Iowa Chamber of Commerce Executives

Preparing for the Age-Wave: Creating Great Places for All Ages

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AARP Iowa, State Director

October 9, 2014
The much heralded ‘Age Wave’ is a reality affecting every aspect of the design professions. In the US, nearly 10,000 people turn 65 each day. This workshop explores the meaning of livability for the 50+ population and describes lessons learned by the Greater Des Moines Age-Friendly project team as part of its work to measure Central Iowa’s regional community against age-friendly livability criteria. This presentation also includes findings from an individual community preference survey of older adults related to housing, transportation, health services and social capital.

By attending this workshop participants will be able to discuss the design implications for an Age-Friendly community as defined by the 50+ population as ‘one that is safe and secure, has affordable and appropriate housing and transportation options, and has supportive community features and services’, recognize how the project has quantified the degree to which a community has the elements that are necessary to meet individual needs, examine how public perceptions of a livable community are made when choosing housing, and utilize the Livability Index, a web based tool currently in development by AARP’s Public Policy Institute.
Learning Objectives

At the end of this presentation, participants will be able to:

1. Discuss the design implications for an Age-Friendly community as defined by the 50+ population as 'one 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.

2. Understand how the project has quantified the degree to which a community has the elements that are necessary to meet individual needs regardless of age, income, physical ability, ethnicity, and other factors.

3. Understand public perceptions of a livable community are made when choosing housing, and they may not change as the person ages, unless a major life change forces a new perspective.

4. Anticipate the Livability Index, a web-based tool currently in development by AARP's Public Policy Institute, The Livability Index will incorporate mapping technology, preference survey results, quantitative measures and public policies to assess the livability of communities. The tool will use nationally available data to measure several essential attributes of livability, engage stakeholders, and draw attention to livability issues specific to the wants and needs of older adults. The tool will be generally available in the spring of 2015.
Preparing for the Age Wave: Creating ‘Great Places for All Ages’

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“I need someone well versed in the art of torture—do you know PowerPoint?”
We’re entering a time of profound and permanent change to the demographic composition of America. Every day 10,000 Boomers reach age 65. By 2030 the United States will have twice as many people over the age of 65 as we have today.
What affects your ability to live your best life in your community?
Profile of 50+
Interests & Concerns
Living Your Best Life in Iowa

• Iowans who are 50+ want independence, choice and control in ways that are beneficial to them and for society as a whole.
• Iowa thought leaders
  – business,
  – state & local governments,
  – insurance,
  – health services,
  – education and
  – not for profit sectors

an in-depth discussion of how their organizations are preparing for the ‘Age-Wave’.
As people’s needs change, their community should too.
Large Metros
#3 – Omaha/Council Bluffs
#6 – Greater Des Moines

Smaller Metros
#2 – Iowa City
#14 – Dubuque
#56 – Davenport

#11 – Ames
#22 – Sioux City
#60 – Cedar Rapids

Introduction
America is growing older. The implications and costs of this extraordinary demographic shift are now upon us. Despite the strain on health-care and social-safety nets, many communities are well positioned to help.
Look Who’s Talking About Greater Des Moines

#1 “Wealthiest City in America” - NBC’s TODAY Show, 2014
#1 “Best Medium-Sized Metro Area for Homeownership” - NerdWallet, 2014
#1 “Metro for Economic Strength” - POLICOM Corporation, 2014
#1 “Best City for Young Professionals” - Forbes, 2014
#1 “Best Midwest City for Young Adults” - The Business Journals, 2013
#1 “Up and Coming Downtown” - Fortune, 2014
#2 “Top 10 Farmers’ Markets in America” - Shape Magazine, 2014
#2 “Best Place for Business and Careers” - Forbes, 2014
#4 “America’s Most LGBT Friendly City” - Vocativ, 2014
#6 “Cities Where Startups Are Thriving” - CNN Money, 2012
#2 “America’s Top 5 Under-the-Radar Tech Hubs” - The SpareFoot Blog, 2014
#6 “Best City to Start a Business” - The Street, 2013
#2 “Best City for Jobs” - Forbes, 2012
#10 “Most Educated Young Workforce” - The Business Journals, 2012

“Three Best Cities to Start a Business” - Forbes, 2013
#1 Age Friendly Region?

Why Not?
Joe Coughlin (MIT AgeLab) on Livable Communities

- Boomers expect not just to live longer than their parents, but live better. The built environment – where we live, shop, work and play – must reflect and reinforce how well we can live across our lifespan.

http://www.aarp.org/videos.id=2014980759001
Global Network of Age-Friendly Cities

The World Health Organization’s new plan to make urban life easier as we age.

1. Planning
   a. involve older people
   b. assessment of age-friendliness
   c. develop an action plan
   d. identify indicators

2. Implementation
   a. implement action plan
   b. monitor indicators

3. Evaluate progress
   a. Measure progress
   b. Identify successes and remaining gaps
   c. submit progress report

4. Continual improvement
   5-year membership cycles
‘Great Places’ / Age-Friendly City
Eight Areas of Excellence

- Infrastructure
- Social Capital
- Health & Community Support
- Communication
KEY INFLUENCERS AND THOUGHT LEADERS

PLANNERS
DESIGNERS
DEVELOPERS
PLANNING -
Great Places for All Ages

• The impact of this pronounced shift in age composition on community services, on urban form and on economic activity is beginning to be realized. For the community planner, sooner or later, it will need some reshuffling – discarding some outdated theories, recasting some tenuous theories, and originating some new theories.
PLAN - Great Places for All Ages
Age-Friendly Land Use Planning?
DESIGN - Great Places for All Ages
DESIGNING - Great Places for All Ages

• New York-based architects Hollwich Kushner (HWKN) instigated a ‘New Aging’ initiative that set out to explore imaginative solutions in architecture and urbanism to age-related challenges. Matthias Hollwich with Matthew Hoffman of HWKN explain why attitudes and approaches to aging have to change; and why aging needs to be ‘acknowledged as a state of human existence’ that fully ‘deserves preparation, anticipation and excitement’.
DEVELOP - Great Places for All Ages
DEVELOPING - Great Places for All Ages

• As the population ages it is important that businesses large and small prepare themselves to serve the needs of older consumers. Seniors are a group with substantial assets and a desire for services tailored to their needs.
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.
Real Possibilities for Business

2013 Iowa Gross Domestic Product
$165,767,000,000
PREPARING FOR THE ‘AGE-WAVE
THE #1 QUESTION –

WHAT IS YOUR 50+ STRATEGY?
What is a ‘Great Place for All Ages’ – an ‘Age-Friendly’ Community?

• An inclusive and accessible urban environment that promotes active aging.
  – Affordable and appropriate housing
  – Supportive community features and services
  – Adequate mobility options
Impacts of an Age-Friendly Community

- Greater personal independence
- Engagement of residents in civic and social life
- Strengthened civic and social ties
- Enhanced quality of life for all residents
Independence – Choice - Control
Growing Need for Mobility Options

- A male who is 70 today is likely to outlive his driving years by about 6 years.
- A female who is 70 today is likely to outlive her driving years by about 11 years.
- 4.5 million non-drivers older than age 75 today.
- 6 million non-drivers older than age 75 by 2020.
How did we get here?  How can we get here?
Integrate ‘Age in Everything’ into Regional / State Planning
Blue Zones Project Demonstration Sites

Demonstration sites announced May 2012
Demonstration sites announced October 2012
Demonstration sites announced January 2013
‘Great Places for All Ages’

Assets for Community Engagements
AGE-FRIENDLY BUSINESSES

CREATING A GREAT PLACE FOR ALL AGES

Age-Friendly Greater Des Moines
Age-Friendly Business

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

• Being Age-Friendly means being customer friendly.
Age-Friendly Business Certification

• Criteria have been developed through surveys, consumer focus groups, studies on the 60 + consumer and aging specialists.
Business Evaluators…

- Volunteers who like to shop and explore new businesses.
- Contact businesses by phone, visit sites and review websites.
- Review the effectiveness of a business to serve an aging population.
- Provide feedback and continuance improvement information to businesses management.
Business Functions

• Access to the business/organization by phone
• Website ease of use
• Physical access to the location
• Internal layout of the business
• Customer Service
Age-Friendly Business Certification

• Different criterion is used for service, retail and websites
• Evaluates access to a business and customer service from an older adult perspective
• Does not measure compliance with the American with Disabilities Act (ADA) requirements
• Do not endorse or guarantee the services or products
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
Community Collaborations

Looking to Volunteer?

Keywords:
- e.g. Hunger, Education

Zip Code*
- 20049

Distance*
- 25 Miles

Your Experience Matters.

Create The Good connects you with volunteer opportunities to share your life experiences, skills and passions in your community.

Learn More

Good Happens Right Here

424,935
people part of our network

Get Creative with Volunteering
Five Opportunities You Might Not Have Considered
Greater Des Moines - Great Places for All Ages

Non-Profit Organization
What affects your ability to live your best life in your community?

https://www.facebook.com/GreaterDesMoinesAgeFriendlyCommunity
AARP.org/Livable
What Makes a Community Livable?

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GREAT PLACES
What makes a community a Great Place? Here you will find innovative ideas from people across the country who are making homes, neighborhood’s, cities, towns and even states Great Places to live!

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Walking Shapes Our Bodies and Our Lives
Posted on 07/22/2013 by Great Places Blog Team | AARP’s Livable Communities | Comments

GREAT PLACES | PERSONAL HEALTH | PUBLIC POLICY INSTITUTE
Our built and natural environments play a vital role in our physical, social, psychological, spiritual and emotional health. So, it’s important to find a neighborhood that’s well designed, connected, and to protect the green space that runs through it. Walkability lies at the heart of this picture. It builds social ties and cohesion; it strengthens our legs, lungs, hearts and minds, which in turn helps prevent of fight heart disease, diabetes, dementia and other serious health problems. As walking becomes ...
Digital & On-Line Resources

Age-Friendly Business Guide

Complete Streets Guide

Network of Age Friendly Communities

Universal Design Guide

Livable Communities Digital Tools
Home Fit Workshops
Weaving It Together: A Tapestry of Transportation Funding for Older Adults

The Transportation Planning Process: Key Steps in the Process for Developing Livable Communities

Key steps in the transportation planning process include:

1. Identifying transportation priorities and needs through public outreach and engagement.
2. Developing strategies to address identified needs.
3. Implementing interventions to improve transportation systems.

The Community Transportation Board (CTB) serves as a forum for elected officials and community representatives to discuss transportation issues and develop strategies to improve transportation services in their communities.

So What? To the Thread: Building a Transportation Planning System

Fact Sheet

AARP Public Policy Institute

Promising Approaches for Promoting Lifelong Community Mobility

Lisa J. Mohar, David W. Eby, Ranke M. St. Louis, Amy L. Neumeyer

University of Michigan Transportation Research Institute

AARP RESEARCH & RESOURCES
Iowa - Great Places for All Ages
YOU DON’T KNOW ‘aarp’
THANK YOU!

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follow us on:
This concludes

The Iowa Chamber of Commerce Executives
Continuing Education Presentation