



CITY OF KIRKLAND

Department of Parks & Community Services

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www.ci.kirkland.wa.us

MEMORANDUM

To: Mayor and Members of the City Council

From: Kirkland Park Board
Kirkland Senior Council

CC: Jennifer Schroder, Parks and Community Services Director
Carrie Hite, Deputy Director
Linda Murphy, Recreation Manager
Dana La Rue, Community Senior Center Supervisor

Date: April 4, 2006

Subject: Renaming the Community Senior Center

RECOMMENDATION

The City of Kirkland Park Board and Kirkland Senior Council recommend that the City Council adopt the resolution to rename the Kirkland Community Senior Center to "Peter Kirk Community Center".

BACKGROUND

As the City took up the challenge of becoming a community vital to people as they age, the Parks and Community Services Department launched a Senior Needs Assessment and Strategic Planning effort to define what it would take to achieve this goal. A *Senior Needs Assessment* was completed in March 2000 and a Senior Action Committee (SAC) was formed in May 2001 to be creative, innovative, and to take a leadership role in planning for the health, well being, and independence for people as they age in Kirkland.

The SAC met monthly for one year and was charged with creating a 3-5 year strategic plan by addressing recommendations set forth from the *Senior Needs Assessment*. One of the goals of the *Senior Needs Assessment* was to revitalize the Senior Center, so the committee reviewed the overall role of the Center in the community. Based on a national trend, and local experience, one of the recommendations was to drop the word "Senior" from the Center name. The word "*senior*" was viewed as a word that many needing services were unwilling to identify with, thus setting up barriers to seeking services. In addition, the trend in the nation and with AARP, defines senior as those who are 50+. This population of adults (Baby Boomers) refuse to accept the notion or term "*senior*". These same adults have the perception that a senior center is only for old and frail adults (which couldn't be

farther from the truth). As a result, *“Renaming the Senior Center”* was included in the City of Kirkland’s Senior Services Strategic Plan as a joint effort of the Community Senior Center’s Advisory Board and the Kirkland Senior Council.

PROCESS

The public process to solicit name suggestions was open from September through December 2005. Press releases and promotional material included criteria set forth in Resolution R-3215, (Naming Parks and Facilities).

- Press Releases

Press releases appeared in the Kirkland Courier, King County Journal and Seattle Times. It was the article in the Seattle Times, *Don’t Call it Your Grandmother’s Senior Center: Communities Avoid the “S” Word* that started the tsunami of interest. TV channel 4, 5, 11 and 13 included the story during their news broadcast. KOMO, KIRO, KIXI, and KMPS radio stations also covered the story. Sue Romero, Reporter for KOMO 1000 radio came to the Senior Center and interviewed seniors soliciting comments for their morning program. Between 7am and 9am, the KMPS morning show discussed the topic in great detail, soliciting comments and name suggestions from their listening audience. The Senior Center’s Supervisor called KMPS to participate in a rather lively discussion about the term *“senior”*.

- Public Announcements

In addition to press releases, announcements were sent out through a variety of community and neighborhood email distribution lists. That too unleashed a plethora of responses. Over 60 emails were sent to the Senior Center Supervisor with comments and name suggestions.

- Community Senior Center Advisory Board Involvement

- An Advisory Board committee took on the responsibility to solicit opinions, comments and name suggestions from a variety of people in the community and at the Senior Center, on the subject of dropping “Senior’ from the Center’s name. Through personal interviews over a three month period, comments ranged from *“bad idea”*, *“Boomers need to get over the age thing”* and *“we need our own place”* to *“very supportive”*, *“great idea”*, *“the Center needs some young blood!”* and *“it’s important to stay up on current trends”*. The overall sentiment was positive.
- Members of the Advisory Board had a table at the Senior Center during the Centennial Celebration. They took the opportunity to talk with visitors (all ages) about renaming the Center. Many were not aware that the process was going on and took the time to complete the “Name Suggestion” form.

- Additional Efforts to Solicit Public Comments

- Flyers and Suggestion forms displayed at the Senior Center
- City web site

- City's government channel
- Parks & Community Services Activity Brochure
- Chamber Newsletter
- Local church newsletters
- Flyers and Suggestion forms available at the Wednesday Market
- Flyers posted throughout the downtown businesses

Process Outcome

One hundred forty-nine (149) community members submitted eighty-three (83) different names for the Community Senior Center. There were twenty-six (26) folks who suggested not changing the name. The Senior Center Advisory Board reviewed the list of names and made their recommendation to the Senior Council. The Senior Council agreed with two of the three recommendations. They did not support "*Kirkland Community Senior Center*". They felt it could too easily be confused with the North Kirkland Community Center. The Senior Council added a third alternative name, *Moss Bay Community Center*. The complete list of submitted names is attached (Attachment A).

Senior Council Study Session with Park Board

The Senior Council met with the Park Board on March 8, 2006 and recommended they select "Peter Kirk Community Center" as the new name for the Senior Center. The Park Board voted unanimously to approve the new name change.

Senior Center Name Suggestions

All Names Submitted for Consideration

The following names begin with

KIRKLAND:

Active 50+ Center
Active Adult Senior Center
Adult Center
Alive and Well Center
Baby Boomer Center
Boomer
Cascade Community Center
Centennial Community Center
Center at Park Place
Center for Social Concern
Center for the Youth Challenged
City Club
Classics Center
Club 40
Community Center
Community (+) Plus
Community Gathering Place
Community Playhouse
Community Senior Center – **No Change**
Community Service Center
Cultural and Recreation Center
Decade Center
Downtown Community Center
Elder Center
Friendly Center
Golden Horizons
Happy Days
Heavens Waiting Room
Horizons Community Center
Hub for Mature Adults
International Center

KIRKLAND: (Continued)

Kiva
Legacy Center
Mature Adult Community Center
Moss Bay Community Center
Multigenerational Community Center
Old School
Primetime Pavilion
Adult Center
Second Half Center
Senior Club
Senior and Community Center
Social Activities Center
Social Center
Social Conscience Concern Club *or Center*
Super Society Center
Superannuated Center
Think Young Center
Vibrant Community Center
Vista Center
Welcome Center
Wellness and Fitness Center
Wellness and Recreation Center
Wisdom Center
Young at Heart Center
50+ Adult Activity Center
50+ Adult Center

The following names begin with

PETER KIRK:

Activity Center
50 and More Center
Community and Senior Center
Community Center
Community (+) Plus
Cultural Center
Third Age Center
Social Center

MISCELLANEOUS:

Affinity Center
Center for Enriched Living
Center for Experienced Adults
Chuck Morgan Senior Center
Downtown Kirkland Community Center
Geezerville
Mid-Century Center
Moss Bay Community Center
Moss Bay Gathering Place
Nona Ganz Community Senior Center
Park Place Community Center
Swing on Inn
The Center for Seniors
The Life Center of Kirkland
The Oasis
The Seen More Center
Where We Do More
Woodchuck Community Senior Center
(*Bill Woods + Chuck Morgan*)

RESOLUTION R- 4562

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KIRKLAND RENAMING THE COMMUNITY SENIOR CENTER AS THE "PETER KIRK COMMUNITY CENTER."

WHEREAS, a *Senior Needs Assessment* was completed in March 2000 as the result of a strategic planning effort undertaken by the Parks and Community Services Department; and

WHEREAS, one of the goals of the *Senior Needs Assessment* was to revitalize the Senior Center and based on a national trend and local experience, one of the recommendations was to drop the word "Senior" from the Center name; and

WHEREAS, a public process to solicit names was open from September through December 2005, which included press releases, various public announcements, and Community Senior Center Advisory Board committee involvement; and

WHEREAS, a number of names were suggested, considered, and the Senior Council ultimately recommended that the Park Board select "Peter Kirk Community Center" as the new name for the Senior Center which recommendation was unanimously approved; and

WHEREAS, the Senior Council has made the same recommendation to the City Council;

NOW, THEREFORE, be it resolved by the City Council of the City of Kirkland as follows:

Section 1. That the Community Senior Center is hereby renamed the "Peter Kirk Community Center."

Passed by majority vote of the Kirkland City Council in open meeting this ____ day of _____, 2006.

Signed in authentication thereof this ____ day of _____, 2006.

MAYOR

Attest:

City Clerk