



Multi-Generational Planning: Linking Needs of Children and Elders

Presentation to CaRDI Research Roundtable

Planning Across Generations

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Linking Research and Extension

- **Linking Economic Development and Child Care**
 - Understanding the economics of child care
 - Reforming economic development and employer practice
- **Family Friendly Planning**
 - Supporting families with young children
 - Reforming planning practice
- **Multi-generational Planning**
 - Linking the needs of children and elders
 - Building more inclusive policy

The Economic Importance of Early Care and Education

Parents:

Labor
mobilization,
career
ladders

Children:

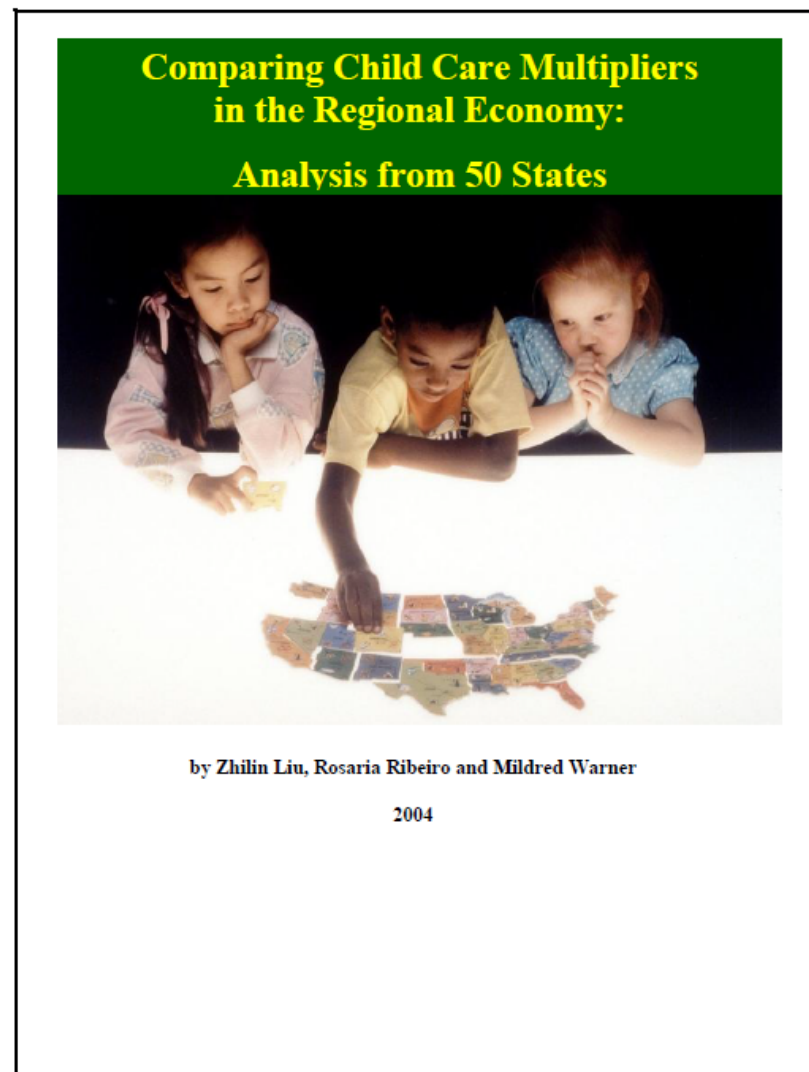
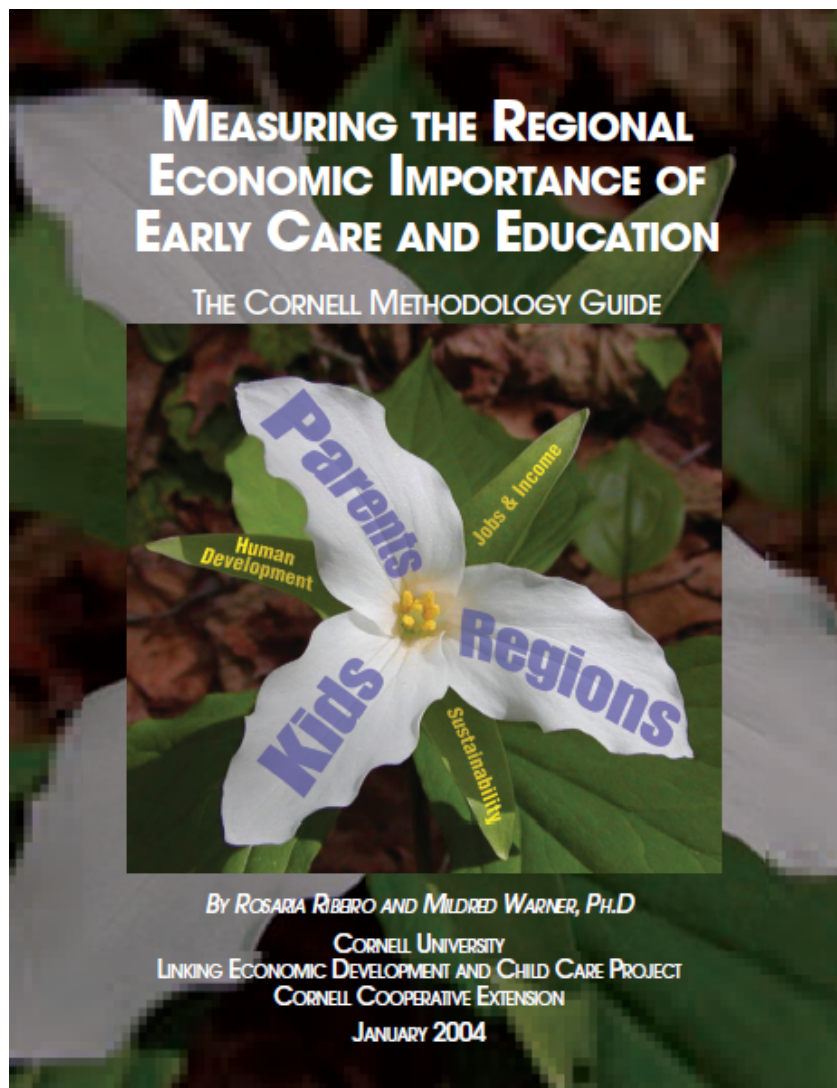
Human
development



Regions:

Critical
social
infrastructure
for economic
development

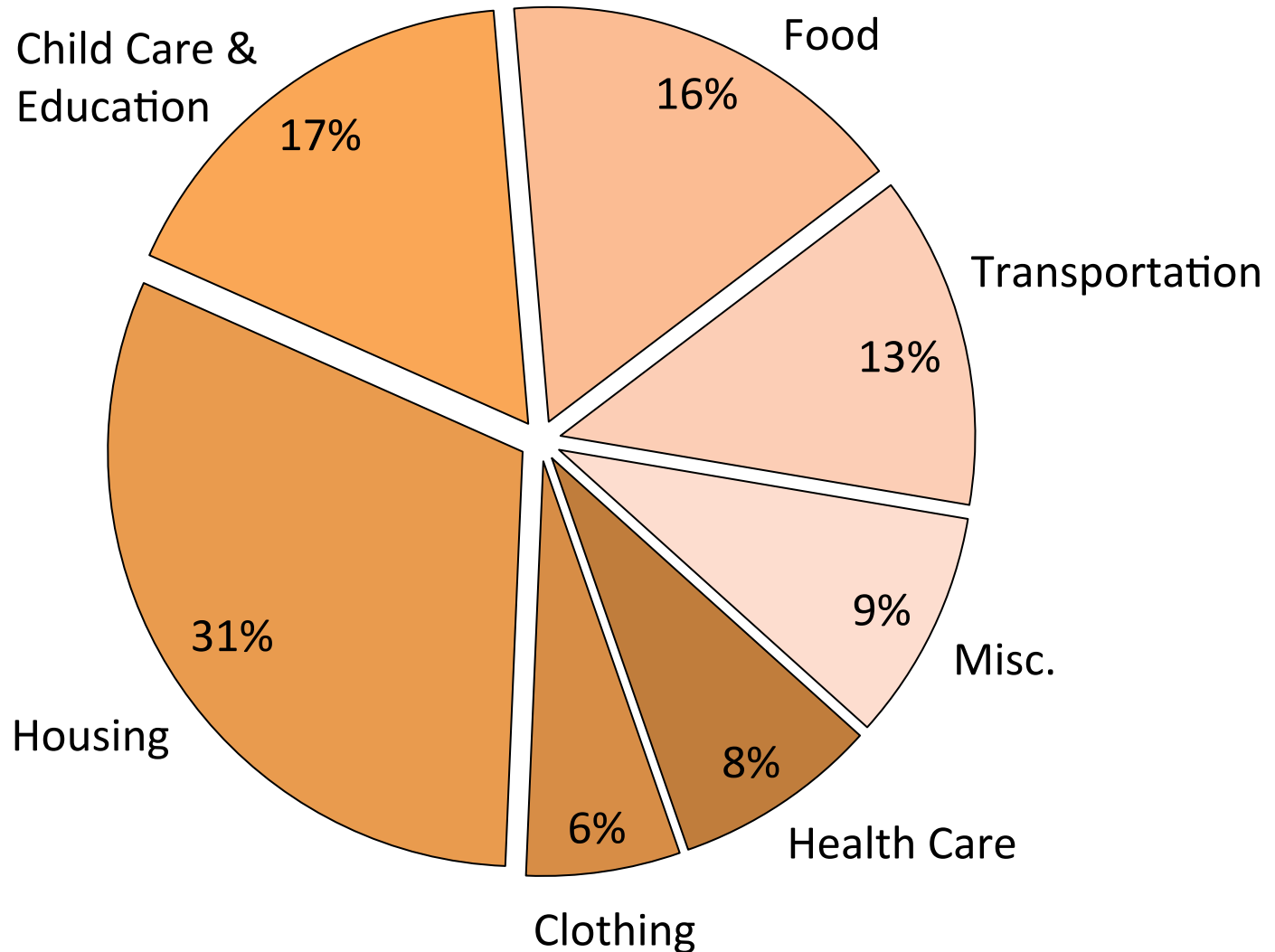
The Power of Regional Economic Modeling



Family spending on children fuels the local economy.

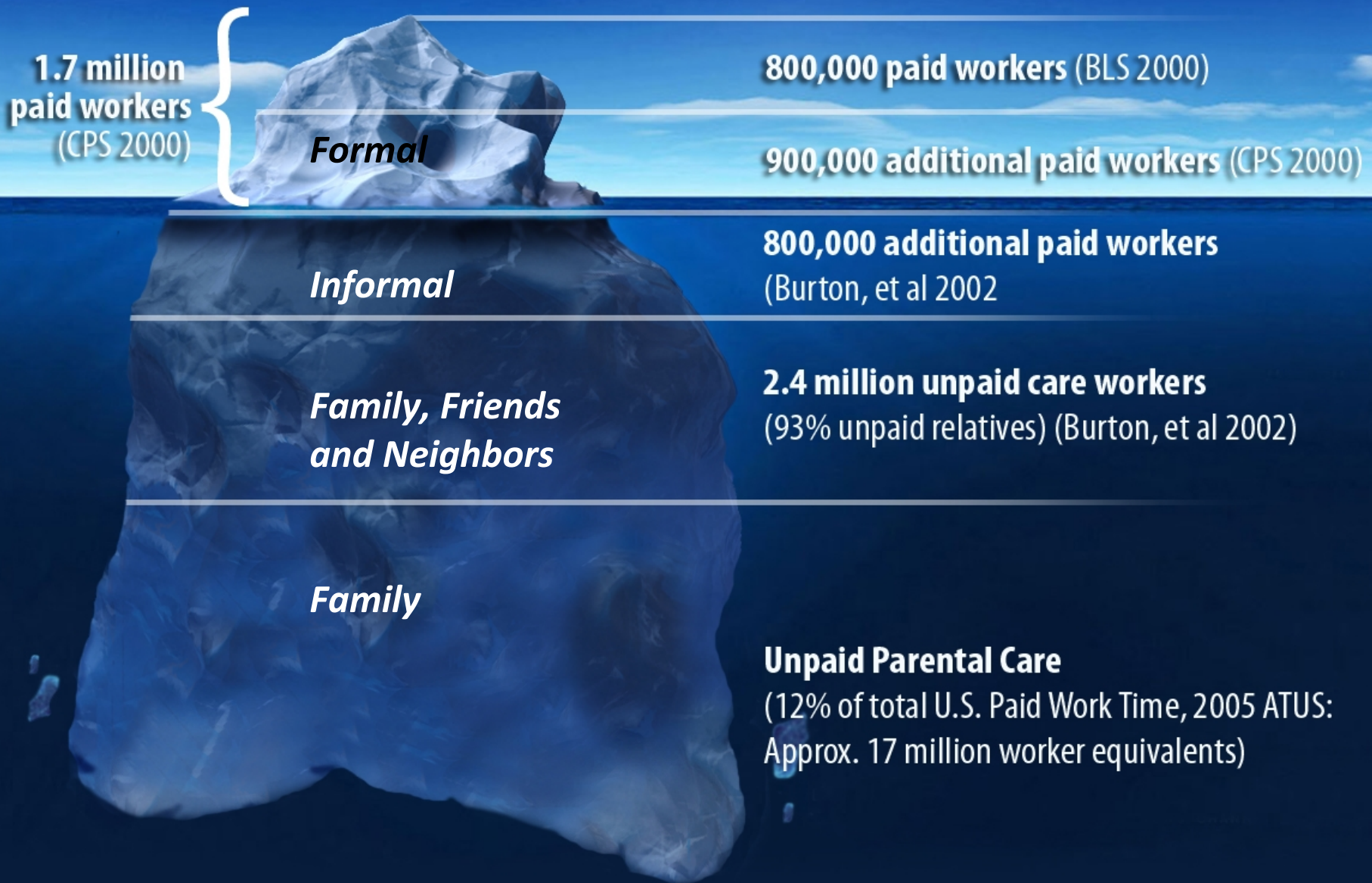
\$222,360:
Average total
spending by
family per
child (birth to
age 17)

**77% is spent
in the local
economy.**



The Iceberg of Care: Market and Family Support Challenges:

Most of the iceberg lies below the water line



We Need a New Family Friendly Planning.

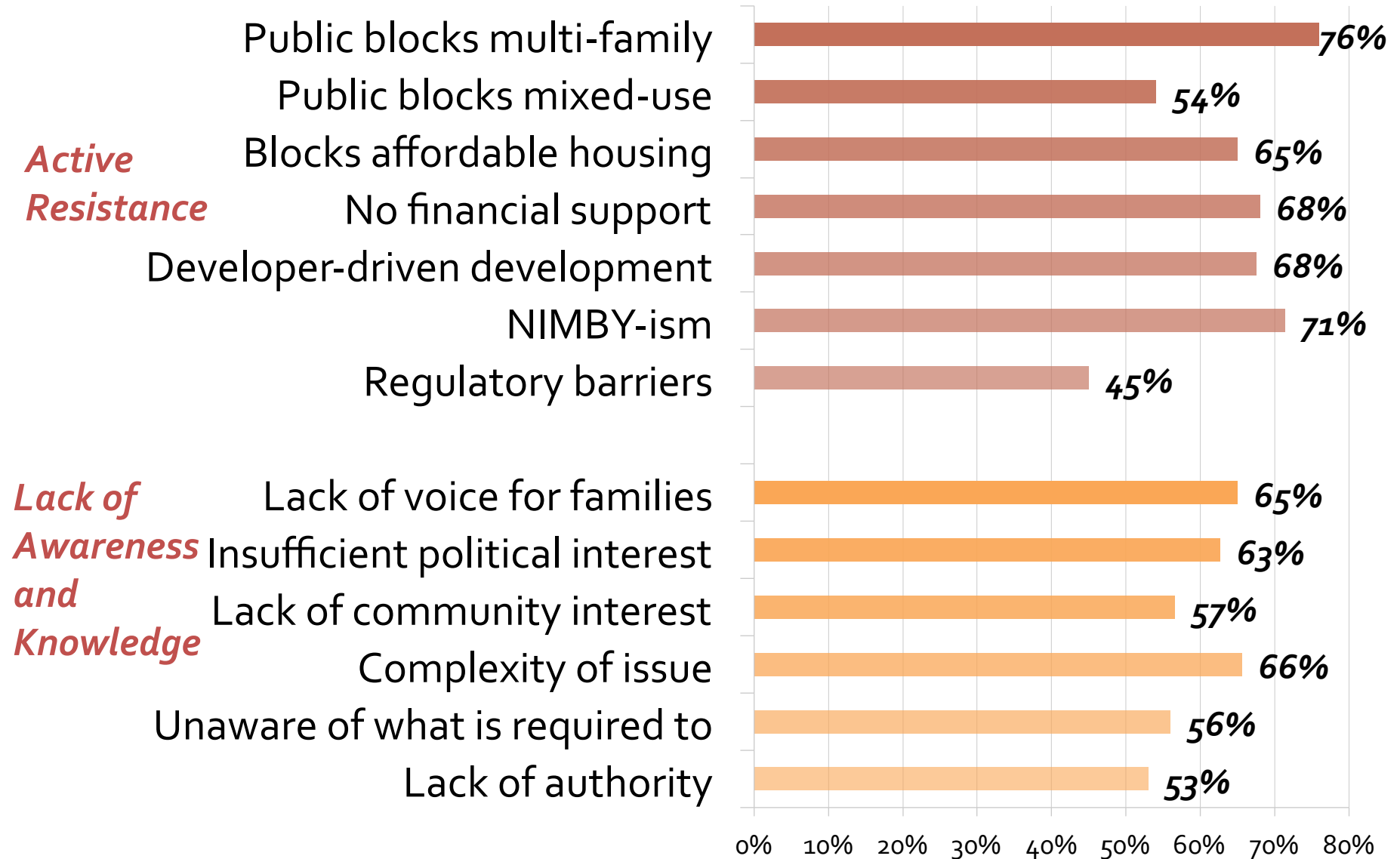


- 2008 Family Friendly Planning Survey, American Planning Association, 944 planners responded
- Surveyed attitudes, barriers, actions, zoning and site planning

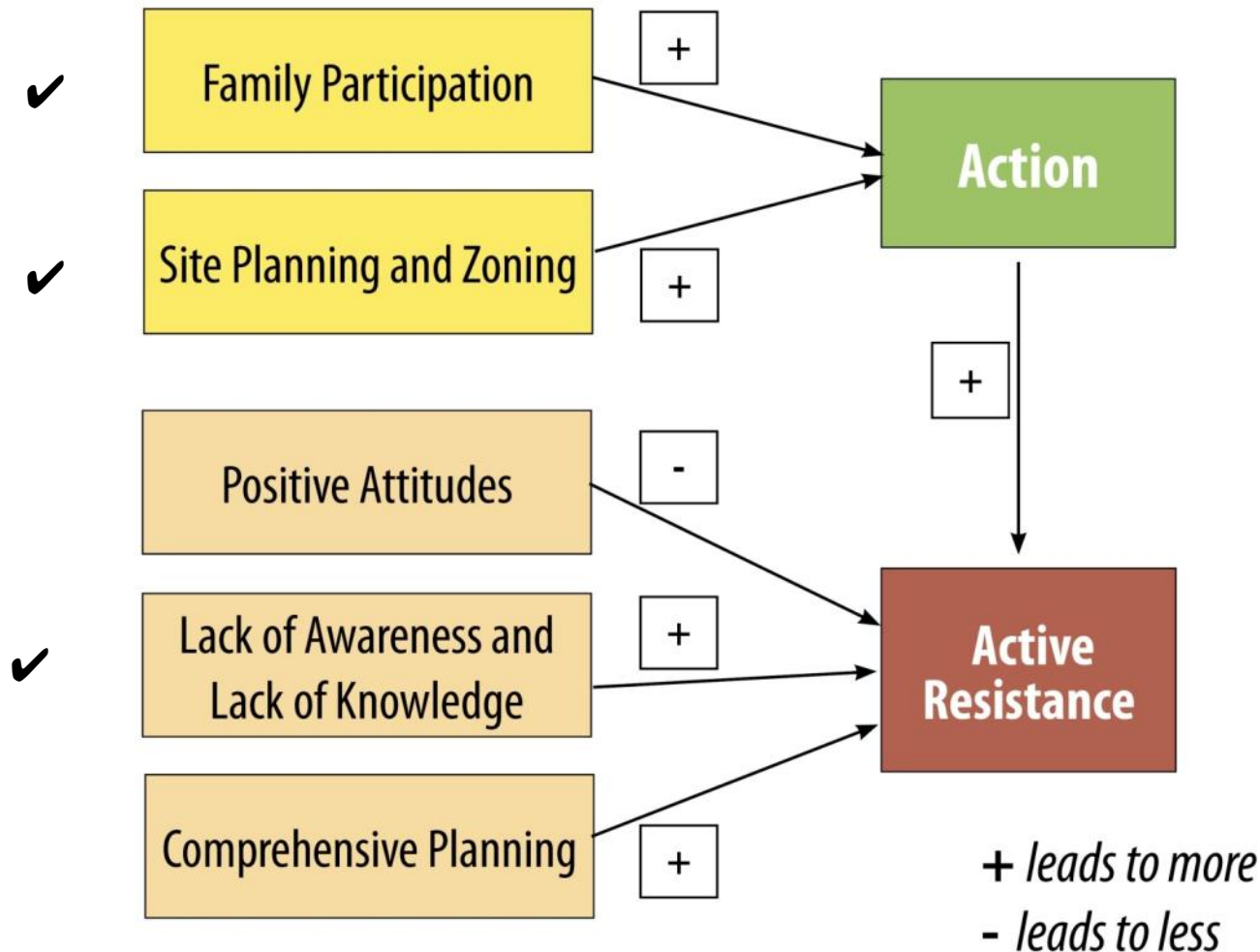
Planners' attitudes towards families are positive	Agree
Families are important to community growth, sustainability and diversity.	97%
Families represent a valuable consumer population	97%
Communities that keep people for the whole life cycle (children, single adults, parents, elderly) are more vibrant.	90%
Families are the most likely population group to reinvest in their community through time, money and other forms of civic engagement.	78%
The needs of families are similar to the needs of the elderly with regards to the physical environment (e.g. parks, transportation, affordable housing).	64%
Most families do not generate sufficient tax revenue to cover the cost of services they demand.	53%

2008 Am. Planning Assoc. survey, 944 planners responded, % responding

Barriers to Building Family-Friendly Communities



Planning Leads to Action, Ignorance Leads to Resistance



Key variables from regression results.



Housing

- Family-sized housing (2+ BR) 60%
- Affordable housing 39%
- Accessory dwelling units 25%



Child Care

- Adequate supply of child care 20%
- Family home child care by right 34%



Transportation & Mobility

- Sidewalks 97%, Bike lanes 76%
- Walk-to-school programs 52%



Collaborate with Schools

- Collaborate in siting schools 45%
- Co-locate services in schools 43%

Arguments for Multi-Generational Planning

Why do we need to do this?

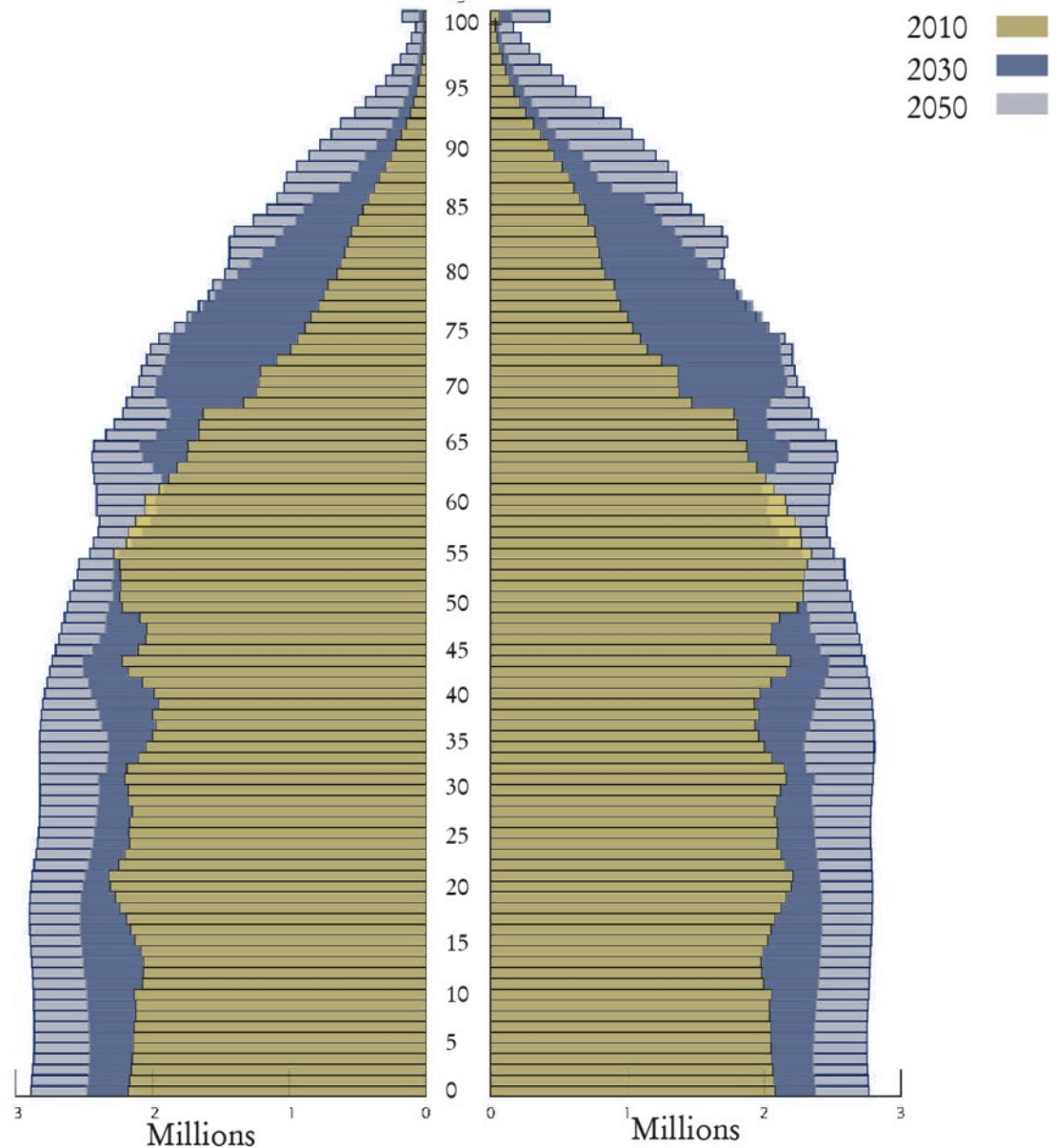
- Changing demographics
- Public expenditure challenges
- Economic development imperatives

What can we do?

- Planning and service design solutions

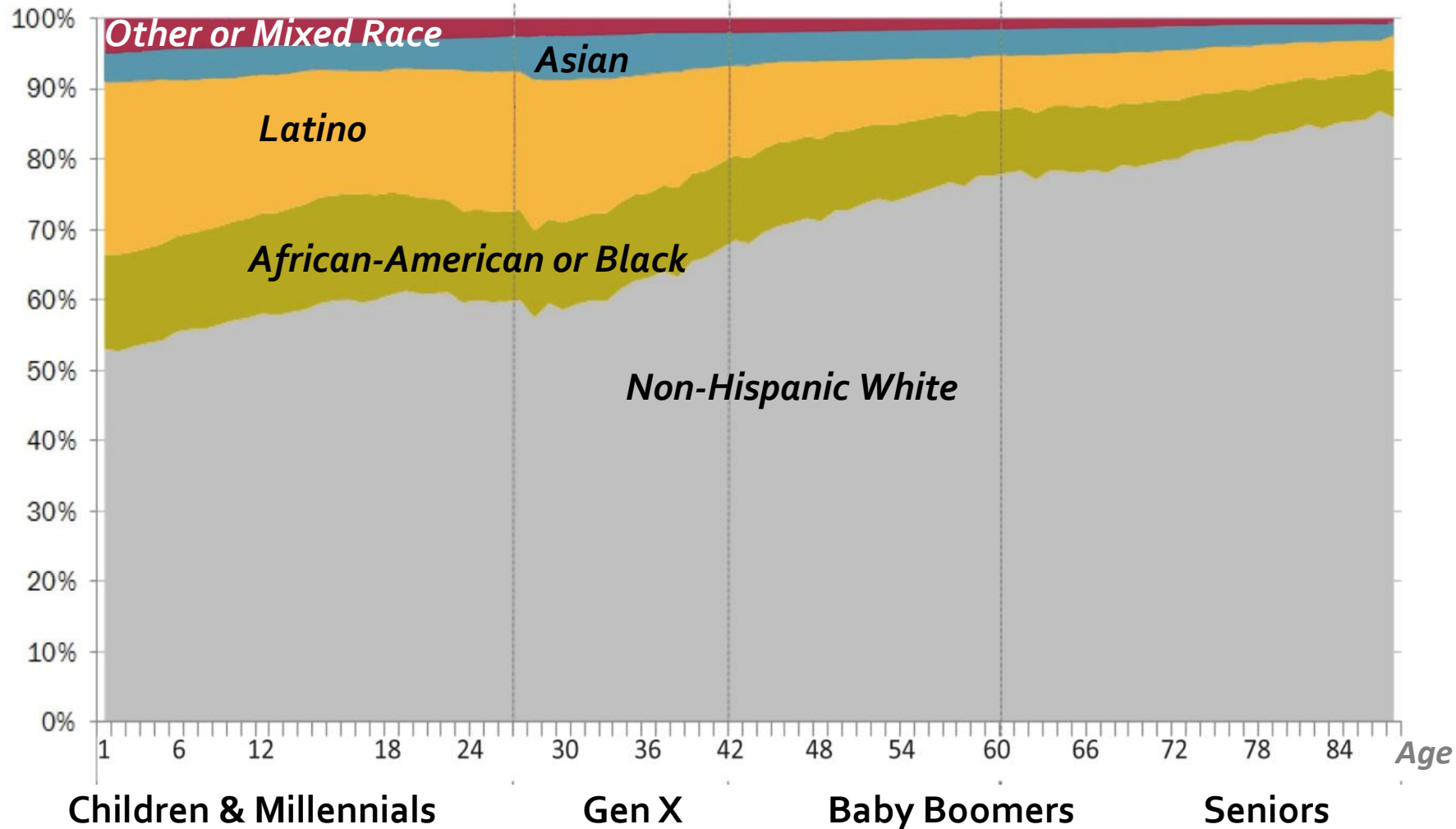
Figure 1

Rising Percentage of Elders and Children



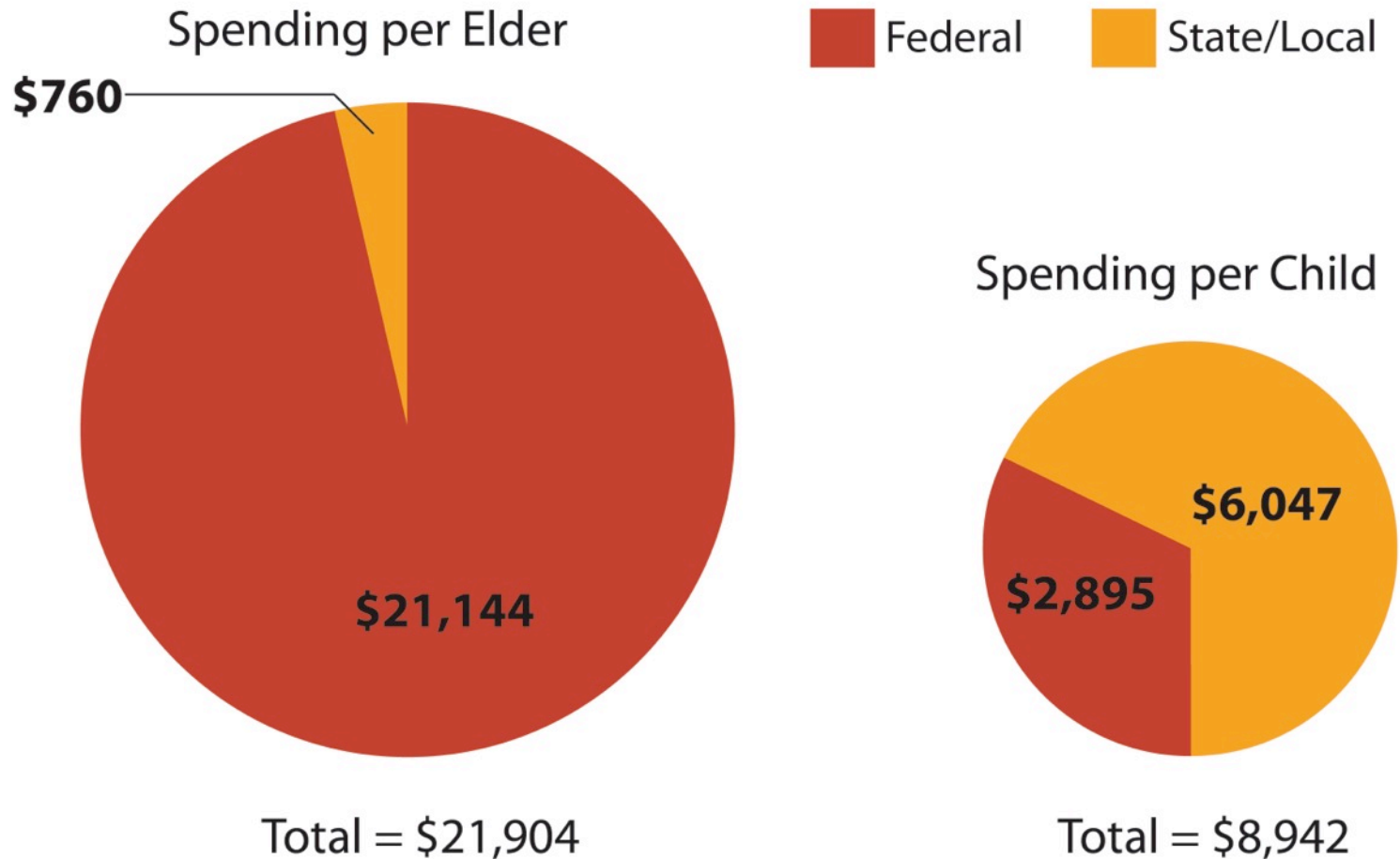
Diversity and the Need for a New Social Compact

U.S. Population by Age and Race/Ethnicity



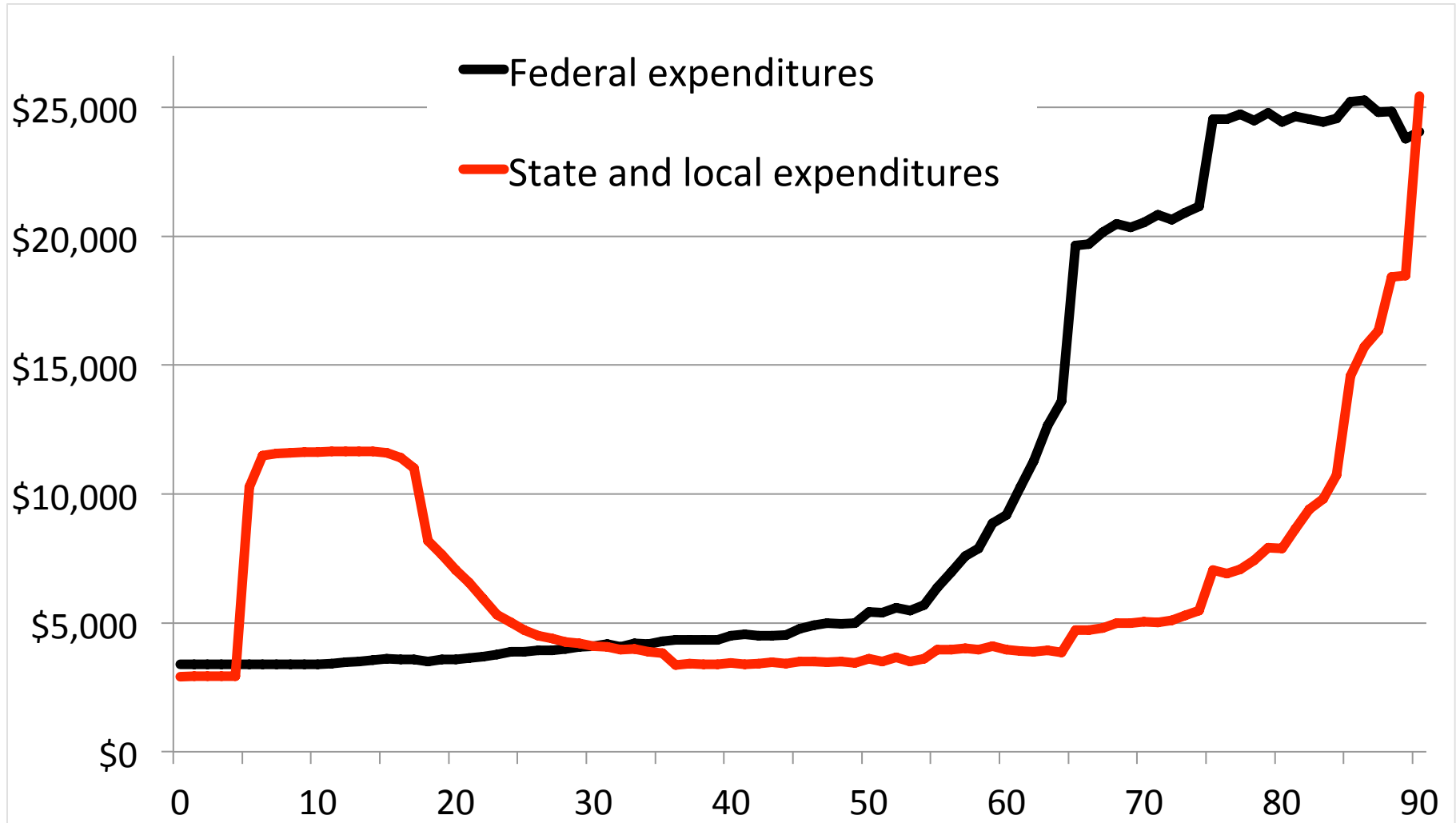
Public spending is biased toward seniors.

Federal and State/Local Spending on Elderly and Children



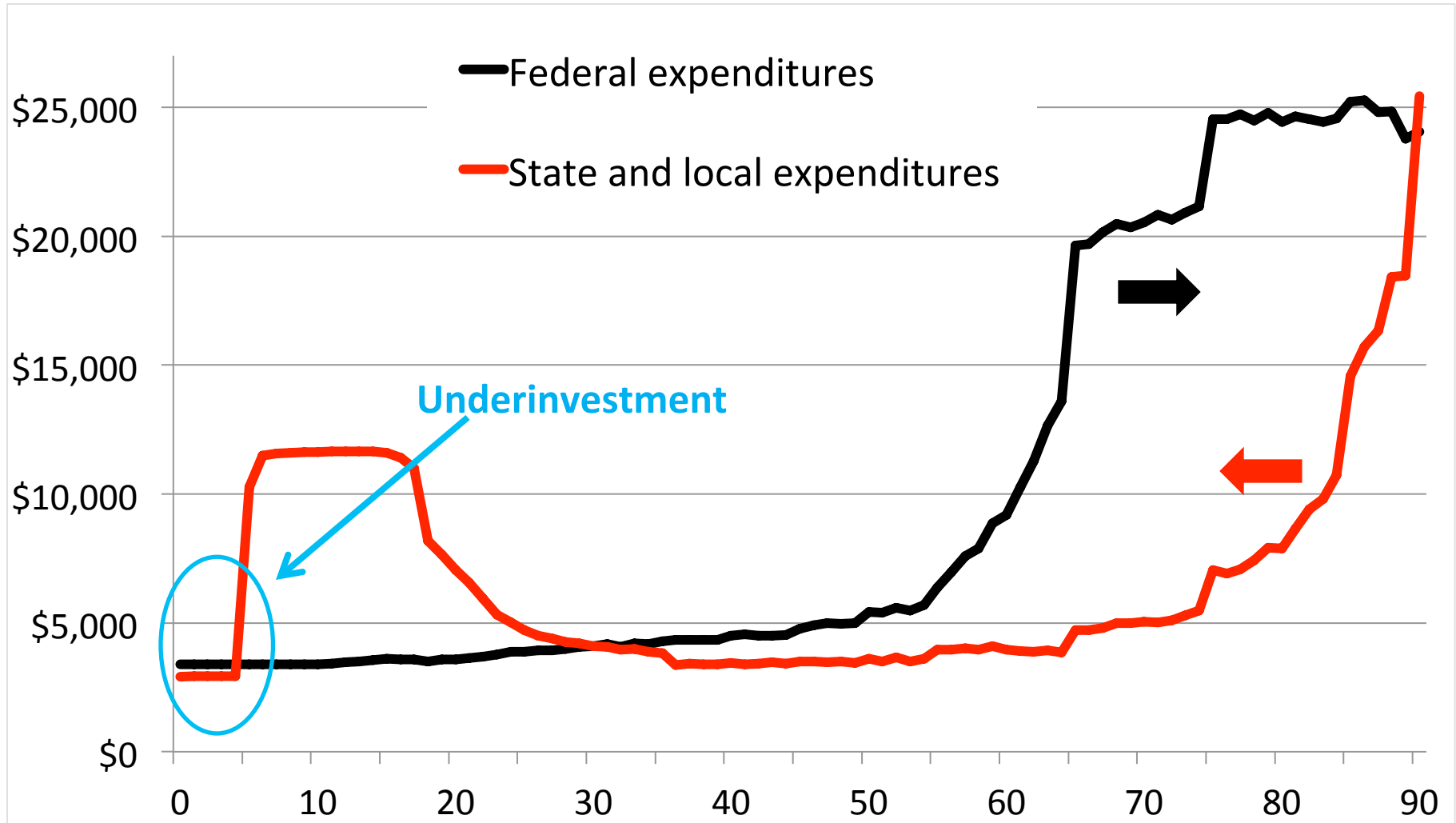
Data Source: Isaacs, Julia, 'How Much Do We Spend on Children And The Elderly?' Urban Institute, 2009. Figure constructed by Mildred Warner.

Government Spending by Age (2004)



Based on estimates by Edwards, Ryan D. 2010. Forecasting Government Revenue and Expenditure in the U.S. Using Data on Age-Specific Utilization, Working Paper no. WP10-01.

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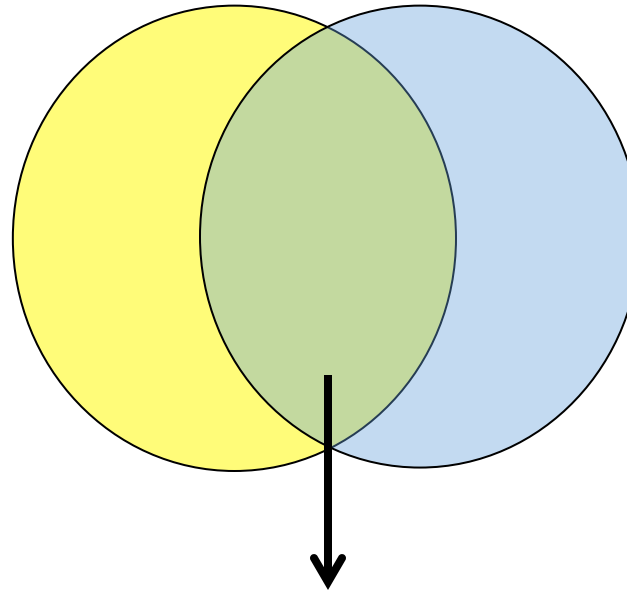
What Can We Do?

Core Principles



Child-friendly Cities

Basic Services
Safe Water
Safe Streets
Opportunity to Play
Civic Participation
Family Support
Protection from
Exploitation



**Many Common
Elements**



Age-Friendly Cities

Housing
Transportation
Services (Health)
Outdoor Spaces
Communication
Civic and Social
Participation
Respect



NYC and Atlanta lead the way



Key Principles:

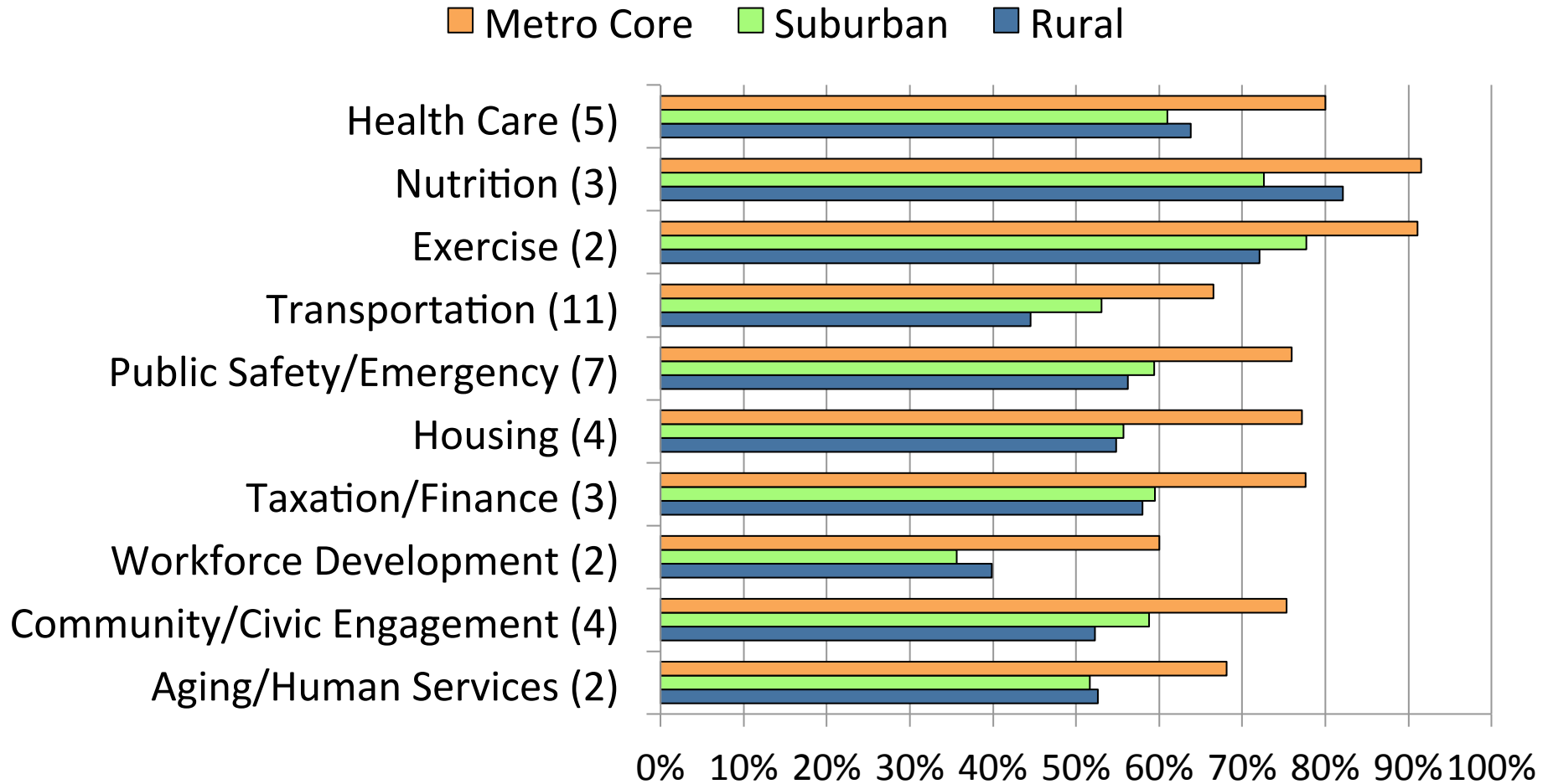
- Respect & social inclusion
- Information and communication
- Civic participation & engagement
- Social participation
- Housing
- Transportation
- Public spaces
- Community support & health services

Key Principles:

- Connectivity
- Pedestrian access and transit
- Neighborhood retail and services
- Social interaction
- Diversity of dwelling types
- Healthy living
- Consideration for existing residents

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Problem: Rural Areas and Suburbs lag in service delivery for seniors

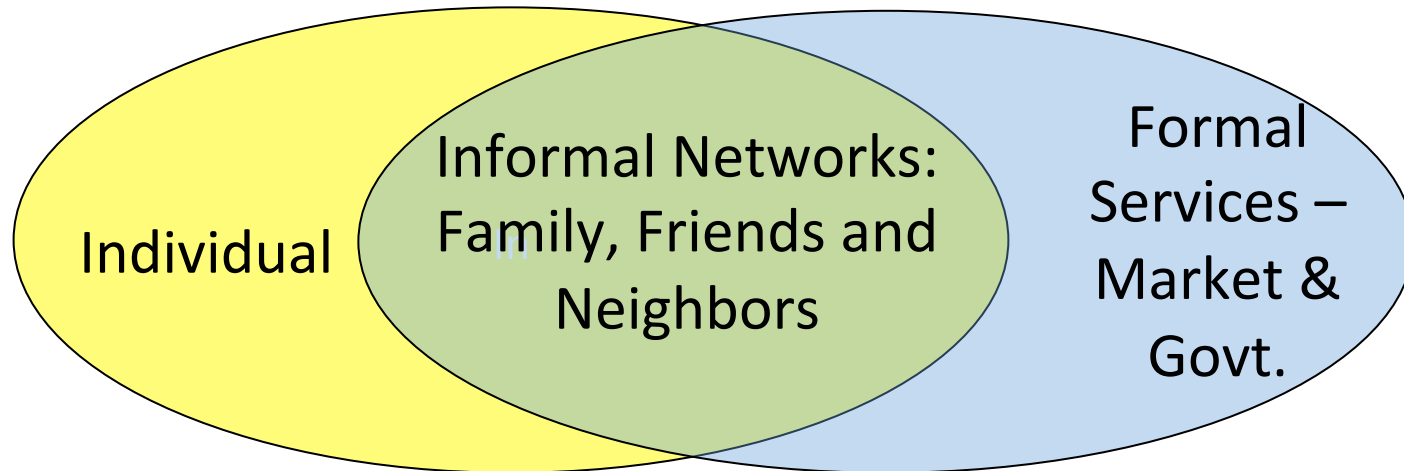


Source: 2010 Maturing of America survey, N= 1430 municipalities. Numbers in parentheses indicate the number of services in each category.

Three Challenges for Planning

Foster Individual
Independence
(inclusive design)

Promote Formal
Services



Support Informal
Networks

A Vision for the Future



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