information to the public.
- Produce and distribute a bimonthly calendar/newsletter (print version) for AIP’s targeted audience.
- Continue to update the Resource Guide, vendors’ list, website, and other AIP materials and make them available to residents.

Community Partnerships:

Local businesses, town staff, MSAD #51, area churches, Prince Memorial Library, local media

ACTION AREA 6: HEALTH AND SAFETY

The health and safety of Cumberland residents is a priority in the town of Cumberland and an identified mission goal for Aging in Place Cumberland. Past surveys done by the town show that Cumberland’s older residents want to stay in their homes, or a downsized version of their homes, for as long as possible. To maintain independence and enhance their quality of life, older residents may need to adopt safety measures at home and seek ways to promote healthy living.

AIP’s Handy Helpers volunteers make needed minor repairs and perform chores such as changing light bulbs to improve the safety of older residents’ homes. AIP’s vendor guide helps residents select recommended contractors to address larger health and safety issues at their homes.

In addition AIP and its partners offer free or affordable and easily accessible classes and programs and many opportunities to improve fitness, balance, diet, and overall health.

From May to October the Cumberland Town Hall hosts a Farmers Market with a wide range of healthy food choices. The Community Food Pantry provides nutritious food to low-income residents year-round.

The Cumberland Fire Department offers several free programs to promote the health and safety of residents. The Fire Department provides blood pressure checks at the Central Fire Station at 366 Tuttle Road. The Fire Department has a wide variety of durable medical equipment on loan for free to Cumberland residents. For ongoing safety checks, residents can call the Fire Department every morning; if there’s no call, firefighters will do a home safety check.

Members of the Fire Department perform free home safety classes on how to make living quarters safer for residents. The department will provide and install free smoke detectors in the homes of older residents if needed and change batteries to prevent the risk of falls. In addition, the Cumberland Fire Department provides information on reputable smoke and alert devices for hearing-impaired residents.

The Cumberland Police Department offers prescription and over-the-counter drug disposal. A free pick-up and disposal service is available for residents unable to deliver unwanted drugs to the station (no syringes accepted). Police officers educate the public on topics such as fraud scams, elder abuse, Internet fraud, and general safety information during presentations to community groups.

AIP sponsors an annual Forum on Aging that offers classes/workshops taught by experts and volunteers dealing with a wide range of health-and-safety-related subjects including chronic health conditions, caregiver challenges, advance planning, Medicare, balance problems, and other topics. Also at the Forum, Cumberland’s Fire, Police, Recreation, Library, and AIP departments distribute information on health and safety programs and services they provide.

Throughout the year AIP and the Community Recreation Depart-

ment offer courses, classes, and programs that promote health and safety. Among them are classes in aerobic fitness, cardio health, tai chi, Zumba, yoga, and aquatic fitness. Many programs are free or low-cost; others offer scholarships for those who need financial assistance. AIP helps publicize regional programs offered by Southern Maine Agency on Aging (SMAA) and other organizations that address fall prevention, living with chronic pain and chronic conditions, and other health-related issues.

Louie’s Grille on Main Street in Cumberland hosts a monthly Memory café. Memory cafes provide a safe place where people with dementia or memory loss can go to socialize, learn, and have fun.

The town has numerous walking trails at Twin Brooks, Town Forest, Rines Forest, and Val Halla, which are publicized on the AIP website. During winter months residents can participate in an indoor walking program at Greely High School and North Yarmouth Memorial School as well as a walking program offered through Falmouth Parks & Recreation Department.

Recommendations:

- Continue to provide programs and services that promote the health and safety of older residents.
- Continue to promote healthy living and distribute materials on safety issues such as fraud/scams, elder abuse, and related topics in conjunction with our partners.
- Poll older residents about their interests regarding fitness/health classes and continue programs and develop new ones based on the survey results.
- Consider implementing a Sand Bucket delivery program to reduce hazards on icy drives/walkways.

Community Partnerships:

Town departments—Fire, Police, Recreation; SMAA, Memory Café (Louie’s Grill), Alzheimer’s Association; partnerships with North

Yarmouth, Falmouth (walking program and classes), and Yarmouth for classes and educational presentations; Friends at Home (indoor walking program).

ACTION AREA 7: FINANCIAL CONCERNS

Financial concerns can play a major role in health, maintenance of property, social engagement, quality of life, and the ability to remain in our homes, especially as we age. Many older residents are faced with decreasing income and increasing expenses (medical, property taxes, etc.).

Mindful of the financial challenges of some of Cumberland’s older adults, the Town Council approved a Senior Property Tax Relief Program that provides a tax rebate to older residents in Cumberland who meet certain criteria set by the Council. In 2015 the Council allocated more than \$130,000 for this program. In 2017 the Council raised the age requirement to 70 years of age, which resulted in a total of \$60,000 in rebates to Cumberland residents. Funds used for the Senior Property Tax Relief Program are from surplus funds each year and are designated on an annual basis.

AIP continues to promote and publicize AARP programs (scams, fraud alert, and income tax filing assistance) and SMAA programs such as MoneyMinders that address financial concerns of older residents in the community.

AIP is working to develop information on financial resources and assistance available to lower-income older adults. This will be posted on AIP’s website and will be available in hard copy on request.

Recommendations:

- Continue advocacy for statewide and local programs to support low-income older adults.
- Provide support (information and referrals) for older residents who are financially struggling, including referrals to MaineCare,

General Assistance (Opportunity Alliance), and the Community Food Pantry.

- Protect residents from financial abuse.

Community Partnerships:

Cumberland Town Council, SMAA, AARP, Community Food Pantry, Opportunity Alliance (Cumberland General Assistance Program).

ACTION AREA 8: OUTDOOR SPACES AND BUILDINGS

The Town of Cumberland has long been interested and involved in the preservation of outdoor spaces to improve the aesthetics of the town (i.e., preserve the rural feel) and to promote recreational uses these spaces afford to those who live in our community. Cumberland has many outdoor recreational facilities: Twin Brook, Town Forest, Val Halla, Knight's Pond Preserve, Broad Cove Reserve, Rines Forest, and West Cumberland Athletic Complex. In the summertime, an outdoor concert series performed by local musicians provides entertainment for residents on the front lawn of Greely High School. Residents can walk, run, and bike on town trails; swim, explore, and paddle around the coastline at Broad Cove Reserve; and play tennis and golf at Val Halla Recreation Center. In the winter residents can snowshoe, cross-country ski, and skate at the town's various recreational facilities.

AIP's website highlights these resources, includes outdoor events on the online community calendar, and publicizes walking programs available in the area.

The Town of Cumberland adopted a Comprehensive Town Plan in 1998. A key component of this plan notes that the town's "rural character results from a mix of agricultural and forest land, and large areas of contiguous undeveloped land, for use by wildlife, for resource protection, and for outdoor recreation." Toward this end, the town developed an open space plan (map in Appendices).

Additionally, town-owned facilities such as Twin Brook recreational

center and the Cumberland Town Hall are available for use by residents or groups within the community to host events and meetings. In an effort to make the Town Hall more accessible, installation of automatic doors is under way in the summer of 2018 and should be completed by fall. The recently approved Greely Center for the Arts (set to open in late 2018) will provide additional space and opportunities for Cumberland residents to enjoy performances, host meetings, and attend lectures.

AIP Cumberland fully supports the development and preservation of these spaces as well as the need for adequate meeting spaces for older residents to congregate. Our 2014 survey identified that 32.7 percent of respondents (118/360) identified a meeting place for older adults as being important. Additionally, 45.28 percent (163/360) identified walking paths with lights and benches as being a priority. Our town has taken the following steps toward these initiatives by:

- grading the walking paths and adding benches in the Town Forest adjacent to the Town Hall.
- creating additional meeting spaces in the new Fire Station on Tuttle Road (2018) and the Greely Center for the Arts (2018).
- offering guided walks at many town-owned recreational areas, i.e. Rines Forest, the Knight's Pond Preserve, and Broad Cove reserve in conjunction with the Cumberland Land Trust.

Recommendations:

- Improve accessibility on town trails and increase awareness of town trails/guided walks presently within the town.
- Install handicap-accessible doors in Town Hall and the Police Department.
- Continue exploration of a community center.

Community Partnerships:

Cumberland Town Council, Cumberland Land Trust, MSAD #51, Parks & Recreation Department, Planning Department.



Alison & Steve Siviski

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 1: Housing			
Goal 1	Determine actual needs and type of housing Cumberland residents prefer (e.g., affordable, subsidized, multigenerational, single-owner-ship, rental units, etc.)	Conduct community forum and/or survey on housing options.	Resources: Town surveys of residents, AIP’s Forum on Aging, workshops and hearings by local groups (Town Council, Planning Board), meetings with Cumberland residents.
Goal 2	Continue to promote healthy living and distribute materials on safety issues such as fraud/scams, elder abuse, and related topics in conjunction with our partners.	Include information in bimonthly newsletter mailed to targeted homes. Continue to publicize health and safety programs offered by AIP and our partners.	Resources: AIP website, Channel 2, <i>Town Crier</i> , AIP kiosk, Fire and Police Facebook pages, town Facebook page, targeted mailer. Barriers: Communication: Not sure who to call for help. Financial: Believing there are costs involved with safety programs that are free. Psychological: Believe if they ask for help, they’ll be perceived as being unable to remain independent. Don’t want to be a burden on others. Physical: Illness, weakness, or medical disability that prevents older residents from participating/attending classes.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 1: Housing			
Goal 1	Results of forums/surveys and assessment of public responses at local workshops and meetings.	Housing Committee/Cumberland Town Council, AARP, local and regional housing experts	AIP Cumberland’s Forum on Aging: <i>Coming Home: Housing to Suit Our Needs</i> scheduled Nov. 3 featuring workshops, discussions, and information on housing options.
Goal 2	Periodic survey/assessment of housing needs.	Housing Committee/Cumberland Town Council, AARP, TSLCA.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 2: Transportation			
Goal 1	Increase number of volunteer drivers.	Promote volunteer opportunities.	Resources: AIP website, word of mouth, UCC in Cumberland pro-motions, AIP’s Forum on Aging, AIP kiosk, Channel 2, <i>Town Crier</i> Barriers: Busy lives, reluctance to get involved/commit to a regular assignment
Goal 2	Increase use of CAR (Cumberland Area Rides) service.	Promote CAR program locally.	Resources: Flyers, AIP Website, AIP Forum on Aging, AIP/CAR rack cards, AIP resource guide, AIP kiosk, <i>Town Crier</i> , word of mouth. Barriers: Riders who require service beyond CAR’s capabilities (more than 2 rides per week, requests outside of operating hours, requests for standing weekly rides to supermarket, classes, riders with complex physical, cognitive, and emotional challenges), residents’ lack of knowledge of program.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 2: Transportation			
Goal 1	Track number of volunteers monthly.	Transportation Committee/UCC, CAR drivers, local media, local churches and civic organizations.	ongoing
Goal 2	Track number of ride requests, rides given, and ride requests not filled.	Transportation Committee/UCC, local media, local churches and civic organizations, Community Food Pantry, Cumberland Public Safety.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 2: Transportation (continued)			
Goal 3	Streamline coordination of rides and/or recruit and train additional volunteers to assist with coordination.	Review challenges faced by CAR coordinators; recruit and train other volunteers to share duties of coordinators.	Resources: Two CAR coordinators, team of CAR drivers/volunteers, collaboration with UCC in Cumberland, AIP website, kiosk, rack cards, etc. Barriers: Time involved in matching rides with drivers (CAR coordinator spends up to 10 hours a week arranging rides); difficulty and time involved to recruit and train additional coordinators.
Goal 4	Explore alternative transportation options.	Publicize/refer riders to transportation services to provide rides CAR cannot fill (e.g. RTP, ITN, taxis, public buses, etc.). Seek funding for a van to provide group rides.	Resources: Public and nonprofit transportation services (city buses, RTP, ITN) and taxi services. Barriers: Cost of services, eligibility requirements for some services (e.g., RTP), difficulty to access rides for those with disabilities (e.g., wheelchair-bound), lack of point-to-point assistance for some services.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 2: Transportation (continued)			
Goal 3	Track coordinators’ hours (e.g. scheduling, processing drivers and riders, dealing with problems/questions), number and type of requests for rides.	Transportation Committee/UCC in Cumberland, local media, churches, and civic organizations (recruitment efforts).	ongoing
Goal 4	Track number of ride requests outside parameters of CAR and alternatives taken.	Transportation Committee/RTP, ITN, city buses, taxi services.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 3: Maintaining Independence			
Goal 1	Help older residents remain in their homes as long as safely possible.	Continue to schedule 2 or 3 “Handyman Service Days” annually, coordinated with town big-item pick-up and e-waste drop-off days. Continue to refer snow shoveling requests to MSAD#51 student groups (if available) and other minor handyman chores to AIP volunteers and others. Recruit volunteers for handyman tasks. Explore establishing a Sand Bucket home-delivery program. Continue distributing vendors’ list and add vendors to the list.	Resources: Volunteer groups in churches or community such as Lions Club, Boy and Girl Scout; AIP volunteers; MSAD#51 students and Pathway Program participants. Barriers: Difficulty finding volunteers to perform regular tasks (e.g., lawn mowing, shoveling) and/or tasks involving physical risk and/or strength/endurance (e.g., clearing roofs of snow, lifting/moving heavy items); liability concerns for volunteer and homeowner.
Action Area 4: Social Engagement and Reducing Isolation			
Goal 1	Increase opportunities for Cumberland’s older residents to socialize.	Continue to provide programs that are appealing to older adults through “Mornings with Friends,” CNY Rec Dept. offerings, and other AIP programming. Determine preferred topics/speakers for older residents through surveys and informal discussions.	Resources: Meeting space provided by local churches, library, wealth of programming available locally. Barriers: limited budget for speakers; transportation/mobility issues for some attendees; residents may be unaware of programs.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 3: Maintaining Independence			
Goal 1	Track number of clients served, type of tasks, and services requested but not filled; follow-up evaluation forms for volunteers and residents after job performed.	Handy Helpers Committee/ MSAD#51 students, sports teams, and Pathway Program participants, White Pines and other local church groups, Boy and Girl Scouts, Lions Club and other local service groups.	Held Big Project Day May 2018; fall Big Project Day scheduled for October 2018. Explore collaboration with possible student shoveling program run by MSAD#51. Smaller projects ongoing.
Action Area 4: Social Engagement and Reducing Isolation			
Goal 1	Monitor attendance; periodic surveys to collect program ideas and assess satisfaction.	Programming Committee/CNY Rec Dept, churches, library, historical society, neighboring Rec and Aging in Place programs, SMAA and other sources of speakers/programs.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 4: Social Engagement and Reducing Isolation (continued)			
Goal 2	Encourage multigenerational connections.	Continue collaboration with other groups/organizations to present programs that encourage interactions among all generations. Explore joint programs with schools and Living Well in North Yarmouth.	Resources: Meeting space in schools, new Fire Station, and new Performing Arts Center; programs offered by AIP, library, schools, and other groups. Barriers: Difficulty motivating older residents to participate; inability of homebound residents to attend.
Goal 3	Reach as many socially isolated older residents as possible.	Increase awareness of events by reinstalling road signs (for Mornings with Friends/AIP website), continue to publicize through AIP’s online community calendar, and initiate a bimonthly print version of community calendar to be distributed throughout town. Serve lunch after MWF 1 or 2 times annually.	Resources: AIP marketing materials, publicity through local library, schools, and other groups, collaboration with churches, CAR, and other programs serving socially isolated residents. Barriers: Difficulty motivating older residents to participate; inability of homebound residents to attend. Need funding or donations and more volunteers to put on lunches.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 4: Social Engagement and Reducing Isolation (continued)			
Goal 2	Monitor attendance.	Programming Committee/ MSAD#51 and neighboring schools, Recreation Dept. in C/NY and nearby communities, neighboring Aging in Place programs, local library.	ongoing
Goal 3	Conduct periodic surveys.	Communications Committee/local churches, library, businesses and civic organizations; local media; Town of Cumberland, local Channel 2; SMAA and other social service agencies.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 4: Social Engagement and Reducing Isolation (continued)			
Goal 4	Increase participation in AIP’s Friendly Visitor program.	Recruit more volunteers and residents to participate in Friendly Visitor program. Promote through local media and town communication outlets. Partner with area churches and caregiver organizations to promote awareness. Schedule training for potential volunteers as needed.	Resources: Several volunteers interested in becoming Friendly Visitors. Barriers: Difficulty in persuading older adults to participate—reluctance to admit feeling lonely/ isolated or needy, possible fear of strangers.
Action Area 5: Communication and Raising Awareness of Local Resources			
Goal 1	Increase residents’ awareness of local resources available to them.	Continue to publicize AIP programs and services in media and through AIP marketing materials and via partners, and use Forum on Aging as venue to promote AIP programs and services.	Resources: AIP Website, word of mouth, local churches, AIP’s Forum on Aging, AIP kiosk and marketing materials, Channel 2, <i>Town Crier</i> . Barriers: Many older residents don’t use Internet.
Goal 2	Ensure the smooth relay of accurate AIP information to the public.	Review present protocol and revise and adopt communications guidelines as needed.	Resources: AARP and other AIP models. Barriers: Need to avoid procedures that quash volunteers’ enthusiasm and are overburdensome/bureaucratic.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 4: Social Engagement and Reducing Isolation (continued)			
Goal 4	Monitor number of older residents receiving visits; survey to measure satisfaction/benefits of program.	Volunteer Committee/area churches and caregiver organizations, SMAA and other social services agencies, local media.	ongoing
Action Area 5: Communication and Raising Awareness of Local Resources			
Goal 1	Survey residents on knowledge of resources available.	Communications Committee/ local churches, library, businesses and civic organizations; local media; Town of Cumberland, local Channel 2; SMAA and other social service agencies.	ongoing
Goal 2	Investigate source of any erroneous/misunderstood communications and correct; survey of residents’ knowledge and understanding of AIP and its resources.	Communications Committee/local town leaders and officials.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 5: Communication and Raising Awareness of Local Resources (continued)			
Goal 3	Increase awareness of AIP programs and services among socially isolated residents.	Create and distribute a bimonthly calendar/newsletter (print version) to older residents through mailings, AIP kiosk, medical offices, and other venues throughout town.	Resources: Multitude of programs and services to publicize, templates from other AIP programs. Barriers: Cost of mailings, difficulty in determining which households to target, hard to recruit volunteers for project.
Goal 4	Ensure Resource Guide, Vendors’ List, website, and other AIP materials are updated periodically.	Recruit volunteers to update/expand Vendor List and Resource Guide and to provide material for website.	Resources: Resource Guide, Vendors’ List, and AIP website. Barriers: Difficulty in assessing use by residents, difficulty in getting vendors to comply with registration process, constant need to update materials.
Action Area 6: Health and Safety			
Goal 1	Promote the health and safety of older residents.	Continue to promote existing programs offered by AIP, Rec. Dept., , Public Safety, SMAA, and other community partners. Add new programs in response to requests from older residents and/or survey results.	Resources: Space for existing programs; programs by community partners. Barriers: Time and space for new programs; difficulty in publicizing programs among socially isolated; overcoming reluctance to attend by those who are socially isolated.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 5: Communication and Raising Awareness of Local Resources (continued)			
Goal 3	Periodic survey of readership.	Communications Committee/ Distribution sites in local churches, businesses, library, and other venues.	in planning stage
Goal 4	Circulation figures on resource guide and vendors’ list (number taken from kiosk), website metrics.	Communications Committee/ Distribution sites in local churches, businesses, library, and other venues.	ongoing
Action Area 6: Health and Safety			
Goal 1	Assess attendance at programs and use of services by older residents.	Program Committee: Rec. Dept., Public Safety, SMAA and other social service agencies, Legal Services for the Elderly, AARP, Alzheimers Assn., churches.	ongoing

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 6: Health & Safety (continued)			
Goal 2	Continue to promote healthy living and increase awareness about safety issues such as fraud/scams, elder abuse, and related topics.	Distribute materials in bimonthly newsletter mailed to targeted homes. Continue to publicize health and safety programs offered by AIP and our partners.	Resources: AIP website, Channel 2, <i>Town Crier</i> , AIP kiosk, Fire and Police Facebook pages, Town Facebook page, targeted mailer. Barriers: Communication—not sure who to call for help. Financial—believing there are costs involved with safety programs that are free. Psychological—reluctance to be perceived as being dependent and a burden on others. Physical—illness, weakness, or medical disability that interferes with attending classes.
Goal 3	Offer programs older adults want and feel are most beneficial for their health and safety.	Review previous surveys and conduct new surveys on older adults’ preferences.	Resources: Previous surveys and future surveys
Goal 4	Help reduce hazards faced by older residents on icy drives/walkways.	Review positive/negatives of Sand Bucket programs in other communities. Include survey question at Forum to determine need. If pluses outweigh minuses, work to implement program.	Resources: Delivery during AIP’s Handy Helpers Project Day or by MSAD#51’s student snow shovellers. Barriers: Size of containers (too heavy for older residents), costs/time involved in refilling.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 6: Health & Safety (continued)			
Goal 2	Periodic survey of residents measuring victims of fraud, etc. Check with Public Safety on numbers of fraud reports, elder abuse cases, and safety issues.	Program Committee/Public Safety, Recreation Dept., local churches, local media.	ongoing
Goal 3	Review survey data.	Program Committee	ongoing
Goal 4	Measure level of interest with a survey; if implemented, provide questionnaire for residents receiving Sand Buckets.	Handy Helpers Committee/MSAD#51 students, Big Project Day volunteers	in planning stage

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 7: Financial Concerns			
Goal 1	Continue advocacy for statewide and local programs to support low-income older adults.	Continue to support Cumberland Town Council’s property tax rebate program for residents 70 and older; continue to lobby for tax relief and other financial assistance for older residents on a statewide level.	Resources: Cumberland’s tax rebate program for older residents, Pine Tree Legal’s services, Community Food Pantry, and other organizations working with low-income people. Barriers: Lack of financial backing for such efforts, resistance in some quarters to support such efforts.
Goal 2	Provide support for older residents who are financially struggling.	Provide information about programs (local, statewide, and federal) available to low-income people.	Resources: AIP website, AIP kiosk, Resource Guide, Opportunity Alliance (gen. assist.) Barriers: making information widely available; reluctance of people to ask for help.
Goal 3	Protect residents from financial abuse.	Offer and promote classes and materials on preventing financial abuse. Promote programs like SMAA’s Money Minders. Provide information on legal assistance (Legal Services for the Elderly). Educate AIP’s Friendly Visitors, Handy Helpers, and CAR drivers to spot and report suspected financial abuse.	Resources: AARP, Public Safety Dept., Legal Services for the Elderly, Friendly Visitor, Handy Helpers, and CAR programs. Barriers: Difficulty getting out word about resources. Mental conditions that interfere with ability to get help; misgivings/fear about reporting misbehavior by family members.

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 7: Financial Concerns			
Goal 1	Measure need by keeping yearly tally of people taking advantage of tax rebate, food pantry, subsidized housing, other programs.	AIP Committee/Town Council, AIP volunteers, Community Food Pantry, advocacy groups.	ongoing
Goal 2	Keep tally by year of requests for financial info/help.	Communications Committee/Opportunity Alliance, state and federal organizations, Maine Congressional Delegation.	in planning stage
Goal 3	Periodic survey of residents measuring victims of financial abuse. Check with Public Safety on number of cases of financial scams and abuse.	Programming Committee, Transportation Committee, Volunteer Committee, Handy Helpers Committee/Public Safety Department, SMAA Money Minders, Legal Services for the Elderly, AARP.	in planning stage

	OBJECTIVE	STEPS	RESOURCES & BARRIERS
Action Area 8: Outdoor Spaces & Buildings			
Goal 1	Improve accessibility of town trails/guided walks.	Make maps of town trails and information on guided walks available through all AIP communications venues. Continue support of the development and maintenance of town trails and advocate for residents with limited mobility.	Resources: Town trail system. Barriers: Financial and liability concerns over making trails accessible.
Goal 2	Install automatic doors at town hall.	Town has hired contractor to install doors.	Resources: Town of Cumberland
Goal 3	Development of a community center.	Explore options for a community center. Study upcoming development plans in town for possible inclusion of community center.	Potential resources: Oceanview Tuttle Road development. Fire station on Main Street. Performing Arts Center (January 2019)

	METRICS	COMMITTEE/PARTNERSHIPS	STATUS
Action Area 8: Outdoor Spaces & Buildings			
Goal 1	Measure number of trails/miles accessible to those with mobility issues. Survey use of trails.	Communication Committee/Parks & Recreation Dept, Town Council. Cumberland Land Trust.	ongoing
Goal 2	Survey citizen response to automatic doors.	AIP Committee (advocacy)/Town Council, Town Administration.	under way
Goal 3		AIP Committee (advocacy)/Town Council, MSAD 51, Planning Dept.	



Eliza Porter



Eliza Porter

**Appendix 1:
Original Aging in Place Committee
Members, 2014**

Chair, Pete O'Donnell
Barbara Berkovich
Dawn Berman
Cathy Campbell
Dale Denno
Rita Farry
Patricia Harrington
Marcy Kamin-Crane
Mickie Kucinkas
Jean Lamson
Teri Maloney-Kelly
Sandra Parker
Kendall Putnam
Sally Semmes Pierce
Paula Slipp
Christine Turner
Eileen Wyatt

Town Council Liaison

Tom Gruber

Town Staff

Brenda Moore, Administration
Evariste Bernier, Fire Dept.
Cynthia Molleur, Recreation Dept.

Eliza Porter, Special Projects Coordinator

**Cumberland Town Council
2018**

Ronald Copp, Jr. , Chairman
Shirley Storey-King, Vice Chair
Peter Bingham Sr.
Michael Edes
Thomas Gruber
William Stiles
George Turner

Cumberland Administration

William Shane, Town Manager

**Aging in Place Action Committee
Leaders, 2018**

AIP Chair:
Brian Cashin
Transportation/CAR:
Lisa Crowley/Dale Hahn (Oct 2018—),
and Suzie McCormack
Handy Helpers/Vendors:
Rita Farry and Teri Maloney-Kelly
Programming:
Deborah C. Gray
Friendly Visitor/Volunteers:
Nancy Law
Communications:
Beth Waldman
Fire Department Programs:
Evariste Bernier

**Aging in Place Committee Members
2018**

Chair, Karen Campbell, 2017—July 2018
Chair Brian Cashin, July 2018—
Barbara Berkovich
Carrie Burnsteel
Lynn Copp
Lisa Crowley
Dale Denno
Rita Farry
Deborah C. Gray
Mike Kemna
Robert Knupp
Nancy Law
Teri Maloney-Kelly
Suzie McCormack
Sally Semmes Pierce
Kendall Putnam
Cicely Russell
Mary Ellen Wilson

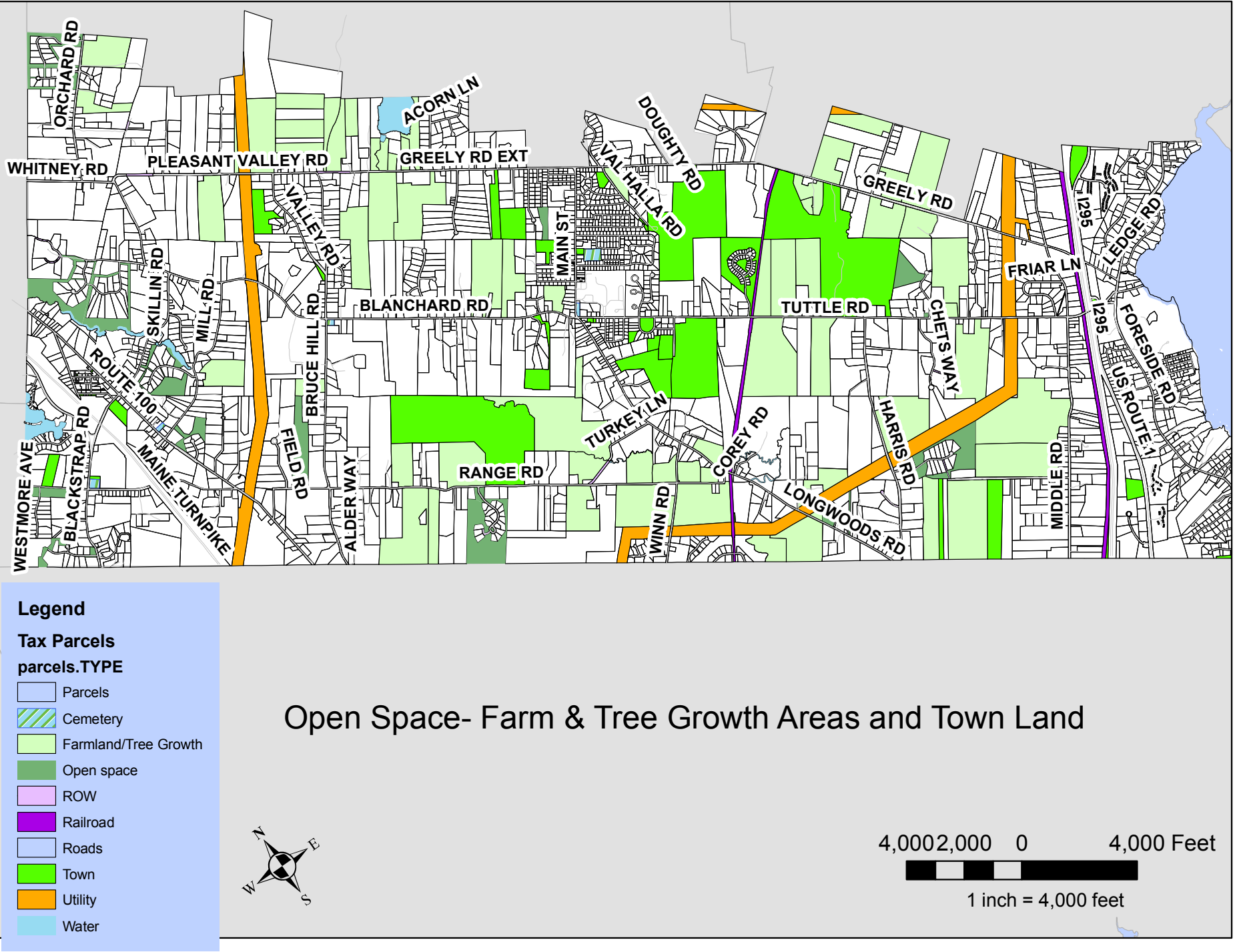
Town Council Liaisons

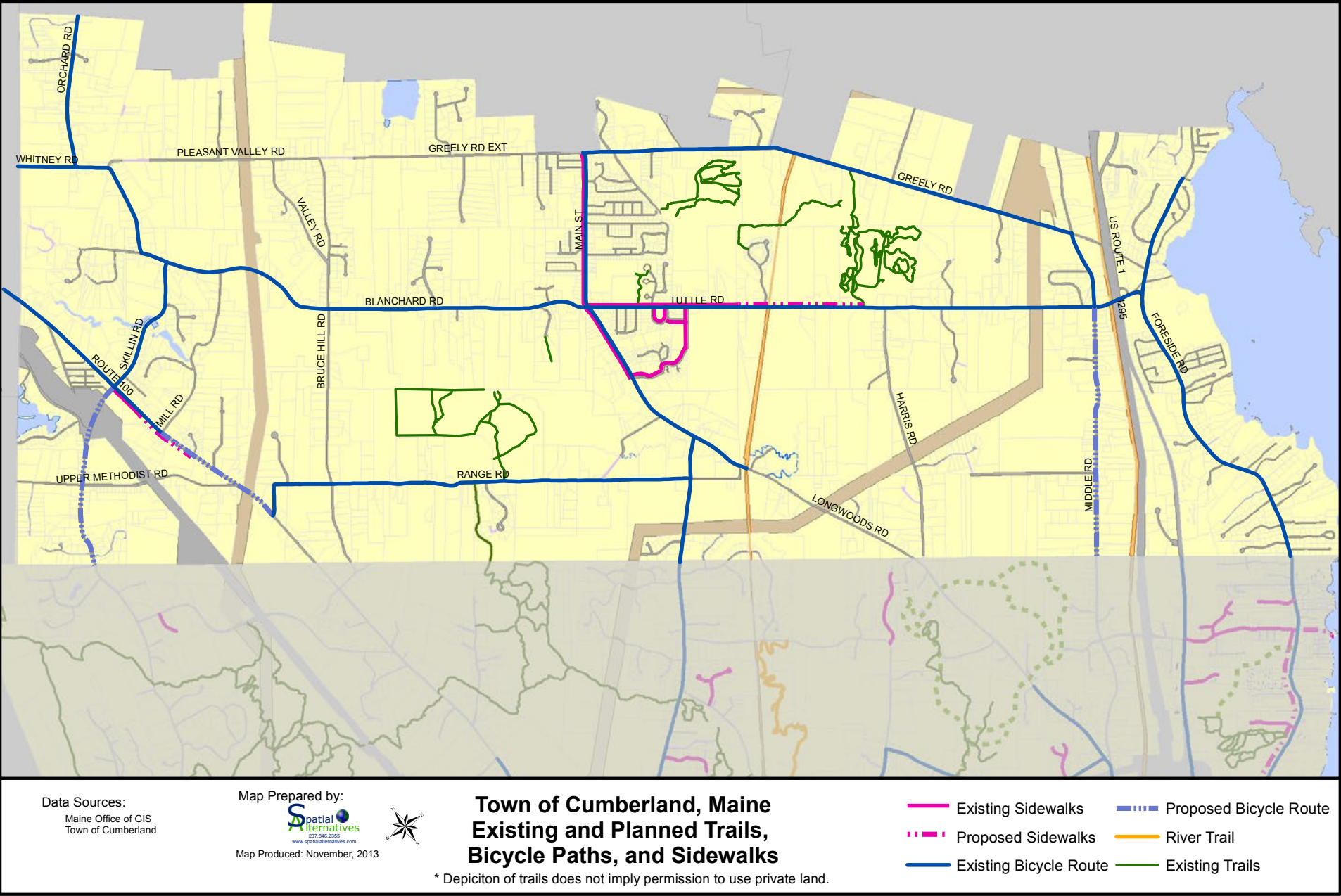
Peter Bingham Sr.
Tom Gruber

Town Staff

Evariste Bernier, Fire Dept.
Cynthia Molleur, Recreation Dept.

Susan Gold, AIP Coordinator





Additional Materials

The following information and data are available on line:

Senior Housing Overlay
file:///C:/Users/\$/sgold/My%20Documents/AIP%20STRUCTURE.
PLANNING/overlay_map_0.pdf

Open Space Plan
[https://www.maineFarmlandTrust.org/wp-content/uploads/2013/10/
Town-of-Cumberland-Open-Space-Plan.pdf](https://www.maineFarmlandTrust.org/wp-content/uploads/2013/10/Town-of-Cumberland-Open-Space-Plan.pdf)

Town Surveys
<https://aipcumberland.org/resources/surveys-results/>

Aging in Place Resources and Information
AIPCumberland.org.



Steve Thomas



Mary Gazda