Planning for Aging in Place:
Stimulating a Market and Government Response

Mildred E. Warner, George Homsy and Lydia Morken
Department of City and Regional Planning
Cornell University

Presentation to Urban Affairs Association
San Francisco, CA
April 4, 2013

Planning Across Generations
Contact: www.mildredwarner.org | mew15@cornell.edu

Common Vision
Inclusive Design
Shared Services
Planning
Across Generations

Challenges

- Rising **senior population** – especially in rural and suburban communities
- **Built environment** does not facilitate aging in place
- **Service delivery lags** in rural, suburban and poorer places
- **Invisibility of demand** – to government and to market providers
- **What role does planning play?**

Research Questions

- Level and range of **service delivery** (health, housing, transportation, social services, workforce services, civic engagement)
- Role of **built environment**
- Role of **planning**
- Relative role of **government provision** (and state and federal aid) and a **market response**
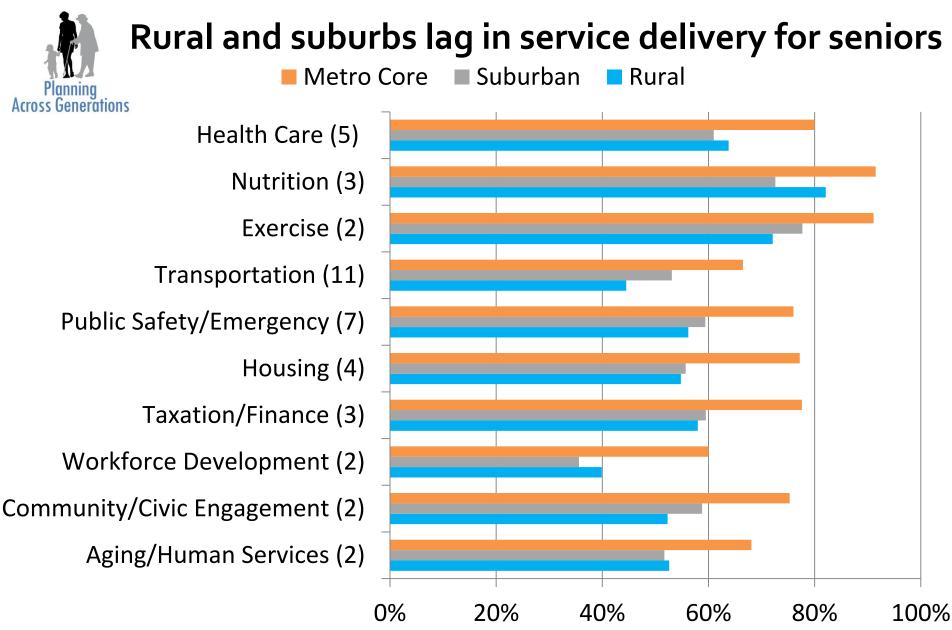- Potential **trade off** between needs of seniors and needs of children

Data and Model

- 2010 Maturing of America Survey
  - Conducted by ICMA for National Assoc. of Area Agencies on Aging, APA, NLC, NACO, Partners for Liveable Communities. Funded by MetLife
  - 1,414 cities and counties across the US
  - Link to Census and American Community Survey data
- Measured **41 services for seniors**
- Measured **7 planning actions** for aging in place
- Measured **elder participation** in the planning process and **inter-generational programming**

Suburbs and rural face greatest need

	Metro Core	Suburban	Rural
Population 65+ years old [1]	13%	14%	**17%**
Population growth in 65+ years old [2]	8%	**14%**	9%
Single-family homes [3]	66%	**74%**	**72%**
Poverty rate 65+ years old [3]	9%	9%	**12%**
Poverty rate under 18 years old [3]	19%	16%	**23%**
Per capita income [3]	**$25,000**	**$24,000**	$20,000
Number respondents	179	700	535

N=1,414 US Cities and Counties; Sources: [1] US Census 2010,
[2] US Census 2000 and 2010, [3] American Community Survey 2006-2010

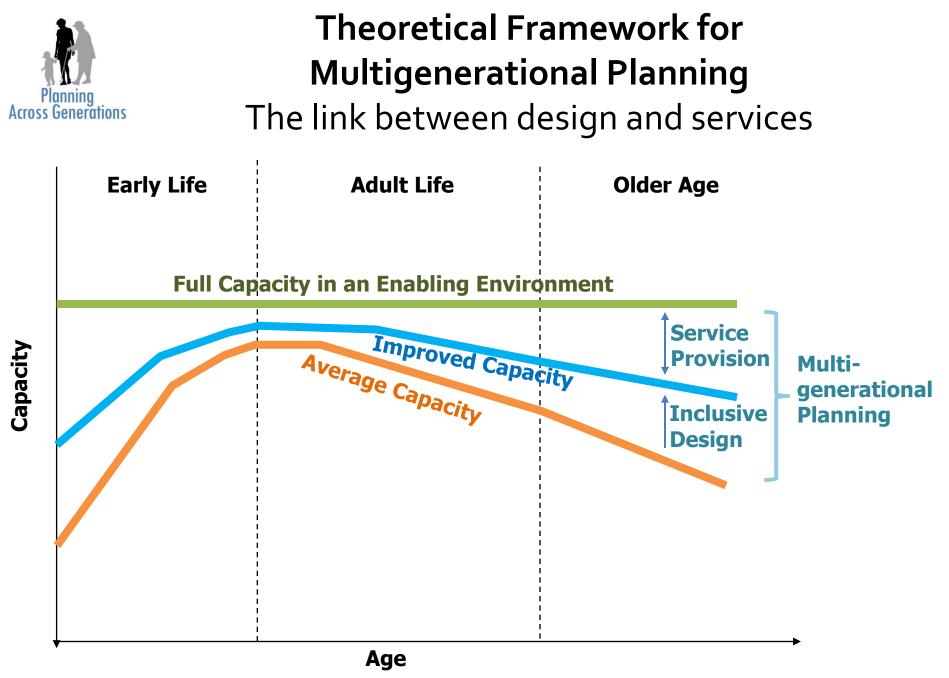# Rural and suburbs lag in service delivery for seniors

Source: N= 1,414 local governments, 2010 Maturing of America survey.
Numbers in parentheses indicate number of survey questions in each category.

Rural areas and suburbs *are* planning for an aging population

	Local government *has in place:*		
	Zoning requirements that support **"complete street"** design	Building codes that incorporate **universal design** in new construction	Zoning requirements that support **aging in place**
Metro Core	49.4%	45.0%	42.2%
Suburban	**55.5%**	**54.9%**	**48.9%**
Rural	43.9%	44.1%	31.4%

Source: N= 1,414 local governments, 2010 Maturing of America *survey.*

Theoretical Framework for Multigenerational Planning
The link between design and services

Source: Warner et al. 2013, based in part on WHO (2007) functionality curve.
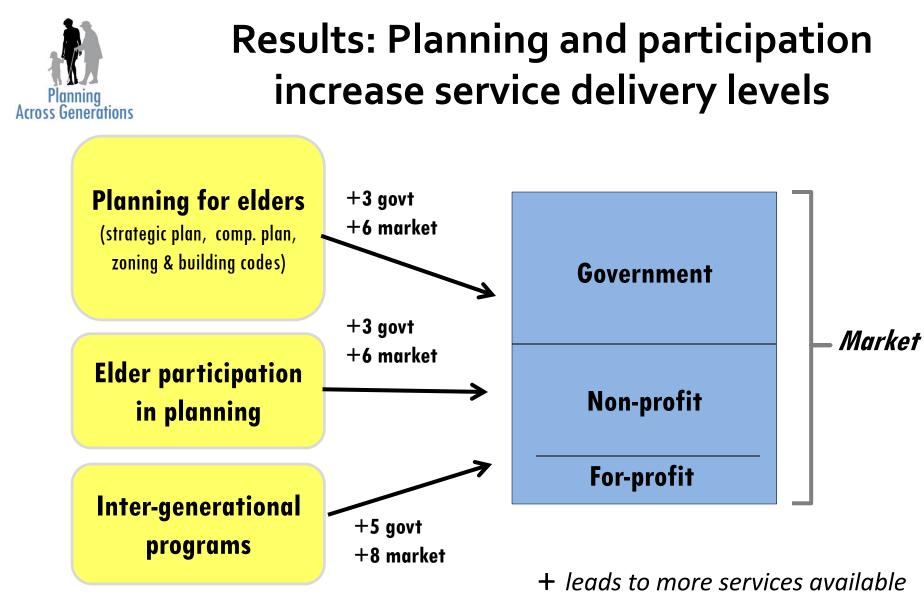
Model Design

- **Ran three multi-level restricted MLE models**
  - Service delivery in the market (0-41 services)
  - Services funded or provided by government (0-41 services)
  - Planning (0-14 planning actions)
    - 7 planning functions (2 points if plan in place, 1 point if under development, 0 if not)

- **Controlled for :**
  - **Public engagement** (elders in planning process, intergenerational programming)
  - **Need** (population based and poverty based measures, trade off between children and elders)
  - **Built environment** (density, single family, mobile homes)
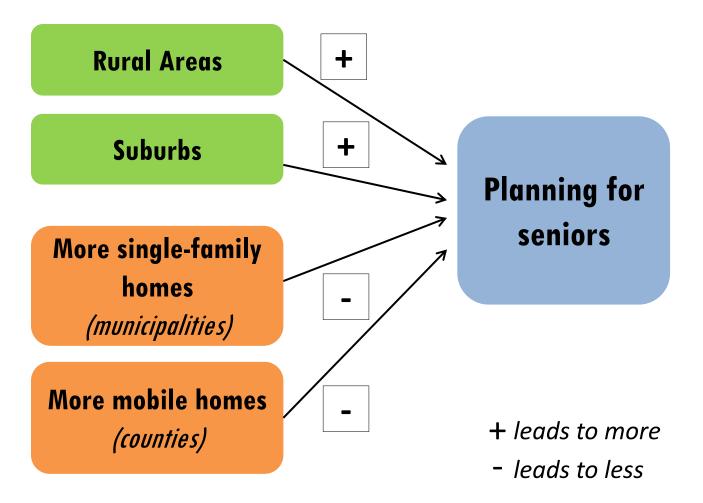 - **Capacity** (per capita income, govt exp, state and federal aid)
  - **Metro status**

Results: Planning and participation increase service delivery levels

Planning for elders
(strategic plan, comp. plan, zoning & building codes)

+3 govt
+6 market

Elder participation in planning

+3 govt
+6 market

Inter-generational programs

+5 govt
+8 market

Government

Non-profit

For-profit

Market

+ *leads to more services available*

Results controlled for population, poverty, metro status, government finance and council manager government.

Results: Planning is influenced by metro status and built environment

Rural Areas — **+** → **Planning for seniors**

Suburbs — **+** → **Planning for seniors**

More single-family homes *(municipalities)* — **-** → **Planning for seniors**

More mobile homes *(counties)* — **-** → **Planning for seniors**

+ *leads to more*
- *leads to less*

Results controlled for population, poverty, metro status, government finance and council manager government.

Conclusion

- **Planning matters** – for both a government and a market response
- **Elder participation matters**
- **Limited evidence of tradeoff** between needs of elders and needs of children (in municipal model)
- **Capacity constraints not as strong as feared**
  - Rural and suburbs do more after controlling for population size
  - Federal aid not limiting (but state aid does increase county response)