

From: webmaster@shorelinewa.gov
To: [agenda comments](#)
Subject: City of Shoreline Agenda Comments
Date: Tuesday, December 29, 2015 8:48:01 PM

A new entry to a form/survey has been submitted.

Form Name: Comment on Agenda Items
Date & Time: 12/29/2015 8:47 PM
Response #: 121
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Survey Details: Answers Only

Page 1

1. Mary-Anne Grafton
2. Shoreline
3. (o) North City
4. maryannegrafton@hotmail.com
5. 01/04/2015
6. Discussion: Promote Shoreline Campaign
7. There wasn't any mention of older adults in the promotion plan. This is a concern to me because Shoreline's 2010 census showed 15.2% population demographic for age 65+. Planners should be aware that the 2010 census percentage in this demographic is expected to double by 2020 due to the aging Boomer generation (1946 - 1964). This group is creating the "silver tsunami" as 10,000 Boomers reach retirement in the US each day. The impact on all aspects of our community is difficult to imagine, but is guaranteed to be enormous. It is imperative to reach out to this group and engage them in Shoreline's community--they shop, travel, dine, garden, volunteer, start businesses, make home repairs, pay taxes, and vote. Aging has changed. People in their sixties are leaving paid work in good health, with money to spend, discerning tastes, and with a definite resistance to being identified as "senior." In my opinion it is not only foresighted, but essential to include older adults in any planning action, including promotion and branding related to Shoreline.
8. (o) Oppose

Thank you,
City of Shoreline

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