We Need a Comprehensive Approach to Economic and Community Development

The Economic Importance of Early Care and Education

Children - Human development
Parents – Labor mobilization, career ladders
Workers – Better wages and working conditions, career ladders
Regions – Critical social infrastructure for economic development

Aging Population Creates Care Needs At Both Ends of the Life Cycle

Regional Economic Policy
Community Planning
Workplace Policy
Family Care Supports
The Promise of Multi-generational Planning

Common Vision

Inclusive Design

Shared Services

Planning Across Generations

Core Principles

Child-Friendly Cities
- Basic Services
- Safe Water
- Safe Streets
- Opportunity to Play
- Civic Participation
- Family Support
- Protection from Exploitation

Age-Friendly Cities
- Housing
- Transportation
- Services (Health)
- Outdoor Spaces
- Communication
- Civic and Social Participation
- Respect

Many Common Elements

A Framework for Multigenerational Planning

The link between design and services

Early Life
- Full Capacity in an Enabling Environment

Adult Life
- Improved Functionality
- Service Provision

Older Age
- Average Functionality
- Inclusive Design

Multi-Generational Planning

Three Challenges for Planning

Foster Individual Independence (Inclusive Design)

Promote Community Services (Market and Government)

Support Informal Networks

Informal Networks: Family, Friends and Neighbors

Community Services – Market & Govt.

Source: Author based on WHO, Global Age Friendly Cities, 2007
Early Care and Education: Most care is informal
Most of the iceberg lies below the water line

1.7 million paid workers (CBS 2000)
800,000 paid workers (BLS 2000)
900,000 additional paid workers (CBS 2000)

Informal
800,000 additional paid workers (Burton, et al 2002)

2.4 million unpaid care workers (99% unpaid relatives) (Burton, et al 2002)

Family, Friends and Neighbors
Unpaid Parental Care
(12% of total U.S. Paid Work Time, 2005 ATUS: Approx. 17 million worker equivalents)

How do we proceed?

• Build Coalitions
  o across age groups
  o with planners and developers
• Innovations in Planning and Service Delivery

Diversity and the Need for a New Social Compact
U.S. Population by Age and Race/Ethnicity


Government Spending by Age (2004)

Community Planning and Service Delivery

- Surveyed attitudes, actions, zoning and planning
- 2013 Planning Across Generations Survey, 1478 city managers
- 2008 Family Friendly Planning Survey, 944 planners
- 2010 Maturing of America Survey, 1414 city managers
- Data tables that follow show % responding yes to question

Most trusted institutions used for information and service delivery

<table>
<thead>
<tr>
<th>Trusted Institutions</th>
<th>Most trusted by..</th>
<th>Used for information &amp; service delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Seniors</td>
<td>Families with children</td>
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<tr>
<td>Schools</td>
<td>8%</td>
<td>99%</td>
</tr>
<tr>
<td>Employers</td>
<td>51%</td>
<td>88%</td>
</tr>
<tr>
<td>Fire department</td>
<td>92%</td>
<td>86%</td>
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<tr>
<td>Police</td>
<td>92%</td>
<td>84%</td>
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<td>City/county information and referral services</td>
<td>95%</td>
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<td>Community nonprofits</td>
<td>92%</td>
<td>81%</td>
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<td>Local retail providers</td>
<td>87%</td>
<td>79%</td>
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<tr>
<td>Religious institutions</td>
<td>96%</td>
<td>74%</td>
</tr>
<tr>
<td>Health care providers</td>
<td>96%</td>
<td>73%</td>
</tr>
</tbody>
</table>

ICMA Planning Across Generation Survey, 2013 (1,478 city managers responding)

Attitudes Toward Multi-generational Planning

- Seniors are a resource for the community
- Children are a resource for the community
- Services for seniors and children benefit all community members
- Families with children represent a valuable consumer population
- The community has a responsibility to care for children and youth
- Seniors represent a valuable consumer population
- The community has a responsibility to care for seniors
- The needs of families with young children are similar to the needs of the elderly in physical environment
- Communities that keep people for their entire lifespan are more vibrant
- Seniors generate sufficient tax revenue to cover the cost of services they demand
- Families with children generate sufficient tax revenue to cover the cost of services they demand

ICMA Planning Across Generation Survey, 2013 (1,478 city managers responding)

Education – Shared Services

- Joint use agreements 56%
- Childcare services 50%
- Participate in school district educational facility planning 28%

In Charlotte, NC, the community built a school, light rail station for commuters, and parking for both (with a playfield atop the parking garage).

Seniors can ride school buses to the supermarket through Age-Friendly NYC. Photo: Getty Images, NYC
10% of communities do this nationwide.

LongView Retirement Community + child care program in Ithaca, NY
Barriers to Joint Programming for Different Ages

- Lack of funding
- Segregated funding streams
- Liability
- Lack of information
- Lack of common data systems
- Turf issues
- Preference for age-segregated services
- Concerns about safety
- Regulations to protect children
- Regulations to protect frail elders
- Elected official opposition
- Department head or staff opposition

ICMA Planning Across Generation Survey, 2013 (1,478 city managers responding)

Built Environment: Planning regulations in communities

- Promote parks or recreation facilities in all neighborhoods
- Mandate sidewalk system
- Street connection between adjacent developments
- Pedestrian-friendly design guidelines
- Require complete streets
- Allow child care centers
- Allow child care business in residential units by right
- Allow mixed-use
- Allow accessory dwelling units

ICMA Planning Across Generation Survey, 2013 (1,478 city managers responding)

Housing
- Family-sized housing (2+ BR) 75%
- Affordable housing 28%
- Accessory dwelling units 21%

Transportation & Mobility
- Sidewalks 48%, Bike lanes 7%
- Walk-to-school programs 34%
- Complete streets 17%

Child Care
- Adequate supply of child care 50%
- Family home child care by right 35%

Mixed Use Development
- Allow mixed use 25%
- Require parks/playgrounds 56%

Solutions

- Tucson Schoolyard Parks
  - Identified need through City-led "playspace audit"
  - Clear, specific goal: every resident within ½ mile of park
  - Elected officials championed the issue
  - Overcame security/liability concerns
  - City attorney helped craft agreement
  - Police department officially involved
  - Low cost
Barriers to Building Multi-Generational Communities

Finance with new partners: Developers, Police
Use impact fees to subsidize...
- Parks & recreation facilities 45%
- Schools 22%
- Transit 16%
- Child care 7%

APA Family Friendly Planning, 2008
(944 Planners responding)

Everyone benefits

Community disorder:
Unemployment, poverty, drop-out rates, etc.

Family friendly planning:
Esp. Impact fees to fund community services

Similar Results Found in Survey on Services for Seniors

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

- Measured 41 services for seniors (housing, health, workforce dev., transportation, nutrition, recreation, civic engagement) Average municipality provides 23 services
- Measured 7 planning actions for aging in place
- Measured elder participation in the planning process and inter-generational programming

Planning Leads to Action, Ignorance Leads to Resistance

- Family Participation
- Site Planning and Zoning
- Positive Attitudes
- Lack of Awareness and Lack of Knowledge
- Comprehensive Planning

Key variables from regression results.

What leads to higher service levels?

Planning for elders (strategic plan, comp. plan, zoning & building codes)
Elder participation in planning
Inter-generational programs

Government
Non-profit
For-profit

Market

Both a government and a market response
Results controlled for population, poverty, metro status, government finance and council manager government. Avg. service level, 23 services

A Strategy for the Future

Issue Briefs:
• Joint Use with Schools
• Health Impacts
• Rural Differences
• Gender Concerns
• Informal Networks
• Child Care

Contact:
www.mildredwarner.org/planning
mew15@cornell.edu

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