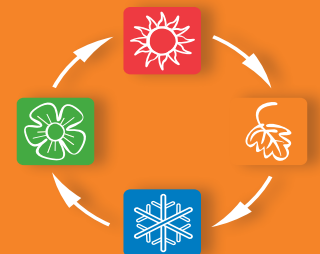




Community Planning for Boomers

The Engine to Drive a Viable Future



Viable Futures Toolkit #2

Preface

How this Toolkit complements the first Viable Futures Toolkit, “Sustainable Communities for All Ages”

Community Planning for Boomers is the second in a series of Viable Futures Toolkits (VFT). Both VFT #1 and VFT #2 ask the question: How can communities plan for a growing elder population in ways that work for *all* generations? VFT #1 provides tools for a comprehensive planning process and describes over 100 concrete strategies to answer this question. This Toolkit expands that reach. Here you can instantly access 100 more new ideas and – thanks to hyperlinks* – connect to a host of supplementary tools and resources that further expand what’s available. Since VFT #1, we’ve learned from users that many communities aren’t “starting from scratch.” You already have coalitions in place and want guidance on how best to build on your current initiatives. VFT #2 is designed to be useful, no matter where you are in a planning or coalition-building process. It can easily stand alone, or it can be used in conjunction with VFT #1.

Our bottom line message is this: through intentional planning using what we call “a new math”, we can capitalize on the challenges presented by the coming age-wave -- the doubling of the senior population (65+) over the next twenty years. Demographers predict these boomers will live longer and remain in better physical condition than any predecessor generation. While many now must work longer than expected, large numbers are still likely to begin rolling in waves out of the work force. This massive demographic shift is redefining what retirement and later life mean. Many in this generation are already stepping up through active volunteering, recognizing that they can leave the world a better place for their children and grandchildren. This next age-wave will benefit from what’s been learned from previous planning for elders, and it will usher in innovations that both the boomer cohort and these challenging times require. Together VFT #1 and VFT #2 provide over 200 strategies for community decision-makers to plan for a growing elder population in ways that work for *all* generations.

*All links were active as of May 1, 2010. Please notify us at info@viablefuturescenter.com if a link is found to be inactive.

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A large, stylized sun graphic in a light green color is centered on a dark green background. The sun has a circular center with several straight lines radiating outwards, and wavy, ribbon-like lines extending from the bottom half, resembling rays or a sunburst. The background is a solid dark green, and there are thin purple and orange horizontal bars at the top and bottom edges of the slide, respectively.

I. Setting the Stage

I. Setting the Stage

This Toolkit starts with a simple premise: the social, health, and financial issues raised by today's elders and the aging baby boomers need not be seen as problems to be solved. Instead we can view them as opportunities to move toward a common aspiration -- a **viable future for all ages**. From this point of view, older generations are resources for their families and communities and potential allies on issues of concern to all generations. In a viable future, communities work together across generations -- for the greater good -- and maximize the value of our human, financial, and natural resources.

Community Planning for Boomers provides ideas and strategies for creating a viable future in your community. If you are already involved in initiatives to make your community more age-friendly, this Toolkit will provide guidance on how to enhance those efforts. If you need to get started, the Toolkit can frame your work with a strong win-win perspective. Here you'll get tips and examples to:

- ✓ Approach solutions to aging issues with other generations in mind
- ✓ Promote coordinated efforts across the various organizations, governmental units, and commissions doing the work of age-wave planning
- ✓ Use available budgets for aging in ways that can also address other community issues
- ✓ Advance ways to diversify revenue sources and get the most for everyone out of a smaller pie of funds
- ✓ Create human, social, and political capital that strengthens communities
- ✓ Develop initiatives that help to protect and preserve the environment for present and future generations.

Key Facts about the "Age Wave"

States with highest % elders, 2007: Florida, Pennsylvania, Rhode Island, West Virginia, Iowa, North Dakota, Connecticut, Arkansas, South Dakota, Massachusetts

% population 65+, 2030



% of racial/ethnic minority elders, 2020



% non-institutionalized elders living alone



% 65+ living in metro areas, 2007



% 10 20 30 40 50 60 70 80 90

Source: http://www.aoa.gov/AoAroot/Aging_Statistics/Profile/2008/docs/2008profile.pdf

A Viable Future -- the key drivers

This Toolkit responds to multiple community pressure points, challenges, and opportunities. They include:

The changing faces of communities

- An aging population where people live and work longer
- Increasing age segregation and isolation among generations, providing limited opportunity for cross-generational interaction

- Growing racial and ethnic diversity and the need for stronger community bonds
- Family members living further apart from each other, resulting in a loss of their natural intergenerational composition

The changing landscape of available resources

- The most severely constrained fiscal climate since the Great Depression
- Unfunded mandates from the federal government to communities
- An over-growth of silo-ed non profits and governmental units whose missions are too limited for the complex issues we face today and whose separated resources cannot singularly respond to today's needs
- Skyrocketing health care costs which turn our attention to what it takes to promote healthy living on the preventative side of the equation
- Climate changes that demand new ways of living to reduce our footprint

Opportunities through a re-emerging recognition of interconnectedness

- A growing emphasis on regionalism and multi-jurisdictional planning
- Recognition of the greater value of public/private partnerships
- A growing call for metropolitan-area leaders to design and implement integrated transportation, land use, housing, and economic development plans

Using a “New Math”: Examples From Two Communities

A viable future requires a “new math” where our resources create:

Economies of Scope: 1 intervention solves multiple problems

Synergy: 1 intervention + 1 intervention = Much more than 2 outcomes

Here’s a snapshot of how two communities put the Toolkit to work towards a viable future.

Taking the Lead to Change a Community

We look to the Charlottesville, VA, area to learn how an Area Agency on Aging (AAA) utilizes the Viable Futures perspective for broad-based community impact. For many years the Jefferson Area Board on Aging (JABA) has been a leader in intergenerational planning and programs that engage public and private sector partners and utilize creative funding strategies for magnified results. Recently JABA has led the way to improve the area’s access to fresh, affordable and healthy food for seniors and residents of all ages. JABA has become a catalyst in developing a local food system by assembling a food advisory board of faculty and staff from the University of Virginia, restaurant and grocery store owners, local elected officials, the Piedmont Environmental Council, Extension Services and other stakeholders. Survey research and interviews have also informed the development of a strong community food system in the Charlottesville area.

JABA works with local farmers to bring fresh foods to senior meal programs and is launching a pilot program using food stamps at farmers markets through electronic balance transfer (EBT) wireless capability – with doubled purchasing power for the purchase of locally grown items. The agency has also created a catering company, Top Broccoli Catering, which offers the public seasonal menus with local foods. In a win-win for both the community and JABA in tight economic times, the money raised by Top Broccoli goes back into senior meals programs. By reaching beyond the traditional role of an AAA, JABA has demonstrated how intentional planning from a Viable Futures perspective can help build stronger, healthier, and more self-reliant and sustainable communities. www.jabacares.org

Maximizing County and City Dollars

Washoe County, NV, and the City of Reno have challenged themselves to find innovative ways to respond to the economic downturn. Despite the fiscal climate – or perhaps because of it -- a variety of public and non-profit organizations have worked in partnership to co-locate and offer new services at community centers. This has allowed the County and City to more effectively meet the needs

of underserved populations; intergenerational and multi-cultural interaction has been enhanced; and, at the same time, public dollars are going farther. In Washoe County, the Department of Senior Services recently relocated its Senior Center in Sun Valley to a county-owned building, located within a community park. The building had been vacated by Washoe County Regional Parks because of budget cuts, but the move did more than keep the building open. The new location has a number of advantages for seniors. First, the building has more space for activities and classes; secondly, the move to a county owned building saves the Department \$20,000 per year in operational costs, allowing it to expand services for seniors. But even more importantly, the new location allowed the Department to develop new partnerships with agencies that are able to assist seniors as well as serve multiple generations of Sun Valley residents. At another location, The Neil Road Recreation Center is fulfilling the long term vision of the City and County to reach the Hispanic community in South Reno. By partnering, they were able to make optimal use of an existing site and provide resources to underserved families, youth and seniors. The partnership allows the City and County to offer a broad array of activities and services, in addition to providing congregate meals to seniors in this community. www.washoecounty.us

How to Use This Toolkit

If you are involved with local government, a regional planning organization, or a non-profit aging agency -- as an **administrator, advocate, board member, planner or practitioner** -- you are on the front lines of planning and providing services for a society that is aging -- either because of your agency mission or demographic imperatives. How you make your decisions and use your resources will go a long way to determine the quality of later life for today's older adults and the legacy that elders will leave for generations to come. Your work has to take into account fiscal constraints and political pressures. You need strategies for allowing your dollars to go farther and yield greater return on investment. And -- you need to know how to turn the attention of an aging society toward promoting sound environmental practice. That's why we offer strategies for an aging society that will benefit the quality of life for *all* age groups.

As already noted, this Toolkit compliments VFT #1. They share a point of view, but this version offers streamlined tools and provides yet more best practices from throughout the country. It can stand on its own. If you need deeper planning tools, you will want to refer to VFT #1. The major components of #2 are:

1. Tips on *Where You Can Make a Difference*:

A menu of key community challenges within five issue areas, and strategies to address them.

2. Tips on *How You Can Make A Difference*:

Answers to key questions about the advantages of a Viable Futures perspective and how to move it forward in your community

There is no single “right way” to use the Toolkit. With VFT #1, some communities used it primarily to introduce the viable futures perspective; others used the specific tools that best aligned with their present thinking; still others used the Toolkit in a more systematic step-by-step fashion. However it is used, we have found general agreement that it serves these purposes:

- generates excitement and provides direction for stepping back from everyday work and thinking in new ways
- speaks to a broad range of stakeholders
- offers the rationale and substantive “glue” for people to work together
- helps to balance a big vision with specific steps to get there
- brings the perspective that aging is a lifespan phenomenon and that generations have a great deal of issues in common
- breaks down a “silo-ed” approach to understanding issues and making decisions for change.

We encourage you to view the Toolkit as a guide that can be adapted to YOUR community. Please read on.



II. Tips on *Where* You Can Make a Difference

II. Tips on *Where* You Can Make a Difference

Lifelong Learning and Civic Engagement

The Vision

In a viable future, residents of all ages and cultures will have a sense of connection to the community and have the opportunity to participate in civic life to shape the community's future. Ample ways will be available for younger and older generations to interact and be engaged in critical issues facing our society. Through intergenerational programs, people of all ages will share their talents and resources, supporting each other in relationships that benefit both individuals and the larger community. Educational institutions will offer rich learning opportunities so that people of all ages can achieve their potential.



Photo ©JustPartners, Inc.

Some Ideas for Your Community to Consider

Lifelong Opportunities for Volunteering and Civic Engagement:

- ✓ Intergenerational approaches in educational and after-school programs
- ✓ Mentoring of vulnerable youth
- ✓ Cross-generational tutoring in language and literacy skills
- ✓ Community arts, music and recreational activities inclusive of all ages and cultures
- ✓ Involvement of all ages in environmental education and protection
- ✓ Inclusion of older residents and youth in community planning efforts, decision-making task forces, advisory boards
- ✓ System for recruiting, training and supporting volunteers of all ages

Key Facts on Engagement

- **Volunteering.** Americans over the age of 65 volunteer more time – an average of 96 hours per year – than any other segment of the population and are often the most reliable and committed volunteers. http://www.gu.org/documents/A0/IG_Benefits_2007.pdf
- **Community readiness.** Yet, 54% of American communities do not have the policies, programs or services in place to promote the quality of life, community engagement, and independent living desired by older adults. <http://www.n4a.org/pdf/MOAFinalReport.pdf>
- **Shared sites.** Intergenerational shared sites have substantial benefits for children and older adults. Preschool children involved in intergenerational programs had higher personal/social development scores (by 11 months) than preschool children involved in non-intergenerational programs. Older adults who regularly volunteered with children were more optimistic, healthier, and performed better than peers on memory tests. Intergenerational sites that share expenses experienced significant cost savings in the areas of personnel and rent-- by far the largest budget items for these programs. <http://www.gu.org/documents/A0/Vol14Iss2.pdf>

Shared Sites that Enhance Intergenerational Engagement:

- ✓ Use of neighborhood-based schools for community programs and services responsive to all age and culture groups
- ✓ Co-located children's and seniors' programs which share common space and expenses
- ✓ Aging and youth/children's services combined into a single family-focused department

Return on Investment: The New Math

Elders tutoring children at a school redefined as a community learning center can produce:

- improved school grades and test scores
- improved youth attitudes toward older persons and vice versa
- improved mental health for elders
- teachers gaining assistants
- lifelong learning classes – 24/7 schools
- education funding for volunteer programs
- combined public services on one site (e.g. libraries, community centers)
- older and middle aged adults more likely to support school budgets

Case Examples: The New Math at Work

Lifelong Learning & Civic Engagement

Seniors4Kids

Florida, Kentucky, New Jersey, New York, Ohio and Pennsylvania are part of Generations United's Seniors4Kids, a civic engagement initiative that demonstrates the important role older adults can play in support of issues directly benefitting children and youth. Adults 50+ create statewide networks of community leaders and grassroots volunteers that raise the visibility of older adults who support high-quality early care and education. They also work to increase access to and improve the quality of pre-kindergarten programs. <http://www.seniors4kids.org/>

Older Volunteers and Elementary School Children

The Older Volunteers Enrich America Awards, a partnership of n4a and MetLife Foundation, included a Post Falls, ID, honoree for his work with at-risk children (Grades K-5) at five different schools in the community.

Sixty percent of the children are from single-parent homes, with many of the parents incarcerated. The honoree recruits, trains and assists the 40 volunteers who work with him to keep children in school and on the right path. He spends 20 hours a week mentoring and raising money to keep the program open.

http://www.n4a.org/pdf/MetLife_Older_Volunteers_Program.pdf

Engagement for Community Justice

The Emmonak Elders Group in Alaska handles non-felony juvenile cases, permitting youth to remain in the community while their offenses are adjudicated through the body of elders. Youth are held accountable within the context of the local community and its traditions.

<http://www.ncjrs.gov/App/Publications/abstract.aspx?ID=191066>

Connecting the Generations in Hawaii

The Hawaii Intergenerational Network (HIN) connects organizations, businesses, government agencies and individuals that are seeking intergenerational solutions for meeting societal needs. **The Fellowship Education Life Long Learning Opportunities with Seniors (FELLOWS)** project promotes student academic and social growth while simultaneously providing seniors volunteer opportunities. A senior center resides in the school to create a sense of community and provides a setting for additional intergenerational interactions. **The Kulana Hale Intergenerational Project** brought university students together with residents from a senior apartment to create a resource manual that includes a list of free neighborhood activities and elder-friendly businesses. **Mentoring Children of Prisoners:** HIN partnered with Hawaii Youth Services Network, Big Brothers, Big Sisters of Honolulu, Keiki O Ka Aina Family Learning Centers, Kauai Team Challenge and Maui Youth & Family Services to provide a mentoring program for children with a parent in prison. <http://www.hingeneration.org/>

Transmitting Science and Math Knowledge to Youth

ReSET is a nonprofit organization placing volunteers in Washington D.C. area elementary school classrooms to lead students in hands-on science experiments. Its objective is to show students that science learning is enjoyable and exciting, and to reduce the number of students who lose interest in science before entering high school.

Retired volunteers present programs in their field of interest and work with teachers to reinforce science and math learning.

<http://www.resetonline.org>

Elders in Community Service

Satellite Beach, FL actively engages older residents in volunteer opportunities that both help the community and enrich volunteers' lives. Contributions include serving as school crossing guards, becoming "Citizens on Patrol" with the police department, and participating in the "Neighbor-helping-Neighbor" program where senior volunteers assist neighbors with transportation, yard work, and repair projects. Seniors represent nearly 90% of city volunteers. http://www.epa.gov/aging/resources/presentations/2009_02_satellite_beach.pdf

Civic Engagement of Immigrant Elders

Project Shine is a national service learning program that supports a broad and diverse group of college students to build relationships with elderly immigrants and refugees through language, literacy and citizenship tutoring. The project is currently being replicated at 18 institutions of higher education in 14 cities across the United States. <http://www.projectshine.org>

Preserving Cultures

In the South Park neighborhood of Tucson, AZ, a grassroots organizing effort involves diverse residents shaping their own community. PRO Neighborhoods provides grants to neighborhood groups such as **Pima County Indian Culture**, formed out of a crafting group that meets at the library. To promote the Tohono O'odham and Yaqui cultures within the neighborhood, venues have been created for neighbors of all ages to meet and learn traditional music, basketweaving, mask-making, pottery, photography, dance and cooking. www.proneighborhoods.org

Mentoring by Public Housing Residents

The Tulsa, Oklahoma Housing Authority (THA) makes every effort to promote community involvement for elderly and disabled tenants of public housing. Service Coordinators, AmeriCorps members, and eight residents from THA's high-rise communities collaborated in developing a partnership with one of Tulsa Public School's Early Childhood Development Centers

to start a mentoring program. This program assists young people in their development while encouraging seniors to become mobilized volunteers.

www.tulsahousing.org

Outdoor Mentors

Launched a decade ago in Kansas, Pass It On matches children to adult mentors who introduce them to outdoor activity, sharing experiences, and a love of nature. The program works by partnering with existing youth mentoring organizations, such as Big Brothers Big Sisters, and outdoor organizations, such as Pheasants Forever, Audubon Society, Sierra Club, Rocky Mountain Elk Foundation and others, to provide outdoor mentors to youth. <http://www.outdoormentors.org/>;

Retirees in Service to the Environment (RISE)

This evidenced-based program connects older adult volunteers to environmental concerns in their community. RISE was launched in Sarasota, Florida, by Senior Friendship Centers in collaboration with Cornell University, and the Institute for Optimal Aging. The initiative involves classroom learning and real time projects in the field that increase awareness of issues, programs and policies and create environmental stewards prepared to build a more environmentally friendly community. Training covers topics such as global warming, coastal ecology, wetlands, and wildlife and habitat management. <http://www.friendshipcenters.org/>

Intergenerational Song

Kid Pan Alley uses the group songwriting process to inspire children to be creators of their own music and not just consumers of popular culture. The Charlottesville, VA, area is home to a prototype intergenerational program which serves as a model for the rest of the country. Seniors talk about their own experiences growing up and living in the community. Youth write songs based on these oral histories and seniors then write their own songs based on what they hear from the children. Then, both perform their songs at a community concert. www.KidPanAlley.org

Intergenerational Art and Music

Community Celebration of Place in Minneapolis, MN, uses music, performance, art and oral history to bring together children and elders, as well as people of different backgrounds -- economic, faith, racial, and cultural -- to honor and celebrate commonalities and differences. One program is working with young people in schools throughout the nation to generate a collection of life stories in narrative and song about American elders. www.communitycelebration.org

AGE to age: Bringing Generations Together

Through this initiative of the Northland Foundation's KIDS PLUS programs, elders, adults, and youth explore how their generations are alike and how they are different; strengthen relationships among all ages; and offer older adults and young people a chance to work together to serve their communities. Ten *AGE to age* sites across northeastern Minnesota tap creativity, wisdom, experience, and civic engagement. The Northland Foundation facilitated planning meetings



Photo ©JustPartners, Inc.

in each community to help residents organize this multi-generational effort. *AGE to age* empowers older and younger community members with an equal voice in identifying local needs and working together to devise grassroots solutions. <http://www.northlandfdn.org/News/a2asummit2009/a2asummit2009.html>

Building Bridges

Building Bridges, an intergenerational component of the Alliance for Better Long Term Care in Rhode Island, unites school children with residents of long term care facilities. Pre-school through high-school teachers are recruited to bring their classrooms into long term care facilities for regular monthly visits. Orientation and wheelchair trainings are provided by the Building Bridges staff. The program provides a link to the outside community for the residents and has successfully reduced the isolation of nursing home residents while helping hundreds of young people to become more aware of the aging process. <http://volunteer.united-e-way.org/vcri/org/opp/247990.html>

Shared Sites

Intergenerational shared sites provide opportunities for young and old to interact informally and through planned activities. <http://www.gu.org/ShareBestPractices.asp>

Generations Together in Dexter, Michigan provides Preschool/Child Care, before and after school care, Academic Kindergarten, summer camp for school-age children, and care for older adults Monday through Friday. <http://www.generationstogether.org/>

Beatitudes Agelink is an intergenerational child development center in Phoenix, AZ. Its unique placement adjacent to the Beatitudes Campus of Care has allowed inclusion of seniors in program planning and implementation. <http://www.beatitudesagelink.org/>

ONEgeneration in Van Nuys, CA, offers direct services for children, seniors and their families. The shared facility has day care for children and frail older adults. The adult and child care staff are cross-trained in gerontology and child development. <http://www.onegeneration.org/>

St. Paul's Senior Homes & Services in San Diego, CA, provides affordable, innovative and comprehensive programs with great value placed on optimal independence at all stages of life. The primary focus is an intergenerational day care program for young children and older adults with mild to onset dementia. Activity rooms are specifically designed to allow for meaningful and safe interaction between the generations. <http://www.stpaulseniors.org/>

Multi-Generational Green Community Center

Apache Junction, AZ, has developed a multigenerational center designed and constructed to provide a full spectrum of recreation and community activities for older adults, families, adults, teens and children. The project followed the guidelines of the U.S. Green Building Council's LEED system and incorporated use of renewable resources and recycled products, window and roof design to reduce the need for electricity, and elements to reduce water usage. The center has implemented ongoing green practices, such as recycling and use of environmentally-friendly products. <http://www.ajcity.net/index.aspx?NID=197>

Community and Economic Development

The Vision

Building a viable future recognizes that all generations benefit from vibrant, safe communities. In order for communities to thrive, their economies must thrive, and ample opportunities must exist in the labor market for those who desire to work. Residents need access to quality affordable goods and services, healthy foods, and responsive and effective public services. Neighborhood vitality is further strengthened by resident's feelings of safety. In a viable future, cohesion and security are promoted through strong social ties among residents of all ages and cultures.

Some Ideas for Your Community to Consider

A Strong and Inclusive Local Economy:

- ✓ Advocate for policies to redevelop blighted areas and vacant lots into productive economic and recreational settings
- ✓ Establish grant and loan programs, technical assistance, and other incentives to attract locally owned businesses that produce jobs and to improve offerings at small stores
- ✓ Start mentoring and training programs for people entering or changing careers, including preparation for the new "green economy"
- ✓ Support use of locally grown food at nonprofit nutrition sites, schools and restaurants
- ✓ Form a food policy council to create a policy infrastructure supporting healthy food options
- ✓ Start and sustain farmers' markets, and other innovative means to improve access to high-quality fresh affordable fruits, vegetables and other healthy foods in underserved communities

Key Facts: Impact of the "Grocery Gap"

- Accessing healthy food is a challenge for many Americans—particularly those living in low-income neighborhoods, communities of color, and rural areas. Almost 25 million people lack access to a supermarket within a mile of their home. Low-income census tracts have half as many supermarkets as wealthy tracts. Only 8% of African Americans live in a tract with a supermarket, compared to 31% of Whites. Nationwide, 418 rural "food desert" counties exist where all residents live more than 10 miles from a supermarket or supercenter -- fully 20% of rural counties.
- Better access corresponds with healthier eating and better health. Not surprisingly, residents with greater access to supermarkets or a greater abundance of healthy foods in neighborhood food stores consume more fresh produce and other healthful items. Access to healthy food is associated with lower risk for obesity and other diet-related chronic diseases.
- New and improved healthy food retail in underserved communities creates jobs and helps to revitalize low-income neighborhoods. Without grocery stores, neighbors miss out on the jobs, additional businesses, foot traffic, and higher nearby home values that healthy food retailers generate.

"The Grocery Gap: Who Has Access to Healthy Food and Why It Matters." PolicyLink, http://www.policylink.org/site/c.lkIXLbMNjRE/b.5860321/k.A5BD/The_Grocery_Gap.htm?msource=grocerygap

- ✓ Conduct an inventory of vacant space for use as neighborhood community gardens
- ✓ Mobilize campaigns to "buy local first"

Innovative and Safe Neighborhoods:

- ✓ Renovate abandoned buildings for use as community centers and affordable green housing
- ✓ Choose multi-generational community centers that maximize use of space, share staff, and minimize overhead costs
- ✓ Develop joint-use agreements between school and local government officials that allow community members to use school-owned recreation facilities during non-school hours
- ✓ Offer community facilities such as swimming pools to schools

Return on Investment: The New Math

A community garden started in a previously vacant lot that involves neighbors of various ages, races and ethnic backgrounds can result in:

- A sense of ownership and pride among residents
- Opportunities for intergenerational engagement and cross-cultural connection
- The availability of nutritious food
- Savings for family food budgets
- A spirit of self-reliance
- Income and economic development opportunities for gardeners to sell their produce through a local farmer's market
- Resource conservation
- City heat reduction from streets and parking lots
- Educational opportunities and vocational skills for youths
- Crime reduction
- Opportunity for recreation, exercise, therapy, and education

- ✓ Develop community initiatives to remove barriers to safe neighborhoods: vacant lots and buildings, dark streets and walkways, overgrown vegetation
- ✓ Conduct neighborhood “nights out” events and block watch programs to strength resident networks and safety
- ✓ Advocate for public safety and emergency services that are responsive to all neighborhoods and sensitive to the needs of diverse ages and cultures

Case Examples: The New Math at Work

Senior Mentoring for Employment

San Diego-based non-profit and training organization Comprehensive Training Systems (CTS) has implemented the Senior Mentor Program, which matches older adult mentors with people currently enrolled in CalWORKS (California Work Opportunities and Responsibility to Kids). The focus is to help participants obtain and retain employment. Mentors guide individuals and families toward self-sufficiency through life sharing, community resources and support – and assist with life skills, applications, interviewing skills, punctuality, money management and more. Some participants face difficult issues such as domestic violence, substance use, barriers to transportation and child care. <http://www.sdcounty.ca.gov/hhsa/programs/ais/documents/2008IGDirectory.pdf>

Intergenerational Nonprofit Campus

Fairhill Partners in Cleveland, OH, is a unique, multi-tenant nonprofit campus focused on successful aging. It delivers gap-filling aging programs and nurtures intergenerational relationships in a distinctive, community setting. Fairhill Partners leases office, clinical, and activity space to 25+ organizations with missions and objectives that complement successful aging. Services include the Computer Learning Center, primary healthcare, home-delivered meals, employment assistance, art therapy, an intergenerational community school, temporary housing, programs for grandparents raising grandchildren, and education and workshops offered by a school for caregivers. <http://www.fairhillpartners.org/>

From Vacant School to Community Resource

The Housing Authority and the Housing Development Corporation of Northumberland County (HANC), PA, acquired the vacant Kulpmont School from the local school district for one dollar. Through partnerships with County and State officials, private and public entities, and local private financing, HANC renovated the deteriorated building into a vital community resource. The Roosevelt Court Housing, Education, and LIFE Center provides 20 affordable housing units for elderly residents, affordable higher education through the Northumberland Regional Campus of Luzerne County Community College, and older adult medical and social services through a licensed older adult daily living center. The Roosevelt Court facility has added Living Independently for Elders, a program designed to serve the frail elderly in the community rather than nursing homes. <http://www.nchahousing.org/>

The Tohono O'odham Food System and Wellness Initiative

The Tohono O'odham, Community Action (TOCA) in AZ operates a Food System and Wellness Initiative to combat the highest rate of diabetes in the world and simultaneously create economic opportunity. By reintroducing traditional food production to the community through the successful creation of two farms, marketing traditional foods within the Tohono O'odham community and beyond, and extensive educational programming, TOCA has increased community self-sufficiency and vitality. The program provides traditional foods for sale in the community and to hospitals, schools and elderly lunch programs and operates the Desert Rain Cafe. <http://www.tocaonline.org/>

Food policy councils support local agricultural economies and provide fresh produce for communities and schools by convening citizens and government officials to improve policy around state and local food systems. Their focus includes food policies, local food procurement, farm-to-school programs and community gardens. Food policy councils intersect with current interests of local governments such as sustainable development, hunger and food security, health disparities and the nation's obesity epidemic. Since they are composed primarily of volunteers, their administrative costs are generally low and may be paid in part by private sources. <http://www.foodsecurity.org/FPC/>

- **The Portland/Multnomah Food Policy Council** in Oregon was one of the forerunners of the Council movement. Developed in 2002 by the City of Portland and Multnomah County, it is housed in Portland's Office of Sustainable Development. It provides research and recommendations to the city on institutional food practices, citizen food awareness, hunger and food access, land use policies, business and economic issues and environmental impacts on the food system. <http://www.portlandonline.com/bps/index.cfm?c=42290&>
- A number of well-connected community activists helped push for the creation of the **Detroit Food Policy Council** in Michigan. It is working to address the problem that fast food and processed foods have largely replaced home-cooked meals in many Detroit households, leading to health problems like obesity, hypertension, diabetes, and heart disease. <http://www.detroitfoodpolicycouncil.net/>

Pennsylvania's Fresh Food Financing Initiative (FFFI)

A statewide grant and loan program for grocery store development, FFFI provides an innovative model for state governments to support local community wealth building. Supported by the Food Trust, the initiative addresses the shortages of fresh produce in low-income communities. The PA FFFI has resulted in:

- 68 new or improved grocery stores and other fresh food retail in underserved communities
- 400,000 residents with increased access to healthy food
- 3,700 jobs created or retained
- \$540,000 increase in local tax revenue from a single store in PA
- \$165 million in private investment leveraged from \$30 million in state seed money

<http://www.thefoodtrust.org/php/programs/super.market.campaign.php>
http://www.community-wealth.org/_pdfs/articles-publications/state-local-new/article-mitchell08.pdf

Nuestras Raíces (Our Roots)

Nuestras Raíces is a grass-roots organization that promotes economic, human and community development in Holyoke, MA, through projects relating to food, agriculture, and the environment. Founded in 1991 by a group of local community gardeners, this organization now includes 10 gardens, a 30 acre farm, greenhouse, farm market, bakery, library, and restaurant. Holyoke has the largest percentage of Puerto Rican-born residents of any U.S. city outside of Puerto Rico. Nuestras Raíces provides a critical link to the agricultural landscapes of Puerto Rico in the industrial environment of Holyoke. Agriculture is a way for age groups to connect, as elders share their farming skills with a younger generation that is working for a healthier future in Holyoke. Neighbors and community members of all ages have come together to transform Holyoke's abandoned urban lots into colorful and active spaces where both gardens and new relationships grow. The vacant lots of Holyoke now used for gardening were once filled with garbage, needles, and the remains of demolished buildings. <http://www.nuestras-raices.org/en/community-gardens>

Garden as Community Anchor

Drake Garden in Chicago, IL, serves as a community anchor to bring together neighbors who had never even met before in the middle of a dense, ethnically diverse neighborhood. In the mid 1990s the wide expanse that today is Drake Gardens was a vacant lot on the site of a former synagogue that the surrounding neighbors didn't quite know how to utilize for the benefit of all residents. Once the Garden idea took root, the community organization NeighborSpace helped secure the land. http://neighbor-space.org/pg_drake_garden.htm; <http://blog.pps.org/category/projects/>

The Community Garden program of the Delaware Center for Horticulture supports gardens in vacant lots and public spaces in Wilmington. The Center helps community groups to locate, lease, and secure appropriate sites, then provides materials, plants, tools, technical advice, and a support network for the groups' gardening efforts. Wilmington's community gardeners create positive public spaces and shared activities for all generations in inner-city neighborhoods. <http://www.dehort.org/whatwedo/gardens.php>

Urban Farming

Urban Farming's mission is to create an abundance of food for those in need by planting gardens on unused land and space while increasing participant diversity, educating and motivating youth and seniors, and providing an environmentally sustainable system to uplift communities. Gardens are planted on unused land in cities, on rooftops, on walls, in planters in malls and sidewalk cafes, and Green Science Gardens are located in school campuses k-college. In Los Angeles, the Urban Farming Food Chain Project uses a vertical farming system to bring fresh produce directly to residents and students, who learn gardening on an innovative wall panel system that also greens the walls to help lower the heat index and beautify the city. Other gardens are located in Detroit, New York, Newark, Minneapolis, Raleigh, and St. Louis – with plans to expand to other cities. <http://www.urbanfarming.org>

Greening of Black America

The Greening of Black America initiative of Columbia, SC, helps Black farmers increase their earnings and reduce "food-miles" by selling produce directly to nearby consumers at farmers markets. Participating in the South's growing green economy is a way to stabilize the ever-decreasing numbers of Black farmers and reduce rural poverty. Plans are envisioned to combine new technologies with efforts to help farmers grow bio-crops, while others harvest forest biomass, to attract bio-refineries - and jobs - to low-income rural communities. <http://www.purposeprize.org/finalists/winners2008.cfm>; <http://www.prosperityforall.org/default.html>

Millenials and Boomers Unite Locally for the Earth

Community Earth Councils (CECs) help elders (50+) and youngers (16-28) and everyone in between to connect with each other and build community. Several CECs in Minneapolis, MN, are working to address environmental and social issues at the local level. The Linden Hills group aims to shrink the local carbon footprint through education and action around sustainable energy, waste reduction and energy conservation. It is currently focused on consolidating its curbside organics collection pilot and expanding to other neighborhoods in the city, pursuing the development of an urban Anaerobic Digester to process organic waste and produce renewable energy, and working on

energy efficiency initiatives in the neighborhood through retrofit efforts, rebate programs, and education about easy ways to weatherize homes. www.earthcouncils.org ; www.lhpowerandlight.org/

Renewable Energy for Tribal Communities

Lakota Solar Enterprises (LSE), located on the Pine Ridge Reservation in South Dakota, is one of the nation's first 100% Native American owned and operated renewable energy companies. With a proven, reliable technology refined over years of development, LSE has installed demonstration solar heat units for tribal communities in North and South Dakota, Montana, Wyoming, Minnesota, Utah and Oklahoma. LSE initially received pre-manufactured solar panels and then built the support structure for the unit and installed the completed unit at each recipient's home. Beginning in 2007, a re-designed solar collector panel was developed, which is now manufactured at the LSE facility. Manufacturing the units on the Reservation has many benefits: LSE provides jobs and job training in an area where both are scarce; money stays on the Reservation where it is needed; and greater cost-effectiveness is realized by cutting reliance on outside sources of material and labor. http://www.treeswaterpeople.org/tribal/info/tribal_lse.htm

Boomers Build Green Jobs for Youth

Encore Careers, a campaign of Civic Ventures, aims to engage boomers in work in the second half of life that benefits society. Green jobs are a natural fit for many boomers. Skills from other fields transfer easily to the green economy, such as construction and maintenance, finance and planning, marketing and information technology, and engineering and entrepreneurship. Here are examples from two Encore Careers: (1) A 50+ entrepreneur in the real estate business became interested in green technology and took training and certification classes in solar power. He partnered with Arch Training Center, a Washington DC non-profit that prepares teens and young adults for work in the trades to add a solar component to that training for high school dropouts age 18 to 24. For his encore career, he received a federal grant to start his own solar installation company and train a green workforce for the future. (2) At age 55, a restaurateur re-kindled his longstanding interest in solar power by teaming up with YouthBuild in Santa Rosa, CA. In this encore career, he helps prepare minority youth for green jobs. <http://www.encore.org/>; <http://www.archdc.org/>; <http://www.capsonoma.org/youthbuild.htm>

Revitalizing a Rural Area with a Virtual Farmers Market

A 2009 Purpose Prize winner saw that his adopted community in NC - chosen for its stunning beauty - was declining. Manufacturing jobs, the Appalachian county's economic base, had moved elsewhere, and the area lacked the infrastructure to support new business in a technology-driven world. So he used his telecommunications background to help get the rural area wired. This linked local farmers with chefs in the nearest big city through an online ordering system, bringing laid-off factory workers back to farming and lifting the area's economy. The virtual market currently serves 7 NC counties. <http://www.encore.org/prize/nominate?ref=candidatepage.cfm?candidateid=4411>; <http://www.farmersfreshmarket.org/>

Community Design Helps Reduce Crime

Using design principles to deter crime, leaders in Cincinnati, OH, promoted collaboration between the Cincinnati Police Department and community organizations to reduce crime rates in the city's Over-the-Rhine neighborhood. Efforts included cleaning up the neighborhood, creating green spaces, adding outdoor art, transforming a previously crime-ridden abandoned lot into a landscaped butterfly garden and increasing policing in high-crime areas. The police department and community organization enhanced a park with planters, benches, lighting and trashcans to encourage social interaction and to discourage littering, loitering and drug crimes. Following these efforts, Cincinnati experienced a 22% reduction in crimes including murder, rape and robbery. The city also experienced 15% reduction in crimes for non-aggravated



Photo courtesy of JABA, Charlottesville, VA

assault including vandalism and drugs. Additionally, community involvement with the police department has almost doubled. www.lisc.org/content/publications/detail/6963

Individual and Family Wellness

The Vision

Building a viable future recognizes that all generations have a stake in healthy living: improved health through lifestyle choices, affordable care and support for family caregivers. Conventional community design can present significant obstacles to “aging in community” and to children living a healthy environment. Individuals, families and caregivers needing assistance often are met with limited information, fragmented service systems, and unaffordable care. By working in partnership across traditional focus areas, we can promote healthy lifestyles and well-being for all ages -- and ensure that a range of health and social services designed to support people across the life course are accessible and affordable.

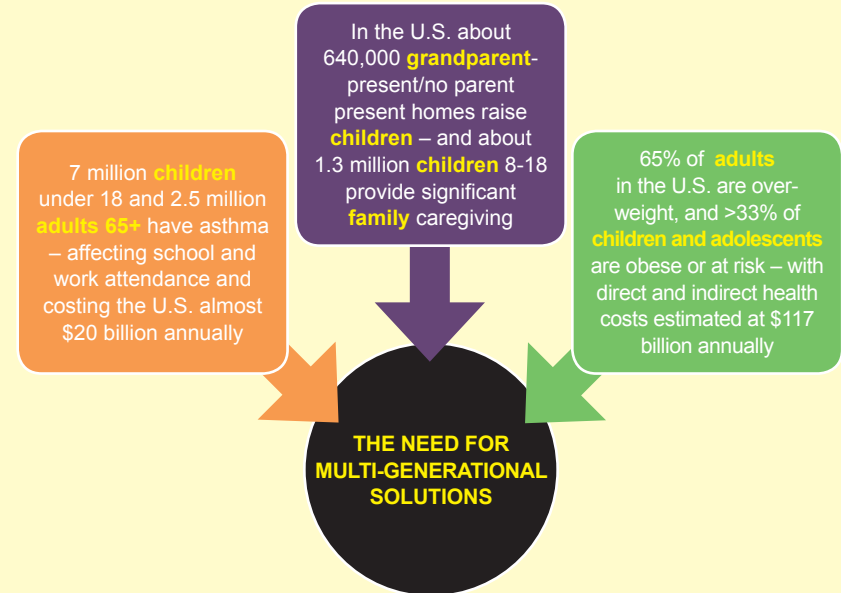
Some Ideas for Your Community to Consider

Encourage Healthy Living:

- ✓ Community design (sidewalks, crosswalks, street lighting, parks) to increase walking and outdoor recreation
- ✓ Nutritious foods in schools, community service sites, and vending machines
- ✓ Farmers markets and mercados to provide fresh, nutritional produce
- ✓ Leveraging the purchasing power of the WIC and SNAP program to encourage small stores and farmers markets to offer fruits and vegetables for low-income consumers through Electronic Benefit Transfer (EBT)

Key Facts on Wellness

Older and younger generations have a shared interest in healthier living and well-being, as these few examples illustrate:



Sources: http://www.cdc.gov/asthma/pdfs/breathing_easier_brochure.pdf; http://www.policylink.org/site/c.lkIXLbMNJrE/b.5137569/k.7CE2/Asthma_and_the_Environment.htm; <http://www.epa.gov/aging/solutions/index.html>; http://www.lgc.org/freepub/docs/community_design/fact_sheets/community_gardens_cs.pdf; <http://www.gu.org/Defin8191322.asp>; <http://www.aacy2.org/publications/youngcaregivers.pdf>

Enhance Access to Affordable Physical Health, Mental Health and Social Services:

- ✓ Promotion of, and education about, available physical health, mental health, and social services and benefits

- ✓ Volunteer in-home support programs that allow the opportunity to “age in place” and support people who have disabilities
- ✓ Well trained, compensated, and adequate workforce to address local health care demand

Support for Caregiving Families

- ✓ Respite services that provide temporary relief from caregiving responsibilities for families throughout the life course
- ✓ Assistance to caregivers to navigate service systems and to provide information and support
- ✓ Workplace programs that support family caregivers

Case Examples: The New Math at Work

Healthy Communities for Active Aging at All Ages

In Iowa City, Iowa, a revised zoning code encourages commercial zones throughout the City that combine housing, shops, parkland, and services to make walking a viable choice for conducting daily errands. A new complete streets policy requires all streets to be designed to accommodate pedestrians and bicyclists, as well as cars. New subdivision codes require streets to connect, reducing dead ends and shortening distances residents need to travel. <http://www.epa.gov/aging/bhc/awards/2008/index.html#iowa>

In Martinsville-Henry County in rural VA, the Coalition for Health and Wellness advocates to promote active living for persons of all ages and abilities. Its Activate initiative strives to increase participation in physical activities, improve the recreational image of the community, and advocate for additional active living resources. Activate staff bring citizens on community walkabouts to assess specific needs such as walking and biking facilities. Thanks to older resident input, the City of Martinsville has its first bike lane and pedestrian safety lights. Activate

has partnered with the Martinsville YMCA to establish a low impact beginners’ walking program, which now has 100 participants. <http://www.epa.gov/aging/bhc/awards/2009/index.html#virginia>

Sprouting Healthy Kids

This afterschool program sponsored by the Sustainable Food Center (SFC) in Austin, TX, includes hands-on gardening and healthy cooking lessons for young people, plus visits from area farmers and chefs, and field trips to farms, farmers’ markets, and food pantries. SFC provides school partners with resources for building and maintaining gardens on school grounds, including garden structures and soil, tools, plants, seeds, and other supplies. SFC recruits and trains Master Gardeners to serve as Garden Mentors, who assist with regular garden maintenance and afterschool program delivery.

http://www.sustainablefoodcenter.org/SHK_afterschool.html

Seniors Teaching Youth about Healthy Living

ACTIVE GENERATIONS promotes physical activity and healthy eating for low-income children and their families. Older adults age 50+ are paired with kids in grades 3 to 5. A proven, kid-tested program is used to increase healthy behaviors in children, with activities including games and exercises, preparing healthy snacks and learning about food choices. Sites include Albany, NY, Escondido, Lakewood, Los Angeles and San Diego, CA; St. Louis, MO; Indianapolis, IN; and Pittsburgh, PA.

<http://www.oasisnet.org/BecomeaVolunteer/ActiveGenerations.aspx>

Community Policy for Healthy Vending Machine Items

The Department of Parks and Recreation in San Diego County, CA, has issued a policy requiring that 100% of food and beverages sold in its facilities most often used by children and youth must be healthy and that 50% of food and beverages sold in its facilities used by adults must be healthy. Prompted by a desire to combat childhood obesity, the standards improve nutritious options for consumers of all ages by specifying limits on content, calories, and item size, providing for low-sodium and dietary fiber options, and limiting advertising to the nutritious choices.

Return on Investment: The New Math

A kinship support program sponsored by a local college to offer resources and technical assistance to grandparents and other non-parent relatives caring for youth, and to youth caring for older family members, can:

- Provide relative caregivers with critical information
- Bridge generational divides by focusing on an issue that impacts family members of all ages
- Allow the college to extend its mission beyond the campus and raise its visibility
- Provide opportunities for student internships in social work, health and other disciplines
- Instill in students the importance of providing services to populations that are often underserved and overlooked
- Provide an environment for academic research that can educate the public and elected officials about needed policy changes
- Lead to partnerships with a wide array of entities -- local government, school districts, and non-profit organizations, such as the YMCA and Boys and Girls Clubs
- Offer the opportunity for community volunteers to serve as mentors
- Reduce building expenses and other administrative costs by consolidating programs

See: Generations United: www.gu.org

Healthy Congregations

A coalition of faith community leaders representing over 400 churches in rural Northwest Mississippi is working to build healthier communities. In partnership with the Community Foundation of Northwest Mississippi and GetALife, one of their key initiatives is to develop evidence-based health programs that prevent childhood obesity. Mississippi ranks first in the nation in the percentage of children who are obese. In addition to providing a forum for pastors, priests and volunteers to share ideas and resources, the program has created materials that take into account life in the rural south. The goal is to advance environmental and lifestyle changes in the Mississippi Delta. <http://kidsgetalife.org>

Massachusetts Program Helps Farmers Markets Take Food Stamps

A joint program between the Massachusetts Department of Agricultural Resources (DAR) and Department of Transitional Assistance (DTA) will make it easier for residents on the Supplemental Nutrition Assistance Program (SNAP) to purchase fresh local food at farmers' markets. The DAR and DTA have made funds available to help farmers' markets purchase electronic benefits transfer (EBT) terminals and to encourage SNAP use at farmers markets within communities. The program plans to increase the number of markets with EBT terminals to at least 54, located throughout the state.

http://www.mass.gov/?pageID=eohhs2pressrelease&L=1&L0=Home&sid=Eeohhs2&b=pressrelease&f=090916_snap_benefits&csid=Eeohhs2

Working Across Generations to End Hunger Statewide

One in six New Mexicans (1 in 4 children and 1 in 8 older adults) does not know where they will get their next meal. The New Mexico Community Foundation is addressing this important problem through New Mexico Experience Dividend, an initiative that promotes intergenerational civic engagement of elders in service and advocacy for the purpose of reducing hunger. Over 70 private and public sector partners are collaborating on five general goals in the New Mexico Plan to End Hunger: eliminate childhood hunger, provide adequate healthy food for seniors, improve access to food in rural and underserved communities, gain full participation in public food assistance programs, and generate pervasive awareness of hunger. <http://www.nmcf.org/>; http://www.ceplearning.org/partner.php?partner_id=9

Intergenerational Caregiver Respite

Legacy Corps is a groundbreaking, caregiver respite program based on intergenerational support. Legacy Corps San Diego, CA, trains multigenerational service teams of at-risk youth and older adult mentors to provide free respite care to family members caring for a homebound senior. Legacy Corps members go into the residence of homebound seniors to provide companionship while family caregivers attend to their own well-being. Activities with the homebound seniors include playing cards, singing, dancing, sewing, completing puzzles, reading, light meal preparation, light housekeeping and errands. <http://www.nailegacycorps.com>

Intergenerational Caregiver Support

Alabama Cares supports family caregivers by providing training, assistance and resources that help keep families together and allow seniors to age in community. Services are available statewide to caregivers of any age who provide care to individuals age 60+. Services are also available in some parts of the state to grandparents and other relative caregivers (55+) caring for children ages 18 and younger and for children with a severe disability of any age. More than 39,000 caregivers in Alabama have been directly assisted since the program's inception. <http://www.adss.state.al.us/cares.cfm>

Better Opportunities for Long Term Care Workers

Cooperative Home Care Associates (CHCA) is a worker-owned home care agency in the South Bronx, NY, that employs 800 direct-care workers. CHCA uses a model for recruitment, training, and retention that includes targeted recruitment, enhanced entry-level training, supportive services, opportunities for advancement, and wage and benefit enhancements. Recruiting promising low-income candidates who seek more secure or meaningful employment, CHCA offers guaranteed employment to those who graduate. http://www.directcareclearinghouse.org/practices/r_pp_det.jsp?res_id=48910

Recruiting and Retaining Older Health Care Workers

The PA Department of Aging and several partner organizations developed a toolkit for employers of health care providers that contains innovative ideas and suggestions for attracting and retaining older workers as a way to address anticipated health worker shortages. The toolkit discusses the benefits of hiring older workers, reskilling an experienced workforce, getting beyond misconceptions, managing

a multi-generational workplace, and understanding the unique issues facing older workers in areas such as pensions and health insurance. http://www.portal.state.pa.us/portal/server.pt/gateway/PTARGS_0_701831_0_0_18/toolkit_web_final1.pdf ; <http://nga.org/portal/site/nga/menuitem.9123e83a1f6786440ddcbeeb501010a0/?vgnextoid=6af942df919b7210VgnVCM1000005e00100aRCRD>

Flexible Scheduling for Home Care Workers and Consumers

Quality Care Partners (QCP), a home care agency in Manchester, NH, employs licensed nursing assistants and home companions who provide care in private homes and assisted living facilities. The New Hampshire Community Loan Fund (NHCLF), New Hampshire Catholic Charities, and New Hampshire Charitable Foundation (NHCF) founded the agency in 1999. QCP's goal is to provide quality jobs for direct-care workers, thereby improving the quality of care to New Hampshire's long-term care consumers. In order to achieve the dual goals of flexible scheduling for staff and consistent quality care for clients, with direct-care worker input QCP developed four scheduling options from which employees can choose. The win-win results: QCP's clients receive care from the same caregiver or care team 87% of the time, and workers have the flexibility their own lives require. http://www.directcareclearinghouse.org/practices/r_pp_det.jsp?res_id=150910

Families and Children Together (FACT)

A small, rural, family-focused social service organization in Maine created by foster parents and social workers in 1993, FACT provides family focused programming to assist children and young people to manage emotional and behavioral challenges. FACT includes the statewide Maine Kids-Kin support program for grandfamilies, Kindred Way residential home for young adults, treatment foster care, adoption services, and family visit programs. Maine Kids-Kin helps families build on their strengths and support networks so that more resources are available to them during difficult times. <http://www.familiesandchildren.org/>

Grandparent Resources and Caregiver Initiative Alliance (GRACIA)

GRACIA is a multidisciplinary, supportive service program for kinship caregivers in Passaic County, NJ that promotes grandparent and family health. In addition to helping grandparents find and apply for community resources, GRACIA provides in-home nursing exams, health education and counseling, support groups, and parenting workshops for grandparents and other non-parental caregivers. The program addresses the health issues of kin caregivers, and offers a network of solutions for pressing issues such as lack of health insurance, housing problems, legal issues, and concerns about children's behavior or education. A partnership between the Public Health & Nursing departments of William Paterson University of New Jersey and a community based agency, Parents' Place/Club de Padres, Catholic Family & Community Services, Paterson, NJ, services are free and available in English and Spanish. More than a dozen William Paterson students volunteer to help with the children, teaching them health-themed games. <http://www.wpunj.edu/cos/public-health/gracia.htm>
http://www.wpunj.edu/cos/public-health/WPMagWintr_09.pdf

Grandparents as Parents Program

Implemented by the Knoxville-Knox County, TN Community Action Committee in 2000, this program addresses the needs of grandparent and relative caregiver families raising children whose parents are unable to care for them. Grandparents and relative caregivers receive information, support, and recognition, and volunteers provide assistance to access other needed community services. In 2007, the Grandparents as Parents Program created the Volunteer Advocacy Corps to utilize the capacity, interests, and skills of volunteers aged 55+. Volunteer advocates help grandparents and relative caregivers navigate the Knox County Juvenile Court process to obtain custody of at-risk grandchildren. They also provide mentoring and advocacy at Knox County Schools Individual Education Plan meetings for special needs grandchildren. <http://www.knoxcac.org/>

Supporting Caregiving Youth

The Association for Caregiving Youth assists children and adolescents 18 years of age or younger who are providing significant or substantial assistance, often on a regular basis, to relatives or household members

who need help because of physical or mental illness, disability, frailty associated with aging, substance misuse, or other conditions. Home visits are conducted to assess family needs, support groups are facilitated in schools, and a variety of information, counseling and skill-building services are provided to strengthen youth's problem-solving and caregiving skills. The goal is to ease some of the stress and responsibilities of these young caregivers and to enhance their educational success. The Association also promotes awareness, knowledge and understanding of caregiver youth among students, teachers, health and social service professionals, and the broader community. <http://www.aacy.org/>

Kinship Care Resources Center

The award winning Senior Services Division of the Clayton County, GA. Parks and Recreation Department serves grandparents raising grandchildren and other relative caregivers in parent-absent homes. The resource center offers a blend of social services, educational opportunities and recreational programs. The Kinship Care program serves as the project replication site for the state of Georgia. http://assets.aarp.org/rgcenter/general/kinship_care_2006_ga.pdf
http://www.naco.org/Template.cfm?Section=Achievement_Awards&Template=/cfiles/awards/program_cfm&SEARCHID=2008chil13

Security and Stability through Available Services

Midtown Village in Lincoln, NE, secures valuable practical services so residents of all ages may thrive in their homes. The Village encourages mutual support, volunteer opportunities, social activities and multigenerational connections that enrich and empower all within its geographic boundaries. Memberships (including scholarships for households of modest means) provide ready access to a broad choice of reliable and affordable services and information and assistance. <http://www.midtownvillagelincoln.org/>

Affordable Healthy Housing

The Vision

A viable future recognizes that all generations benefit from quality housing that encourages people to know their neighbors, take pride in their community and age in place. Housing is the physical foundation on which we build home and community. Yet, too many people of all ages in the U.S. lack affordable and healthy housing options. Substandard housing conditions create chronic health problems; high rents mean fewer dollars for other basic needs; and design barriers make access and navigation difficult for some people. Affordable housing should be available, and located in opportunity-rich areas that decrease isolation – where adequate transportation, fairly priced commercial goods and services, community services and high-performing schools are readily available. In a viable future, homes will be healthy, free of pollutants, energy efficient, and situated with amenities nearby.

Some Ideas for Your Community to Consider

Affordable Housing in Vibrant Neighborhoods:

- ✓ Inclusionary zoning for mixed income housing that promotes intergenerational communities
- ✓ Housing located close to schools, businesses and services, medical care, child-care facilities, social services, and recreation
- ✓ Zoning that allows housing options for independent living across a range of ability levels and family arrangements
- ✓ New concepts in housing and community building—e.g., co-housing, intentional communities
- ✓ Housing that is use-flexible for people with special needs (universal design)

Energy-Efficient, Healthy Buildings and Dwellings:

- ✓ State and local policy incentives for healthy and environmentally-sound building practices
- ✓ Affordable programs and materials that help residents conserve energy and water
- ✓ Easily accessible recycling and garbage collection

Key Facts on Affordable Healthy Housing

- About 12 million renter and owner households pay over 50% of their annual incomes for housing. Among very low-income renters who pay over half of their income for housing or live in severely substandard housing, over one-third (36%) are families with children. Almost half of these work full-time, year-round for low wages. Older adults make up 22% of worst case need households. Twenty-nine percent of worst case needs experienced by non-elderly households occur to households with disabilities. Source: U.S. Department of Housing and Urban Development (HUD), *Affordable Housing Needs 2005: Report to Congress* (Washington, DC, 2007).
<http://www.huduser.org/portal/publications/affhsg/affhsgneed.html>, <http://www.huduser.org/Publications/pdf/Affhsgneedsdis.pdf>
- People in the U.S. spend about 90% of their time indoors. EPA studies indicate that indoor levels of pollutants may be up to *ten times higher* than outdoor levels. Design and construction can maximize energy and resource efficiency, protect the environment, and promote more affordable and healthy places to live and work. Green buildings consume up to 40% less energy and water than conventional buildings and can significantly reduce occupant utility costs. Through use of better ventilation systems and safer construction materials, green buildings provide cleaner indoor air, helping to reduce the occurrence of asthma, respiratory diseases, and other ailments. Source: <http://www.usgbc.org/>

Return on Investment: The New Math

Abandoned property in a neglected neighborhood, when converted into a multi-generational community, recreation and health center, with environmentally-sound features, can:

- Serve as a catalyst for further neighborhood and community development
- Provide a focal place for community organizations to deliver education, programs and resources and to underserved populations
- Allow residents to receive services in their own neighborhood
- Reduce costs for individual organizations by sharing operating expenses
- Conserve energy and contribute to reduced costs by using green features
- Promote health care screenings and other preventive care, leading to reduced long term medical costs
- Promote physical activity, which contributes to reduced incidence of disease
- Provide healthy indoor environment that can encourage individuals and families to implement practices in their own homes
- Strengthen bonds among older adults and children attending center programs
- Increase neighborhood cohesion and safety, which can reduce crime

Case Examples: The New Math at Work

Intergenerational Housing

The Marvin, located in Norwalk, CT, is a unique intergenerational facility that provides 52 seniors with affordable housing and offers three- and four-year olds affordable early childhood education. The arrangement fosters strong connections between the senior residents and children, and provides a breadth of supportive services that promote aging in place, as well as independent living.

<http://www.practitionerresources.org/cache/documents/673/67307.pdf>

San Pasqual Academy Neighbors is the first residential high school campus for foster youth in the nation, created to address the needs of foster youth in San Diego County, CA. Through SPAN, older adults live on the grounds of San Pasqual Academy in private homes for a reduced rent. In exchange for reduced rent, the adults serve as surrogate grandparents, volunteering 10 hours a week with Academy youth. The grandparents share their wisdom, insight, friendship, and experience with the youth, assist them to develop social skills, make life choices, and develop career interests and model adult/adolescent interactions. In addition to working one-on-one with the youth, the grandparents provide tutoring and supplement the school curriculum by conducting extracurricular activities. <http://www.sdcounty.ca.gov/hhsa/programs/ais/documents/2008IGDirectory.pdf>

Tarpon Springs, FL's Affordable Housing Partnership created an innovative public housing development that turned a crime-ridden neighborhood into a neighborhood with a true sense of community and pride. Along with developing and managing housing, the Local Community Housing Corporation provides services that support residents, including a home share program, a senior home repair program, and a cops and kids after-school/summer camp program. www.tarponspringshousing.com; <http://dnr.wi.gov/org/aw/rr/archives/pubs/RR783.pdf>

Green, Affordable Housing



Photo ©JustPartners, Inc.

Chuska Apartments in New Mexico was the first affordable housing development supported by the Enterprise Rural and Native American Initiative that works with tribes to create healthy, safe, affordable housing and to increase opportunities for economic advancement. Located in Gallup, NM, Chuska Apartments is a 30-

unit, new construction property with six residential buildings and a community center. The design of Chuska Apartments incorporates green features that conserve energy and raw materials. http://www.greencommunitiesonline.org/projects/profiles/chuska_apartments.

Milwaukee, WI's first green public housing, **Highland Park**, has transformed a blighted block into an economically integrated neighborhood offering units for families, older adults, persons with disabilities, and people who previously lived in nursing homes. It features the largest residential green roof in the nation, a cistern for additional stormwater storage, rain gardens in courtyard, and the use of recycled wood in common areas.

<http://www.hacm.org/news/sierraclub-highland.pdf>

Seattle, WA's Village Square/Legacy House, formerly a contaminated industrial dumping ground, was cleaned up for affordable senior housing and a commercial/retail complex served by public transportation. Funding is from CDBG, LIHTC, EPA and state and local sources. www.scidpda.org

Multigenerational Co-Housing

The mixed income Nomad Co-housing in Boulder, CO, which works to foster independence and a sense of family, uses sustainable design. The homes have a passive solar orientation, are energy efficient, and

incorporate a wide range of natural, recycled, and non-toxic materials. Its businesses a block away and busline two blocks away encourage walking and public transportation. <http://www.nomadcohousing.org/>

Accessory Dwelling Units

Accessory Dwelling Units (ADUs), elder cottages, and granny flats provide a way for families with changing needs to remain in their homes. ADUs can also provide extra income while creating more affordable housing -- as homeowners can either rent out units or move in themselves. Santa Cruz, CA, is one of the leaders in ADU policy with an ADU Development Program that's intended to meet housing needs, use land efficiently, and protect open space. Each year, 40 to 50 homeowners in Santa Cruz take advantage of the city's award-winning ADU Program to increase housing choice. To make it easy for homeowners to implement, the city provides 7 preapproved, architect-designed plans for 500-square-foot units, as well as an ADU How-To Manual to guide homeowners through approvals, construction, making the unit neighbor-friendly, and being a good landlord. They have also revised zoning that no longer requires covered parking and allows garage conversions. <http://www.ci.santa-cruz.ca.us/index.aspx?page=1150>

Universal Design

Winooski Falls in Northwest VT, is a multi-building development showcasing the value of universal design. It is widely regarded as a model for shaping a sustainable community for tenants of all ages, abilities, and income levels that also encourages interaction among community residents by highlighting pedestrian access and public transportation. http://www.aarp.org/family/housing/livable_communities/video_liv_comm_winooski/; <http://www.winooskifalls.com/>

Iowa State University's Universal Design for Better Living program provides detailed instructions for universal design that facilitates aging in place. Universal design makes products, communications, and the built environment more usable, by as many people as possible, at little or no extra cost. The program is widely used throughout Iowa by Area Agencies on Aging, extension agents, and community volunteers. <http://www.extension.iastate.edu/universaldesign>

Land Use, Transportation and Natural Resources

The Vision

A viable future means that all generations benefit when the environmental and health impacts of community design are taken into account. How we design our communities—from the orientation of homes and streets, to the presence and width of sidewalks, to the proximity of residences to shopping, jobs, transit, schools, and services—determines for years to come how comfortable our neighborhoods will be. Overcrowding, pollution, dependence on the automobile, unsustainable land consumption, and physical and social isolation threaten the quality of life in communities. In a viable future, our communities will be designed with the understanding that land use, physical activity, health, safety, social engagement and the well-being of all generations are inter-connected.

Some Ideas for Your Community to Consider

Planning and Zoning for More Inclusive Communities:

- ✓ Complete streets that are designed to enable the safe and convenient travel of all users, including pedestrians, bicyclists, users of public transit, motorists, children, elders, and people with disabilities
- ✓ Comprehensive plans that establish incentives for mixed-use development
- ✓ Vacant buildings and brownfields reclaimed for housing, stores, and community gathering spaces
- ✓ Easily accessible inventory of all vacant public/private lots and open space
- ✓ Conversion of vacant lots into community gardens, parks and other green spaces

Key Facts on Land Use



66% of planners & engineers not yet considering needs of older users in multi-modal planning

38% more – the rate at which people in low-income areas exercise when they live within one mile of a park

25% of respondents 50+ who give their community a “D” or an “F” for failing to offer important amenities within walking distance

Sources: AARP Public Policy Institute/ITE online survey of more than 1K planners & engineers, 2008; <http://www.leadershipforhealthycommunities.org/> AARP, Beyond 50.5 (Washington, DC, 2005).

Photo courtesy of New Columbia/Housing Authority of Portland, OR

- ✓ Parks, pocket parks, gardens and trails in close proximity to residents’ homes and accessible to people of all abilities
- ✓ Programs that engage residents to help maintain the safety and beauty of parks
- ✓ Informal community gathering places at locations such as cafes, libraries, places of worship

Accessible, Energy-Efficient Transportation:

- ✓ Public transportation linked to housing, jobs, schools, businesses, and services
- ✓ Transportation options to address the needs of individuals with special health issues and a variety of physical abilities
- ✓ Clean fuel public transportation vehicles — public buses, school buses
- ✓ Affordable door-to-door transportation programs

Improved Air and Water Quality:

- ✓ Regular monitoring of, and efforts to improve asthma rates and bronchial diseases
- ✓ Water quality monitoring and wetland protection initiatives
- ✓ Creation and protection of bioswales to promote clean water
- ✓ Water conservation efforts, such as rainwater recovery
- ✓ Multi-generational protection against heat waves

Case Examples: The New Math at Work

Walkable and Bike-Friendly Communities

Older residents, activists, and business owners along US 29 in Albemarle County and Charlottesville, VA, decided that this aging suburban strip needed an update. While they knew that the regional highway needed to carry lots of traffic, they also wanted a redesign that would provide an interconnected Complete Street network parallel to US 29 so local pedestrians, bicyclists, and drivers had more choices

Return on Investment: The New Math

A wetland restoration program which involves a local governments environmental quality department or extension agent, colleges/universities, retiree mentors and elementary schools can:

- Provide opportunity for older adults to remain engaged in the community and impart their knowledge to youth
- Instill in youth the importance of protecting the environment
- Promote meaningful interaction across the generations
- Capitalize on the research skills of local universities
- Promote a positive view of the contributions of local government
- Protect the environment by preventing the negative impacts of wetland erosion
- Generate broader community support for other environmental initiatives

for short trips. They enlisted the Thomas Jefferson Planning District Commission (TJPDC), the regional planning agency, to work with the county, city, and Virginia Department of Transportation to create **Places29**, a joint transportation and land use plan for the rapidly developing corridor. The solutions will reduce congestion and improve safety on US 29; guide development toward compact, mixed-use, walkable, transit-ready neighborhoods and centers; and support development of an enhanced regional transit system. The planning process included extensive community participation by residents, business owners, the Jefferson Area Board for Aging, and the Senior Center. www.jabacares.org; <http://www.albemarle.org/department.asp?department=planning&relpage=6916>

The City of Portland, OR, is using **active aging programs** to integrate older adults into its communities. Since the 1980s, Portland has built compact neighborhoods and placed homes, businesses, services, and recreational opportunities within walking distance. To encourage older adults to use this infrastructure and promote active living, the City's Parks & Recreation and Bureau of Transportation developed the award-winning Senior Strolls and Senior Bike programs.

<http://www.portlandonline.com/transportation/index.cfm?c=41541>

<http://www.epa.gov/aging/bhc/awards/2008/#portland>

The New York-based Transportation Alternatives is increasing the safety of local streets and intersections for older pedestrians by prescribing guidelines for street design. Research has shown that many older adults outlive their driving ability by 8-10 years, making walking one of the best forms of exercise and transportation. The idea is that where there is the presence of senior centers and senior service providers, where there is a large population of seniors, or if there are high rates of injuries and fatalities, an area will be designated an Elder District. This means the streets that make up this area will be modified specifically for the elderly and people with mobility and visual impairments.

<https://www.transalt.org/campaigns/safeseniors/elderdistricts>

The **Adult Wellness Garden** in Rogers, Arkansas encourages persons of all abilities to get active and enjoy the outdoors. The Garden is adjacent to a senior housing complex and features a rubberized walking trail as well as balance, strengthening, stretching, and exercise stations. It also includes a meditation section, a rock and water garden teeming with fish and water plants, a demonstration garden with raised handicap accessible planter beds, a "4 Seasons Garden" designed and maintained by volunteers and a bird and butterfly sanctuary. Trails connect pedestrians with the surrounding community and eventually will connect into the City's master trail system. <http://www.epa.gov/aging/bhc/awards/2008/index.html#rogers>



Photo ©JustPartners, Inc.

Smart Growth to Benefit All Ages

The Stokley Site Redevelopment project in Waunakee, WI, secured brownfield and other grants to turn an abandoned, blighted factory with soil and groundwater contamination into a vibrant multi-use village center. At the core is a large multi-generational building that addresses the needs of seniors and the rest of the community. It offers a wide range of spaces and programs, including a senior nutrition site, wellness areas, a gymnasium, indoor walking track, a computer lab/classroom, an arts and crafts space and community meeting rooms.

<http://dnr.wi.gov/org/aw/rr/archives/pubs/RR783.pdf>

<http://www.icma.org/pm/8909/awardsbooklet.pdf> – page 14

Mission Creek Senior Community is located in San Francisco and owned by Mercy Housing California. The area is a former industrial site and is part of the Mission Bay North redevelopment project. Near extensive public transportation services, the seven-story building offers 139 affordable apartments for seniors, including seniors who are formerly homeless, those living with HIV/AIDS and others with special needs; an on-site adult day health center; and support services specifically designed for the most frail. The building was constructed with green building techniques and materials to minimize the depletion of natural resources and increase energy efficiency and water conservation. <http://www.practitionerresources.org/showdoc.html?id=67309>
http://www.epa.gov/smartgrowth/awards/sg_awards_publication
<http://sfpl.lib.ca.us/news/blip/pdfs/missioncreekfaq.pdf>

The Seattle Housing Authority's award-winning Highpoint Redevelopment transformed a formerly crime-ridden and dilapidated 120-acre hilltop neighborhood into a mixed-use, mixed-income and environmentally sensitive community. The process employed responsible deconstruction, and salvage, sustainable construction, natural drainage, and tree and open space preservation. Residents' health is the focus of 35 specially constructed Breathe Easy Homes. <http://www.epa.gov/smartgrowth/awards.htm>; www.seattlehousing.org/development/highpoint/highpoint.html

Community Garden Planning

Boston established a specific community garden category that can be zoned as a sub-district within an open space zoning district. Identifying prime locations for community gardens aids in their creation and emphasizes the importance of this land use to the city. <http://cityofboston.gov/bra/pdf/ZoningCode/Article33.pdf>

Berkeley, CA's, general plan states that the city will “encourage and support community gardens as important open space resources that build community and provide a local food source.” The general plan lists action steps, which include pursuing community gardens in specific new developments and high-density areas. <http://www.ci.berkeley.ca.us/contentdisplay.aspx?id=494>

Water Protection

New Columbia in Portland, OR, has an **Adopt a Raingarden Campaign** in partnership with the City Bureau of Environmental Services (BES) to maintain the over 100 bioswales on its property. BES educates residents about the rain gardens and involves them in upkeep. Seniors who participated in a rain garden education workshop work together with youth from the Rosa Parks School to replant rain gardens by the school and main park. The Boys and Girls Club on the New Columbia Campus will “adopt” a rain garden. This stems from BES hosting games and activities focused on stormwater management and then working in rain gardens near the Club. www.newcolumbia.org

YES, or Youth-Environment-Seniors is an intergenerational Valley Middle School club in Oakland, NJ. In 1990 Oakland was the first municipality in the state to stencil fish on storm drains when YES assumed the task, reminding residents of non-point source pollution. Subsequent projects included the construction of 150 bluebird nesting boxes to boost the species' population and, most recently, an anti-idling awareness campaign at local schools to reduce pollution. <http://www.oakland-nj.org/yes.html>; http://www.northjersey.com/news/education/ele_mid_school/Teens_and_seniors_say_YES_to_a_cleaner_environment_.html

Watershed education and restoration are a focus in the highlands of West Virginia, where older and younger generations participate in activities that raise awareness of the impact of acid mine drainage and metal deposits caused by runoff. Currently the North Fork of the Blackwater River supports no aquatic life and is considered unfit for drinking or recreational activity. The **North Fork Watershed Project** is working to find creative community-based solutions, and organizes public outreach, a citizen water monitoring program and a high school education program. Youth and seniors work together to develop presentations on acid mine drainage and water quality. <http://www.northforkwatershed.org/>



Photo ©JustPartners, Inc.

The Legacy Leadership Institute for the Environment (LLIE), sponsored by the University of Maryland Center on Aging, brings the time and talents of older adults to environmental conservation, restoration, and habitat protection. The project provides meaningful lifelong learning and civic engagement opportunities for older adults, enhances capacity for environmental centers through volunteer leadership and service, and fosters greater environmental awareness and stewardship in the Chesapeake Bay Watershed.

http://www.sph.umd.edu/hlsa/AGING/lii_general.cfm

http://www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=12634

The Elachee Nature Science Center's "Weeds Seeds and Deeds" Program in Gainesville, GA, engages Master Gardeners in the restoration of thirty acres of park grounds. The project controls microstegium in the floodplains of the upper Walnut Creek Watershed and restores damaged areas with native plants propagated from sources in the park. The project also educates local students, teachers, and the public on the adverse impacts of exotic invasive species on native habitats and biodiversity, and encourages private citizens to identify and control exotic invasive plants.

[http://www.elachee.org/;](http://www.elachee.org/)

http://www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=12634

LifeWise's Future Water Guardians of NH recruits and trains older adults to increase the number of Environmental Education Teams and broaden the coverage of elementary and middle schools within New Hampshire. Their curriculum covers explanation of the water cycle, interactive watershed demonstrations and waste run-off. Students are engaged in discussions on hazardous waste and disposal, along with ideas they may apply in their communities if they choose to become "Water Guardians." A mentoring program provides role models to young teens on environmental issues. [http://www.lifewise-nh.org/;](http://www.lifewise-nh.org/)
<http://www.epa.gov/aging/grants/ais/lifewise.htm>

Elders as Environmental Leaders

Older adults in Philadelphia, PA serve as **Environmental Health Coaches** for elementary school children. Recruited from neighborhoods that have the highest rates of asthma and diabetes, they engage children in learning about environmental triggers for chronic health conditions and help them develop action steps to protect themselves, their families, and their communities. www.epa.gov/aging/grants/ais/temple_univ.htm

Gray is Green (The National Senior Conservation Corps) enables people over 65 to actively participate in creating positive environmental change. Founded by a group of retired Yale University professors, the

goal is to help other older Americans “green up” their lives, aid them in making their communities more sustainable, and leave the world a more habitable and greener place for their children and grandchildren. The Gray Is Green website provides “green tips” and links – and serves as a clearinghouse for senior citizens interested in greening their lives, learning about sustainability, developing second careers in conservation, advocating for sound climate change policy, and serving as resources for younger people involved in sustainability.

www.grayisgreen.org

Senior Environment Corps (SEC)

Sponsored by The PEAK Center, a senior activity facility in Lansdale, PA, the SEC started with volunteers performing water quality monitoring of local streams. Since then its members have expanded its role to include water-related Environmental Education and Outreach for youths and adults, ink cartridge and cell phone recycling, and sponsorship and involvement in community events. The SEC volunteers enhanced their education and outreach by conducting an intergenerational summer program for youth from the North Penn Valley Boys and Girls Club. The program’s workshops covered watersheds, nonpoint source pollution, streams, water facts and water quality monitoring.

<http://www.peakcenter.org/Environment.htm>



III. Tips on *How* You Can Make a Difference



III. Tips on *How You Can Make a Difference*

Once you have identified the issue(s) your community wants to address, or how community planning for boomers can be an engine to drive a viable future, this section answers questions about how to move ahead. It provides tips to:

- ✓ Assess your organization’s strengths
- ✓ Generate support from diverse community members
- ✓ Engage partners and keep them involved
- ✓ Frame messages that are easily understandable and will inspire others
- ✓ Develop non-traditional strategies for expanding community resources and benefits.

You’ll also find additional local practice examples embedded in the answers to the questions.

Why do something different now?

QA: **Our mission is to serve older adults – with so much on my plate, what are the advantages of expanding our approach in these tough times?**

In times of fiscal constraints there may be the tendency to retrench and operate in silo mode. Yet it is exactly the opposite approach that would be most beneficial – to work in partnership for the greater good of the community. VFT #1 & #2 encourage you to think in new ways and to recognize that if you spend some time up front, you will gain over the long term in benefits for your organization and the community. Lately a great deal of attention has focused on healthy, elder-friendly communities defined by Smart Growth principles -- development that

improves the community, environment, economy, and public health.

While *Community Planning for Boomers* wholeheartedly endorses these principles, it encourages going a step further -- to intentional thinking and planning to make communities better places for ALL ages. Communities are more likely to enjoy systemic, long-lasting changes if key stakeholders from other populations are brought into a planning process. By working in partnership with other organizations with a focus beyond aging, you will benefit from others’ strengths and connections, be likely to fill gaps in services, and bring in new resources for your work.

Coordinated advocacy efforts get you beyond the proverbial divide and conquer worries. For example: state legislatures often consider funding for Medicaid in separate allocations for youth, persons with disabilities and seniors. Instead of letting the legislature divide up the pie, why not come with a united front and present a budget proposal that collectively addresses funding needs across constituencies?

Here’s what can be gained with an expanded perspective:

AAA Takes the Lead in a Community Planning Process

A county-based Area Agency on Aging took the leadership role in a community planning process at a mixed-use and mixed-income housing development in a previously disinvested neighborhood. The Community Services Manager with Multnomah County’s Aging and Disability Services Division (ADSD) in Oregon responded to the opportunity to use the New Columbia Housing Project as a “living laboratory” to test the components of the *Viable Futures Toolkit #1*. Over a year’s period, stakeholders from housing, aging, youth, transportation and multipurpose organizations met in a planning process coordinated by ADSD in partnership with the Housing Authority of Portland (HAP).

The planning process coincided with the need by HAP staff at New Columbia to build community among highly diverse residents. The Area Agency on Aging wanted to improve services provided to the

New Columbia population and needed a road map for how best to accomplish this. The *Viable Futures Toolkit #1* had a profound impact on program planning and implementation at New Columbia – and was influential in developing new ways of thinking across agencies, disciplines and service areas. A culture change occurred in terms of intergenerational and multi-racial involvement and enhanced awareness of environmental stewardship. The value to partner agencies was:

- ✓ Less duplication of effort across organizations
- ✓ Greater understanding of one another's services and strengths
- ✓ Initiatives that support and enhance individual organizations' missions and community well-being
- ✓ Cost effectiveness by combining efforts to meet community needs
- ✓ New funding allies
- ✓ New advocacy allies
- ✓ Greater visibility in the community by being part of the coalition www.newcolumbia.org; Case study available at www.viablefuturescenter.com

Atlanta Regional Commission (ARC) Lifelong Communities

Through a multi-year planning process, ARC (which houses the Area Agency on Aging), brought together local elected officials and government staff, business leaders, and community groups in each of the region's counties to create places where individuals can live throughout their lifetimes. The Lifelong Communities Initiative provides a framework to bridge different service sectors, employ local know-how, and find local champions to change policy, leverage resources, and collaborate across traditional organizational boundaries to ensure that all citizens regardless of age have a high quality of life. ARC has promoted local policies and programs for

housing and transportation options, healthy lifestyles, and increased access to services and resources.

Major successes include changes in zoning rules to allow for higher density if developers design housing that is located near existing neighborhoods, services and other amenities. ARC involved older adults in public education campaigns, community meetings and advocacy initiatives, telling their stories about the need for affordable housing with near-by opportunities and amenities.

<http://www.atlantaregional.com/aging-resources/lifelong-communities>

The Coalition Building Tool in VFT #1 helps you identify which existing partnerships and initiatives would make good building blocks for a Viable Futures collaboration.

Why share resources in such tight times?

QA: We are having difficulty keeping our own agency afloat with all the funding cut-backs – why would we want to share resources with other agencies?

The Viable Futures point of view encourages you to use existing resources to achieve greater returns than otherwise might have been possible. Intergenerational programs can save money and stretch scarce resources by sharing sites, resources and/or staff. Funders are attracted to ventures that promote the most efficient use of scarce resources. They are more likely to respond positively when groups representing young and old approach them, because they can see broad-based community support and anticipated efficiencies from their investment. Here are some ideas for making funding stretch further:

Blend Funding for Shared Programming/Services

In **Charlottesville, VA**, JABA, the Aging Agency on Aging, has used longstanding relationships to leverage funding for innovative initiatives. Some of this funding has come from new sources attracted to the cutting edge quality of a new vision that extends beyond conventional funding streams. For example, after initial development of an elders-tutoring-youngsters program, funding for its expansion was obtained from the city and county school systems — not a traditional source of funding for Area Agencies on Aging.

This led to an even greater pay-off. JABA wanted to enhance future opportunities for intergenerational initiatives in public facilities. With that desire in mind, JABA presented suggestions to the county's Capital Improvement Project process, which were adopted by both the school board and the board of supervisors. The two principles adopted as guidelines read as follows:

- Pursue opportunities for collaboration between local government and schools: working together to advance opportunities for different generations to come together in any publically financed facility
- Support working with our community non-profits (especially those receiving county funds) to seek opportunities to benefit ALL county residents by sharing spaces
www.jabacares.org; www.albemarle.org

The **City of Miramar, FL** has raised the bar with intergenerational programming. They have combined Senior Services and Early Childhood Services into one department, to truly serve the entire lifecycle and blend common experiences and programs across generations. Their website lists the many benefits of intergenerational programming to youth, older adults, and the community.

<http://www.ci.miramar.fl.us/socialservices/intergenerational.html>

Co-locate Programs with Shared Common Space

The **McClure Multigenerational Center** in Vermont brings together the Champlain Senior Center and the Burlington Children's Space in a new facility that allows the two programs to meet increasing needs for child care and senior services in a dramatically improved environment. By co-locating and sharing common areas, equipment, and some programming, the two agencies have developed a ground-breaking opportunity to meet individual organizational needs for space while maximizing scarce resources, and are doing so in a way that brings people of all ages together. This intergenerational shared space connects older adults with children informally and in more structured tutoring, classes, and storytelling. Long term cost savings are realized by both organizations through the sharing of programming and equipment.

<http://www.cedo.ci.burlington.vt.us/legacy/strategies/09-org-mcclure-main.html>

Community planners in **Swampscott, MA** had what appeared to be fiscally irreconcilable demands to build both a new senior center and a new high school. Instead of splitting the community in half trying to decide between the two, Swampscott leaders worked together and decided to build a state-of-the-art high school that also houses a senior center.

The shining new high school/senior center has already started to see the benefits of bringing younger and older people together under one roof.

When budget cuts recently threatened to close the school library for two days out of the week, the older adults stepped up and volunteered to fill the need and kept the library open all week. The high school students have also started giving back to seniors by helping them use the latest technology such as cell phones and iPods.

www.town.swampscott.ma.us



Photo ©JustPartners, Inc.

Create Income-Generating Activities

A shared site in California runs a farmers market with the talents of older farmers from the area and students who fulfill community service requirements. <http://www.onegeneration.org/farmers-market>

An adult day care center in Charlottesville, VA houses a Montessori school and a greenhouse where children and adults grow plants for sale. www.jabacares.org

The Resource Development Tool in VFT #1 can serve as a guide to diversify your resource base. It provides practical, business-oriented approaches, with a particular focus on sustainability. Trainers have used it as a checklist to help groups generate innovative funding ideas.

Where do I start?

QA: **There are so many pressing and competing priorities – how do we narrow down the options? How do we determine which issue can best produce a “new math” and foster a winning collaboration?**

Capitalize on what’s happening now. People are more likely to come together if there is a sense of urgency that provides initial momentum such as:

- a crisis in the community (child or older adult injured at a busy intersection, rise in neighborhood violence)
- demographic changes (a rapidly growing older population, an increasingly diverse population)
- a threat (proposed development that would infringe on existing open space, a steep rise in unemployment)
- an opportunity (new interest among City Council members in local food systems)

Beyond a sense of urgency, common ground is more likely to be found around issues that:

- are defined by shared values
- focus on a widely-endorsed, achievable goal
- require the participation of multiple groups and organizations to reach a particular goal
- have high costs for failing to come together
- ensure equity in the spending of public dollars

Here are more examples of collaborations that produce a new math:

Meeting Multiple Community Needs through a Local Food System

The Dane County, WI, food council is dedicated to creating a healthy, accessible, and sustainable food system. It has been hard at work through a variety of initiatives:

- Authored the *Local Food Purchase Program Policy*, approved by the Dane County Board of Supervisors, to explore options for purchasing and serving locally produced foods in the county’s food service facilities.
- Partnered with the Institutional Food Market Coalition on a pilot program with the Badgerland Produce Auction to get consolidated food service to serve more than 7,500 pounds of fruits and vegetables.

- Organized the “Planting Seeds for our Future” conference which brought together more than 150 people from diverse sectors of Dane County to focus on social, environmental, and economic linkages within the county food system.
- Partnered with other groups to co-sponsoring the “Southwest Regional Hunger Forum” attended by 100 people to focus on hunger, nutrition, and food access issues.

How did this all come about? Strong interest in urban food systems stem back to a conference held in Madison in 1997 that built public interest around food security, access to fresh produce, and local farm economy and preservation issues. Yet, before 2004, there was no body in Dane County that could claim to represent food concerns in the unique way that a food council would. The work on institutional buying, local branding, and dealing with food waste effectively was not yet being done by any one group. The council was needed to provide a group that could examine the many ways the food system impacts the county, from the production of food through the food chain to the eventual disposal of food waste. As a result of overwhelming citizen support, including 11 testimonies and over 200 citizen petition signatures, the Dane County Board voted on in 2005 to adopt a resolution to create Wisconsin’s first ever food policy council.

<http://www.countyofdane.com/foodcouncil/default.aspx>
http://www.naco.org/Template.cfm?Section=New_Technical_Assistance&template=/ContentManagement/ContentDisplay.cfm&ContentID=24784

Filling the Gap for a Library in Rural America

Not long ago the residents of Potosi, WI (population: 726 in 2008), had access to library services when a bookmobile regularly visited their community. When that service was discontinued, residents were left without library services. For those with transportation, the closest library was almost 15 miles away. But local schoolteachers had limited resources with which to plan curriculum, and those residents who benefit most from public libraries—youth, seniors, and residents with disabilities — were left with no access to books, computers, or the other valuable tools that libraries provide. So city leaders worked with

community activists and library staff in nearby Lancaster and formed a partnership with the town to construct and operate a small branch of Lancaster’s Schreiner Memorial Library in Potosi.

After about a year of planning, the Potosi Branch Library opened to the public. For \$40,000, the former kitchen and meeting room of the Potosi fire station had been transformed into an intimate, functional public library. Total annual operating expenses, which the two communities share, are approximately \$26,000. Estimated costs to operate a stand-alone library would be significantly higher—and prohibitively so for Potosi.

Both Potosi and Lancaster leadership can attest to the power of partnerships, especially in small communities. Through partnerships, local governments can share responsibility, achieve efficiency, and make a greater variety of services available.

<http://webapps.icma.org/pm/9009/awards.pdf?author=&title=2008%20ICMA%20Awards--> pg 12

The Community Checklist in VFT #1, used in conjunction with the Issue Briefs in that Toolkit, identifies a wide range of community issues that prompt the recognition of common ground across constituent groups.

Who should lead a viable futures effort?

QA: How do we determine which agency(cies) should take the lead in our community?

Any organization embracing a broader vision can step up to lead work toward viable a future. The ability to persuade others of the benefits of a collaborative process and the willingness to commit partial staff time to this work are key assets. Talk with potential community partners about how an intergenerational and environmentally sustainable point of view could be advantageous for everyone, and then commit staff to shepherd the work.

Collaboratives need to identify and mobilize diverse and energetic leaders, especially individuals who: have capacity for working with a wide range of stakeholders to solve common problems; can motivate others to work collectively to achieve the desired outcomes; are open to changes and know how to mediate conflict; understand how small issues are connected to something larger; can motivate others to stay anchored to a shared vision; and commit to the long haul to ensure continuity and success.

Single organizations can get the work started, but buy-in from other organizations keeps it going. Buy-in is most likely to occur when each organization realizes the value it adds and has specific tasks to fulfill. In places where the Viable Futures point of view has been advanced and not gotten traction, too often we have seen either single organizations wanting to hold ownership of the work too closely, or a failure to designate formal roles and responsibilities that keep partners at the table with shared accountability.

Here are different examples of leadership for collaboration:

Intergenerational Policy Decisions

The Falcon Heights, MN, mayor and city council are committed to intergenerational interaction and the incorporation of all generations into policy decisions. Formal structures within city government facilitate communication and decision making by all generations. One of the City's 2010 goals is "to expand opportunities for the interaction and involvement of citizens of all ages in their neighborhoods and community." The City promotes resident involvement in community planning to build stronger connections. Neighborhood activities -- such as block parties, food banks and emergency preparedness events -- involve a range of age groups. www.falconheights.org; <http://www.falconheights.org/vertical/Sites/%7BA88B3088-FA03-4D5D-9D04-CCC9EF496399%7D/uploads/%7BB03DBB32-C393-4FE1-8607-9E059D82E886%7D.PDF>

Coordinated Community Effort for a Multi-Generational, Multi-Use Resource Center

Improving the health of low- to moderate-income individuals has long been a major challenge in rural Georgetown County, SC. In the Choppee region in rural southwestern Georgetown County, 56% of the 6,900 residents live 200% below the poverty level. Besides poverty, barriers to medical care in 2000 included inadequate transportation, lack of culturally specific health education and outreach, lack of health insurance, lack of preventive health services, and lack of primary care providers willing to serve low-income and indigent populations.

The federal government's decision to consolidate the schools provided the needed spark that ignited the community to organize to attack its most pressing problem: lack of basic health care. With the now-empty school buildings identified as a feasible place to house a regional health and wellness center, residents went to work to obtain support for the project. The county, community agencies and residents joined forces to develop a "one-stop" regional health care facility to serve the region's needs with the aim to promote the health and wellness of the whole person throughout all phases of life. The citizens and health partners provided the enthusiasm and certain types of expertise, and the county provided the coordination, organization, leadership, and project management to ensure that the project became a reality.

With an array of funding resources and volunteer labor, the transformation of the former high school building into a full-service family medical center, as well as renovation of an auditorium and recreational facility improvements, was completed at a cost of \$1.5 million. Construction of a new medical facility alone, not including land, auditorium, and recreational facilities, would have cost \$3.5 to \$4 million!

The Choppee Regional Resource Center officially opened in spring 2005. Today, St. James-Santee Family Health Care operates a full-service family medical facility. Located within the same campus as the medical facility is a county operated community recreation/ education center, Also offered are vocational programs, including adult literacy and computer career development training; senior citizens programs; after-school and summer youth programs, tutoring, and

a community food pantry. Head Start is renovating an empty school building for a preschool and kindergarten facility.
<http://webapps.icma.org/pm/9009/awards.pdf?author=&title=2008%20ICMA%20Awards> - p. 11;
<http://www.georgetowncountysc.org/default.html>

The Organizational Assessment in VFT #1 provides a roadmap to identify changes your organization might need to consider to advance a more inclusive approach. The assessment can also generate discussion about what collaboratives may need to do to build on each partner's strengths and interests and further each partner's respective mission and goals.

What's the best way to get board/staff buy-in?

QA: I need help convincing our board and staff that we should spend time on these kinds of initiatives. What ideas and strategies can you provide to get their buy-in?

It's important that staff and Board members become as enthusiastic about an inclusive approach as community residents or clients are. Advocates for this programmatic approach must be intentional to bring their colleagues along in the commitment to a broader agenda. Here are some suggestions for changing your internal culture:

- Establish an internal “kitchen cabinet” to provide input on initiatives that positively affect all generations.
- Appoint an internal/external advisory group comprised of staff and board members, as well as external experts who can bring a new perspective.

- Conduct agency-wide educational sessions on the benefits of a viable futures perspective. Engage staff in planning exercises that require them to think beyond their traditional program areas. Include board members in these sessions. Consult the VFT Training Guide at www.viablefuturescenter.com
- Designate staff to do cross-programming work and ensure they have “unequivocal support” from their supervisors

(Ideas from Healthy Eating Active Living Convergence Partnership, “Making the Case and Getting Underway: A Funder Toolkit to Support Healthy People in Healthy Places” http://www.convergencepartnership.org/atf/cf/%7B245A9B44-6DED-4ABD-A392-AE583809E350%7D/CP%20Making%20the%20Case%20Toolkit%20Revised_to%20post.pdf)

These examples offer some guidance:

Proactive Educational Efforts on a New Approach

At the Arizona Community Foundation, a focus-spanning initiative was at first considered outside-the-box. The Vice President for Programs saw the potential and the benefits and worked to tell the story within the foundation and to other opinion leaders and philanthropists. She developed a one-page description of the initiative for the foundation's website as well as a presentation to the Board of Directors. She took the opportunity during staff and leadership transitions to describe the philosophy and its impact. Her efforts resulted in unwavering, continued support during a time of change and led to implementation of a second phase of the initiative.

With support from the Arizona Community Foundation, selected communities are now implementing strategies to build communities for all ages. Efforts include developing multi-generational learning centers, engaging all ages in environmental projects, using the arts to foster understanding across ages and cultures, and creating services that support caregiving families. www.azfoundation.org

Eco Gen Team

The Jefferson Area Board for Aging (JABA) in Charlottesville, VA, formed an internal team – called EcoGen—to guide the transformation to an increasingly green organization. The three initial members of the team gathered responses from an all-staff visioning activity, which led to the realization that more input was needed to get the full perspective of all interested colleagues. At an inaugural meeting 15 staff turned out – and with enthusiasm building, specific agency wide-projects were identified: green cleaning products, green tableware, green office supplies, recycling, a local foods initiative and more. Goals were set and the transformation was in process. Progress was propelled by developing a message about what sustainability means to the organization, continuing conversation about the benefits of new approaches, and celebrating each incremental success.

Staff collectively developed this definition for JABA:

“Sustainability is not simply about maintenance and support to keep something material in existence. We also pay attention to the maintenance and support of the people in our organizations, who are the agents of change.” www.jabacares.org; case study available at www.viablefuturescenter.com

The Communications Guide in VFT #1 can provide ideas on how to shape a message to win buy-in to a Viable Futures approach.

Who will make good partners?

QA: What steps can I take to find out which individuals and organizations are most allied with my interests - and get them engaged?

Quite likely your organization is already a member of existing community-based collaboratives or task forces. And no doubt you have many long-established community relationships. It makes sense to advance the value of the Toolkit with these allies first and see if you can build upon

these partnerships. Working around a concrete issue anchors the Viable Futures point of view to everyday realities that make the approach more relevant and understandable for your partners. Successful collaboratives must always find ways that partners can achieve their own organizational missions while contributing to a larger agenda.

The clearest stakeholders will be individuals, groups, or organizations that:

- are affected by an issue or situation and thus have legitimacy for seeking action
- have an interest in either making change or keeping the status quo
- have knowledge about an issue or project
- may be able to do something about a problem
- can give visibility and credibility to the work as high-profile champions

To identify stakeholders around an issue, think through: Who is already involved in addressing this issue? Who else must be engaged to ensure that all affected persons are represented and all community resources are enlisted?

One key reason that initiatives fail is the lack of political will by those who can make the difference but have not been engaged from the start. Get their buy-in early!

Take heart from these examples:

Integrating Community and the College Campus

In the Buffalo, NY, region – challenged by the social, economic, and environmental problems of a post-industrial world -- Medaille College has taken on an aspiration much larger than just an educational mission. It seeks to “be known as the leader in preparing learners for career success and a lifelong commitment to a civic and sustainable future in Buffalo, the region, and the world.” To accomplish this, the

college understood that they needed the collaboration of like-minded organizations and purposely set out to establish mutually beneficial partnerships in neighborhoods throughout the city. They approached organizations with areas of common interest such as leadership development, the arts, and conservation about ways they could join together to engage and support students in experiential learning and at the same time enhance the partner organizations' ability to serve their constituents. By leveraging these relationships, Medaille has made a significant contribution to making the Western New York region a better place for all ages to live, work and learn. The breadth and depth of the partnerships that have been developed and the tangible benefits to the college and the community demonstrate their success.

Community 101 projects involve all freshmen, who explore Buffalo's history, ecology and technology through collaboration with local organizations. First-year students extend their learning beyond the classroom with organizations like:

- The Northwest Buffalo Community Center and the Arts in Education Institute of Western New York. Students explore the history, values and diversity of Buffalo by interviewing senior citizens at the center and recording their stories on video.
- Massachusetts Avenue Project (MAP). Students analyze industrial food sources and local, grassroots efforts by the Growing Green Program. This non-profit organization benefited from a fundraiser by students to raise money to create a scholarship for a MAP intern.
- The Niagara/Buffalo Riverkeepers. Students learned about what government and local organizations have done to restore the Buffalo River and researched the long-term consequences of Buffalo's industrial heritage. They brought this knowledge back to campus, and hope to increase awareness of the harmful effects of some everyday household items on the environment.

Other partnerships have also built on common goals between the college and community organizations. Medaille partners with the

Buffalo School District to operate a state-of-the-art high school campus with academies for health care, finance and entrepreneurship. The school will also serve as a key center of community, offering leadership courses to residents and providing space for organizations to meet. Its partnerships with the National Federation for Just Communities of Western New York (NFJC) will provide students with internships to help advance the Buffalo community's efforts for inclusion and justice.

By putting their aspiration into practice, the College is leading a transformation in Buffalo. And it isn't just in the academic and non-profit sectors. The business sector has taken notice, recently highlighting Medaille and some of its partners in the Buffalo Business First Newspaper. <http://www.medaille.edu/community/>
http://www.medaille.edu/community/2009nov_community101.pdf

Building Community Support around Equity and Green Jobs

HIRE MINNESOTA, a coalition of more than 70 community organizations in the Twin Cities area, is working to ensure that public investments in infrastructure and renewable energy help lift people out of poverty, reduce racial disparities and contribute to healthier communities for all.

Despite diversity hiring goals and decades of growth in Minnesota's minority population, state projects have not reflected the inclusiveness important to a diversifying state. The state had an overall unemployment rate of 7% as of September 2009, but the unemployment rates in low-income communities and communities of color are much higher.

The American Recovery and Reinvestment Act has been hailed as an expeditious way to put people back to work and to invest in jobs that also address environmental problems. But the rapid expenditure of these funds without the active engagement of those most vulnerable sets the stage to perpetuate existing inequalities in state training, hiring, and contracting practices.

A handful of established organizations in the Twin Cities mobilized social justice, environmental, workforce training, political, faith-based and grassroots organizations, to unite for equity in green jobs. Since

late 2008, the coalition has engaged thousands of people through town hall meetings, which were a vehicle to educate community members and start harnessing community voices to influence decision makers to support green jobs and hiring equity.

The initial result: A state energy programs bill was signed into law with a total of \$2.5 million for green jobs outreach and training for low-income people and \$200 million in federal stimulus funding to weatherize low-income homes and public buildings and to invest in other renewable energy and energy efficiency programs. The requirement to track results by zip code is an important victory for accountability around racial equity. www.hireminnesota.org

The Coalition Building Tool in VFT #1 helps you identify people and organizations that have similar goals and design approaches that engage and empower residents and communities.

How do I get the public on my side?

QA: Sounds like I'm going to need a lot of support from the public. How do I go about generating the interest of diverse community members, including current and potential funders?

The ability to achieve the change you want requires good communication. Your goal is to peak peoples' interest, and to address any concerns that working toward a viable future is too expensive, time-consuming or not practical in the current environment. Building support for the work depends on how well you: convince others that creating a viable future for your community is a shared concern; demonstrate that it is attainable; and make convincing arguments about the benefits of partnerships across diverse groups in order to achieve your goal. Effective communication strategies need to offer a different way of thinking for the general public and community decision-makers so that we move toward

cost-effective, shared solutions that are made to last. Here are some tips to help you craft messages will catch people's interest:

- ✓ Messages draw people in by tapping into widely held values. Identify a value that your issue or circumstances represent and start your message with it. Some possible value statements are:
 - “ We all want our community to keep its reputation as a great place to live.”
 - “ Taxpayers should get the greatest value from public expenditures – we need to be creative in how we stretch and maximize resources.”
 - “ Tough times call for our ingenuity and a can-do attitude to solve problems.”
- ✓ Provide examples of practical, attainable solutions that have been implemented in other areas – and how they could be adapted in your own community.
- ✓ Address how multiple problems can be addressed by a single approach/initiative.
- ✓ Focus on the benefits to the community of an approach that embraces multiple generations, enhances the quality of life for more residents, and has the potential for cost-savings for funders.

Success also depends on how effectively you get the word out about collaborative efforts. Find each group's most respected community leaders, and make them valuable allies to communicate informally as well as formally about collaborative efforts. Go local with announcements at neighborhood and senior centers, faith institutions, schools, medical facilities, social service agencies, housing communities, popular small businesses, and any other locales that specific groups frequent. If your goal is to bring together high school students, working parents, and older adults, schedule meetings on weekends in a familiar location like a school or a library. Be sure to

offer child care and adult day care, and meet in a location that is accessible for persons with disabilities. Language access must be considered. Key materials should be available in the languages of the involved populations, and simultaneous translation may need to be offered at community meetings.

Consider these case examples:

Inclusive Planning for a HOPE VI Development

In developing Parkside of Old Town in Chicago, IL, the Chicago Housing Authority engaged a broad group of existing allies, along with individuals, groups and organizations that would be impacted by the new development, to communicate the goals of the project, hear their concerns, and garner ideas and support. They hosted weekly and monthly working group meetings, inviting city government agencies, as well as representatives from the community, to participate. Representatives for the public housing residents formed a Local Advisory Council and attended weekly design meetings to ensure that the project met their needs. In response to requests from residents, a community center with job training resources and meeting spaces was included in the design. To further involve the community, 27 local residents were hired to assist with project construction. As a result, Parkside of Old Town in Chicago has brought life back to an area once riddled with crime and socially disconnected from the rest of the city. This Hope VI Development is an example of how an aging public housing development can be rebuilt into a successful community with open communications and early inclusion of citizens and public and private partners.

The two-phase, 800-unit undertaking replaced a failed housing project with a mixed-use, socio-economically diverse neighborhood. The design seamlessly blends a variety of housing options and pricing levels. To promote a sense of community and responsibility, the Parkside designers created smaller, more intimate spaces that would meet the practical needs of residents. They strategically placed larger, “family unit” townhomes near the playgrounds so that children would be closer to adults—providing additional “built-in” security. Inside the neighborhood, rental, market-rate, and affordable housing units are indistinguishable, leading to a cohesive community. The design incorporates pedestrian pathways and

reestablishes the original street grid to enhance the link between the community and downtown Chicago.

http://www.epa.gov/smartgrowth/awards/sg_awards_publication_2009.htm#built_projects;
www.parksideofoldtown.com

The Food Trust Solution

The Food Trust’s goal is to create a fair and responsible food and farming system that ensures everyone has equal access to affordable and nutritious food. They have led the way in advancing a system that optimizes food resources for lower-income people, develops better food stores, offers nutrition education in schools, and trains grassroots leaders who work with state and federal government leaders on common goals.

The Food Trust works with a variety of stakeholders, including farmers, teachers, health practitioners, food retailers, nutrition educators, policy makers, grassroots leaders, anti-hunger advocates, and nonprofit and for-profit entrepreneurs.

The Trust released a series of reports that were influential in educating the public and potential partners about the link between poor supermarket access and the high incidence of diet-related diseases in low-income neighborhoods. They developed convincing arguments about the benefits of fresh food financing initiatives – in terms of improved health, job creation and retention, increased local tax revenue; and leveraging of private investment. And they developed concrete recommendations to bring more supermarkets to underserved neighborhoods. To engage potential partners at the initial planning stage, the Food Trust convened task forces of experts from city government, the supermarket industry, and the civic sector. The Trust has successfully addressed the lack of supermarket access in Pennsylvania, New York, Louisiana and Illinois. Success breeds success, and the groundwork is being laid for similar initiatives in other states.

<http://www.thefoodtrust.org/php/programs/super.market.campaign.php>

The Communications Tool in VFT #1 can help craft an inclusive message for advocacy around your identified concerns.



IV. Additional Resources



IV. Additional Resources

Smart Growth

EPA

*Growing Smarter, Living Healthier:
A Guide to Smart Growth and Active Aging*
<http://www.epa.gov/aging/bhc/guide/index.html>

Smart Growth Network

This Is Smart Growth
www.smartgrowthonlineaudio.org/pdf/TISG_2006_8-5x11.pdf

Getting to Smart Growth: 100 Policies for Implementation
www.smartgrowth.org/pdf/gettosg.pdf

Project for Public Places

Tools for Making Great Places
<http://www.pps.org/placemaking/articles/placemaking-tools/>

Citizen's Guide to Better Streets
http://www.pps.org/pdf/bookstore/How_to_Engage_Your_Transportation_Agency_AARP.pdf

Great Corridors, Great Communities
http://www.pps.org/pdf/bookstore/Great_Corridors_Great_Communities.pdf

Complete Streets

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

AARP

Planning Complete Streets for an Aging America
http://assets.aarp.org/rgcenter/il/inb167_streets.pdf

*Preserving Affordability and Access in Livable Communities:
Subsidized Housing Opportunities near Transit and the 50+ Population*
<http://www.aarp.org/home-garden/housing/info-09-2009/2009-15.html>

Boomers 50+
<http://www.aarp.org/work/retirement-planning/info-2004/aresearch-import-861.html>

Opportunities for Creating Livable Communities
http://www.aarp.org/home-garden/housing/info-04-2008/inb155_communities.html

Tools and Strategies to Meet the Housing Needs of Older Adults
<http://www.aarp.org/home-garden/housing/info-03-2010/i38-strategies.html>

National Association of Area Agencies on Aging
Blueprint for Action: Developing a Livable Community for All Ages
<http://www.n4a.org/files/programs/livable-communities/blueprint-for-action.pdf>

Healthy Design and Equitable Food Systems

ICMA

*Active Living and Social Equity: Creating Healthy
Communities for all Residents*
http://www.leadershipforhealthycommunities.org/index.php?option=com_content&task=view&id=187

NACO

Counties and Local Food Systems
http://www.naco.org/Template.cfm?Section=New_Technical_Assistance&template=/ContentManagement/ContentDisplay.cfm&ContentID=24784

NACO'S Healthy County Program

Database topics include: Built Environment, Healthy Eating, Healthy Living and Wellness, Interventions for Children, Local Food Systems, Partnership Building, Physical Activity and Schools.

www.healthycounties.org

The Healthy Eating Active Living Convergence Partnership

Promising Strategies for Creating Healthy Eating and Active Living Environments

Transportation and Health Toolkit

Making the Case and Getting Underway:

A Funder Toolkit to Support Healthy People in Healthy Places.

<http://www.convergencepartnership.org/site/c.fhLOK6PELmF/b.3917533/k.BDC8/Home.htm>

PolicyLink

Healthy Food for All: Building Equitable and Sustainable Food Systems in Detroit and Oakland

<http://www.policylink.org/atf/cf/%7B97C6D565-BB43-406D-A6D5-ECA3BBF35AF0%7D/Healthy%20Food%20For%20All-8-19-09-FINAL.pdf>

Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes

http://www.policylink.org/atf/cf/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/DESIGNEDFORDISEASE_FINAL.PDF

The Grocery Gap, a comprehensive review of 132 studies of healthy food access and its impacts.

http://www.policylink.org/site/c.lkIXLbMNJrE/b.5860321/k.A5BD/The_Grocery_Gap.htm?msource=grocerygap

Bringing Home the Green Recovery

<http://www.policylink.org/atf/cf/%7B97C6D565-BB43-406D-A6D5-ECA3BBF35AF0%7D/BringingHomeTheGreenRecovery.pdf>

Leadership for Healthy Communities

Action Strategies Toolkit

http://www.leadershipforhealthycommunities.org/images/stories/toolkit/lhc_action_strategies_toolkit_0900504final.pdf

Centers for Disease Control

Healthy Places Website

<http://www.cdc.gov/healthyplaces/about.htm>

Health Issues Related to Community Design

<http://www.cdc.gov/healthyplaces/factsheets/HealthIssuesRelatedtoCommunityDesign.pdf>

Robert Wood Johnson Foundation

Bringing Healthy Foods Home:

Examining Inequalities in Access to Food Stores

http://www.healthyeatingresearch.org/images/stories/her_research_briefs/her%20bringing%20healthy%20foods%20home_7-2008.pdf

American Planning Association

Checklist to promote discussion about enhancing neighborhood safety

<http://www.planning.org/aicp/symposium/2004/pdf/SafeGrowthAmericaChecklist.pdf>

Community Food Security Coalition

Food Policy Councils: Lessons Learned

Whole Measures for Community Food Systems: Values-Based Planning and Evaluation

<http://www.foodsecurity.org/pubs.html#wm>

Local Government Commission

Cultivating Community Gardens

http://www.lgc.org/freepub/docs/community_design/fact_sheets/community_gardens.pdf

American Community Gardening Association

Benefits of Community Gardening

<http://www.communitygarden.org/learn/>

Civic Engagement

Annie E. Casey Foundation

Powerful Allies: Mobilizing Older Adults to Build Strong Communities

<http://www.aecf.org/KnowledgeCenter/Publications.aspx?pubguid={B78B48F5-8A3E-49E6-9A76-4F537524C120}>

Communities for All Ages: Planning Across Generations

<http://www.aecf.org/KnowledgeCenter/Publications.aspx?pubguid={0508FD81-9CAE-4511-A876-8F1FF8C0FEB3}>

Temple Center for Intergenerational Learning

Connecting Generations, Strengthening Communities: A Toolkit for Intergenerational Program Planners

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

Community Experience Partnership

How Culture Shapes the Way Older Adults Describe and Participate in Civic Life

http://www.ceplearning.org/documents/resources/Beyond_the_Mainstream.pdf

National Governors Association

Maximizing the Potential of Older Adults: Benefits to State Economies and Individual Well-Being

<http://www.nga.org/Files/pdf/1004OLDERADULTS.PDF>

Encore Careers

How Boomers Can Help the Nation Go Green: Emerging Encore Career Opportunities in the Green Economy

<http://www.encore.org/files/research/JobsGreenPaper3-5-10.pdf>

Intergenerational Shared Sites

Generations United

Intergenerational Shared Sites: Saving Dollars While Making Sense

http://www.gu.org/documents/A0/Shared_Site_Cost_Savings_Final.pdf

How We Live Our Lives

This video highlights creative solutions and examples that address the growing demand for active, vibrant age diversity.

http://www.gu.org/IG_Sh8191325.asp

UNDER ONE ROOF: A Guide to Starting and Strengthening

Intergenerational Shared Site Programs

<http://ipath.gu.org/documents/A0/OneRoofComplete.pdf>

Tried and True: A Guide to Successful Intergenerational Activities at Shared Site Programs

http://ipath.gu.org/documents/A0/Tried_and_True_FINAL.pdf

Intergenerational Shared Sites: Making the Case

http://ipath.gu.org/documents/A0/GU_Making_the_Case_FINAL.pdf

Intergenerational Shared Sites: Troubleshooting

http://ipath.gu.org/documents/A0/GU_Troubleshooting_FINAL.pdf

A Results Ready Agenda for Improving the Futures of

Vulnerable Children, Elders, Families and Communities

<http://www.gu.org/documents/A0/Agenda%20final%202.pdf>

If you would like to be considered for inclusion in a Viable Futures Toolkit, send your information to info@viablefuturescenter.com

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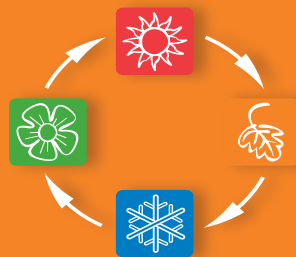
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