

Arizona Office of Tourism (AOT) Update By Goal

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Goal 1: Make it easier for older Arizonans to access an integrated array of state and aging services.

For older Arizonans to fully participate in all aspects of community living, they and their families need access to information, resources, and services through a variety of venues. To this end, public and private organizations can play a leadership role in making it easier for older Arizonans to find and use the services and resources they need, no matter where in Arizona they may live.

Objective 1.1: Provide information and promote understanding of options, benefits, and available services through a range of multi-media formats.

STRATEGIES		Lead Agency	Key Partner	Start/End Dates	Progress/Accomplishments
i.	Revisit and modify the content and format of the agency Web site with possible options of large font and readability using talking browser programs. Develop large print options for the Official State Visitor Guides.	AOT		Efforts Ongoing	<p>June 2009 – Web browsers provide viewers with choice of view size for readability.</p> <p>November 2010 – Web site redesign minimizes use of column formats to create better compatibility with screen reader units.</p>

Goal 2: Increase awareness and understanding of aging issues and help prepare Arizona for an aging population.

The role of education cannot be underestimated in planning Arizona's future. Education permeates nearly every section of the Aging 2020 Plan. Through education, the fears, myths and misconceptions about aging can be changed so that older adults, businesses, providers and Arizona, as a whole, can be free from artificial barriers that prevent all from realizing the full potential of our changing population.

Objective 2.1: Provide culturally appropriate information to older adults and their families to promote a broad understanding of issues that arise as we age and how to address them.

STRATEGIES		Lead Agency	Key Partner	Start/End Dates	Progress/Accomplishments
g.	Use research to develop and implement marketing campaigns to attract in and out of state visitors in the aging population.	AOT		Efforts Ongoing	<p>AOT's current primary marketing demographic is 45-64 years of age. AOT will continue to plan and execute marketing campaigns using research and studies to continue to attract this demographic and the aging population as well.</p> <p>Task Completed - 2006</p>

Objective 2.3: Educate businesses, providers, and other private entities about the value and needs of senior Arizonans.

STRATEGIES		Lead Agency	Key Partner	Start/End Dates	Progress/Accomplishments
a.	Partner with the Governor's Advisory Council on Aging to offer educational workshops and/or information to share with tourism industry constituents.	AOT	GACA	Task Completed	July 2007 During May, 2007 AOT held three "Grand Impressions Workshops" customer service training programs. AOT collaborated with representatives from AZ Office for Americans with Disabilities, Governor's Office and DES/Division on Aging & Adult Services to provide presentations featuring the latest trends, research, and information when working for and with older adults and persons with disabilities to a wide variety of attendees at these sessions.
b.	Provide customized workshops during the annual Governor's Conference on Tourism to address issues facing the aging population and tourism.	AOT		December 2005 - June 2007	December 2007 Draft topics collected. Program Committee will meet in February 2008 to develop outline for breakout sessions dedicated to these issues at the Governor's Conference scheduled in July, 2008. Jim Murphy, CEO, Pima Council on Aging moderated a session at the 2008 Governor's Conference on Tourism held in July. He spoke briefly on the work of the Pima Council and then gave his presentation entitled: Boomers:Here They Come, Read or Not. Task completed – 2008 Efforts ongoing
c.	Use web site to offer coordinating information about tourism and the aging population to industry constituents.	AOT		June 2006 - ongoing	Task Completed – 2007 Efforts Ongoing
d.	Use studies to drive the development of tourism programs, tourism promotions, and education/awareness, regarding issues that relate to travel/tourism and the aging population.	AOT		Beginning in FY2003 - ongoing	Task Completed – 2004 Efforts Ongoing

Goal 5: Strengthen Arizona's economy by capitalizing on an integrated and well-trained informal, paraprofessional, and professional workforce.

With the first wave of Boomers attaining retirement age in 2006, both public and private sectors need to develop work environments and coordinate opportunities that maintain a strong, diverse paraprofessional and professional workforce with strategies that include support for workers and their family members with caregiving obligations.

Objective 5.3: Promote a coordinated workforce development approach between public and private entities to benefit from the capabilities and experience of a mature workforce.

STRATEGIES		Lead Agency	Key Partner	Start/End Dates	Progress/Accomplishments
f.	Coordinate with industry constituents to develop a volunteer opportunity database and increase knowledge about jobs and opportunities available to the aging workforce, and to communicate these opportunities to the aging population.	AOT		May 2006 - ongoing	AOT continues to offer opportunity for industry constituent links to appear on AOT websites. Efforts ongoing.

Goal 6: Enhance the State's capacity to develop and maintain the necessary infrastructure to deliver services in a culturally appropriate, timely and cost effective manner.

Every aspect of living in Arizona may be affected by the future changes in our increasing and changing population. Housing, transportation, health care, education and other state-supported services will take shape based on the needs of our diverse population. The ability of the State to adapt to change, incorporate the use of new technology, form public-private partnerships to create and expand services to reach all corners of the state will be some of the challenges and opportunities that face Arizona as we grow.

Objective 6.2: Develop programs and approaches to close the gaps in the state's current aging services infrastructure and delivery system.

STRATEGIES		Lead Agency	Key Partner	Start/End Dates	Progress/Accomplishments
q.	Update Visitors Centers to meet the needs of the aging population.	AOT	ADOT	Fiscal year 2008	December 2008 While construction delays continue on State owned Visitor Centers – AOT used funds to establish a one-time grant program for local visitor information centers throughout Arizona communities to apply for funds to use on ADA compliance projects. Grant awards issued January 18, 2008. Projects completed in 2008 December 2010 – Due to severe budget reductions construction plans have been cancelled.

Objective 6.3: Create working partnerships across state agencies and with private entities to improve the state's ability to develop the business & service infrastructure necessary to meet the needs of seniors.

		Lead Agency	Key Partner	Start/End Dates	Progress/Accomplishments
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p.	Assess the needs of the aging population for Arizona tourism and partner with appropriate state agencies to coordinate findings and integrate plans.	AOT		On hold	December 2010 -- Due to reduction to staff, assessment project is suspended.

q.	Identify the mobility/transportation challenges facing the aging population related to travel and tourism in Arizona and coordinate with the appropriate state agencies, cities, counties, etc., to address these issues.	AOT		On hold	December 2010 – Due to reduction to staff, assessment project is suspended.
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Key:	<u>Participating State Agencies and Boards</u>
ABOR	Arizona Board of Regents
ADC	Arizona Department of Corrections
ADHS	Arizona Department of Health Services
ADOA	Arizona Department of Administration
ADOH	Arizona Department of Housing
ADOT	Arizona Department of Transportation
ADVS	Arizona Department of Veterans Services
ASVH	Arizona State Veteran Home
ASRS	Arizona State Retirement System
AG	Arizona Attorney Generals Office
AHCCCS	Arizona Health Care Cost Containment System
AOT	Office of Tourism
ASP	Arizona State Parks
Commerce	Arizona Department of Commerce
DES	Department of Economic Security
DPS	Department of Public Safety
GACA	Governor's Advisory Council on Aging Governor's Office