Feasibility Study on Creating Older Adult Information Points

December 21, 2025

EXECUTIVE SUMMARY

Pursuant to Local Law 134 of 2025, the New York City Department for the Aging (NYC Aging) undertook a study examining the possibility of creating older adult information points throughout the City of New York in all boroughs to determine the feasibility of creating these kinds of locations. Alternatively, the local law allows NYC Aging to determine that a more cost effective or appropriate option would be to "designate older adult information points within existing older adult centers."

Local Law 134 of 2025 explicitly asked that the study identify or assess the following factors:
1. Identify potential locations in each borough for the creation of older adult information points;
2. Identify considerations for locating older adult information points, such as the accessibility of the proposed location and proximity to older adult centers, naturally occurring retirement communities, neighborhood naturally occurring retirement communities, commercial districts, and mass transit;
3. Identify assistance and resources that could be provided to older adults at older adult information points, such as assistance with applications for services and benefits and information on services and programming provided through the department and older adult centers;
4. Assess the potential benefits of establishing older adult information points;
5. Assess potential constraints on the establishment of older adult information points, including the resources needed to establish and staff each such facility; and
6. For each older adult information point, (i) estimate how many older adults would be served and (ii) list the boroughs, council districts, and neighborhoods that would be served.

As we determined the best way to approach this feasibility study, various NYC Aging bureaus and programs contributed to creating data markers and supportive information which helped to identify potential neighborhoods and also specific locations where an older adult information point would exist. Additionally, as part of our review of these items, we have also determined that many functions of an older adult information point also happen at older adult centers (OACs) and therefore it may be equally feasible to designate all OACs or a set number of OACs as potential locations. In fact, some OAC locations also serve a social service component as part of their contracts which is meant to encapsulate an expanded service provision beyond the uniform standard of "information and assistance" which all OAC contracts require. Furthermore, we found that there are unique considerations that would need to be explored as part of this potential program, including staffing for these sites, the overhead costs incurred through staffing and renting new space, overall proximity to other NYC Aging physical locations, the role of Aging Connect as an information service, and other programs which may already serve the basic needs of an information point.

Ultimately, as with any new program, funding is key to determining feasibility, and because this potential program would require a significant operating or capital infusion, baselined for the life of future contracts, in

order to be successful. This is also dependent on the number of locations which may ultimately be identified as those costs are scaled depending on the number of older adult information points desired in a particular borough. We also noted that there are many community-based assets which already exist—libraries, churches, community centers, elected official offices, other field offices for partner city agencies, and similar locations— which meet this need and should be able to provide information about publicly available government services. These factored into the many locations which we mapped as part of this study to determine placement. The good news in all of this, is that New York City contains a wealth of resources which serve the general public, however, as with any program or service meant to serve a specific need or vulnerable populations, the key is ensuring that information is easily accessible to the public. That is why NYC Aging's work with the Cabinet for Older New Yorkers is so imperative to ensure 193that agencies are working together to break down communication barriers and promote cost-neutral solutions which better serve New York City's growing population of older adults.

POTENTIAL LOCATIONS & CONSIDERATIONS

In an effort to identify potential areas for Older Adult Information Points, NYC Aging examined concentrations of older adults, where individuals travel, population centers, districts or areas that are heavily saturated with existing services, and other potential areas. Important to this process was looking ahead to NYC Aging's future client base and determining where a large number of the *near* older adult lives. These are individuals who are aged 55, too young to qualify for most NYC Aging services, but present in a community where they will likely soon age into eligibility. Should it be feasible to create Older Adult Information Points throughout communities in the five boroughs, it is important to first identify where adults who may soon be eligible live, but do not necessarily know about our services.
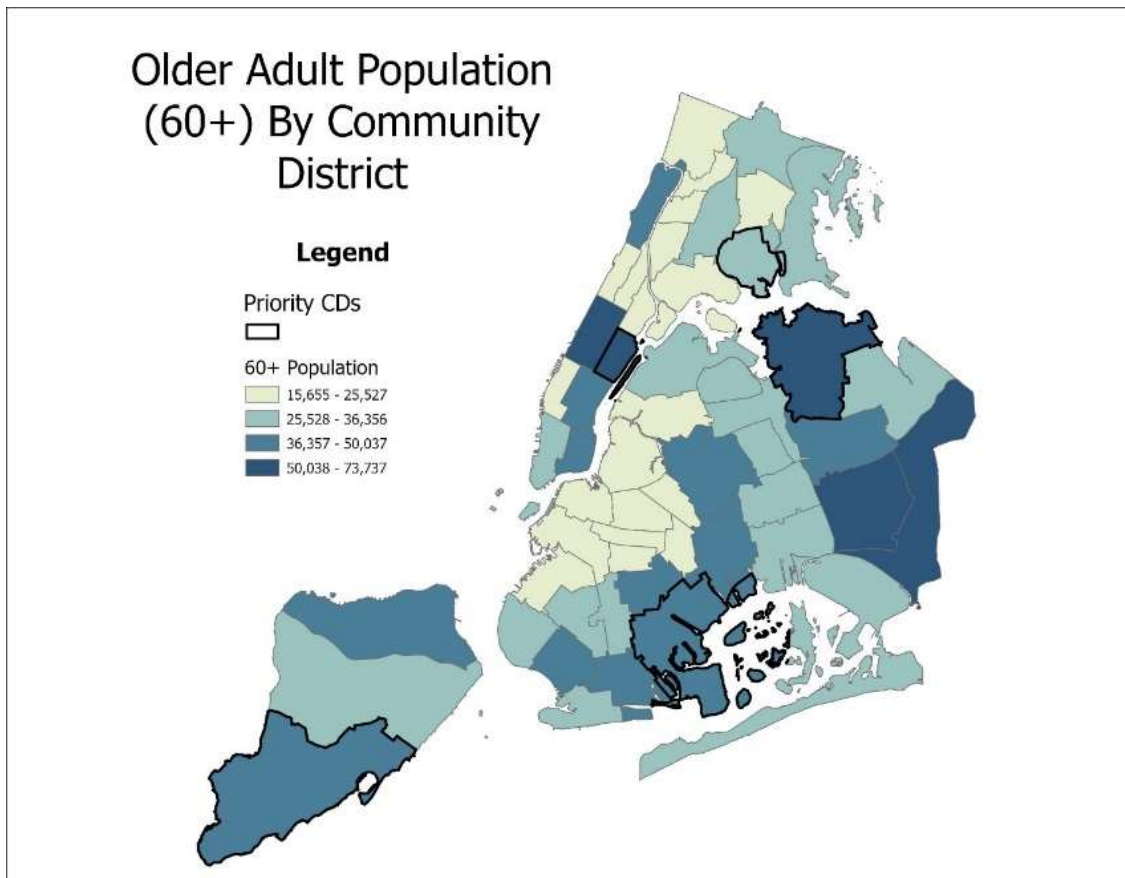
In 2024, to better understand the diverse needs of older adults and inform program development, NYC Aging conducted a Service Needs Assessment (also referred to as "survey").The subsequent *State of Older New Yorkers* report identified the key challenges facing older New Yorkers today, including social isolation, mental and physical health concerns, food insecurity, mobility barriers, and limited access to technology. One specific purpose of the survey was to learn more about the population of older adults in New York City who are not currently connected with aging services, to provide better, more complete support to older adults and caregivers. We hypothesized that older New Yorkers are not utilizing aging services because of a lack of knowledge about what exists, which was supported anecdotally, as a common response from older adults and caregivers we connected with while doing community outreach was that they did not know about the agency or what services are available for older adults in New York City. However, when asked to identify whether they had knowledge of specific services for older adults and caregivers, most (80.3%) knew of at least one type of service but 19.7% of older adult respondents were unaware of any aging services. Although many older adults had heard about critical services available to both active older adults in the community (such as OACs) and services for homebound older adults (such as home-delivered meals), it is concerning to find such a high proportion of older adults who are unaware of these services, 40.1% and 49.5%, respectively.

In this demographic review to determine the best possible locations, we initially identified the top two community districts where there was a large concentration of adults aged 55-60 and those aged 60-65 in order to focus on where these potential locations would have the greatest impact. We found that many times, community districts with this demographic match did not follow expected commuting or travel patterns for the borough or were not typical of geographic differences with a specific borough. For instance, in Manhattan the two community districts with the largest concentrations of adults 55-60 and 60-65 were Community Board 7 and Community Board 8, the Upper West Side and Upper East Side respectively. Typically, Manhattan is split geographically between uptown and downtown, not always east to west. Additionally, although there are unique differences, these two community districts and neighborhoods are similar to one another in a range of data points including income distribution, housing type, and other factors. We found that this was seen in a similar way when examining the top two community districts in other boroughs.

As a result, we determined that because of these similarities, for the purposes of this study, we would focus on the top priority community district within each borough which met our demographic standard for older adults (60-65) and *near* older adults (55-60). The community district locations and their predominate neighborhoods we examined as part of this feasibility study are below:

- Bronx Community District 9: Soundview & Parkchester
- Brooklyn Community District 18: Canarsie & Flatlands
- Manhattan Community District 8: Upper East Side & Roosevelt Island

- Queens Community District 7: Flushing, Murray Hill, and Whitestone
- Staten Island Community District 3: South Shore

Older Adult Population (60+) By Community District

Legend

Priority CDs
☐

60+ Population
- ☐ 15,655 - 25,527
- ☐ 25,528 - 36,356
- ☐ 36,357 - 50,037
- ☐ 50,038 - 73,737

Neighborhoods: Bronx River, Parkchester, Soundview-Bruckner, Soundview, Unionport, Castle Hill, Clason Point, and Harding Park.

Council Districts: 17, 18

Existing NYC Aging Physical Programs:

Type	Program Name	Address
OAC	Bronx River	1619 East 174th Street
OAC	Bronxworks Soundview	391 Bronx River Avenue
OAC	James Monroe	1780 Story Avenue
OAC	Kips Bay Castle Hill	625 Castle Hill Avenue
OAC	RAIN Parkchester & One Stop	1380 Metropolitan Avenue
OAC	NSHOPP Soundview Social Club	1674 Seward Avenue
NORC	Center Light Parkchester Enhanced	1525 Unionport Road
NORC	NSHOPP Lafayette Estates	825 Morrison Avenue
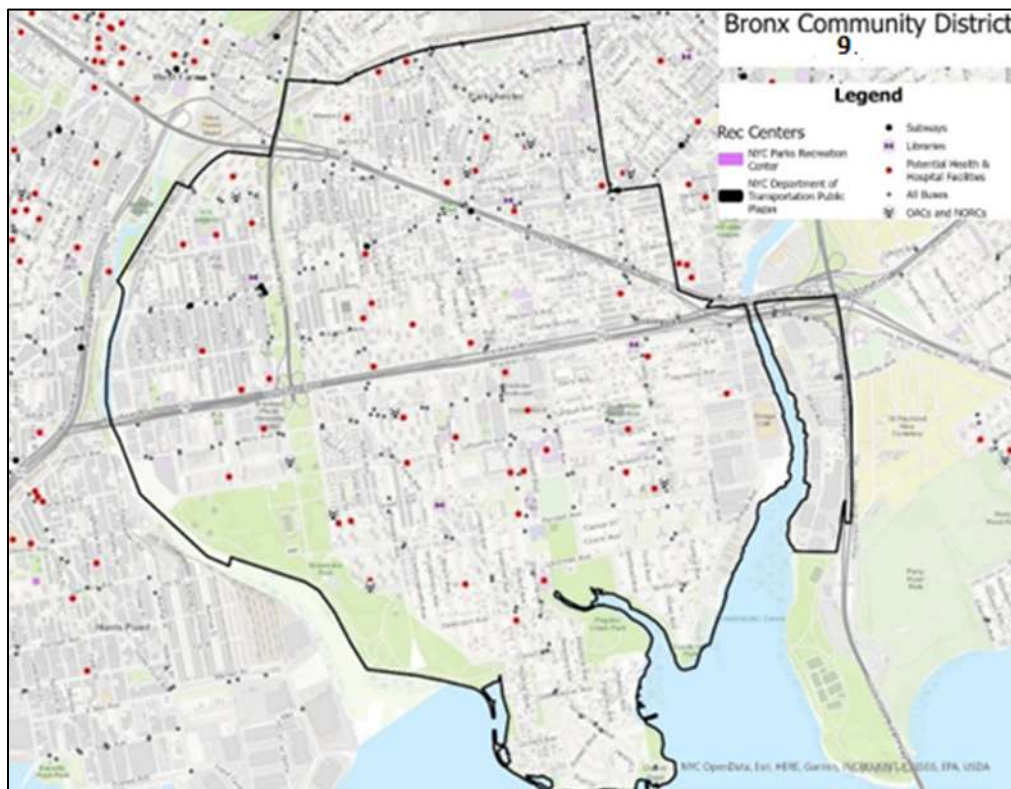
Potential Locations: Westchester Avenue at White Plains Road, Castle Hill Avenue between Randall Avenue and Seward Avenue, or Westchester Avenue east of the Bronx River Parkway.

Neighborhoods: Bergen Beach, Canarsie, Flatlands, Georgetown, Marine Park, Mill Basin, Mill Island and Paerdegat Basin.

Council Districts: 46

Existing NYC Aging Physical Programs:

Type	Program Name	Address
OAC	Bergen Basin Marine Park	3000 Fillmore Avenue
OAC	Bergen Basin Midwood	2164 Ralph Avenue
OAC	Bergen Basin Mill Basin	2075 East 68th Street
OAC	CCNS Glenwood	5701 Avenue H
OAC	JASA at HES	9502 Seaview Avenue
OAC	Abe Stark	103-15 Farragut Road

Potential Locations: Rockaway Parkway at Flatlands Avenue, Kings Highway at Flatbush Avenue, or Ralph Avenue south of Avenue L.

Neighborhoods: Upper East Side, Roosevelt Avenue, Lenox Hill, Yorkville, and Carnegie Hill.

Council Districts: 4, 5

Existing NYC Aging Physical Programs:

Type	Program Name	Address
OAC	Carter Burden Luncheon Club & Social Service Unit	351 East 74th Street
OAC	CBN Roosevelt Island Senior Center	546 Main Street
OAC	Center @ Lenox Hill (ISC)	343 East 70th Street
OAC	Stanley Isaacs NSC/Holmes Older Adult Center	415 E 93rd Street
NORC	Stanley M. Isaacs Neighborhood Center, Inc.	415 E 93rd Street
NORC	Stanley M. Isaacs Neighborhood Center-Taft NORC	415 E 93rd Street

**Potential Locations**: York Avenue between 63rd and 74th Streets or 1st Avenue at 84th Street.

Neighborhoods: Auburndale, Bay Terrace, Beechhurst, Clearview, College Point, Downtown Flushing, East Flushing, Flushing, Linden Hill, Malba, Murray Hill, Queensborough Hill, Whitestone, and Willets Point.

Council Districts: 19, 20, 21

Existing NYC Aging Physical Programs:

Type	Program Name	Address
OAC	CPC Nan Shan Neighborhood Senior Center	133-14 41st Avenue, 1st Floor
OAC	HANAC Angelo Petromelis Older Adult Center	13-28 123rd Street
OAC	Korean Community Services Flushing	42-15 166th Street
OAC	RAICES Bland Social Club	40-15 College Point Blvd
OAC	Samuel Field Y Bay Terrace Older Adult Center	21200 23rd Avenue
OAC	Selfhelp Benjamin Rosenthal	45-25 Kissena Boulevard
OAC	Selfhelp Clearview	208-11 26th Avenue
OAC	Selfhelp Latimer	34-30 137th Street
NORC	Commonpoint Queens Clearview Gardens	163-59 17th Avenue
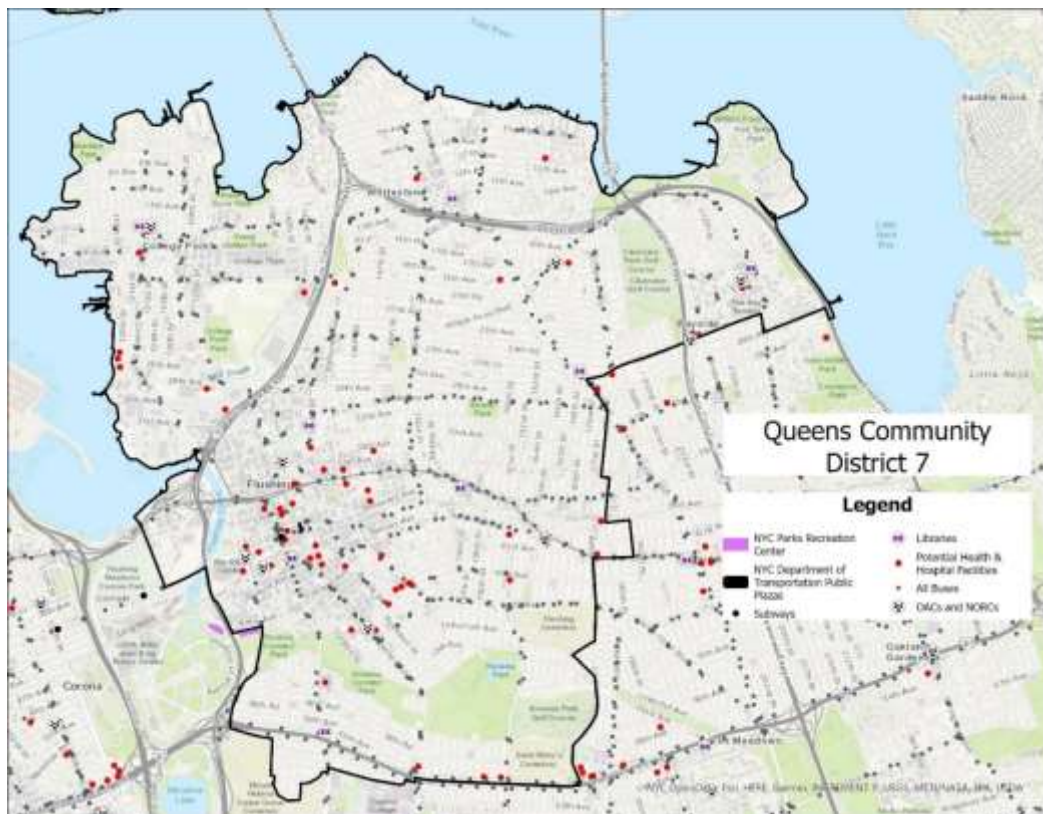
Potential Locations: Main Street at Northern Boulevard or Clintonville Street north of 14th Road.

Neighborhoods: Annandale, Arden Heights, Bay Terrace, Charleston, Eltingville, Great Kills, Greenridge, Huguenot, New Dorp, Oakwood, Pleasant Plains, Pince's Bay, Richmond Valley, Richmondtown, Rossville, Tottenvill, Woodrow.

Council Districts: 51

Existing NYC Aging Physical Programs:

Type	Program Name	Address
OAC	Avis South Shore	1297 Arthur Kill Road
OAC	Great Kills	11 Sampson Avenue
OAC	Mount Lorreto	6581 Hylan Boulevard
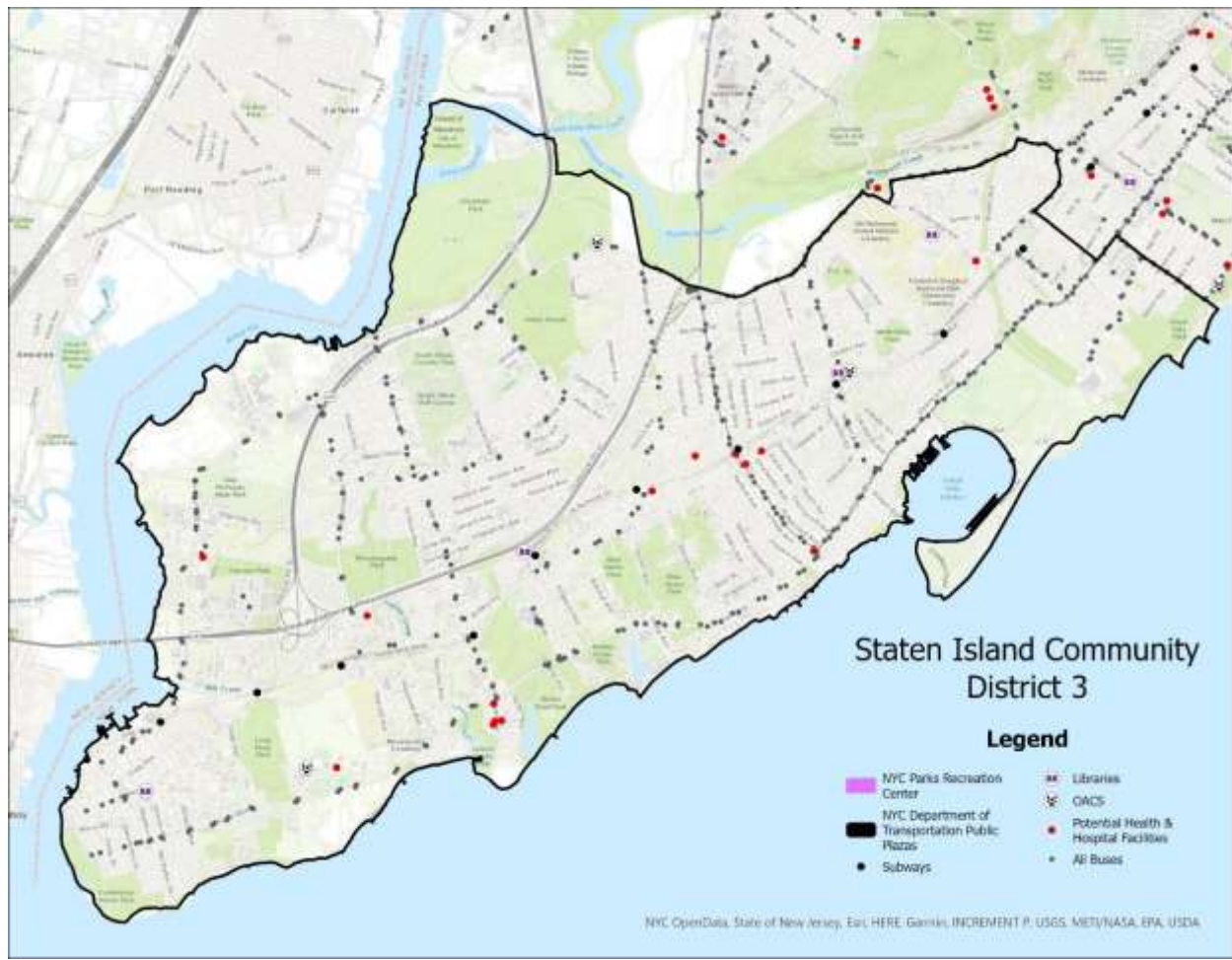
Potential Locations: Richmond Avenue at Amboy Road or Seguine Avenue at Hylan Boulevard.

OLDER ADULT INFORMATION POINT SERVICES & RESOURCES

When reviewing the types of resources that older adults will need to access at Older Adult Information Points, or through nearby older adult centers, we identified seven key areas which easily translate into core services provided by NYC Aging. In thinking through what these locations should accomplish, we know that any individual walking in can receive help with the following items.

I. **Benefits & Entitlements**
    Information points should provide guidance on the range of public benefits and entitlements older adults may qualify for, including:
    - Screening for and helping apply for income- and asset-based programs (SNAP food assistance, Medicaid, Medicare Savings Program) as part of a broader benefits check.
    - Referrals for tax-relief and property-tax exemption programs.
    - Referral to the Health Insurance Information Counseling & Assistance Program (HIICAP).
    - Information about supplemental services and programming that help older adults remain independent (in-home services, support for aging in place) and what they need to know about applying.

II. **Caregiving-Related Information**
    Many older adults either provide care to a spouse, family member or grandchild, or receive care from a family member, friend or neighbor. At information points, the following caregiving resources may be available:
    - Basic information on family caregiving to help self-identify and share resources and opportunities for support.
    - Referrals to the NYC Aging caregiver program which can facilitate an evaluation for home-and-community-based services (in-home care, help with daily living) to support the older adult and relieve the caregiver. Provide respite, supplemental and supportive services including counseling and support groups.
    - Guidance around long-term-care options such as power of attorney or health proxy.

III. **Transportation Resources**
    Mobility and transportation are critical for older adults to get to medical appointments, grocery stores, houses of worship, banking institutions, and social activities. At information points, the following transportation resources should be made available:
    - Information on accessible transportation options for older adults through NYC Aging and criteria for eligibility.
    - Referrals to services that provide rides for older adults who cannot use public transit easily.
    - Help navigating public-transit senior discounts, reduced-fare programs, and how to apply.
    - Some Older Adult Information Points may be remotely located and a key reason older adults are seeking transportation services.

IV. **Recreational Opportunities**
    Ensuring older adults have opportunities for socialization, physical activity, mental stimulation and purpose is critical to well-being. Information points should highlight:
    - Lists of local older-adult centers (e.g., the over 300 older adult centers (OACs) across NYC) that offer classes, arts, fitness, social gatherings.

- Recreation programs such as exercise, arts & crafts, gardening, day trips, computer/tech classes offered at OACs or through partnerships with NYC Aging.
- Special interest clubs (music, chess, travel, genealogy), library programs, park-based senior programming.
- Inter-generational programs (older adults interacting with younger people/volunteers) to foster connection.

V.   **Workforce & Volunteer Opportunities**
Another important resource is facilitating opportunities for older adults to volunteer (which gives purpose, social connection, and structure). At information points this may include:
- Connecting older adults looking for employment or job training programs with NYC Aging's Older Adult Employment Program and various external employers hiring older adults.
- Helping older adults understand which employment programs exist and how to register or apply for jobs and other programs.
- Matching older adults with NYC Aging's volunteer program for opportunities at OACs, schools, mentorship programs, or outside volunteer needs.
- Information on how to get screened/trained for volunteer roles and what supports exist.

VI.   **Food Resources**
Food security and nutrition are vital. Information points should provide:
- Lists and referrals for local OACs that serve daily congregate meals and are open to all 60+.
- Information about food pantries, soup kitchens, and the Farmers Market Nutrition Program when applicable.
- Information about Home Delivered Meals (HDM) programs, how to apply and eligibility
- Connections to nutrition education such as healthy-eating workshops and healthy meal planning.
- Help applying for food benefits like the Supplemental Nutrition Assistance Program (SNAP) and linking those benefits to meal programs.

VII.   **Scam Prevention & Crime Awareness Information**
Older adults are vulnerable to financial exploitation, fraud, identity theft, and scams (telephone/phishing/mail). Information points should include:
- Educational materials or information about workshops on scam awareness.
- General information about common scam types and how to recognize/respond.
- Referral to the NYC Aging Elder Crime Victims Resource Center (ECVRC) where older adults can get counseling and assistance if they have been the victim or a scam or crime.
- Making referrals to NYC Aging contracted legal services providers who may be able to offer additional help and support for older adults who have been victims of crimes.

BENEFITS & CONSTRAINTS

Establishing dedicated Older Adult Information Points under NYC Aging throughout the five boroughs could bring benefits to how the agency connects with older adults and expands the range of programming and services that we provide. However, establishing these locations also involves drawbacks, particularly around cost, logistics, equity and sustainability. Some of these benefits and constraints include:

- *Improved Awareness and Access to Services*: Our own research through the Service Needs Assessments shown in the State of Older New Yorkers shows that many older New Yorkers are unaware of the programs and supports that our agency provides. Having a physical location with trusted locally based staff can offer an opportunity for older adults and their caregivers to ask questions, get referrals, and be directed to appropriate supports.
- *Local Hub for Connections*: Such points can serve as "one-stop" hubs which offer brochures, connections to programming, screenings and referral services for benefits, and direct connections to the OAC network. By situating them in accessible locations across NYC's boroughs, they could strengthen local networks and partnerships and ultimately combat social isolation in older adults. This also allows for these locations to serve as an upstream-preventative approach to benefits and services.
- *Equity in Outreach for NYC Aging*: Considering the size and diversity of New York City, offering physical points for information allows NYC Aging to tailor outreach in underserved neighborhoods or in transportation deserts throughout the city.
- *Duplication of NYC Aging Services*: Everything listed in resources available at these locations and any benefits that an older adult or a community may derive from establishing these locations are already available at NYC Aging funding OACs. Additionally, Aging Connect, NYC Aging's in-house call center and information referral point serves the exact purpose that these physical locations may have but in the form of a telephone connection with an *Aging Specialist*.
- *Real Estate & Operational Costs*: Leasing office/retail space, especially in the five boroughs, is expensive and ensuring that staffing, training, materials, signage, accessibility accommodations and any other necessary items for these spaces would increase the agency's cost burden to operate locations in communities where OACs already exist and provide the same service. Beyond launch, sustaining the locations carries recurring cost burdens.
- *Logistics & Location Issues*: Simply establishing a site doesn't guarantee that older adults will know about it or use it. Concerted outreach and partnerships will be needed to inform older adults that these locations exist, which is again, duplicative of existing services and adds to the overall cost burden of establishing such a location. Furthermore, choosing sites that are transit-accessible, physically accessible, and safe for older adults is complex and was a major factor and challenge in identifying potential locations.

Projected Funding Needs (one location per borough):

Borough/CD	Total Cost
Bronx CD 9	$382,000.00
Brooklyn CD 18	$367,000.00
Manhattan CD 8	$478,000.00
Queens CD 7	$466,000.00
Staten Island CD 3	$381,000.00
GRAND TOTAL	$2,074,000

The projected cost of this program takes into account the average price per square foot of the neighborhood where identified a location and a reasonable estimation that a older adult information point would have a physical location with around 750 square feet of space. This will vary from neighborhood to neighborhood and is based on space needs, not available real estate at the time of drafting this report. Additionally, we have included an estimation of the annual personnel cost for five staff members which includes one supervisor andfour line-staff including fringe benefits. The annual personnel cost also includes Other Than Personnel Costs (OTPS) and indirect costs to NYC Aging in order to successfully manage and staff these locations whether this could ultimately be provided as a direct service or through a contract. This would need to be baseline funded year over year whether it is a direct service provided by NYC Aging or through a contracted provider. Either way, these are impactful considerations for this feasibility study as operational and real estate costs are among the larger constraints to the success of a potential program.

Alternatively, as we have previewed throughout this report, there are options aside from creating independently cited and run older adult information points including partnering with a sister agency like the Human Resource Administration (HRA) or Small Business Services (SBS) to co-located at one of their existing intake centers throughout the city to serve as an older adult information point. Another option may be to increase the case assistance budgets of older adult centers throughout the network to handle the need of an older adult information point would provide. Based on known staffing models, please see the below breakdown of these options including creating older adult information points.

OPTION 1: Creating five borough-based older adult information points as described in the previous chart on page 12 with rent projections and staffing/personnel costs for based on five staff at each location.

OPTION 2: Co-locating five older adult information points at five borough-based HRA or SBS intake centers for either SNAP or small business assistance, respectively, with five full time staff at each location.

OPTION 3: Increasing the case assistance staff and budgets at one older adult center in each borough accounting for three additional line staff to handle increased case load. Please note that if you wanted to expand this option to more than one center in each borough, these costs would increase.

	Total Cost
OPTION 1	$2,074,000.00
OPTION 2	$1,745,000.00
OPTION 3	$582,000.00

POTENTIAL IMPACT

As mentioned previously, when assessing the feasibility for Older Adult Information Points, NYC Aging chose to identify potential locations based on community districts which saw high concentrations of older adults and are predicted to continue to grow in the coming years. These priority districts allow for the largest impact in referral to existing programs and potential for older adults who are not currently connected to our programs and services to address their diverse needs.

Community District/Neighborhood	65+	60+	55+
Bronx Community District 9 (Soundview & Parkchester)	24,806	35,503	45,478
Brooklyn Community District 18 (Canarsie & Flatlands)	36,507	50,037	62,937
Manhattan Community District 8 (Upper East Side & Roosevelt Island)	48,103	60,035	72,405
Queens Community District 7 (Flushing, Murray Hill, & Whitestone)	55,501	73,737	93,054
Staten Island Community District 3 (South Shore)	28,951	41,917	52,434

NOTE: Data from American Community Survey (ACS) 2019-2023 5 Year Estimates PUMS Custom Data Tables with Group Quarters Population Removed. These may include current NYC Aging clients.

CONCLUSION

After reviewing the potential locations, the number of older adults potentially served by older adult information points, and the cost implications of standing up a program such as this, we have determined that this program as described in Local Law 134 of 2024 would be infeasible for city resources because of its duplicative nature and potentially large cost. There are many needs for older New Yorkers such as a robust caregiving program, increased transportation alternatives, home repair programs, and workforce programs which already exist at NYC Aging and would not require the necessary overhead needs identified in creating older adult information points. While exploring alternative options in the previous sections, we also determined that simply increasing case assistance staff at OACs or co-locating staff at partner agency intake centers would also incur costs but is more manageable. Because of that, and the fact that OACs are already required to serve as a location where older adults can also receive "information and assistance" and complete many functions of the desired aspects in an older adult information point as outlined by the local law, we recommend that OACs continue to serve that function and increases in center funding for case assistance staff to provide that "information and assistance" can help meet the desired need. Potentially, as part of future contracts following an upcoming OAC request for proposal (RFP), certain OACs which are particularly well located could serve this additional function of being an older adult information point. This would both adhere to the desired aspects of the local law and ensure those locations serve a larger number of older adults.

Overall, there are multiple ways to achieve what is described and desired in the local law without needing to create a new program with independently run spaces. Notably, much of the work is done in OACs and additional collaborations through the Cabinet for Older New Yorkers which can connect older adults not currently in NYC Aging programs to our services through partner community-based organizations. This would be a significantly more cost-effective way to achieve these goals given the sizeable cost of a program like this on NYC Aging resources. As we discussed earlier, there is a possibility that this program could cost upwards of $10 million yearly given the number of locations that the City Council may desire. Because of this large cost, and the need repeated year over year as a baseline funded program, coupled with the duplicative nature of the services provided in these locations, we do not feel this is a feasible option that serves a greater number of older adults and is in the best interest of the city financially.