



# Community Assistance Guide

## Aging in Place

America is facing the aging of the largest demographic cohort in its history. The aging of baby boomers over the course of the next three decades will have a direct and dramatic impact on every community in the nation. By 2030, 70 million Americans—twice the number in 2000—will be 65 and over. At that point, older Americans will comprise 20% of the U.S. population. This unprecedented demographic tsunami will pose challenges and opportunities for America's communities.

The aging tsunami will increase demands for new and different forms of:

- housing
- transportation
- healthcare
- public safety
- employment

The aging tsunami will provide new resources for:

- economic growth
- arts & cultural activities
- civic engagement
- lifelong learning centers

Since 2004, Partners for Livable Communities has collaborated with a number of organizations on these issues. Partners efforts include working with laboratory communities, designing a Community Engagement Manual for AARP, administering the Maturing of America survey, and writing “A Blueprint for Action: Developing Livable Communities for All Ages.” Armed with professional knowledge of the issues and local experience, Partners and its partner organization, the National Association of Area Agencies on Aging (n4a) have established themselves as organizations capable of guiding cities to create a more livable community for older adults.

*“When people understand that they are stakeholders, they will come out of their silos and work together to address the issues.”*

—Aging in Place Workshop participant, Tampa 2007



### Aging in Place Fees

\$1,000 - 15,000 and Upon Negotiation

### Partners' Technical Assistance is tailored to:

- local, county and state government planning agencies
- legislative advisory bodies on zoning, population, planning and development
- municipal and county executives
- regional aging agencies
- community development councils



### Partners for Livable Communities

For further information on Technical Assistance Programs that can improve the livability of your community, contact [bmcnulty@livable.org](mailto:bmcnulty@livable.org) or call 202-887-5990 x 108.

To help cities and counties better meet the needs of their aging population, and to harness the experience and talent of their older citizens, five national organizations joined forces in 2005 and 2006 to identify ways to prepare for the aging of this population. Known as “The Maturing of America: Getting Communities on Track for an Aging Population,” the project was led by n4a, in partnership with Partners, the International City/County Management Association, the National Association of Counties, and the National League of Cities.

The initiative was funded by a grant from MetLife Foundation. In the project’s first phase, Maturing of America partners surveyed 10,000 local governments to:

- determine their “aging readiness” to provide programs, policies and services that address the needs of older adults and their caregivers;
- to ensure that their communities are “livable” for persons of all ages; and
- to harness the talent, wisdom and experience of older adults to contribute to the community at large.

The survey found that only 46 percent of American communities have begun to address the needs of the rapidly increasing aging population. The survey results show that although many communities have some programs to address the needs of older adults, few have undertaken a comprehensive assessment to make their communities “elder friendly” or livable communities for all ages.



## Technical Assistance Offerings

Partners for Livable Communities can offer your community the following Aging in Place (AIP) offerings that cover a variety of services from introducing the issues and starting dialogue among community leaders to engaging the broader community and creating action plans. Partners will work with each community to identify the appropriate individuals and organizations to have involved in the process. These programs are also flexible and can be tailored to meet the needs of individual communities by combining offered programs or negotiating other services. Most offerings range in price from \$5,000 to \$30,000 to cover staff time, travel expenses and materials.

### ✓ AIP 101: Understanding the Issues (\$5,000)

Partners will brief your community on the impact of older adults on major economic, social and physical agendas in all communities across the country.

- A senior Partners staff member will come to the community for a speaking engagement.
- Participants will be able to receive copies of supporting materials.
- Client can choose to have light reception after the speaking event where Partners will talk with attendees.

### ✓ AIP 102: Knowing the Issues and Beginning the Discussion (\$9,500)

Partners will give an overview of the impact of older adults on your community and the nation as a whole. After this presentation, a senior Partners staff member will facilitate a discussion on the key issues of your local community. This will enable you to quickly identify the issue areas and allow a professional facilitator to guide your community to the highest priorities.

- A senior Partners staff member will come for speaking engagement and facilitation.
- Participants will be able to receive copies of speech or powerpoint presentation.
- A summary report will be given to community three weeks after session.

### ✓ AIP 103: Initial Facilitation Meeting (\$15,000)

Your community knows the influx of older adults will affect your community but you aren't sure of the steps you need to take or even if it is necessary to begin planning. Partners can explain how the aging population will affect the entire social, physical and fiscal fabric of your community; help you get initial community buy-in; and capitalize on how your aging population can be a community asset.

#### **Standard Schedule**

Day 1 (Full Day):

- Understanding the issues within your community (Steering Committee)
- Narrowing down a “banner issue” for your community (Steering Committee)
- Applying the assets (Steering Committee)
- Cause statement (Steering Committee)
- Additional players (Steering Committee)
- Afternoon tour of community
- Evening event (optional)

Day 2 (1/2 Day):

- The new players (Steering & Stakeholder Committee)
- Action plans: 90 days to 5 years (Steering & Stakeholder Committee)

Details:

- Partners staff will spend a day and a half strategizing and working with community stakeholders. Communities can choose to deviate from standard schedule.

- Partners will provide a debriefing, session report and follow up phone calls.
- Participants will be placed on the Aging in Place listserv and become aware of all national Aging in Place news.
- Community will serve as a best practice example when Partners promotes aging and livable communities nationally.

✓ AIP 104: Engaging the Broader Community for Your Demonstration Project (fee as negotiated)



Participant at Partners' Aging in Place Workshop in Kansas City, Missouri.

Sometimes it is difficult for a community to rally around a specific project. By using an Asset-Based Community Development model and marketing to unlikely partners that may have similar long-term goals, Partners will be able to engage a broad community in working to create a livable community that supports people of all ages, backgrounds and socio-economic levels. Partners has 30 years of experience in creatively uniting communities for desired results.

**Standard Schedule**

Day 1 (Full Day):

- Explaining the Aging in Place program to the community at large
- Explaining issues to the community at large
- Discussing the demonstration plan
- How can you help?
- Next steps for a successful project

Details:

- Partners staff will spend a day facilitating a community meeting and energizing community members. Communities can choose to deviate from the standard schedule.
- Partners will provide a debriefing, session report and follow up phone calls.
- Participants will be placed on the Aging in Place listserv and become aware of all national Aging in Place news.
- Community will serve as a best practice example when Partners promotes aging and livable communities nationally.

✓ AIP 105: "Putting Planning into Action" Meeting (fee as negotiated)

Your community is aware of the aging demographics and know you must address some challenges. You have an operational group and number of areas that require work but you need assistance on translating these challenges to some short-term action steps that will engage your citizens and maximize local publicity. Partners will examine your challenges and provide examples, support and facilitation to select several short-term action plans (accomplished in eight months or less) that can motivate the group without taxing financial and time resources. We will also work with the group to create long-term action plans. Partners will guide your community to prioritizing the action plans and help you leverage other plans within the area to gain further strength.

### Standard Schedule

#### Day 1 (Full Day):

- Review challenges facing community
- Review what is already happening
- Discuss action plans and develop some short-term strategies
- Develop some long-term strategies
- Prioritize short-term goals
- Prioritize long-term goals
- Learn how to celebrate!

#### Details:

- Partners staff will spend a day brainstorming and prioritizing with community stakeholders. Communities can choose to deviate from the standard schedule.
- Partners will provide a debriefing, session report and follow up phone calls.
- Participants will be placed on the Aging in Place listserv and become aware of all national Aging in Place news.
- Community will serve as a best practice example when Partners promotes aging and livable communities nationally.

### ✓ AIP 106: Continued Services (\$1,000)

Partners will offer a one-year membership for all communities who wish to have continued association, access the digital information center and the Livability Clearinghouse, and be an important part of the website and the Aging in Place agenda and momentum.