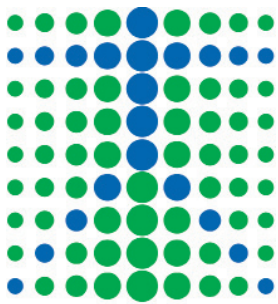


Creating a Livable Richmond Metro Area for All Ages

**Workshop Report Ten:
Engaging Community Leaders**



**Partners for Livable
Communities**



Advocacy. Action. Answers on Aging.

MetLife Foundation



Through the generous support of MetLife Foundation, the tenth regional workshop of the Aging in Place Initiative was held in Richmond, Virginia on June 17, 2009 at The Richmond Convention Center.

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For more information and resources relating to the Aging in Place Initiative, please visit:

www.aginginplaceinitiative.org

America is aging. Today roughly 37 million Americans age 65 and older represent slightly more than 12 percent of the country's total population. By the year 2030 the number of Americans in this age group will nearly double, accounting for one-fifth of the population. Due to the overwhelming desire of older Americans to age in place in their own homes, communities will face unprecedented challenges to providing the services and infrastructure that this population will demand. Yet if communities are resourceful, innovative and prudent, these challenges will be eclipsed by the enormous share of social and human capital that will be made available by the largest, healthiest, best-educated and most affluent generation of older adults in American history.

The Aging in Place Initiative was created by Partners for Livable Communities, the National Association of Area Agencies on Aging, and other national civic groups to draw attention to the increasing aging demographic and to share information about how communities can achieve livability for all. With support from MetLife Foundation, the partners have supported the development of practical tools and resources to help communities jumpstart their conversations and take action to address the needs of older adults in their cities and neighborhoods.

As part of this initiative, the partners supported *The Maturing of America* survey in 2006. This questionnaire found that although many communities have some programs to address the needs of older adults, very few have undertaken a comprehensive assessment of what it would take to make their community livable for all. As a result of these findings, the partners developed a comprehensive resource, *A Blueprint for Action: Developing Livable Communities for All Ages*, to provide communities with a concrete tool to help them plan for the future. The strategies and best practices outlined in the *Blueprint* can help communities make the incremental changes needed to create livable communities that are good places for the young and old alike.

Now, the initiative is on the road hosting a series of regional workshops across the country that focus on one particular aspect or theme of Aging in Place. It is the goal of each workshop to bring together a diverse group of experts and stakeholders to share ideas and generate a local dialogue about Aging in Place efforts and challenges in the community. To help stimulate innovative ideas and new partnerships, workshop attendees are learning how they can receive small "JumpStart the Conversation" grants to fund their own projects. In addition, the initiative's website, www.aginginplaceinitiative.org, has become an information and resource hub with a listing of the JumpStart grant winners along with best practices and the reports from each workshop.

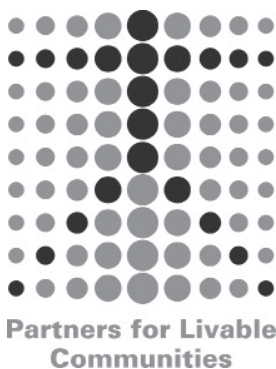
This report documents the Richmond Metro Area workshop (the tenth in the series) which focused on engaging community leaders. Regardless of whether you attended the workshop, this report provides an in-depth understanding of the role that leadership plays in the lives of older adults in the greater Richmond region, as well as the innovative programs and initiatives that are happening across the country on this issue. Making a community ageless requires the collaboration of numerous players from the public, private and nonprofit sectors.

We hope that this report provides a better understanding of how Aging in Place can be incorporated into all aspects of community life.

Your national hosts,

Simply put, Aging in Place is growing older without having to move.

Aging in Place is a comprehensive, community-driven strategy to give Americans the services, opportunities and infrastructure so that they can grow old with dignity in their own homes while remaining active and engaged members of their communities.



Advocacy. Action. Answers on Aging.

MetLife Foundation



Photo credit: City of Richmond

Table of Contents

Executive Summary.....	1
Backgrounder: Snapshot of the Region	3
Planning for the Boomers	5
Learning from Success: It Takes Strong, Disciplined Leaders to Develop Livable Communities for All Ages.....	7
The Older Dominion Partnership: Virginia Leaders in Action	8
A Clear Sense of Purpose: the Workshop Begins Planning for the Richmond Region	10
Designating Communities As Livable for Older Adults—What Works?	12
Breakout Sessions	
The Built Environment in the Richmond Region: Regional Cooperation is the Key to Livability for All.....	14
Examining the Richmond Region’s Capacity for Providing Long-Term Care.....	17
Boomers: Their Contribution to Economic Development.....	19
Next Steps for the Richmond Region	20
Mini-Case Studies.....	21
Aging Friendly Innovations: Best Practices	26
Appendix	
Workshop Agenda.....	31
Speaker Bios.....	32
Workshop Participants.....	34
Resources.....	36
Notes	38
About the Team.....	39



Photo credit: City of Richmond

On June 17, 2009 at the Richmond Convention Center, over 120 leaders in local businesses, the financial services industry, state and local governments, the faith-based community, planning organizations, health providers, service organizations, aging advocacy organizations and others convened to take the first steps in developing the 2030 Age Wave Plan for the Richmond region. The theme of the workshop, *Engaging Community Leaders in the Process: Creating a Livable Richmond Metro Area for All Ages*, reflected the Richmond area's conviction that it takes leaders who are clearly dedicated to their community to guide planning for enhancing livability for all. Those invited to the workshop are strongly committed to a livable, thriving Richmond area that is supportive of aging residents. They also represent a broad cross-section of the Richmond area's communal life.

The Richmond region, now poised to create its 2030 Age Wave Plan, has a unique advantage. It will have the active support of a statewide collaboration called the Older Dominion Partnership (ODP). The Partnership draws on the talents of leaders from Richmond and around the state who represent diverse sectors and interests. These leaders have made an extraordinary commitment: to inspire all of Virginia's communities to make plans for accommodating the baby boomers who are already swelling the numbers of aging adults in communities around the state and will continue to do so. The ODP plans to assist the Richmond area in crafting its 2030 Plan and to disseminate the Plan as a model for communities across the rest of the state.

Those who will be creating a more livable Richmond will also be influenced by the wisdom of leaders in many areas around the country who have already transformed their communities. Fortunately, examples of communities that have successfully made systemic changes are numerous—and are discussed in this report along with relevant best practices and resources which are included in the Appendix.

Much is required of those who take on a leadership role in their community on behalf of older adults. They must be willing to battle the odds, as their ambitious goals will easily founder without a clear vision, many willing and able partners, the capacity to identify financial and other resources and the engagement of the community. In many cases, leaders of livable community endeavors must think big, while making sure they are not exceeding their grasp.

The president of Partners for Livable Communities, Bob McNulty, urges those who initiate efforts to advance the livability of their communities to look for leadership “beyond the usual suspects.” Representatives of organizations that might not usually be considered include libraries, arts organizations, local businesses, faith congregations, universities, environmental groups, the media, grant makers, community developers, the military and many others.

Creating livable communities also demands long-term staying power. Those who don't have a strong stake in the outcome are unlikely to invest their time and talents in projects of fleeting professional or personal importance.

While leaders of livability projects will refine plans and may oversee the execution of them, they should not determine priorities before they solicit the views of as many residents as possible.

Workshop Details

What: A meeting of Richmond area leaders, to start developing a strategic plan for Aging in Place, the 2030 Age Wave Plan for the Richmond Region.

When: June 17, 2009

Where: The Richmond Convention Center

Who: 120 Richmond region leaders and stakeholders, and knowledgeable local, state and national speakers and breakout session leaders.

Executive Summary

Inclusiveness is a must. A community's businesses, non-profit and government agencies, foundations, cultural and educational institutions may be part of the leadership, but a top-down approach that excludes residents raises suspicion and often stimulates outrage. Public forums, surveys, focus groups or whatever methods work best for a community encourage participation and can be the source of important information—and often some great ideas.

Thelma Bland Watson, the Executive Director of Senior Connections, the Capital Area Agency on Aging, and a co-leader for developing the Richmond 2030 Age Wave Plan, assured an extraordinary start for the planning process through this successful workshop. With expansive representation of the Richmond area's stakeholders at the workshop and accomplished speakers and facilitators guiding discussions, the attendees were prepared for their task: to assess the challenges to livability for all ages in the Richmond area while identifying priorities and possible solutions.

Key Points

- A cross-section of leaders from a community can create the kind of collaboration that will make it possible to develop a livable community for all ages.
- Government alone cannot fund and support the transformation of communities required to accommodate the great increase in aging residents.
- Businesses can be invaluable contributors to planning for the age wave.
- While many national and state resources, such as the Older Dominion Partnership, can be extremely helpful, planning for livability for all ages must occur at the local level.
- Making communities aware of demographic trends and the increase in the aging population for which they must prepare is the first step toward developing a plan.

With the ODP and its resources at the Richmond area's command, its many experts will inform the planning process. Many of the participants in the workshop have the talent and tenacity to assume leadership roles in creating and executing the region's plan. Most importantly, area planning leaders will invite citizens, especially older adults, to offer their views and suggestions.

This, the tenth in the series of workshop reports, serves as the record of the meeting and documents the discussions by participants and their recommendations for the most urgent priorities for further consideration. The following pages include a Backgrounder on the Richmond region (page 3), a brief overview, Planning for the Boomers (page 5), a section on leadership,

Learning from Success (page 7), a description of the Older Dominion Partnership (page 8), a section on the speakers who prepared attendees for their breakout sessions, "A Clear Sense of Purpose: the Workshop Begins Planning for the Richmond Region" (page 10), a discussion of recognition programs, "Designating Communities As Livable for Older Adults—What Works" (page 12) and reports on the breakout sessions (page 14).

This report also includes three mini-case studies which serve as a small sampling of the achievements of leaders whose backgrounds and expertise are extremely varied, but who crafted livable community plans and programs that made their communities more livable for all. From Sauni Wood in Davidson, North Carolina to a cast of thousands in Chattanooga, Tennessee, the pathway of leadership is unique to each community. Their stories offer both ideas and hope to the Richmond area and communities around the country. Three mini case studies of Atlanta, Chattanooga, and Davidson, NC are listed in the section "Community Plans that Work" on page 21.

The report concludes with best practices from Virginia and the nation as well as an extensive list of resources that would be helpful to those interested in planning for their own community's livability for all ages (page 26).

The city of Richmond, Virginia is the heart of the region and its economy, but planning for the area's future increasingly encompasses the surrounding counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan. Though the counties have many rural areas, Henrico and Chesterfield Counties are suburban in character and the Richmond Regional Planning District Commission expects significant increases in urbanization within the next 20 years.¹ These counties are critically important to the economic well-being and quality of life of the region.

Well known as the capital of the Confederacy, Richmond is notable for so much more. In 1607, Jamestown settlers found the site on the James River where Native Americans had already settled. It was from St. John's Church in Richmond that Patrick Henry boldly declared in 1775, "Give me liberty, or give me death." Richmond has been the capital of Virginia since 1780. Thomas Jefferson designed its Capitol building, and while in the city he wrote the Virginia Statute for Religious Freedom, which set the precedent for the Constitution's separation of church and state. Though Benedict Arnold burned Richmond to the ground during the Revolutionary War, Richmond quickly rose again and its industries began to flourish once more.

While its significance in United States history is unchallenged, Richmond and the surrounding counties are also staking claim to prominence in the 21st century. Though the economy has suffered from the current recession, the region has not lost as many jobs as the national average. Richmond and its surrounding counties are headquarters to many businesses in the financial, health, government, biotech and other sectors. Richmond's downtown has been revitalized and its historic sites have been refurbished. The cost of housing is modest throughout the region and its quality of life is enhanced by parks along the James River, many good restaurants and shops, as well as walkable, tree-lined neighborhoods. The restored warehouse district, Shockoe Slip, is now bustling with restaurants, shops and entertainment venues.

Business leaders in the Richmond region have traditionally played a dominant role in envisioning and planning for Richmond's future. However, the Richmond area's business leaders now increasingly participate in broader partnerships. As a consequence of the region's determination to prepare for the

Snapshot of the Richmond Region

14 percent of Richmond's residents are 65 years of age or older.*

By 2030, the region will have a 136 percent increase in those 65 and over. One out of four adults will be 65 plus.

African-Americans represent 52.3 percent of Richmond's urban population.*

Senior Connections, the Capital Area Agency on Aging, serves seven surrounding counties in addition to the City of Richmond. These include the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan. In addition to its central office in Richmond, Senior Connections maintains five field offices in the counties.

The Richmond-based Older Dominion Partnership, which comprises businesses, non-profits, foundations and government, is a statewide resource for communities preparing for the age wave, and it expects Richmond to be its model.

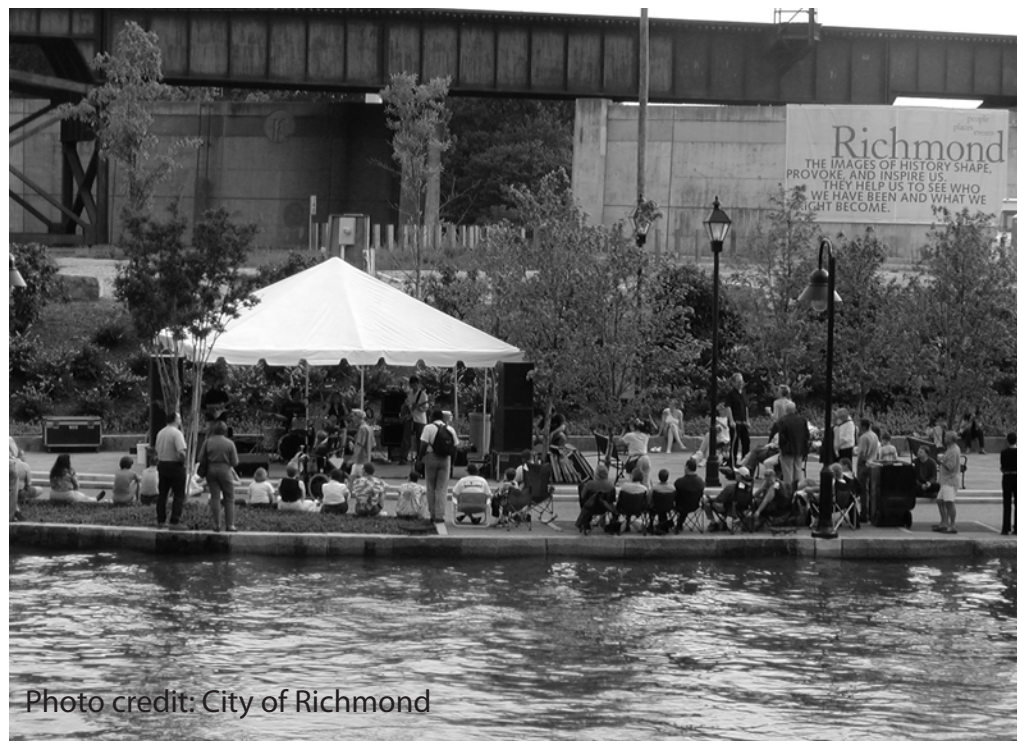
* For more information on Richmond's demographic data, visit http://factfinder.census.gov/home/saff/main.html?_lang=en

Backgrounder

increasing aging population, representatives of a remarkable variety of organizations and disciplines are working together to make the Richmond region more attractive and livable for older adults. Additionally Richmond, as the state capital, can take advantage of the resources offered by state government.

Leaders of the business, non-profit, philanthropic, government and academic sectors in the Richmond area and around the state have joined forces to create the Older Dominion Partnership (ODP) to call upon every community in Virginia to be prepared for the age wave within five to ten years. It's a daring expectation, but their initial steps are promising for Virginia—and for those who wish to learn from its efforts. The ODP has made supporting the development of the Richmond Region 2030 Age Wave Plan one of its major goals.

The Richmond region has all the elements for producing a distinguished and successful 2030 Age Wave Plan. It has in place the strong leadership and multi-sector partnerships essential to creating a livable community for all ages. The involvement of businesses, government and non-profits assures deep reach into the community and important resources. With the backing of the ODP, the Richmond region starts its planning with invaluable primary and secondary data that includes needs assessments, demographic information and performance indicators. The ODP's workgroups have developed the expertise that will inform the deliberations of the leaders of the Age Wave Plan. Undoubtedly, the Richmond area's plan will serve as a model for Virginia's communities, and others around the country as well.



Planning for the Boomers

If planning for the rapid growth of their aging population were easy, many communities might have completed the task by now. According to results published in the 2005 nationwide survey “Maturing of America,” only 46 percent of localities had taken any steps to prepare for the increasing numbers of their aging residents.² Leaders in some communities do not yet know that they will soon be swamped by the swelling wave of aging baby boomers.

Even for those who have begun preparations, an assumption is often made that local and state governments, their Area Agencies on Aging and state departments on aging must take on the responsibility. Though their roles are essential, these agencies cannot succeed without the broadest possible collaboration with every segment of the community, the region and the state. This is especially the case when government coffers are depleted by the current recession.

The New Frugality

John Martin, a founder of the Old Dominion Partnership and speaker at the workshop, told the Richmond Times Dispatch that the economic downturn “is spawning a ‘new frugality’ that could become a useful trend in addressing the coming age wave.” He suggested that the timing is right to “come up with some new solutions long-term.”³

Fortunately for the Richmond region, leaders from all walks of life have looked squarely at the truth: that every resource at their

command must be marshaled to prepare for the doubling of the numbers of aging projected for 2030. They have accepted the challenge, and are strengthening the Richmond region’s capacity to respond to the needs of its older residents by contributing their time and leadership talents to the cause of supporting Aging in Place. As the diverse invitation list for the Richmond workshop attests, all who are gearing up to develop the Richmond region’s plan clearly champion the importance of wide ranging partnerships.

Bob McNulty, the president of Partners for Livable Communities and a speaker at the workshop, emphatically endorses the benefits of attracting leaders for age wave planning from the broadest possible range of community stakeholders. During his presentation, he recommended including representatives of organizations that might not usually be considered. These include libraries, arts organizations, chambers of commerce, faith congregations, universities, environmental groups, the media, grant makers, community developers, the military and many others. As McNulty stated at the workshop, communities are faced with many competing claims for attention, but the need for planning for their older adults cannot be set aside. The more who are involved in enhancing livability for older adults, the more it is likely that a successful plan can be devised and executed.

Welcoming Remarks and Introductions

Thelma Bland Watson

*Executive Director,
Senior Connections,
The Capital Area Agency on Aging*

The Honorable Dwight C. Jones

*Mayor,
City of Richmond*

Speakers

Helen Eltzeroth

*Chief Officer, Programs and
Communications,
National Association of Area Agencies
on Aging*

Linda Nablo

*Commissioner, Virginia Department for
the Aging,
Commonwealth of Virginia*

Robert McNulty

*President,
Partners for Livable Communities*

John Martin

*President & CEO,
Southeastern Institute of Research*

Sherrie Brach

*CEO,
United Way of Greater Richmond and
Petersburg*

Leaders, Breakout Sessions

Economic Development:

Kim Scheeler

*President & CEO,
Greater Richmond Chamber*

The Built Environment:

Robert Crum, Jr.

*Executive Director,
Richmond Regional Planning District
Commission*

Long-Term Care:

Madge Bush

*Director of Advocacy,
AARP Virginia*

Strong community leaders can emerge from many places, but they must accept the sometimes messy, complicated business of dealing with many players and stakeholders, juggling competing priorities and making difficult decisions. At the same time, they must have the doggedness to stay the course and to have faith that they will reach their goal—a more livable community for all ages.

Why would a community want to be “elder-friendly”?

- Older adults remain engaged in community life longer and as a result continue to contribute to community life.
- Older adults will be healthier, reducing the demands on and costs of local health care.
- The community will attract residents—of all ages—who will contribute to community vitality.
- The community will attract resources—businesses, infrastructure, other—to meet the needs of its older adult members.
- An elder-friendly community will build community capacity by developing leadership, relationships and knowledge that will be useful in creating community change in other areas.

From Michigan Community for a Lifetime, Elder-Friendly Community Recognition Program. For more information, visit: http://www.michigan.gov/documents/miseniors/7-_Michigan_CFL_History__Project_Dev_199548_7.pdf



Photo credit: City of Richmond

Learning from Success: It Takes Strong, Disciplined Leaders to Develop Livable Communities for All Ages

The Richmond region is blessed with an abundance of outstanding leaders who have already committed themselves to the cause of enhancing the lives of their older residents. Nonetheless, those leading the Richmond area age wave planning process are studying the approaches to leadership and collaboration that ultimately led to achievement of specific goals in communities around the country. Studying the paths others have taken to create a more livable community is an invaluable tool for future endeavors.

Communities differ vastly from each other in size, economic and natural resources, amenities, demographics, livability, and so much more. It's impossible to develop a single formula for creating livability for older adults—and for everyone. One size does not fit all. It can be extremely useful, however, to review what other communities have done, how needs were assessed and priorities selected and how leaders collaborated to complete specific programs and projects. Of course, the most difficult problem to solve is raising the funds to accomplish specific goals.

Obstacles to creating livable communities that support Aging in Place are numerous. Too many communities are not yet aware that they should be planning for their aging residents. The local Area Agency on Aging, other advocates for the aging or seniors themselves may have to educate residents about the age wave that could come crashing down on them.

The communities included in the “mini-case studies” in this report, Atlanta, Chattanooga, and Davidson share some common characteristics crucial to meeting significant livable communities goals. Each drew on the interest and expertise of residents, sought their views and accommodated them to the greatest extent possible. They also had broadly representative leadership, but made sure a core or executive group of leaders were “minding the store.”

Core leaders are often the instigators who motivate a community to work for greater livability. They may agree to be responsible from the first glimmer of inspiration to the final execution of a plan, or they may hand over a plan to those who will execute it. Ultimately, the core group should include those who will be appreciably affected by projected changes, or will be critical to solving specific livability problems. Depending on the scope of the undertaking, it can be essential to invite experts in specific disciplines or professions to serve in the core leadership. If, for example, a community hopes to expand the availability of affordable housing for older residents, an advocate for the aging, a housing official well-versed in federal, state and other sources of funding, a banker and a community land use planner can offer invaluable guidance.

Core leaders, then, are at the center of the action. They may be surrounded by many others who are directing specific aspects of planning or implemen-

Leadership is contagious. Pass it along to as many people as possible.

-Partners for Livable Communities

tation, but the core group oversees the many interlocking parts of a plan and makes sure they mesh. The makeup of this group will depend on the scope of the endeavor and its complexity.

Before reaching out to other leaders, it is important to reach a general consensus among a group of core partners on two basic questions:

- What are the basic challenges to Aging in Place in our community?
- How do we begin to address the need for broad collaboration to resolve these challenges?

These are the questions that the core leaders of the 2030 Age Wave Plan for the Richmond Region have addressed through the workshop and the assistance of the Older Dominion Partnership.

The Older Dominion Partnership: Virginia Leaders in Action

If in ten years Virginia's communities fulfill their older residents' desire to age in place, it would be the result of a remarkable collaboration by many leaders in Richmond and around the state who decided to prepare the Commonwealth for the age wave. While the board of the Partnership is largely Richmond based, it has nonetheless embarked on an ambitious agenda: to influence every community in the state to develop a plan to accommodate the increasing numbers of their aging residents, notably the boomers.

Since its partners include academics as well as others who specialize in demographic research, the ODP's approach is rigorous. Currently, it focuses on publicizing future population trends in Virginia, as the facts about the huge spike in the numbers of aging make a persuasive case that communities must prepare now. The ODP is playing the role of a Patrick Henry of the age wave, announcing to communities throughout Virginia that they will be swamped by the wave if they don't begin to prepare now.

While its message conveys a sense of urgency, the ODP is leaving nothing to chance. Its own preparations have been conducted by committees that draw on the expertise and resources of its many partners, which include the philanthropic community and foundations, the Commonwealth of Virginia, and the business, academic and non-profit communities. It intends to support community planning through making comprehensive data research available as well as disseminating national, state and local reports, and successful strategies

The Goals of the Older Dominion Partnership:

- Build awareness of the coming age wave and its potential impact on the community.
- Broaden pro-aging stakeholder groups and support base beyond the age-related service agencies.
- Help facilitate the creation of community-driven strategies to accelerate Virginia's age wave preparedness.
- Support ODP members through strategic coordination and possible alignment of funding sources.
- Help formulate a comprehensive strategic long-term strategy to help the community prepare for the coming age wave.
- Document and report on Virginia's progress in preparing for the age wave.



and best practices from Virginia and around the country.

In the spring of 2009, the ODP launched its statewide role by convening a meeting in Charlottesville to share its research and define its capacity as a resource to community leaders. Over 250 community leaders from around the state attended. Many left with a greater sense that their communities, with cross-cutting leadership and collaboration, could develop successful plans.

The ODP staff reflects the diversity it recommends. Its board chair is the president and publisher of the Richmond Times-Dispatch, the region's major newspaper, and board members include the heads of the Richmond Regional United Way, the Virginia Department on the Aging, the Richmond Memorial Health Foundation, and the former head of the Division of Geriatrics of the University of Virginia Health Sciences Center. The work groups that report their findings and recommendations to the board draw on the high-level expertise of a broad cross-section of disciplines, from physicians and geriatricians to communication specialists, researchers, chief executive officers of non-profits and businesses, planners, social workers, policymakers and others.

For the Richmond region, the Older Dominion Partnership is especially significant. As a part of its work plan, the ODP will support development with the Senior Connections, the Capital Area Agency on Aging and the Richmond Region United Way in leading a Richmond Region 2030 Age Wave Plan. This will be the model for replication around the state. Its progress will also be carefully monitored.



Photo credit: City of Richmond

A Clear Sense of Purpose: The Workshop Begins Planning for the Richmond Region

Challenge: Many communities have not yet prepared for the great increase in their aging populations

Solution: Community leaders must develop strategies appropriate for their aging populations.

Thelma Bland Watson, Executive Director of the Capital Area Agency on Aging, began the workshop by telling those assembled that it would serve as the starting point for developing the 2030 Age Wave Plan

for the Richmond Region. Stressing that she wanted to hear from everyone, she explained that the discussion of priorities by participants could help determine how to proceed with the Age Wave Plan.

The enthusiastic welcoming remarks of Richmond’s mayor, Dwight C. Jones, set the tone for the day. Commenting that he is a strong proponent of livable communities for all, he proudly told the group that he had ridden a bike on Richmond’s Bike to Work Day. He noted that along with many other measures, he has supported opening up green space, thus promoting Richmond’s livability so that people can enjoy the James River and have a place for walking and exercise. He concluded by saying that discussions on age wave planning “are a marvelous conversation and I want to listen so that I can help put {good ideas} into action.”

In order to provide important background to prepare for discussions during the breakout sessions to follow, the workshop’s general session was designed to inform attendees about the implications of the great demographic shift in Virginia that will nearly double the population of seniors by 2030. The speakers also reported on the goals and findings of the Older Dominion Partnership, and confirmed their commitment to the development of the 2030 Age Wave Plan for the Richmond Region.

Linda Nablo, Commissioner, Virginia Department for the Aging, a founder of the Older Dominion Partnership and workshop speaker, followed the mayor’s welcoming remarks. She noted that she hopes her tenure will be remembered for helping Virginia better prepare for the future. She also identified her two major goals: to support the independence of Virginia’s older adults and to help the Commonwealth prepare for its aging population.

Nablo explained that she was recruited as a founder of the ODP by John Martin, President and CEO of Southeastern Institute of Research (SIR), who would follow her as workshop speaker. Both recognized the urgency of the challenges Virginia faces in preparing for the boomers and were convinced that the ODP could motivate Virginia’s communities to act. Martin promised that the Partnership would be an exciting collaboration that could help to overcome a serious lack of awareness in Virginia: 49 percent of its city and county administrators responding to a SIR survey acknowledged that they did not know that demographic data demonstrates that their communities should expect greatly increasing numbers of older adults in coming years.

“The economy does not change the future. We have a million challenges, but we also have a million opportunities. We need to ride the age wave, not be drowned by it.”

—Linda Nablo, Commissioner,
Virginia Department for the Aging

A Clear Sense of Purpose

Nablo concluded her remarks by noting that she wants to engage baby boomers in the process of making decisions about their own futures. She also emphasized that planning must be done at the community level.

Martin, the next speaker at the workshop, is a boomer who has made the coming of the age wave his professional and personal cause. Though SIR is based in Richmond, Martin has travelled the country to persuade corporations that much of their future success depends on their understanding of boomers, their desires and the great impact of their aging.

“In five years, all of Virginia’s communities will have a plan and the Richmond plan will be their model. We will document what happens in the Richmond region.”

—John Martin, President and CEO of the Southern Institute of Research and a founder of the Older Dominion Partnership

As a driving force in the creation of the Older Dominion Partnership, as well as president and CEO of SIR, Martin has completed extensive research on boomers and where they are headed, some of which is available on the ODP website at www.olderdominion.org. He wrote *Boomer Consumer*, about marketing to consumers, with Matt Thornhill. His commitment to careful research reflects his view that understanding boomers, their history, preferences and impact, is essential for preparing for their aging.

Martin described the demographic trends in the Richmond region that influence his sense that planning for the age wave is urgent. By 2030:

- The population in the region of those aged 65 and over will grow 136 percent.
- One out of four adults will be 65 and over.
- In Chesterfield County, the aging population is expected to grow by 497 percent.

Stressing that the entire region will be affected, Martin exclaimed that it “is one region, with one future.”

Martin closed by highlighting some of the serious problems that would be relevant to the participants in the breakout sessions. He cited:

- The severe labor shortage that will occur if most boomers leave the workforce;
- A 2008 ODP study in which six out of ten of the region’s seniors said they cannot stay in their homes if they do not drive;
- The incidence of arthritic conditions, which will affect 40 percent of seniors;
- The great lack of family caregivers.

Once updated on the impact boomers will have on the Richmond region, the workshop’s attendees moved to one of three breakout groups: the *Built Environment, Long-Term Care, and Economic Development*. The reports on the breakout sections begin on page 14.

Designating Communities As Livable for Older Adults—What Works?

Participants in deliberations on the 2030 Age Wave Plan and the Older Dominion Partnership will consider the possibility of developing a certification process that could confer “livable for all ages” status on communities in Virginia that meet specific standards. A handful of states and some communities have created programs to designate communities as livable for all ages and/or elder-friendly. To date, the states and communities that have created a certification process have established their own specific qualifications, though they have common themes.

Thelma Bland Watson will be co-leading development of Richmond’s plan and reports that the likely criteria for the Richmond region would be the three topic areas that were discussed at the workshop breakout sessions. In addition to standards related to these topics (*Built Environment, Long-Term Care* and *Economic Development*), the criteria would include a community’s commitment to advocating for enhanced livability and civic engagement.

The following are examples of recognition programs and, in the case of the World Health Organization, its criteria for “age-friendly” communities:

Florida’s Communities for a Lifetime: Florida’s Department of Elder Affairs created the Communities for a Lifetime program in 1999 to recognize those communities that meet certain standards in the focus areas of housing, transportation and mobility, employment, health, wellness and injury prevention, volunteerism and intergenerational programs. Creating partnerships is a very important requirement for communities seeking the designation. The Department, which provides technical assistance to communities seeking to qualify as a Community for a Lifetime, requires applicants to:

- Pass a proclamation or resolution declaring its intention to receive the designation.
- Form a senior advisory committee/task force.
- Create a community inventory or needs assessment.
- Create a senior survey and needs assessment.
- Develop a community vision or action plan.
- Initiate partnerships.
- Develop a maintenance plan.

Dunedin, Florida was the first community to receive the title, and continues to earn recognition for its efforts. For more information on Dunedin, see Best Practices on page 27.

For more information on Florida’s process and requirements, visit http://www.communitiesforalifetime.org/docs/CFAL_Fact_Sheet.pdf and <http://www.communitiesforalifetime.org/docs/blueprint2007web.pdf>

Michigan Community for a Lifetime: Michigan had originally planned to launch a certification process to designate its communities that meet specific qualifications for promoting the welfare of aging residents. However, those establishing the

Designating Communities As Livable for Older Adults—What Works?

criteria determined that they could not “guarantee” that “a community that has the assets provides a better life for older adults. Since certification is associated with a guarantee, we made the recommendation that we call this an award instead.”⁴ In lieu of a certification process, the Michigan Commission on Services to the Aging and several partner organizations developed an application process for communities that wished to receive recognition for their efforts to enhance their livability for older adults. Applicants must use an assessment tool, engage partners, and identify the livability categories they plan to address. These include walkability, access to health care, transportation, health promotion/disease prevention, safety and security, housing, and supportive community systems. Applicants receive recognition for completing a community assessment or for a specific community improvement in one of the categories.

For more information, visit

http://www.michigan.gov/miseniors/0,1607,7-234-43293_46728_48753---,00.html

The World Health Organization (WHO): The World Health Organization worked with many countries across the globe to develop a publication called *Global Age-Friendly Cities – a Guide*. Its first chapter is titled “Global Ageing and Urbanization: Meeting the Challenge of Humanity’s Success” which reflects the fact that the age wave is occurring around the world. The issue areas that WHO examines as essential to age friendliness include: housing, transportation, outdoor spaces and buildings, community support and health services, communication and information, civic participation and employment, respect and social inclusion, and social participation.

For more information, visit

http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

Starting on a Smaller Scale: Senior Centers Create Programs for Designating Specific Aspects of Their Communities as Senior-Friendly

In 2004, the North Carolina Division of Aging and Adult Services, as a step to involve all of the state’s senior centers in work to “further the concept of senior-friendly communities,” invited three North Carolina senior centers to test different approaches to improving one specific aspect of their community. The Division expected that the pilots could become models for other senior centers in the state, leading to development of a community evaluation process that would enhance the livability and senior-friendliness of North Carolina’s communities. Following launch of the pilots, the three centers and the Division sponsored a training session attended by 70 senior centers to encourage them to engage with their communities in planning for their older residents.⁵

- The Franklinton Senior Center created a task force to complete a needs assessment to indicate whether scams and exploitation were a problem. Workshops, educational materials and fraud alerts were developed.
- The Nash County Senior Center formed a Senior Center Action Team to pilot a certification program focused on recognizing businesses that took special care in serving their older customers. Businesses that wanted to receive a senior-friendly certification were asked to review an assessment questionnaire, make the necessary improvements and then request to be certified. Three trained volunteers completed the questionnaire at the business location before a determination about certification was made.
- The Roy B. Culler Senior Center in High Point, North Carolina, worked with the High Point Convention and Visitors’ Bureau, the Arts Council, the Area Agency on Aging, and the Guilford County Aging Planning Committee to develop a tool for assessing the “senior friendliness” of social and cultural venues. Those that qualified received a certificate for display. The program has been widely publicized.

For more information about the three projects, visit <http://ssw.unc.edu/cares/sfc/summary.pdf>

The following are reports on the workshop's three breakout sessions. Though the facilitators in each session used slightly different approaches, as reflected in session reports, they first encouraged a discussion about a range of challenges relevant to their topic and then asked participants to identify two to three priority challenges and possible solutions. For each session, a reporter carefully recorded the highlights.

The Built Environment in the Richmond Region: Regional Cooperation is the Key to Livability for All

Challenge: Communities do not always approach planning from a regional perspective.

Solution: Leaders from all sectors and all jurisdictions must join forces.

Bob Crum, the Executive Director of the Richmond Regional Planning District Commission, led this breakout discussion. When asked to identify challenges, it was immediately evident that the group was well-versed about the needs of older adults and the area's current capacity to meet them.

Not surprisingly, transportation was the first topic raised, but many others followed. The need for greater regional cooperation became a major theme, as did the requirement for accessible, affordable housing and buildings as well as more reliable, less costly home remodeling resources.

This breakout group also identified the obstacles to livability that are characteristic of suburban areas. Most suburbs require use of an automobile. Those who can no longer drive or don't want to drive may not have convenient access to stores, places of worship, cultural events, medical facilities or even the homes of friends. Participants in the session, recognizing that suburbs can isolate older adults and others, suggested that zoning laws should allow accessory apartments, greater density and mixed use. They also added that a lack of common language often hinders understanding of such terms as visitability, accessibility and universal design.

In naming the priority challenges and solutions in the built environment, the participants in this session recommended the following challenges and solutions:

Challenge: The need for a regional approach.

Solution: Greater support for a regional approach to creating a Richmond Region for all ages, through the development of an educational campaign that reaches across the region to create demand for greater choice in transportation options, decreased sprawl, and improved housing design. The group also stressed the need for opportunities for more civic engagement.

Challenge: The need to expand mobility options.

Solution: As a stepping stone, create a regional transportation authority and support for high speed rail.

Challenge: The need for more flexible approaches to land use and zoning to allow greater density and mixed use development.

Solution: Adoption of more flexible regulations governing land use and planning. The group also suggested that a feasibility study should be conducted on the cost-effectiveness of infill development and adaptive re-use vs. green field development.

Following the workshop, Bob Crum explained that the new Capital Region Collaborative is a cooperative effort between the Richmond Regional Planning District Commission and the Greater Richmond Chamber of Commerce to engage government, business and community stakeholders in a process of identifying, prioritizing and implementing actions that will enhance the quality of life in the Greater Richmond region. The Capital Region Collaborative recently adopted a resolution supporting the extension of high speed rail from Washington, DC to the Richmond region. Similar resolutions were also adopted by the region's nine jurisdictions, the Richmond Regional Planning District Commission, Greater Richmond Chamber and the Richmond Area Metropolitan Planning Organization. The Collaborative believes that this show of regional support will strengthen the State's application for economic stimulus funds to build this important infrastructure.

Crum notes that high speed rail would be a great boon to the region's economy and to increased use of public transportation along the Washington – Richmond corridor. High speed rail is environmentally friendly and would substantially reduce highway traffic, which currently jams the interstate at all times of day. It would expand the options available for commuters, older adults, tourists and many others, as new feeder routes could connect to the rail system. The trip to Washington would take approximately 90 minutes, providing an ultra-modern link between the two cities that would make travel convenient for those engaged in business, government and other activities.

Crum believes that the region's support for high speed rail is an example of how the community can come together to support actions that will benefit the entire region. He adds that the Collaborative will be inviting community stakeholders and the public to participate more extensively in these deliberations in Fall 2009. He said the community will be asked to assist the Collaborative with identifying important regional issues that should be addressed to strengthen the quality of life for residents of the Richmond region.

Seeking a Common Language: What Are Universal Design, Visitability and Accessibility?

The workshop's breakout session on the built environment identified a problem that many advocates for the aging have frequently encountered. Outside such fields as design, planning, product development, building, aging or disabilities, many would be stumped by at least one of the words above, if not all of them. Unfortunately, until these terms are more broadly understood, it can be difficult to communicate the benefits of universal design, visitability and accessibility to those who could most benefit from them.

Accessibility: The synonyms for accessibility are convenience, ease of understanding, ease of use and user-friendliness. They can describe products, services, the built environment and much else. Advocates for those with disabilities and the aging often articulate their concern that those with disabilities need access to everything that is available to the able-bodied. They promote designs that are user-friendly, and therefore accessible, for everyone.

Universal design: Universal design is basically design that makes products, services, places and spaces user-friendly, or accessible, to every age and ability. It could be described as design for all. To promote the ability of the aging and those with disabilities to live independently, their advocates have strongly supported universal design in many contexts, particularly in housing, public buildings, vehicles and walkways. An example of a universal design feature in homes is a bathroom with floor space large enough for a person in a wheelchair, walker or crutches to navigate.

Practitioners of universal design accommodate the ages and abilities of as many prospective users as possible. The Trace Center of the University of Wisconsin cites curb cuts as an example of the very broad population that universal design should serve. The Center explains that curb cuts “were instigated for people in wheelchairs. However, they are used much more often by people with bicycles, baby carriages, grocery carts, wheeled luggage, or delivery carts than by people in wheelchairs. Early curb cuts, however, were designed with only wheelchair users in mind, and had to be redesigned later to accommodate the needs of individuals who were blind, and to ensure that they were safe in cold and icy environments, environments with heavy rainfall, etc. Thus, good universal design benefits everyone, but to do this, it needs to take the needs of everyone into account.”

(For more information, visit http://trace.wisc.edu/docs/whats_ud/whats_ud.htm)

Visitability: Eleanor Smith, an Atlanta resident who uses a wheelchair, believes that all homes should accommodate visitors, and coined the term visitability as a way to promote the idea. Disappointed by the very slow adoption of the many universal design elements that could be built into new homes, she identified the three essential features that would allow use of wheelchairs and walkers in homes: one zero-step entrance at the front, back or side of the house; all main floor doors, including bathrooms, with at least 32 inches of clear passage space; and at least a half bath, preferably a full bath, on the main floor. By stripping down to the basic essentials of accessible design, she hoped builders would adopt these changes. Smith also makes the case that homes built to this standard will accommodate the needs of occupants who become disabled at any age —without incurring the costs of expensive modifications. *(For more information, visit <http://www.concretechange.org>)*

Examining the Richmond Region's Capacity for Providing Long-Term Care

Challenge: The aging of the population will steadily increase the need for long-term care.

Solution: Increase awareness of long-term care needs and the availability of informal caregivers, as well as prevent the need for long-term care.

Madge Bush, Director of Advocacy for AARP Virginia, set the stage for the breakout session on long-term care in the Richmond region. She noted that a 2002 AARP statewide survey indicated that 80 percent of respon-

dents want to stay in their own homes as they age.

However, without appropriate home and community-based care the hopes of seniors to remain in their homes are very easily dashed. As Bush explained, data from AARP's Public Policy Institute indicates that the breakdown for Medicaid long-term care spending in Virginia demonstrates a continuing bias in favor of nursing home placement as opposed to home and community-based services. In 2006, the ratio of Medicaid spending in Virginia was 77 percent for nursing homes and 23 percent for home and community-based services waivers.

Public policy is shifting against institutionalized care for those who can live independently, but the transition to home and community-based care is one of the most difficult challenges that advocates for improved quality of life for the aging face. A very credible argument can be made that home and community-based services are less expensive in the long term, but most communities have only very patchy "systems" in place.

A Task Force in Manchester, New Hampshire, Taps Local Businesspeople to Provide Flexible Funding

"In search of direct, flexible funds, Seniors Count! turned to local businesspeople, as several were already serving on the group's task force, but even they sometimes didn't fully grasp the extent of the problem. "They'd ask, 'Aren't those people [for at-risk seniors] already taken care of?' They didn't realize the struggles that go on, day after day, behind closed doors."

-Project Manager, Arlene Kershaw, Seniors Count!⁶

For more information on similar strategies, visit <http://www.partnershipsforolderadults.org>

Bush described the kinds of services that are essential for supporting the health and independence of elders outside of institutional settings. They include many health-related services, such as physical therapy, transportation to medical appointments, grocery stores and other essential services, as well as assistance with daily activities such as dressing, shopping, bathing and meal preparation.

Bush articulated the hopes of many seniors: "We want to be able to choose where and when and how we will receive high-quality, long-term care services. We want access to good information about what is currently available and affordable." She added that Virginia law requires local governments to create long-term care coordinating councils that include consideration of housing and transportation. Virginia has also mandated the availability of "No Wrong Door," a single source of information about long-term care services available in its communities.

Following Bush's update on long-term care issues in the Richmond region, the breakout group responded with a host of challenges to

consider. They included several on caregiving such as the over reliance on formal caregiving, the need for better education and training, and communication about available resources such as adult day care.

The participants suggested that education on prevention of health problems should be made more widely available. They also added to the list of challenges the need for increased staffing, the insufficient resources to meet the demand, lack of interest in those with cognitive problems and the need for outreach and communication to prevent social isolation. They noted inconsistency in service offerings and the lack of affordable assisted living facilities that often makes nursing home care the only alternative.

This group selected three priority challenges and solutions from the many hindrances to provision of adequate long-term care services in the Richmond region. They recommended the following challenges and solutions:

Challenge: The need for increased education and awareness on long-term care issues.

Solution: Offer a range of educational programs that would include a consistent message on long-term care issues to be distributed through a multi-media campaign involving participation of many local and state organizations. The group stressed the need for local, one-stop shops for acquiring information about senior concerns and a regional council that would include relevant government agencies, community groups, businesses, and health providers. Hospitals were suggested as good sites for classes on long-term care issues.

Challenge: The need for more resources for informal caregivers.

Solution: Much greater availability of single sources of comprehensive information, better coordination of services, co-location of providers and information about respite for caregivers.

Challenge: Prevention of the need for long-term care.

Solution: Personal responsibility for health must be part of the discussion. Wellness fairs for seniors can make a contribution to the understanding by older adults of appropriate prevention measures.

Lack of Coordination of Long-Term Care Services

In any given community, a wide array of health care institutions, community organizations, faith-based groups, nonprofit organizations and government agencies provide critical services to help people live independent lives. These services are often provided to any given individual piecemeal, rather than in a coordinated fashion. The lack of coordination can lead to duplication of services and frustrate individuals' efforts to find appropriate health care while remaining in their homes and communities.

From "A Blueprint for Action: Developing a Livable Community for All Ages," page 29

Boomers: Their Contribution to Economic Development

Challenge: Businesses face a major shortage of employees as boomers retire.

Solution: Consider the many ways to keep boomers employed.

Kim Scheeler, President and CEO of the Greater Richmond Chamber, led the Economic Development breakout session, which focused on the importance of keeping boomers in the workforce. He described bluntly what he learned when he served as president and CEO of the Tampa Chamber of Commerce. He found that older adults who moved to the Tampa area were not inclined to support tax increases or other requirements for improving the area because they lacked the commitment of longer-term residents. He made the point that age wave planning should make communities attractive to boomers to improve their “stickiness.” Communities should make every effort to assure that their older residents have many good reasons to stay.

Scheeler noted the contributions older adults make to their communities and their positive impact on the economy. For the breakout discussion, however, he focused on the importance to local economies of keeping boomers in the workforce. Businesses face a stark fact: the numbers of younger workers are not nearly sufficient to replace the huge numbers of boomers nearing retirement age. Scheeler maintains that to take advantage of their experience and encourage them to stay in the workforce, businesses must adjust to boomer preferences, which can mean shorter hours, job sharing or episodic employment and must involve meaningful work.

The group’s discussion concentrated on two major challenges: retaining older workers and public perceptions about them. Participants noted their pressing concern with the current shortage of health care workers, physicians, certified

nursing assistants, nurses, in-home care personnel and others, only to be exacerbated by the retirement of boomers. The group also commented that older adults, if they work only part time, might give some time as sorely needed volunteers. Additional challenges they cited were the responsibility of businesses to include boomers in leadership positions with attractive benefits and the loss for the tax base if they leave their communities.

Public perceptions of older workers have positives and negatives, according to this breakout session’s attendees. They may be noted for their work ethic and life experiences, but businesses may believe that older employees cannot handle change. The group also added that some

Businesses Concerned about the Effect of the Age Wave

More than 200 leaders of Virginia businesses responded to a survey conducted by the Southeastern Institute of Research in 2008. The findings confirm that employers are concerned about the effect of the age wave on their businesses:

“There is no question: Virginia business leaders see the age wave as a real business issue. Employers see the ‘aging workforce’ and the impending retirement of a large number of workers in the future’ as a serious issue for the economy and their own organizations. Two-thirds (65%) say the ‘aging workforce’ is a serious issue for the economy, and two in five (41%) say it is a serious issue for their organization.”

For more information, visit http://www.olderdominion.org/documents/ODP_Exec_Sum_03_26-08.pdf

employers are not very flexible about schedules. They agreed that assuring that boomers can learn technology could be the most important influence on public perception.

The group's priority challenges and solutions included:

Challenge: Retaining older workers.

Solution: Continuing education, job sharing, mentoring new employees, sharing knowledge and experience. Breakout participants also suggested that telecommuting could be attractive to older workers. The group also recommended use of technology to transfer knowledge from older to younger employees.

Challenge: Public perceptions about older employees.

Solution: Possibly conferring a title on older workers, such as advisor, to reflect their experience. To overcome perceptions that boomers are slow at learning technology, the group recommended that making assurances that they can master technology, even though they may be slower, would be helpful.

Next Steps for the Richmond Region

Sherrie Brach, the CEO of the United Way of Greater Richmond and Petersburg, outlined the next steps for the Richmond region's planning. She noted that the United Way has a vested interest in the Richmond region's future, leading her to agree to co-lead the 2030 Age Wave Plan for the Richmond region with Thelma Bland Watson. She emphasized that collaboration is key and that best practices from work already done in Virginia and around the country will be an important starting point. She confirmed the observations of the breakout sessions, that the first phase for planning in Richmond would be, of necessity, enhancing awareness about the impact of increasing numbers of boomers and other older adults. Commenting on the role of the workshop, she said that the "workshop is critical to our future planning."

The launch for age wave planning for the Richmond region got off to a great start with this workshop. For those around the country who are concerned about meeting the needs of their own aging populations, the work of the Richmond region and the Older Dominion Partnership could have much broader significance. Both are breaking the mold and creating a model that could be replicated around the country. Without question, the ODP and Richmond region agendas are very ambitious, however, they are not "pie in the sky." With its leadership, commitment and expertise that cross sectors, careful and comprehensive preparation, and an appropriate sense of urgency, Virginia's example could ultimately influence the rest of the nation.

Boomers comprise 26 percent of the population but 37 percent of the labor force in Virginia.⁷

-For more information, visit
<http://odpagewaveresources.org/workforce/productivity-aging-workforce.asp>

Mini-Case Study # 1: Atlanta: Area Agency on Aging and Planning Commission Lead Regional Collaborations to Enhance Livability for All

Challenge: Many advocates for the aging have not worked with community planners, who make decisions about communities that affect the livability of people of all ages.

Solution: Advocates for aging residents must collaborate with land use planners

The Atlanta Area Agency on Aging, as a division of the Atlanta Regional Commission (ARC), has direct and daily access to the ARC's leaders and land use planning staff. This relationship

has been a boon to the AAA's ability to develop its Lifelong Communities program. Land use planners are the unseen hands that connect the dots; they create space for parks in the heart of a community, link public transportation to arts and culture, office buildings and shopping, and understand that streets and sidewalks should make all that a community has to offer available to older or disabled residents in wheelchairs—and to those who are pushing strollers. In many ways, land use planners are the key players in shaping livable communities. When land use planners and advocates for the aging collaborate, their collective expertise can contribute to the transformation of a community.

The Atlanta Regional Commission's work on behalf of Lifelong Communities is a model for the nation. The Commission and its Area Agency on Aging have provided leadership that has explored deeply the needs of the region's aging residents now and in the future, sought the best approaches for meeting their needs and figured out a way to plan regionally while clearly recognizing that livable communities are created locally, block by block.

The Commission's goals are to promote housing and transportation options, encourage healthy lifestyles and expand information and access across the region. The ARC describes its planning process as transforming "the region from the bottom up. Rather than create one regional plan that local communities implement, professionals with a wide range of expertise, as well as older adults and caregivers form local county-based partnerships. These community groups then analyze the local data, challenges and opportunities, identify priorities and implement strategies."

For two years, the ARC staff met with groups and individuals with varied skills and expertise in the region's ten counties. They included "community residents and elected officials, public health, planning and transportation professionals, hospital administrators, housing developers, public safety officers, parks and recreation directors, librarians, doctors and lawyers who first examined local data about the growing older adult population in their community."⁸

These members of the community assessed housing and transportation options, available supports for healthy living and the availability of information and access. They then determined priorities for their community.

To create representative models for the Atlanta region (that can be useful for the rest of the country), the ARC and Duany, Plater-Zyberck & Company conducted a nine-day charrette, a French term that originally referred to meetings held to make decisions about architectural designs, but which is now more broadly used to include meetings to make decisions about use of land and other community development issues. In this case, five Atlanta region communities, suburban in character, were selected as the subjects of the charrette. Detailed model plans including zoning considerations were created for the communities. For each community, seven issues were examined: connectivity, pedestrian access and transit, neighborhood retail and services, social interaction, dwelling types, healthy living, and consideration for existing residents.

According to the report on the charrette, *Lifelong Communities: A Regional Guide to Growth and Longevity*, the charrette broke down silos to “foster a cross-disciplinary approach to community design and development.” The report further notes that, “Historically, service providers do not work with designers or architects, planners do not engage the healthcare community, and transportation engineers largely ignore the needs of the non-driving population. The disconnect that results greatly diminishes livability. As the report contends, funding and regulations also tend to dictate community development rather than the way people actually live. The charrette was held to overcome those biases.”⁹

Mini-Case Study #2: Citizens Lead the Way: Chattanooga's Residents Create a Vision.

Challenge: Chattanooga had overwhelming challenges to livability.

Solution: Involve residents in developing solutions.

As Chattanooga begins planning for making it a greater place to live for older adults, it can rely on a great resource—its residents. They have decades of experience in community-wide collaboration to create significant improvements in the city. They will now bring their skills to bear on making Chattanooga a livable community for all ages.

In a June 2009 Aging in Place Initiative workshop in Chattanooga, participants identified several priority areas for enhancing its capacity to accommodate older residents. These include Chattanooga's public transit system, as it does not serve as many riders as it could—a pronounced drawback to livability for all age groups. Its suburbs tend to sprawl, making it essential to use automobiles for all travel. For older drivers, public transportation is a necessity if they must relinquish their keys. Workshop attendees also made note of the need for a one-call resource for information about all the services available to older Chattanoogaans and made other recommendations for enhancing livability for all.

The way Chattanooga has made itself an attractive mid-sized city can be a model for any community that is working to improve its livability. The city is “led” by its citizens, who many times over have gathered in large numbers to determine the direction the city will take to solve a myriad of problems. Chattanooga has overcome so many odds that its residents exude confidence that they can act communally to overcome any obstacle.

Chattanooga had very serious problems in 1969, when it was named the dirtiest city in the country by the federal government, a designation that was widely publicized when Walter Cronkite announced to the nation the city's ignominious status. Within five years, the city had cleaned its air by spending millions of dollars and appointing to the Air Pollution Control Board citizen volunteers in lieu of industry representatives. These volunteers imposed strict environmental discipline on the city.

That cleanup was the starting point for the astonishing Chattanooga story. Chattanoogaans seem to relish a challenge—the city apparently breeds leaders whose ambition is to improve some aspect of its community life. These leaders currently participate in partnerships for youth, the aging, young professionals, artists and recently a group completed a Climate Action Plan. And there are many others.

Rick Montague, the then director of the Coca-Cola funded Lyndhurst Foundation; Gene Roberts, who became mayor in 1983; and Mai Bell Hurley, who would head Chattanooga Venture were the core leaders of the city's first full-scale experiment with a visioning process. According to a report of the Community Economic Adjustment Program of the University of Michigan, in the early 1980s they held 65 public meetings to hear from Chattanooga's citizens. To learn as much as possible, they and other civic leaders talked with many consultants about ways to improve the city, and in a practice that continues to this day, 50 businesses, civic and non-profit leaders from Chattanooga joined with their elected officials to visit Indianapolis, which had recently undertaken its own revitalization. The city also surveyed 50 cities around the nation in a quest for ideas.¹⁰

Chattanooga Venture was created in 1984 to formalize the process for enabling Chattanooga's residents and organizations to collaborate to create a vision for its future. Chattanooga still had very serious problems to overcome, including racial discord and a general state of decline. Chattanooga Venture asked citizens to think big, to express their views on what would be required to make Chattanooga a great place to live. Over a 20 week period, following considerable discussion and deliberation by 1700 people, 40 goals were selected with a completion date of 2000. Their work was captured in "Vision 2000", which defined the goals and priorities to which community participants had agreed. The results were 223 projects that cost more than \$800,000,000, much of which was raised through local foundations and businesses. Chattanooga Venture, which became a model for many cities around the country, achieved its mission and is no longer needed by the city.¹¹

Not surprisingly, Chattanooga is now replicating the approach of Vision 2000. An organization called Chattanooga Stand, which describes itself as a "community visioning effort," launched a survey of area residents in May 2009. The results of the 26,000 surveys that Stand collected over a five month period are being analyzed by two independent organizations, the Ochs Center for Metropolitan Studies and the Center for Applied Social Research at the University of Tennessee, Chattanooga.

Supported by local private foundations, Stand pledges on its website to "reach out to everyone—even our hard-to-reach neighbors—giving them an opportunity to speak out for the future of their community." Stand asked the following questions:

- What do you like about the Chattanooga region?
- Imagine the best possible Chattanooga region. Describe it.
- What challenges must be addressed?
- What actions, big or small, can you take to help?

The data and analysis will be made public in 2010. Stand expects that the outcome will be that as a community, Chattanooga will "identify shared priorities, though public dialogue, build stronger connections between residents, leaders and organizations, and collaborate to turn vision into action."

To learn more, visit <http://chattanoogastand.com/index.php/home>

Mini-Case Study # 3, Davidson, North Carolina: One Person Takes Action

Challenge: In many communities, no plans have yet been made to accommodate their aging residents.

Solution: One person can sound the alarm and initiate change.

Sometimes one person must sound the alarm that a community must take action. Sauni Wood, a longtime resident of Davidson, North Carolina, proved that, when little attention is given to aging, one person can make a big difference. Davidson is a small college town which has won a prestigious award for its livability. However, Wood began looking around her lovely town and observed that it was simply not geared to keeping older adults in the community safely. She decided she needed to do something about it. She talked to two friends, who agreed to join her in gathering information about “the basic challenges to aging in place in the community.” A handful of leaders then addressed the need for broad collaboration and described the kinds of planning needed to keep older citizens in Davidson. The mayor was immediately interested and asked the Town Board to establish an Aging in Place Task Force, which began formal meetings in January 2007. The Task Force comprised residents and experts in relevant issue areas.

Very early in the process, the Task Force requested participation by Davidson’s staff so that town government would be directly involved in Task Force deliberations. The Task Force completed a community survey and made recommendations that covered improvements in street design and walkability, transportation and housing, and included a “greenhouse” nursing facility, affordable assisted living, improved programs for seniors and facilities such as adult day care and senior centers. The Town Board accepted the recommendations, though some are long-term and will be considered for incorporation into the town’s comprehensive plan.

Sauni Wood knew that her concerns about aging residents were legitimate, and when educated about prospective problems, the town government responded. The story of Davidson reveals an important lesson—community leaders may not know about the age wave that will be hitting them. In that case, making leaders aware of the problems they may face can be a major, and critical, first step.

To assure that older residents would guide Davidson’s decision making about Aging in Place, the town created the Senior Coalition to replace the Task Force. This small group of community leaders will “mind the store” in Davidson.¹²

Aging Friendly Innovations: Best Practices

Best Practices in the Richmond Region and in Virginia

The Aging Together Partnership: Collaborating to Support Aging Residents in a Rural Region

Culpeper, Fauquier, Madison, Orange, Rappahannock Counties, Virginia

Aging Together is a partnership of over one hundred organizations and individuals in five counties, some very rural, that include Culpeper, Fauquier, Madison, Orange and Rappahannock. Through Aging Together, the counties collaborate on a regional plan while also working on county-specific priorities. Aging Together, which has received funding from the Robert Wood Johnson Foundation's Community Partnerships on Aging, found that its county governments had not begun the planning essential to managing the age wave. The partnership chose the name Aging Together "to reflect the reality that aging affects everyone and that the only way to improve supports for older adults and families is to work collaboratively." All members of the partnership are assigned to work groups which address priority issues including housing, transportation, adult daycare, caregiver support, prescription drug assistance, communications, quality standards, workforce development as well as wellness and prevention.

To learn more, visit <http://www.partnershipsforolderadults.org/grantees/profiles/culpeper/index.aspx>

Aging in Community: 2020 Plan

Charlottesville, Virginia

The Jefferson Area Board on Aging (JABA) is the AAA for Charlottesville and five surrounding counties. JABA spearheaded the creation of the 2020 Plan, which was developed with the Thomas Jefferson Planning District Commission and by many area residents who contributed their time and professional expertise. A conference and public forums were held to elicit broad public participation, and 85 organizations and 500 individuals helped to develop the plan. Its goals call for:

- Promoting coordinated and accessible health care
- Supporting maximum independence and lifelong health and support to family caregivers
- Offering choices—affordable living options for seniors
- Designing communities to enhance quality of life
- Fostering vibrant engagement in life
- Strengthening caring communities through active citizenship
- Strengthening intergenerational connections

To learn more, visit <http://www.jabacares.org/page/full/2020-plan>

Fifty Plus Action Plan

Fairfax County, Virginia

An urban county, Fairfax County is a suburb of Washington, DC, with a larger population than that of seven states. With over 1,000,000 residents, Fairfax County has become home to a very diverse population, with almost 30 percent of the county's population born in a foreign country. The percentage of older adults has increased from three percent in 1970 to 9.2 percent in 2006, and the growth continues. The County took action to improve its livability for older residents when the results of a demographic trends study showed that the increase in the number of older adults in the County was rapidly accelerating.

The County's Board of Supervisors took a very active role in developing the Fairfax 50+ Action Plan. Their work was supported by the Fairfax Area Agency on Aging staff. Calling on a wide range of local and national experts, the Supervisors held Board committee meetings to cover the major subject areas relevant to planning for an aging population, surveyed all departments on their efforts to address the needs of older adults and also to tap their talents, and also directed all of the County's department heads to review their mandates in terms of serving residents who are aging. The priorities developed by the Board for the Action Plan include:

- Planning now for a more aging-friendly community tomorrow;
- Providing housing options for every age;
- Providing affordable housing and services;
- Increasing transportation options;
- Supporting opportunities for employment and volunteerism;
- Supporting diversity;
- Providing support for caregiving;
- Enhancing use of technology;
- Supporting health/mental health;
- Promoting safety and security;
- Increasing service capacity to meet increasing need

The Fairfax County Commission on Aging is charged with tracking the outcomes of the Plan.

To learn more, visit <http://www.fairfaxcounty.gov/olderadults/plan.htm>

Senior Navigator

Statewide

An online database, SeniorNavigator provides information on over 21,000 resources available around the state for support of older adults, caregivers, adults with disabilities and their families. SeniorNavigator covers health and aging, transportation, financial concerns, legal questions, health facilities, assisted living and housing, exercise programs and support groups. Through a network of volunteers and SeniorNavigator Centers, the information is also accessible to those who do not use computers. SeniorNavigator Centers are organizations throughout Virginia that voluntarily provide free access and assistance with the website. Individuals, corporations and foundations support SeniorNavigator. The database is searchable by zip code, allowing

instantaneous access to listings of providers and other information available in specific geographic areas. SeniorNavigator is a public/private partnership with the Commonwealth of Virginia, the Virginia Department for the Aging, local governments and hundreds of private sector partners.

To learn more, visit

<http://www.seniornavigator.org/vaprovider/consumer/snConsumerHome.do>

Transittalk.com

Richmond, Virginia

Though a very new effort, Transittalk.com is an online advocacy site whose goal is to increase the availability and use of public transportation in the Richmond region. The creators of Transittalk plan to work through committees to advocate on behalf of a cleaner environment, lessened traffic, better quality of life, benefits to the workforce and other advantages it associates with increased use of public transit. Transittalk has attracted several partners, to include Leadership Metro Richmond, RideFinders and Style Weekly, a Richmond “alternative” news weekly.

To learn more, visit www.Transittalk.com

National Best Practices

Aging and Disability Resource Centers

National Program Available throughout the Country

These centers were established through collaboration of the Administration on Aging (AoA) and the Centers for Medicare and Medicaid Services (CMS) to test new approaches for improving availability of and access to information for older adults, people with disabilities and their families. Many agencies and organizations provide relevant services, but finding out what is available has often been extremely difficult because intake, assessment and eligibility functions have been fragmented. The centers are tasked to coordinate with the relevant agencies and organizations to provide and integrate information about all available services for older adults and individuals with disabilities in the communities they serve. Centers provide one-stop shopping for information and counseling and access to programs and services. Many of the nation’s Area Agencies on Aging are part of the ADRC network. AoA and CMS expect that an ARDC “improves the ability of state and local governments to monitor program quality through centralized data collection and evaluation.”

To learn more, visit

http://www.aoa.gov/AoAroot/AoA_Programs/HCLTC/ADRC/index.aspx#purpose

Community for a Lifetime

Dunedin, Florida

In response to the Community for a Lifetime Initiative sponsored the Florida Department of Elder Affairs, Dunedin was one of the first to apply for the designation. Participating communities must assess the elder readiness of services and opportunities to “encourage independence and

quality of life for older adults.” They must also collaborate with partners such as government agencies, businesses, educational organizations, and non-profits that “promote development of community amenities.” As the first community to complete an assessment under the Initiative, Dunedin instituted a sidewalk improvement program to “complete connections within and between neighborhoods and the downtown, and to install ramps where needed.”

To learn more, visit

http://www.vnsny.org/research/aoacompetition/download/LC_Booklet_FINAL.pdf (pg 22)

Community Partnerships for Older Adults

Nationwide

Funded by the Robert Wood Johnson Foundation Community Partnerships for Older Adults (CPFOA) is a national program to help “communities develop leadership, innovative solutions and options to meet the needs of older adults over the long term.” Focused on the provision of long-term care, the Foundation’s vision focuses on the requirement to engage “community-based organizations, older adults, policymakers and other stakeholders to determine how to best meet the needs of older adults, ensuring the independence and dignity.” The Foundation recognizes that each community must develop its own approaches for providing long-term care through the involvement of a diversity of organizations and individuals.

To learn more, visit <http://www.partnershipsforolderadults.org>

Cycling and Walking Master Plan

Seattle, Washington

Known as a haven for outdoor enthusiasts, Seattle has confirmed its reputation by engaging its citizens and staff in developing master plans for transportation, biking and walking. The bicycle master plan was approved by the mayor and city council in 2007 and the walking master plan is nearing completion. Views of citizens solicited through public hearings and citizen advisory groups contributed significantly to the plans, as did Seattle’s land use planners, health department and public works staffs and other stakeholders. The perspectives of older adults and those with disabilities were an important consideration throughout the planning phases.

To learn more, visit <http://www.seattle.gov/Transportation/bikemaster.htm> and

http://www.seattle.gov/transportation/pedestrian_masterplan

Community Advocates for Rural Elders Partnership (CARE)

Port Angeles, Washington

One of the 16 sites receiving funds from the Robert Wood Johnson Foundation program Community Partnerships for Older Adults, CARE has engaged approximately 300 individuals and organizations that focus on the needs of those aging, specifically five Native American tribes in rural areas of Clallam County, Washington. Through interviews, surveys and listening sessions, CARE conducted a needs assessment. In the process, CARE learned that “people wanted to be active, productive members of society whose lives had purpose and meaning.” CARE determined that services were needed to combat social isolation and elderly depression.” Some CARE activities include: a neighborhood watch program that prepares isolated seniors

to handle emergencies; counseling programs to “combat social isolation” and to “identify mild to moderate depression” for referral to mental health providers; advocacy on behalf of seniors; analysis of service delivery systems to “improve access for older adults” and to create “protocols for collaboration across systems to ensure that elderly residents do not fall through the cracks.”

To learn more, visit http://www.nwpublichealth.org/docs/nph/f2007/lowe_f2007.pdf

Seniors Count!

Manchester, New Hampshire

A local businessman, persuaded by Seniors Count! to inform his extensive network about the plight of at-risk seniors, helped to raise \$80,000 during several lunches. This successful effort is an example of the way Seniors Count! engages community leaders representing a myriad of organizations to assist older adults. Seniors Count!, which works in conjunction with Easter Seals, is a task force comprising businesses, social services, health organizations, faith-based organizations, academic and other non-profit organizations. It is committed to enabling frail residents who may not receive all the help they need from other sources to stay safely in their homes. The Seniors Count! 2009 report to the community describes its accomplishments, which include seasonal cleanups, home safety checks and weatherization. It served 325 frail elders in a target neighborhood, determined community assets, held local meetings and identified seniors in need. Seniors Count! also provided personal liaisons for non-medical needs for 81 frail adults and offered flexible spending for 260 frail seniors to purchase essentials not provided through other sources. The organization will continue to expand its work supporting frail aging in Manchester.

To learn more, visit http://www.seniorscountnh.org/pdf/2009ReportComm_Seniors%20Count_FINAL%20for%20Web.pdf

Westchester Public/Private Partnership for Aging Services

Westchester County, New York

Over the past two decades, a broad-based group of leaders representing business, aging organizations, elected officials, planning organizations and others has collaborated to forge a cross-cutting approach to aging and community planning in Westchester County. A large and increasingly diverse suburban area just north of New York City, the County recognized early the need to accommodate an increasing aging population. Led by the Commissioner of the Department of Senior Programs and Services, the Partnership was created in 1991. In 2000, it intensified its efforts by engaging 270 volunteers from all walks of life including attorneys, business people and consumer advocates to convene 18 caucuses on issues such as transportation, diversity, and intergenerational learning. Each caucus included subject experts and stakeholders. The planning process was funded by private grants and donations. DSPS and its partners have developed a county-wide initiative, *Livable Communities: A Vision for All Ages*.

To learn more, visit <http://www.westchesterpartnership.org> or check *A Blueprint for Action: Developing a Livable Community for All Ages*, page 56.



Photo credit: City of Richmond

Appendix: Workshop Agenda

Engaging Community Leaders in the Process: Creating a Livable Richmond Area for All Ages

June 17, 2009

9:00 am - 1:00pm

Richmond Convention Center

- 9:00 am Welcoming Remarks and Introductions**
- Thelma Bland Watson, Executive Director, Senior Connections, The Capital Area Agency on Aging
 - The Honorable Dwight C. Jones, Mayor, City of Richmond
- 9:20 am Creating Livable Communities for All Ages: National Perspective**
- Helen Eltzeroth, Chief Programs and Communications Officer, National Association of Area Agencies on Aging
- 9:25 am A Livable Richmond is for Everyone**
- Linda Nablo, Commissioner, Virginia Department for the Aging, Commonwealth of Virginia
 - Robert McNulty, President, Partners for Livable Communities
- 10:00 am Overview of Key Areas for Community Engagement**
- John Martin, President & CEO, Southeastern Institute of Research
- 10:15 am Key Areas for Community Engagement: Breakout Sessions**
- Economic Development: Kim Scheeler, President & CEO, Greater Richmond Chamber
 - The Built Environment: Robert Crum, Jr., Executive Director, Richmond Regional Planning District Commission
 - Long-Term Care: Madge Bush, Director of Advocacy, AARP Virginia
- 11:45 am Report Results of Breakouts**
- 12:15 pm “JumpStart the Conversation” Grants Overview**
- 12:20 pm Envisioning the Future**
- Sherrie Brach, CEO, United Way of Greater Richmond & Petersburg
- 12:30 pm Lunch and Networking with Fellow Participants**

Appendix: Speaker Bios



Sherrie L. Brach,
Chief Executive Officer,
United Way of Greater
Richmond & Petersburg

Sherrie Brach envisions a United Way that evolves from an organization that serves as a fundraising body to that of a leader in developing community goals and mobilizing resources to create organized solutions through program funding, building capacity and system change. “United Way’s success should not be measured by the annual amount of funds we raise,” Sherrie said, “but it should be measured by achievement of community impact.” Sherrie has been CEO since 2000. Prior to that she served as the Chief Operating Officer.



Madge Bush,
Director,
AARP Virginia Chapter

Madge Bush has served, for the last seven years, as state advocacy director for AARP Virginia. In this role, Madge has led the AARP Advocacy Volunteer Team to win major legislation in areas of consumer protection, economic security, senior mobility, older worker reform, long term care, and health care reform. Madge firmly advocates before the Virginia General Assembly, works diligently with the Governor’s staff and State Agency Leaders persuading them to support policies that improve the quality of life for persons 50+ in Virginia. 1.2 million AARP active members reside in Virginia and there are 40 million AARP members nationally. Staying in touch with the needs of the aging community, Madge co-chairs the No Wrong Door Advisory Board for Senior Connections, the Culture Change Task Force for the Department of Medical Assistance Services. Madge has chaired the Virginia Council on the Status of Women for the past three years. Before this, Madge held communications, public affairs, and community affairs positions for four Fortune 500 companies. She has been appointed to serve on Boards by six Virginia Governors.



Robert Crum,
Executive Director,
Richmond Planning
District Commission
(RRPDC)

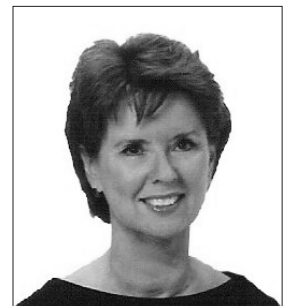
Robert Crum began his position as the Executive Director of the RRPDC on September 16, 2008. He has over 25 years of professional planning experience. From 1988 to 2008, he worked with the Centre Regional Planning Agency in State College, Pennsylvania, most recently as the Agency’s Planning Director. During his tenure with the CRPA, he was responsible for coordinating all aspects of the Agency’s regional planning program including preparation and maintenance of the regional comprehensive plan and the completion of land use, growth management, environmental, transportation, housing, sewer and water planning activities. In addition, he completed planning and consensus building for a nationally recognized water reuse project and an award winning inter-municipal zoning effort. Prior to his work in State College, he was Chief of the Planning Division for Indiana County, Pennsylvania where he coordinated County-wide community and solid waste management planning activities. Robert has testified as an expert witness related to land use and environmental issues.

John Martin is the reigning President & CEO of SIR. John is responsible for SIR's strategic initiatives such as the SIR Boomer Project. The SIR Boomer Project is a marketing think-tank that explores how Baby Boomers relate to the media and advertising messages directed at them. Having conducted over 50 research studies for AARP and thousands of studies for other businesses and associations targeting the 50 plus market, SIR's researchers have a great appreciation for the Boomer segment of society. Prior to joining SIR, John led the marketing efforts of PBM Products, a \$100 million consumer products company specializing in nutritional store brand and national brand product lines. While at PBM, John orchestrated new product launches and promotional programs with leading retailers including Wal-Mart, Target, Kroger, Albertson's, CVS, and dozens of other regional chains. Many of John's initiatives earned SMC American Marketing Association's (AMA) Effie Awards for the most effective marketing campaigns in the country. Mr. Martin is a fixture at speaking events in marketing workshops and conferences around the country and has lectured on transportation demand management and consumer products marketing in Europe and Russia. John Martin is quite active in his community. He is currently on the executive committee of the Greater Richmond Chamber of Commerce and is a board member of the MCV Foundation and the Richmond Memorial Health Foundation. John was recently the past president of the Central Virginia Chapter of the American Marketing Association.



Jon Martin,
President and CEO,
Southeastern Institute of
Research (SIR)

Linda Nablo previously served as Director of SignUpNow, a statewide non-profit group that assists communities in enrolling children in health insurance programs. She also has served as Director of Public Policy for the Action Alliance for Virginia's Children & Youth. Linda is currently an executive committee member of Virginia's Covering Kids & Families, a national initiative focused on reducing the number of eligible but uninsured children and adults through enrollment in Medicaid or SCHIP.



Linda Nablo,
Commissioner,
Virginia Department for
the Aging

Kim Scheeler became Chief Executive Officer and President of Greater Richmond Chamber in late 2008. Previously, he served as CEO of the Greater Tampa Chamber since 2001. Kim is the leader of the Greater Richmond Chamber—which serves over 2,000 members in the Greater Richmond region. He is responsible for administering the day-to-day operations, working with the board of directors in setting the strategic course of the organization and representing the interests of members with government entities, community groups and the public at large. Kim is a strong advocate for regional cooperation. He is focused on strong financial performance of the Chamber and champions an expansion of resources for small businesses in the community, emphasizing their importance to a local economy. Scheeler has served as president and chief professional officer for the United Way of Hillsborough County, FL. During his short six-year tenure there, he built the organization into a nationally recognized leader.



Kim Scheeler,
*Chief Executive Officer and
President,*
Greater Richmond
Chamber of Commerce

Appendix: Workshop Participants

Tonya Adiches

Virginia Department of Health

Penny Anderson

Stephen Thomas Homes

Patrice Banks-Lewis

Richmond Housing Authority

Cecilia Barbosa

Virginia Public Health Association

C. Linda Barnhart

Senior Connections

Judi Bartle

Seniors Helping Seniors

Karen Beiber

Oasis Village

Katherine Bobbitt

First Baptist Church

Sandra Booth

United Way

Betty Boston

SCSEP

Meade Boswell

United Way of Greater Richmond & Petersburg

Michaëlle Boyer

Senior Connections

Sherrie Brach

United Way of Greater Richmond & Petersburg

Donna Buhrman

Imperial Plaza Retirement Community

Robert Burns

Commonwealth Architects

Madge Bush

AARP Virginia

Thom Butcher

Richmond City DSS

Matthew Campbell

Susan Cantrell

The Hermitage

Craig Carlock

Bank of America

Josephine Coleman

SCSEP

Shirley Confino Rehder

The Rehder Group

Constance Coogle

Virginia Center on Aging

Kimberlee Cornett

Enterprise Community Investment, Inc.

Barbara Craig

Norfolk Department of Human Services

Mary Creasy

Senior Connections, The Capital Area Agency on Aging

Mary Katherine Crouch

KSA Interiors

Robert Crum

Richmond Regional Planning District Commission

Angela Crump

Richmond Redevelopment & Housing Authority

Bruce DeSimone

VHDA

Ann Deaton

DaVinci Resources

Cal Detres

SafeHaven Assistive Care

Mary Devine

Senior Connections

Cora Dickerson

United Way of Greater Richmond & Petersburg

Eliza Drew

Cypress Baptist Church

Kimberly Edmonds

Virginia Cooperative Extension

Helen Eltzeroth

National Association of Area Agencies on Aging (n4a)

Kristin Epperson

AARP

John Fleming

First Street

Diane Foster

City of Richmond DSS

Kevin Fox

Renee Frye

Henrico Social Services

Steve Fuhrmann

Charles City County

Amy Gilbody

AARP Virginia

Dexter Goode

RRHA

Carille Greenberg-Ribley

Marcia Guardino

Resources for Independent Living, Inc.

Arla Halpin

Extension

Tishaun Harris-Ugworji

VDSS

Catherine Hendrickson

Senior Center, A Community Partnership

Pamelia Henry

Chesterfield/Col Hgts DSS

Patrick Hickey

Senior Connections-CAAA

Lee Householder

ElderHomes

Joyce Jackson

Better Housing Coalition

Altamese Johnson

AARP

Mary Ann Johnson

The Alzheimers Association

Daniel Johnson

AARP Virginia

Dwight Jones

City of Richmond

Yvette Jones

City of Richmond-DSS

Allen Jones

SafeHaven Assistive Care

Jenae Joyner

Virginia Commonwealth University

Annette Kelley

Virginia Department of Social Services

Appendix: Workshop Participants

Anne Kisor

Richmond Department of Social Services

Sharon Klien

YMCA

Mary Catharine Kolbert

Senior Connections

Steve Lambert

VDSS

Pete Landergan

Seniors Helping Seniors

Debbie Leidheiser

Chesterfield County

William Lightfoot

AARP Virginia

Twandra Lomax-Brown

VA Tech Virginia Cooperative Extension

William Lukhard

AARP

Yvette Lyles

Hatties Haven

Sarah Mack

Elderfriends

John Martin

Southeastern Institute of Research

Susan McCammon

The Shepherds Center of Chesterfield

Ann McGee

TSI

Joseph McGreal**Edward McIntosh**

Senior Connections

Anne McNeal

ElderHomes Corporation

Robert McNulty

Partners for Livable Communities

Robert Miller

Senior Connections

Felicia Moon

Virginia Museum of Fine Arts

Amber Morgan

Virginia Cooperative Extension

Linda Nablo

Virginia Department for the Aging

Sherry Napolitan

UMFS

Gail Nardu

Aging & APS

Peter Perkins

United Way of Greater Richmond & Petersburg

Sherry Peterson

The Alzheimers Association

Lisa Poe

Richmond Residential Services

William Pond

First Street

Paige Quilter**Rhynhardt Rademeyer****William Rhodenhiser**

Department of Rehabilitative Services

Debra Riggs

National Association of Social Workers

Saundra Rollins

South Richmond Adult Day Care Center

George Schanzenbacher

City of Colonial Heights

Kim Scheeler

Greater Richmond Chamber

Lynne Seward

A Grace Place Adult Day Center

Barbara Sipe

United Way of Greater Richmond & Petersburg

Beth Skufca

Senior Connections

Gwen Smith

First Baptist Church

Donna Smith

Richmond City Department of Social Services

Tammie Smith

Richmond Times-Dispatch

Julie Stanley

Office of the Governor

Ray Swanson

Equinox Telehealth

Stephen Thomas

Stephen Thomas Homes

Grace Thomas-White

Chesterfield DSS

Julie Ulrich**Lynne Vest**

Hollybrook Apartments at St. Joseph's Villa

James Warns

Bank of America

Michael Ware

The Scooter Store

Kiersten Ware

Older Dominion Project

Thelma Watson

Senior Connections

Katie White

YMCA

Colleen Wilhelm

Family Lifeline

Suzette Williams

Richmond Redevelopment & Housing Authority

Larry Wilson

Richmond Residential Services

Tara Wise

KSA Interiors

Tricia Wolfe

Shepherds Center of Chesterfield

Judy Yoder**Carol Young**

Henrico Social Services

Lynn Mcateer

Better Housing Coalition

Appendix: Resources

Virginia Links

2020 Plan: Aging in Community

<http://www.jabacares.org/page/full/2020-plan/>

Aging Together Partnership: Collaborating to Support Aging Residents in a Rural Region

<http://www.partnershipsforolderadults.org/grantees/profiles/culpeper/index.aspx>

Fifty Plus Action Plan

<http://www.fairfaxcounty.gov/olderadults/plan.htm>

Older Dominion Partnerships

<http://www.olderdominion.org>

Senior Connections, the Capital Area Agency on Aging

<http://www.seniorconnections-va.org/>

Senior Navigator

<http://www.seniornavigator.org/vaprovider/consumer/snConsumerHome.do>

Transittalk.com

<http://www.Transittalk.com>

National Links

Aging in Place Initiative: Developing Livable Communities for All Ages

<http://www.aginginplaceinitiative.org>

Partners for Livable Communities

<http://www.livable.com/>

National Association of Area Agencies on Aging

<http://www.n4a.org/>

Atlanta Regional Commission, Area Agency on Aging

<http://www.agingatlanta.com/>

AARP

<http://www.aarp.org>

AdvantAge Initiative

<http://vnsny.org/advantage/>

American Public Transportation Association

<http://www.apta.com>

American Planning Association

<http://www.planning.org>

Boomer Project

<http://www.boomerproject.com/home.php>

Clearinghouse for Home and Community-Based Services

<http://www.hcbs.org/>

Complete the Streets

<http://completestreets.org>

Concrete Change

<http://www.concretechange.org/>

Easter Seals Project ACTION

<http://www.projectaction.org>

Florida Communities for a Lifetime

<http://www.communitiesforalifetime.org/>

Funders Network for Smart Growth and Livable Communities

<http://www.fundersnetwork.org>

HUD and DOT Partnership: Sustainable Communities

<http://www.hud.gov/news/release.cfm?content=pr09-023.cfm>

International City/County Management Association

<http://www.icma.org>

Michigan Community for a Lifetime Program

http://www.otsego.org/efc/assessment_tool.pdf

National Association of Counties

<http://www.naco.org>

National Governors Association

<http://www.nga.org>

National League of Cities

<http://www.nlc.org>

National Institute on Aging

<http://www.nia.nih.gov>

National Resource Center on Supportive Housing and Home Modifications

<http://www.homemods.org>

National Association of Area Agencies on Aging

<http://www.n4a.org>

Project for Public Spaces

<http://www.pps.org>

Smart Growth Online

<http://www.smartgrowth.org>

Trace Research and Development Center

<http://trace.wisc.edu/>

Reports

Lifelong Communities: A Regional Guide to Growth and Longevity, ARC and DPZ, Duany, Plater-Zyberk Company, June 2009

http://www.atlantaregional.com/documents/LLC_Final_Report_06_23.pdf

Beyond 50.05: A Report to the Nation on Livable Communities: Creating Environments for Successful Aging, AARP, 2005

http://assets.aarp.org/rgcenter/il/beyond_50_communities.pdf

Creating Livable Communities, The National Council on Disability, 2006

http://www.ncd.gov/newsroom/publications/2006/livable_communities.htm

Increasing Home Access: Designing for Visitability, AARP, 2008

http://assets.aarp.org/rgcenter/il/2008_14_access.pdf

Opportunities for Building Livable Communities, Visiting Nurse Service of New York, Center for Home Care Policy and Research, Mia R. Oberlink, April 2008

<http://www.aarp.org/ppi>

Livable Communities: An Evaluation Guide, AARP Public Policy Institute, 2005

http://assets.aarp.org/rgcenter/il/d18311_communities.pdf

Chronic Care in America: A 21st Century Challenge, Robert Wood Johnson Foundation, 1996

Michigan Community for a Lifetime, Elder-Friendly Community Assessment, developed for the Michigan Commission on Services for the Aging

http://www.michigan.gov/documents/miseniors/4-Michigan_CFL_Assessment_199109_7.pdf

Books

The Regional City, Planning for the End of Sprawl, Peter Calthorpe and William Fulton, Island Press, 2001

Appendix: Notes

- ¹ *Richmond Regional Planning District Commission and Richmond Area MPO, Questions and Answers, 2009.*
http://www.richmondregional.org/PDC_Brochure_Nov_14_08.pdf
- ² *The Maturing of America—Getting Communities on Track for an Aging Population.* <http://www.aginginplaceinitiative.org/MaturingofAmericaSurvey>
- ³ *Frugality Cited as Trend for Boomers, Richmond Times Dispatch, Richmond, Virginia, December 12, 2008,*
http://www.timesdispatch.com/rtd/business/investment/personal_finance/article/BOOM12_20081211-211838/148469/
- ⁴ *Michigan Community for a Lifetime, History and Project Development Report, for Michigan Commission on Services for the Aging,*
http://www.michigan.gov/documents/miseniors/7-_Michigan_CFL_History__Project_Dev_199548_7.pdf
- ⁵ *North Carolina Aging Services Plan: Putting the Pieces Together.* North Carolina Division of Aging and Adult Services, March, 2007,
http://www.ncdhhs.gov/aging/stplan/NC_Aging_Services_Plan_2007.pdf
- ⁶ For more information, visit
<http://www.partnershipsforolderadults.org/resources/resource.aspx?resourceGUID=a8bbc97c-5df4-468a-bc07-ebdcb4b92136§ionGUID=6021baf2-2d77-4ecf-b07e-0bd4f2fc6948>
- ⁷ Older Dominion Partnership, data from US Census, American Community Survey, 2007.
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http://www.atlantaregional.com/documents/LLC_Final_Report_06_23.pdf
- ⁹ *Facilitating the Creation of a Lifelong Community,* Atlanta Regional Commission, April, 2008,
http://www.atlantaregional.com/documents/ag_llc_process_4_10_08.pdf
- ¹⁰ *The Chattanooga Story,* Community Economic Adjustment Program, University of Michigan, 2008,
<http://www.ceap.biad.umich.edu/chattanooga.html>
- ¹¹ *Sustainable Communities Network Case Study, Chattanooga, A City Worth Watching,* Sustainable Communities Network, 1996,
http://www.sustainable.org/casestudies/tennessee/TN_af_chattanooga.html
- ¹² *Aging in Place Task Force Final Report,* Davidson, North Carolina, January, 2008
http://www.dhhs.state.nc.us/aging/demographic/Town_Davidson.pdf

About the Aging in Place Initiative Team

Partners for Livable Communities (Partners) – A national, non-profit organization working to renew communities for all ages. Partners has over twenty-five years of experience in solving community problems by providing information, leadership and guidance that help communities help themselves. www.livable.org

National Association of Area Agencies on Aging (n4a) – A leading voice on aging issues for Area Agencies on Aging across the country and a champion for Title VI-Native American aging programs in our nation’s capital. Through its presence in Washington, D.C., n4a advocates on behalf of the local aging agencies to ensure that needed resources and support services are available to older Americans and their caregivers. www.n4a.org

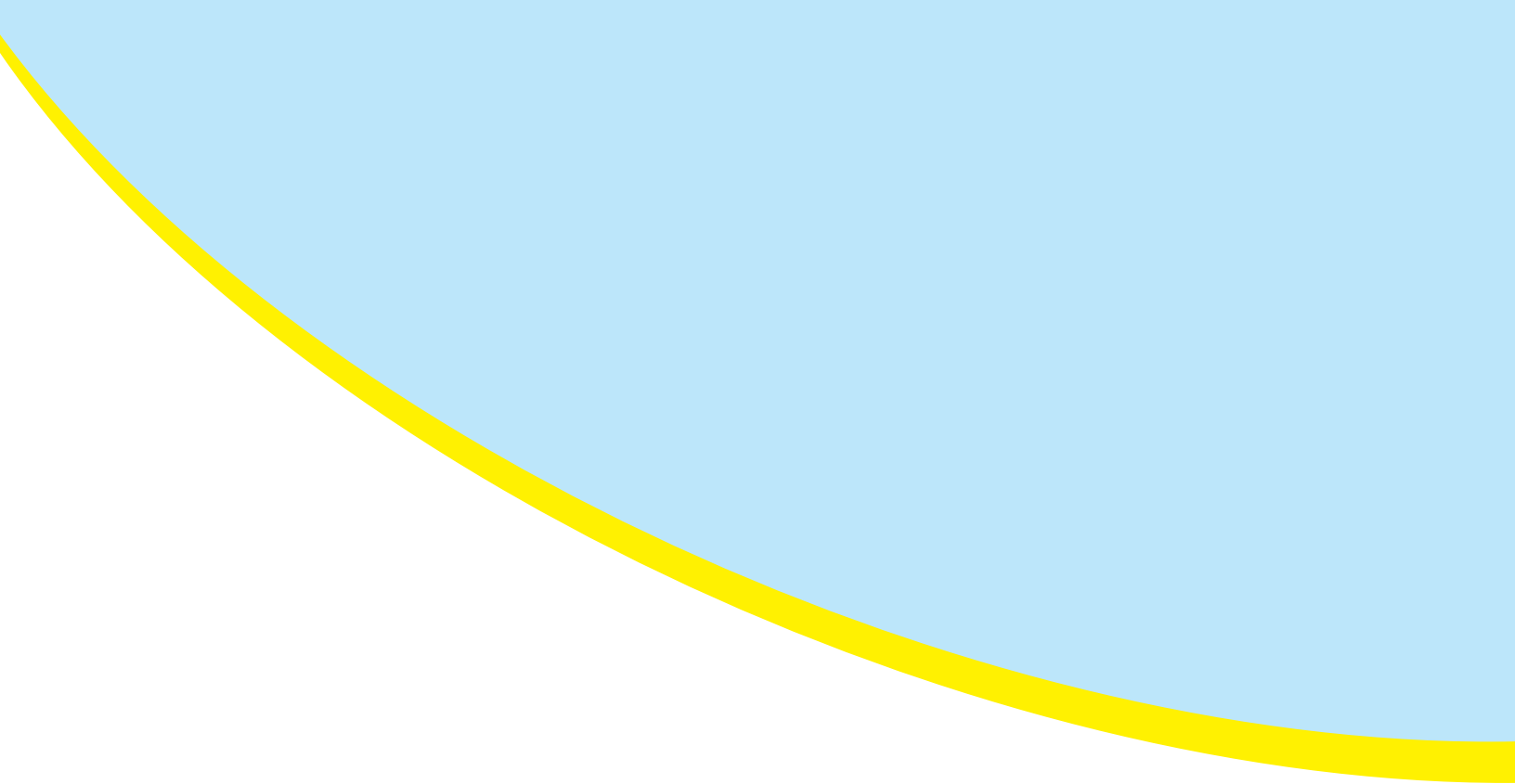
ICMA (International City/County Management Association) – The premiere local government leadership and management organization. <http://icma.org>

National League of Cities (NLC) – The largest national organization representing municipal governments throughout the United States. www.naco.org

National Association of Counties (NACo) – A national organization representing county governments in the US. www.naco.org

Made possible by a grant from:

MetLife Foundation – Established in 1976 by MetLife to carry on its long-standing tradition of corporate contributions and community involvement. The Foundation has been involved in a variety of aging related initiatives addressing issues of caregiving, intergenerational activities, mental fitness, health and wellness programs and civic involvement. Since 1986, the Foundation has supported research on Alzheimer’s disease through its Awards for Medical Research program and has contributed more than \$11 million to efforts to find a cure. www.metlife.org



Partners for Livable Communities
1429 21st Street, NW
Washington, DC 20036
202-887-5990
www.livable.org

National Association of Area Agencies on Aging
1730 Rhode Island Ave., NW, Suite 1200
Washington, DC 20036
202-872-0888
www.n4a.org