The AARP Network of Age Friendly Communities

LIVABLE COMMUNITIES
Great Places for All Ages™
Age Friendly and Livable Communities

“A community that is safe and secure, has affordable and appropriate housing and transportation options, and has supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents’ engagement in the community’s civic, economic, and social life”
We have entered a time of **profound and permanent change** to the demographic composition of the United States.

Every day, **10,000** boomers turn 65.

By 2030 the U.S. will have **twice as many people over the age of 65** as we have today.
Survey after survey finds that today’s older adults want to remain in their homes. 

78% of adults ages 45+ agree or strongly agree with the statement: “What I’d really like to do is stay in my current residence for as long as possible.”

But most houses haven’t been designed to adapt. In fact, American homes have traditionally been designed and built for able-bodied 35 year olds.

Source: AARP Home and Community Preferences of the 45+ Population, 2014
Survey after survey finds that today’s older adults want to stay in their community

80% of adults ages 45+ agree or strongly agree with the statement: “What I’d really like to do is stay in my current community for as long as possible.”

Source: AARP Home and Community Preferences of the 45+ Population, 2014

For the past 50 years, communities have developed around cars and other motor vehicles as our principal form of transportation.
Our Work
Our Vision and the “8 Domains of Livability”

The Built Environment

- Transportation
- Housing
- Social participation

The Social Environment

- Outdoor spaces and buildings
- Community support and health services
- Communication and information
- Civic participation and employment
- Respect and social inclusion
Age Friendly Process

Step 1: ENTERING THE NETWORK

Step 2: PLANNING PHASE (Years 1 - 2)

Step 3: IMPLEMENTATION & EVALUATION (Years 3-5)

Step 4: CONTINUOUS CYCLE OF IMPROVEMENTS (Years 5+)

Plan

Evaluate

Implement
Network of Age-Friendly Communities

Updated January 2015
www.AARP.org/Livable

www.blog.aarp.org/greatplaces

Toolkits

Fact Sheets and Publications

Subscribe at aarp.org/livable-newsletter
We Really Are Getting Older!
How Communities are Preparing for Us

Baltimore, Maryland | Friday, January 30, 2015 | 1:30-3:30
DC’s Age-Friendly Journey

• Launched by the World Health Organization (WHO) in 2007, the age-friendly initiative addresses two significant demographic trends: urbanization and population aging.

• WHO defines an age-friendly city as “an inclusive and accessible urban environment that promotes active aging.”

• In 2012, Mayor Gray committed the District of Columbia to pursuing designation as an age-friendly city.

• Since then, thousands of people – from government, nonprofit, academic and business sectors, and from communities across the city – came together on a journey of listening, analysis and development that culminated in the Age-Friendly DC Strategic Plan.
A Snapshot of Older Adults in the US

- Of nearly 309 million living in the US in 2010, 13%, or over 40 million, were 65 and over.

- Pew projects that by 2050, of 438 million living in the US, 19% will be 65 and over.

- Of 646,000 who live in Washington, DC, 12%, or 72,000 are age 65 and over.

- The DC Office of Planning projects that by 2050, 21% in DC will be 65 and over.
A Snapshot of Older Adults in the US
Comparison of adults aged 65 and over

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Washington, DC</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>% with College Degree</td>
<td>37</td>
<td>22</td>
</tr>
<tr>
<td>% In Labor Force</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>% In Poverty</td>
<td>14</td>
<td>9</td>
</tr>
</tbody>
</table>

The District ranks 4\textsuperscript{th} nationally in retirement income $47,632

A Snapshot of Income Disparity in DC

- In DC, the average income of the top fifth is 29 times the income of the bottom fifth.

- The average income among the top 20 percent of DC households is $259,000.

- The average income among the poorest DC households — those in the bottom fifth by income — is $9,100.

These data strongly influenced development of the Age-Friendly DC Strategic Plan.

Source: the 2010 American Community Survey.
Cost of Living

Cost of living indices are based on a US average of 100. An index above 100 means DC is more expensive than the US average.

<table>
<thead>
<tr>
<th>Cost of Living</th>
<th>Washington, DC</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>154</td>
<td>100</td>
</tr>
<tr>
<td>Grocery</td>
<td>112.6</td>
<td>100</td>
</tr>
<tr>
<td>Health</td>
<td>102</td>
<td>100</td>
</tr>
<tr>
<td>Housing</td>
<td>255</td>
<td>100</td>
</tr>
<tr>
<td>Utilities</td>
<td>114</td>
<td>100</td>
</tr>
<tr>
<td>Transportation</td>
<td>108</td>
<td>100</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>101</td>
<td>100</td>
</tr>
</tbody>
</table>

The Age-Friendly Cities Process

Participating in the Age-Friendly Cities program entails committing to a process defined by the World Health Organization (WHO) over an initial five-year period. At the end of the five-years, if approved, WHO bestows the Age-friendly designation.
Study Phase: 2012-2013

First DC Needs Assessment of older adults in 30 years was completed.
Age-Friendly DC engaged approximately 3,750 individuals on characteristics of an age-friendly community.

Results by domain were analyzed by New York Academy of Medicine.
Study Phase: 2012-2013, continued

DC adopted WHO’s eight domains. The study phase surfaced additional areas of interest to DC residents and stakeholders and two DC-specific domains were added.
Planning Phase: 2014

- Ten Committees, one for each of 10 domains, examined opinions of DC residents, then developed goals and objectives for consideration by the Age-Friendly DC Task Force

- Goals and objectives were then reviewed by DC residents in community meetings and an online survey and were then presented to the Mayor as recommendations
Planning Phase: 2014, continued

• The *Age-Friendly DC Strategic Plan*, was published December 10, 2014.

• The Strategic Plan involves implementing 77 strategies: 58 DC agencies responsible for implementation, and metrics identified to measure progress in each of 10 domains.

• The Plan will also report on Task Force recommendations, other cross-referenced DC strategic plans, and agency performance plans to leverage existing efforts and resources.
Implementation Phase: 2015

Several specific activities to further progress toward age-friendliness are underway:

- Strategic Plans have were distributed and presentations scheduled at all DC libraries and other venues by volunteers to mobilize expectations
- WHO Kobe pilot indicator project
- Recruit and certify Age-Friendly Businesses
- Identify and engage vulnerable residents
- Block-by-Block Walk Age-Friendly Scores
- Bolster effort to record falls
Importance neighbor-to-neighbor support throughout the Age-Friendly DC journey and into the future

Age-Friendly DC community partner stand outs:

• George Washington University and other universities
• AARP-DC
• 12 Villages (more organizing) and Washington Area Villages Exchange (with 44 villages in the DC metropolitan area)
• Advisory Neighborhood Commissioners
• Rand Corporation, the Urban Institute, Brookings Institution, AARP Foundation
• Business leaders: Verizon, Pepco, chambers of commerce. Main Streets
And the journey continues...

Questions/Comments?

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Health, Built Environment & Brownsville

Presented by Mr. Arturo Rodriguez,
Public Health Director Brownsville, TX

with contributions by Dr. Rose MZ Gowen

New Partners for Smart Growth Conference

January 29, 2015
Brownsville
*Built Environment*
Began with Science

- RAHC 2001
- UT Houston SPH - Brownsville campus
- Cohort 3000+
- 1 in 3 are diabetic (50% don’t know it)
- 80% are either obese or overweight
- 70% are not insured
perfect storm....
Solutions

- Health
- Economic
- Educational
- Structural......Built Environment
Partnership & Coordination

When 80% of the people in the community (or Valley) are overweight...the definition of “normal” shifts on a community level & everywhere you live needs to be addressed.....
Brownsville Farmers’ Market
Activated !
Policy

- Complete Streets
- Sidewalk Ordinance
- Safe Passing Ordinance (City and MPO)
- Bicycle Parking - Commercial sites - Ordinance
- Adopt NACTO guidelines
Teach
Vibrant Lecture Series

Gil Penalosa
8-80 cities

August 28th & 30th 2012
FREE!
Building a vibrant Brownsville Lecture Series

Join us for engaging discussions to answer a simple yet powerful question:
What kind of a city do we want to build for our citizens?

Wednesday, November 6, 2013 @7 PM
Texas Southmost College Science, Engineering & Technology Building Auditorium (SET-B)

“Creating an Age-Friendly Brownsville”

Dan Burden
Co-Founder and Director of Innovation and Inspiration of the Walkable and Livable Communities Institute

Dan Burden is an internationally recognized authority on Smart Growth, livable, walkable, age-friendly and sustainable communities, Complete Streets, Safe Routes to School, traffic
Build a Better Block
Planning in Real Time
Market Square
Trails

- Historic Battlefield Trail.....9 mi, ~2006, TxDot.....Nat’l Rec Trail
- Morrison Road Trail.....2.3 mi, 2013, TxDot/BCIC/Developers
- Belden Trail.......1 mi, 2013, TPW/BCIC/ City/Ford Foundation/B-Metro
- Downtown Trail......2.5 mi, 2014 - 2015, TxDot/B-Metro/ City
- Belden Connect.....1 mi, 2015, BCIC/PUB....
- Southmost Nature Trail......7 mi, 2015+, CDGB/City/MPO.....
The 2013 Hike and Bike Master Plan for Brownsville

DRAFT FOR REVIEW AND COMMENTS
Belden Trail

- abandoned RR path
- alley and dump
- mischief
- poorest areas of town
Community Engagement
Belden CONNECT
Proposed Schematic Master Plan
1. Existing Belden Trail
2. Rem Aud Aleo Pedestrian Crossing
3. Segment 1:1R1 concrete trail and wild flower bed
4. Opportunity for local restaurants to have an outdoor serving area
5. "Trail" at the intersection of Old Alice Rd. refer perspective drawing 1
6. Proposed protected two-way bike lane along Old Alice Rd.
7. City Park Extension towards Cemetery
8. Old Alice Rd. 6th St. Intersection Plant Boxcreeper
9. Future 6th St. bike infrastructure
Community
Empower kids!
Bike Barn
**Bike Barn**

Earn a bike after 25 hours of Volunteering
Bicycle Safety Classes

United Way & BCHC & School of Public Health
Enable behavior change...
Open Streets

- began in Bogota...1970’s
- 1 in 2012, 3 in 2013, 4 this year
- fun, family oriented, safe, and it’s everyone
CycloBia is a free event that temporarily makes selected Brownsville streets car free and available to residents so that participants may bike, run, skateboard or engage in any other type of physical activity freely.

Fact: 45% of individuals attending CycloBia got more physical activity each week after attending the event.

<table>
<thead>
<tr>
<th>Average amount of time spent being active on a typical Sunday among CycloBia participants:</th>
<th>Average amount of time spent being physically active at CycloBia on Sunday, October 6, 2013:</th>
</tr>
</thead>
<tbody>
<tr>
<td>54 Minutes</td>
<td>93 Minutes</td>
</tr>
</tbody>
</table>

Visit our website: http://www.cyclobiabrownsville.com/#!/mytime!
CycloBia is a free event that temporarily makes selected Brownsville streets car free and available to residents so that participants may bike, run, skateboard, or engage in any other type of physical activity freely.

Return attendees of CycloBia are nearly twice as likely to regularly bike for trips of less than 5 miles as opposed to first time attendees.

59% of RETURN ATTENDEES of CycloBia REGULARLY BIKE

31% of 1ST TIME ATTENDEES of CycloBia REGULARLY BIKE

There was a 13% DECREASE in the number of people who NEVER bicycled for trips of less than 5 miles among RETURN ATTENDEES of CycloBia when comparing their bicycling habits before and after attending CycloBia.

34% BEFORE attending CycloBia

21% AFTER attending CycloBia

Visit our website: http://www.cyclobiabrownsville.com/
When asked what factors prevented CycloBia attendees from regularly walking/biking, the biggest barriers were concerns about safety [44%] and lack of walking/biking resources [19%].

97% of CycloBia attendees support the installation of designated bike lanes protected by a physical barrier in Brownsville.
CycloBia is a free event that temporarily makes selected Brownsville streets car free and available to residents so that participants may bike, run, skateboard, or engage in any other type of physical activity freely.

Change in Physical Activity After Attending CycloBia Each Week

- 49% of respondents got MORE physical activity each week after attending CycloBia
- 45% got the SAME physical activity
- 2% got LESS physical activity

Type of activity CycloBia attendees would be doing if they were not at CycloBia on June 6

- 69% SEDENTARY ACTIVITY like sleeping, watching TV, on the computer or eating
- 12% LIGHT ACTIVITY like yoga, fishing, bowling, golf, or easy walking
- 13% MODERATE ACTIVITY like fast walking, baseball, tennis, or dancing
- 6% VIGOROUS ACTIVITY like running, jogging, football, soccer or basketball

Average amount of time attendees were physically active at CycloBia: 123 MINUTES

Intensity of that Physical Activity

- Light: 36%
- Moderate: 57%
- Vigorous: 7%
How?

- start now........today!....no such thing as the “perfect day”
- build partnerships inside and outside of the “health” world
- educate and engage elected officials & city gov’t (champions)
- include the people......biggest ally!
- design for the most vulnerable.....
- do not depend on city funding....be prepared to write grants, etc. and leverage resources

do NOT stop at “NO”
Are we done?

- we’ve only just begun
- plenty of battles still to fight....still “NO” votes
- built environment grows and changes everyday........IF YOU DO NOT ADDRESS IT AND SHAPE IT....Health will be shortchanged
We still have education to give!
Add FUN!!
Bike Rack
Bike Rack
Bike Rack
Bike Repair Stations
Age Friendly Community
Macon-Bibb, Georgia

Discussion Overview:
• Macon-Bibb recently consolidated the city and county governments in order to provide better services to all residents.

Designation by AARP and World Health Organization (WHO):
• April 2012 - Admitted Macon-Bibb, Georgia into the AARP Network of Age Friendly Communities.

• June 2014 - Approved Macon-Bibb’s continued designation for three years as an AF Community.
Macon-Bibb: Becoming an Age Friendly Community

Overall Features of Macon-Bibb that AARP/WHO Considered in AF Determination

- Strong support of local leadership and residents
- Hub community for Central Georgia
- Area’s uniqueness – both metropolitan and rural
- Good highway systems/commitment to continue enhancements
- Subtropical climate
- Ethnically and culturally diverse populations
- Rich heritage - extensive civic, cultural, social, educational and recreational opportunities
Transportation Domain - safe and affordable modes of private and public transportation

Second Street Transformation Plan (AKA Second Street Corridor Plan):

• Over $200 million multi-faceted, multi-year project that serves as a “gateway to services” - helps transform the street into a vibrant, pedestrian-friendly area.

• Connects over 3 miles of Macon-Bibb’s key assets” - two interstates, major activity centers, mall, corridor neighborhoods, hospitals, universities, and central business district.

• Redevelopment strategies include creation of a tax allocation district to fund future improvements and promote housing, retail, transportation services and institutional uses
Second Street Corridor
“Vision Block”

• “Model Vision Block” opened in December 2014 - illustrates key features of the entire redevelopment and revitalization project. Includes bike lanes, reverse angle parking, landscaping, shade trees, benches, improved sidewalks, an irrigation system, updated electrical system and more.
General Projects

- Enhanced promotion of Macon Transit Authority Services:
  
  Expanded bus transit services at a fare of $1.25 per trip.

  Discounted rates of $0.60 for seniors (aged 62+), individuals with disabilities, and Medicare cardholders.

  Added Paratransit benefits of curb-to-curb/door-to-door service for individuals with assistive devices such as wheelchairs/walkers.

- Continued major renovations/added lanes for the main interstate highways (I-75, I-16, I-475) to improve safety and efficiency.
Transportation Domain… Continued

• Initiated projects to reduce width of “excessively wide” streets and encourage travel at a lower speed.

• Implemented reverse angled parking to help increase visibility/ reduce space needed for parking/ improve handicapped parking.

• Introduced circular trolley routes that helped improve travel for tourists as well as downtown residents and employees.

• Initiated complete street renovations at intersections in downtown areas and near medical complex, parks and schools.
Housing Domain - wide range of affordable housing options for older residents, aging in place opportunities/other home modification programs

• Continued support of **Macon-Bibb’s 5x5 Program** – completed demolition of abandoned and dilapidated houses in a five block area for five weeks. Have covered more than 325 square blocks and 2014 goal was to demolish 100 houses.

• Expanded housing initiatives for downtown area by non-profits (**New Town Macon/Corridor/Historic Macon**) to encourage growth.

• Continued **Habitat for Humanity’s** revitalization of neighborhood (**Lynmore Estates**). Focused on demolition of blighted housing and the redevelopment of properties with new, affordable, single-family residences that are energy-efficient.
Housing Domain…Continued

• **Rebuilding Macon, Keep Macon Beautiful, Macon- Bibb Economic Projects** – Provided no cost home repairs to low-income elderly and/or disabled homeowners such as carpentry, plumbing, electrical, painting, trash removal and roof replacement.

• **Beall’s Hill Project** – Proactively identified abandoned or dilapidated houses that were eligible for restoration and helped locate purchasers/ private developers to complete construction.

• **ClickFix Program** – Created online government web program to report problems and seek timely resolution.
Housing Domain…Continued

General Initiatives

• Established focus groups to proactively identify housing concerns.

• Promoted housing options - assisted living, subsidized and other housing developments that offer an array of supportive services.

• Published updated lists of the available senior housing which included different types of accommodations.

• Created neighborhood senior advocacy groups to work with community organizations (Neighborhood Watch) to identify/address safety concerns.

• Increased collaboration with developers/contracting companies/non-profits that are building/renovating abandoned buildings to encourage the incorporation of universal design schemes.
Concluding Thoughts About the AF Community of Macon-Bibb

Macon-Bibb is a “stand out community”

- **Recognized** for its rich cultural heritage, lasting influence on popular music, and highly acclaimed colleges/universities.

- **First** community in Georgia to be designated as an Age-Friendly Community, **first** designated in AARP’s network of communities in the United States, and the **first** city-county community designated as AF.

- **Continued** to adopt progressive and forward-thinking policies and programs that keep its residents, local government officials, and business owners excited and committed to making the community more age-friendly.
Cross Sectorial Collaboration and Age Friendly Des Moines

Dr. Yogesh Shah, MD, MPH
Des Moines University
Des Moines, Iowa
Objectives

• How to create cross sectorial collaboration
• How to integrate into key community and sustainable development plans
• How to engage community members
In the next 10 minutes

• Making the Case
• Recruiting the Team
• Thought Leaders
• Delivering Value
Round Up the UN-usual Suspects…

- Insurance
- Financial Services
- Banking
- Health Care
- Real Estate
- K-12 and higher education
- Higher Education
- Agriculture
- Manufacturing
- Developers
- Non-for-Profit
- Faith Based
Public Sector Collaborators

- City of Des Moines
- Polk County
- Des Moines Public Schools
- Des Moines Area MPO
- DART
- Iowa DOT
- Iowa Department on Aging
- Iowa State University
- Iowa Department of Public Health
Honor/Build On Existing Efforts
The ‘Longevity Economy’

In 2012 – Estimated to be $7.1 Trillion
About 45 % of US - GDP

Huge economic impact – and huge business opportunities - presented by the 100 million aging U.S. baby boomers and seniors.
PREPARING FOR THE ‘AGE-WAVE
THE #1 QUESTION –

WHAT IS YOUR 50+ STRATEGY?
Integrate ‘Age in Everything’ into Regional / State Planning
AGE-FRIENDLY BUSINESSES
Age-Friendly Business

• The Age-Friendly Business Certification program helps businesses better serve customers.

• Being Age-Friendly means being customer friendly.
What are the Benefits to Business?

• Provides information about how best to serve the 50+ market
• Provides opportunity to improve customer service
• Provides a competitive advantage
• Establishes a reputation for valuing older customers
GREATER DES MOINES, IOWA

A GREAT PLACE FOR ALL AGES!