

The Benefits of Lifelong Communities: Contributions, Employment & Other Measures



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Institute on Aging

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Background: Portland State University's Institute on Aging

- Institute on Aging (IOA) established in 1969
- Portland State University's (PSU) motto: *"Let Knowledge Serve the City"*
- IOA located in the School of Community Health, College of Urban and Public Affairs
- IOA mission: *"Enhance understanding of aging and facilitate opportunities for elders, families, and communities to thrive"*



Photo credit: Adam J. Benjamin

Background: Relevant IOA Efforts

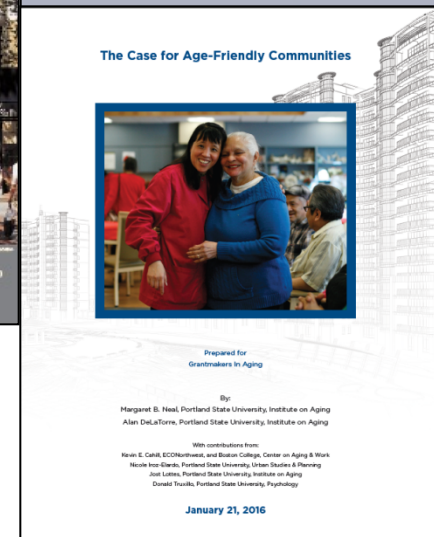
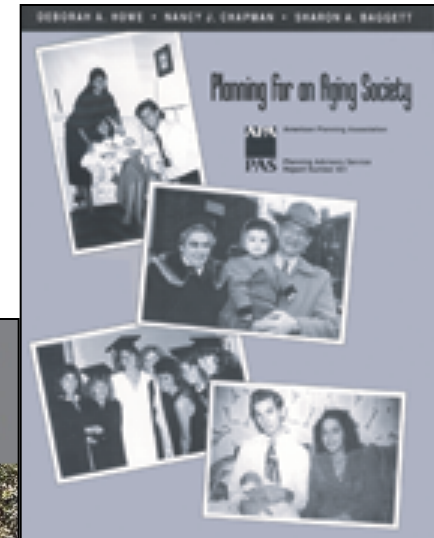
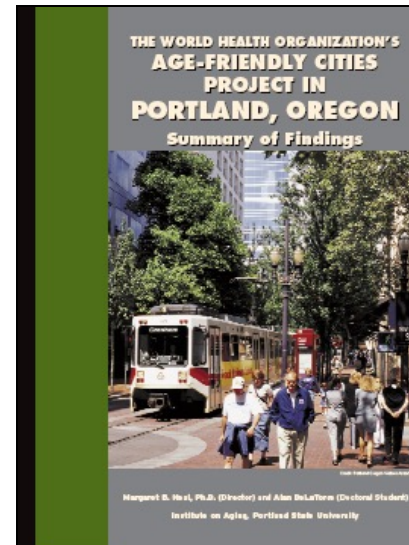
Planning for an Aging Society (APA PAS Report # 451, 1994)

Report to Metro, regional government/MPO: ***Age-Related Shifts in Housing and Transportation Demand*** (2006)

WHO ***Age-Friendly Cities*** project in Portland (2006-07)

WHO/AARP ***Networks of Age-Friendly Cities and Communities*** (2010-present)

Grantmakers In Aging ***The Case for Age-Friendly Communities*** (2016)



Portland's Age-Friendly Timeline



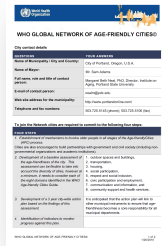
World Health Organization

Timeline



Age-friendly Portland & Multnomah County
Building a Community for All Ages

Fall 2006: Portland begins collaboration with the WHO on their Global Age-Friendly Cities project



Spring 2010: IOA/City application for membership in WHO Global Network of Age-Friendly Cities



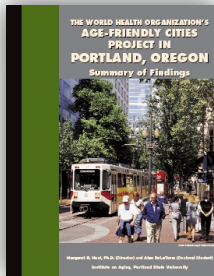
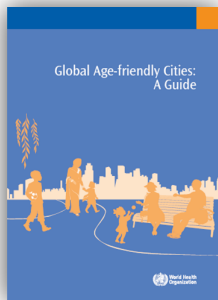
Spring 2012: Portland Plan and "Portland is a Place for All Generations" published



Fall 2014: Multnomah County joins WHO and AARP Networks

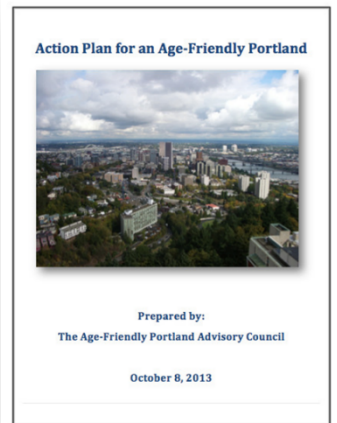


Spring/Summer 2007: Baseline assessment completed: reports to WHO and Portland community



Spring 2011: Portland joins WHO Global Network; **2012:** Portland joins AARP U.S. Network

Fall 2013: Action Plan for an Age-Friendly Portland passed by resolution

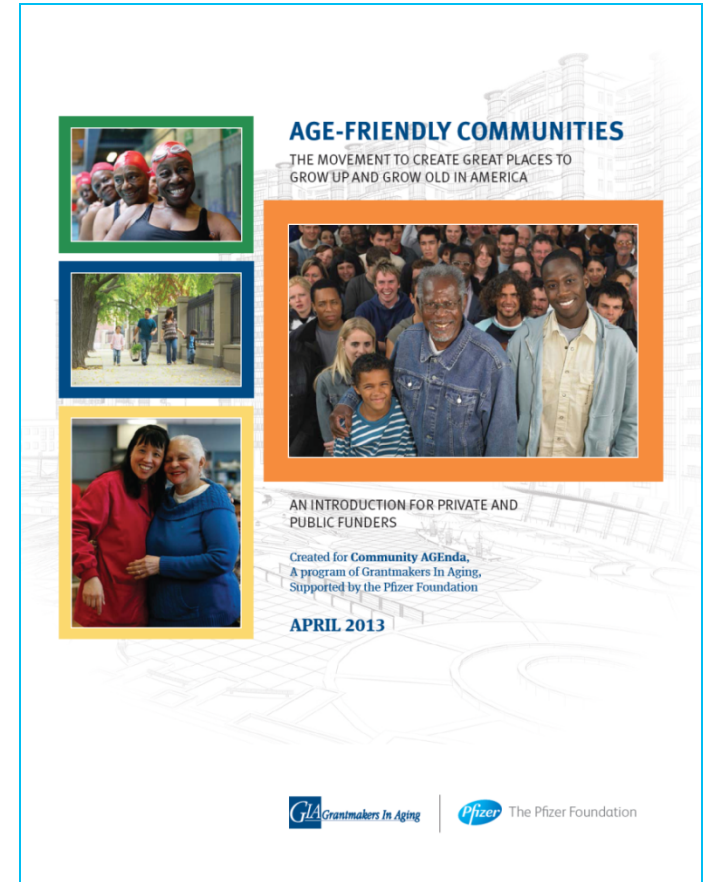


Background: Lifelong/Livable/ Age-friendly Communities

- The lifelong/livable/age-friendly communities movement is growing nationally and internationally
- Related activities date back to the 1990s and before
- The focus is on the physical, social, and service environments

*Many thought leaders now believe that the communities that fare best in the 21st century will be those that both **tackle the challenges and embrace the positive possibilities** that an aging population creates.*

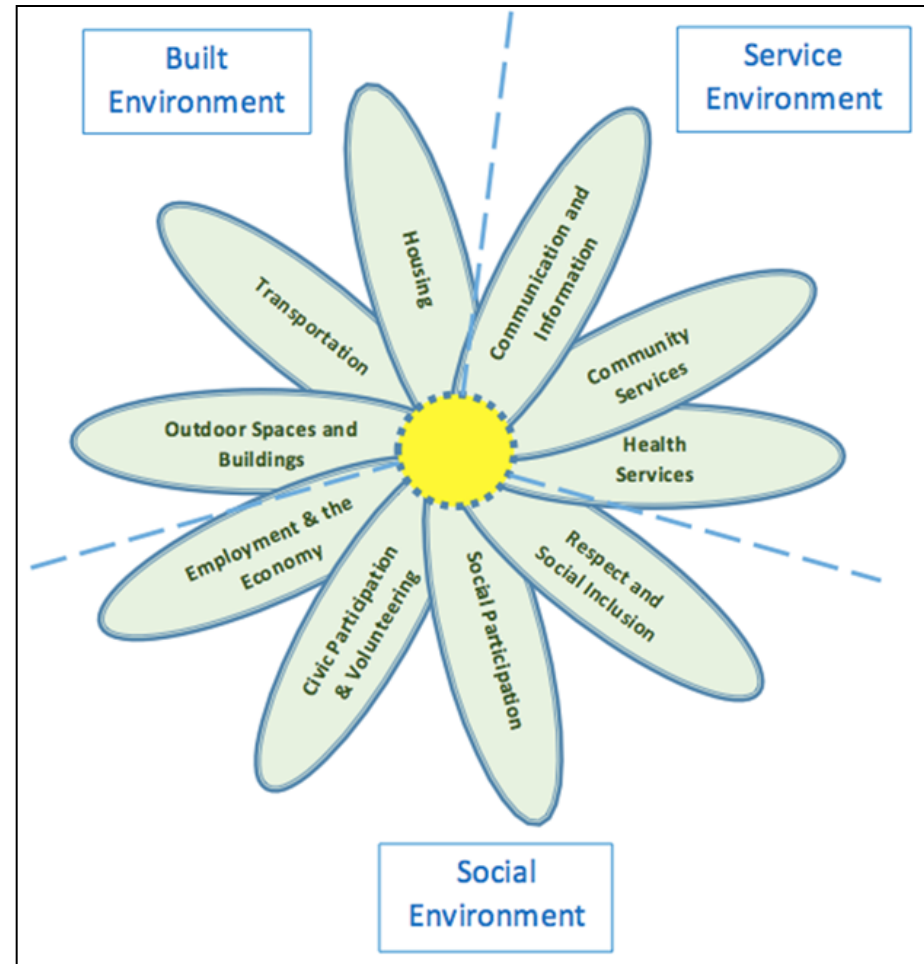
- Grantmakers in Aging (2013)



Yet...

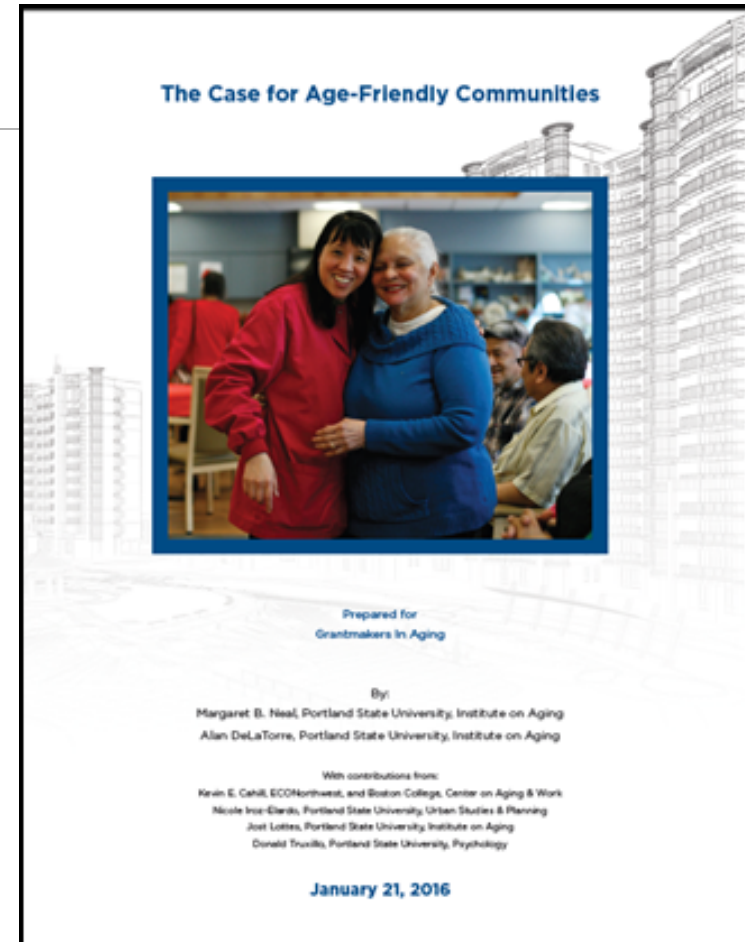
- Policy makers, business owners, community leaders, individuals have not always immediately seen the benefits:
 - The business case/value proposition/return on investment/economic case, had not been made
- Grantmakers in Aging, through its Pfizer-funded Community AGEnda project, contracted with PSU's Institute on Aging to develop this case

Age-Friendly Domains



Method for Creating *The Case for Age-Friendly Communities*

- Reviewed academic and “gray” literature
- Consulted with experts
- Drafted document
- Received feedback from GIA consultants, other colleagues
- Revise → feedback → revise → feedback → revise
- Final formatting and release (TBD)



Select Economic Benefits of Age-Friendly Communities

- Older adults are an important part of the workforce and **expand the labor pool** from which employers can hire.
- Attracting and retaining older workers addresses **labor shortages**.
- Older workers can **enhance organizational productivity** and business outcomes.
- Attracting or retaining older adults in a community who might otherwise leave can be an important **economic development strategy**.
- Older adults start **more new businesses** than younger adults.
- Older adults have enormous **economic clout as consumers**.
- The older adult market is **stimulating new companies, products, services, and technologies**.
- Older adults bring **tourism dollars**.

Opportunities Related to Housing and Physical Infrastructure

- **Affordable housing can have positive economic and fiscal impacts** for the public and private sectors.
- The growing older adult population will **increase demand for alternative housing arrangements**.
- Age-friendly communities offer a **continuum of housing options and supportive services reducing the need for moves** and preventing/postponing costly public and private expenditures for long-term institutional care.
- Age-friendly communities have **physical environments that work for everyone**.
- Age-friendly communities **facilitate mobility through transportation options**.
- Age-friendly communities have **healthy and connected neighborhoods that save residents time and money** and improve quality of life.
- Investing in age-friendly housing and environments can lead to public as well as private cost savings.

Other Select Benefits of Age-Friendly Communities

- Age-friendly communities result in **lower public and personal costs related to illness and health care.**
- Older adults provide **care and resources across generations.**
- Older adults serve the community through **volunteering and civic engagement.**
- Age-friendly communities **reduce barriers to volunteering.**
- Older adults make **philanthropic investments and charitable contributions.**
- Age-friendly environments **reduce social isolation** and improve health and community engagement.
- Older adults make significant **contributions to the social, political, and environmental fabric of society.**

Age-Friendly Communities Facilitate Volunteering by Older Adults, which Contributes to Economic Development and to Individual Health

The Value of Volunteer Hours in 2014

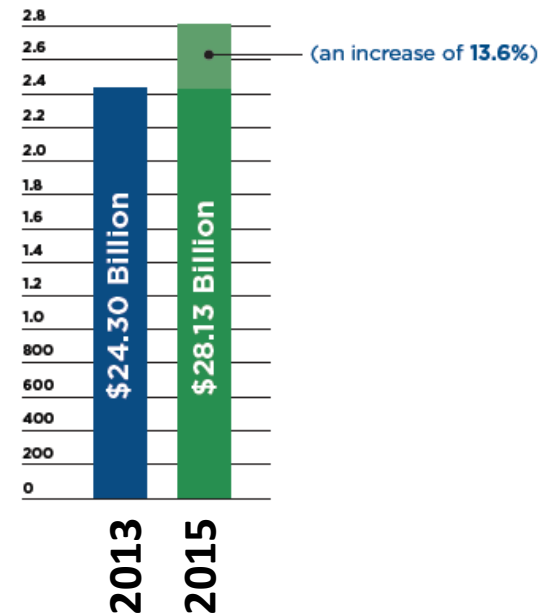


- In 2014, overall volunteering by older adults in the U.S. amounted to nearly 2 billion hours of service that was valued at \$45.7 billion (Corporation for National and Community Service)
- 23.6% of adults aged 65+ volunteered in 2014 (BLS, 2015).
- Older adults themselves benefit from volunteering, through:
 - a sense of purpose and accomplishment
 - increased life satisfaction
 - better physical and cognitive health (Grimm et al. 2007), including reduced mortality, increased physical function, increased levels of self-rated health, reduced depression symptoms, reduced pain, and higher self-esteem, and greater life satisfaction (MetLife/Civic Ventures, 2011).

Age-Friendly Communities Help Retain Older Adults, Who Make Charitable Contributions

- Three fourths of mid-life and older adults engage in charitable giving (AARP, 2013).
- In 2015, giving through bequests produced over \$28.13 billion in charitable contributions in the U.S. to American nonprofit organizations, nearly 60% more than all gifts from businesses and corporations (Giving USA Foundation, 2015).
- Such testamentary gifting is expected to increase in coming years as part of an overall growth in intergenerational transfers: the total wealth transfer to Baby Boomers has been estimated at \$8.4 trillion (*MetLife Study of Inheritance and Wealth Transfer to Baby Boomers*, 2010).

Giving Through Bequests



Age-Friendly Communities Attract and Retain Older Adults, with Significant Benefits for the Social, Political, and Environmental Fabric

- Older adults add vibrancy to their neighborhoods by interacting with neighbors more than any other age group (Joint Center for Housing Studies of Harvard University, 2004).
- Older adults “care for place” not only by volunteering but through activism, advocacy, and nurturing. Through these activities, older adults assume a variety of care roles in their communities, including helping and representing others, giving advice and support, and effecting change (Wiles & Jayasinha, 2013).

Trees grow stronger over the years, rivers wider. Likewise, with age, human beings gain immeasurable depth and breadth of experience and wisdom. That is why older persons should be not only respected and revered; they should be utilized as the rich resource to society that they are.

— United Nations Secretary
General Kofi Annan³⁰⁵

Age-Friendly Communities Facilitate Caregiving by Older Adults, which Contributes to the Economy

- Older adults provide unpaid care for adult children, grandchildren, spouses, and other relatives.
- AARP (2015) estimates that:
 - 40 million family caregivers provide 37 billion hours of care, at an average of 18 hours per week
 - the value of this family caregiving is estimated at \$470 billion (compared to \$469 in annual national Medicaid expenditures, \$467 billion in combined annual sales for Apple, IBM, Hewlett Packard, and Microsoft)



Contact information:

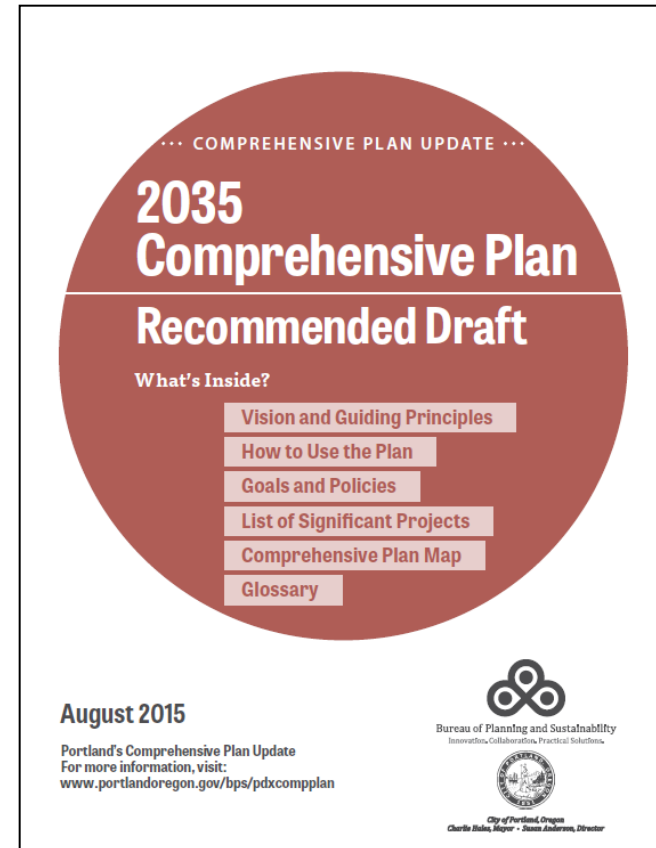
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Age-Friendly Communities with Healthy and Connected Neighborhoods Save Time and Money

- Integrating housing and services saves money and time for people trying to access jobs and services and be socially involved.
- Integrating housing and transportation systems provides more mobility options and makes goods and services more accessible (Farber et al., 2011)
- Communities with good transportation systems connectivity (e.g., transit options, connected street networks) can result in reduced public costs for maintenance and accidents (Burchell, 2005)
- People living in transit-friendly communities pay less for transportation in the U.S. (9% of household budget) compared with those in car-dependent settings (25%) (Center for Neighborhood Technology, 2010)



Age-Friendly Communities Expand Opportunities for Tourism by Older Adults, Contributing to the Local Economy

- Tourists spend three to four times more money on shopping while travelling than the average shopper, and the segment of adults over 55 years of age has been shown to be the group that will increase the overall volume of tourism the most (Patterson, 2006)
- Not only the substantial numbers but also the increased financial means and time flexibility make the older adult consumer segment attractive to tourism (Boksberger & Laesser, 2009)



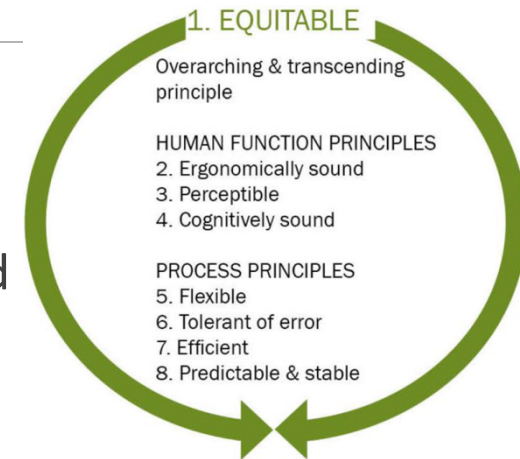
Age-Friendly Communities Provide Housing Options that Meet the Housing Needs of All, Including Housing at a Range of Prices and with a Range of Supportive Features

- Approximately half of renters and homeowners with a mortgage aged 65+ are housing-cost burdened – i.e., paying more than 30% of their income for housing (JCHS Harvard, 2015) – which limits their ability to pay for other needs and services; affordable housing has a positive economic and fiscal impact for the public and private sectors (Cohen & Wardrip, 2011).
- Accessible housing with services can alleviate the challenges arising from the approximately 70% of people reaching age 65 who are expected to need some form of long-term care (JCHS Harvard, 2015).



Age-Friendly Communities have Physical Environments that are Accessible and Enhance Mobility for Everyone

- Universal design can create inclusive environments, products, and services that are: safer, accessible, attractive, and desirable for everyone; easily repurposed; capable of reducing falls and related health-expenses; and minimal in cost in new construction (KC Communities for All Ages, 2013).
- Walkable communities reduce the risk of chronic disease and improve public health and quality of life (Kerr, Rosenberg & Frank, 2012).
- Combining prevention and wellness strategies that focus on healthy environments (e.g., complete streets, mitigating health disparities – can strengthen partnerships, build efficiencies and cost savings, and create healthier communities (McClellan & Rivlin, 2014).



Source: Laura Jasinski (2014).



Roll & Stroll, Astoria, OR 2015