Livable Communities
Age Friendly Communities

Winter Conference
February 12, 2018
We have entered a time of profound and permanent change to the demographic composition of the United States.

Every day, 10,000 boomers turn 65.

By 2030 the U.S. will have twice as many people over the age of 65 as we have today.
### 65+ Population Growth - US

<table>
<thead>
<tr>
<th>Year</th>
<th>65+ Population</th>
<th>Total US Population</th>
<th>65+ Share of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>34,991,753</td>
<td>281,421,906</td>
<td>12%</td>
</tr>
<tr>
<td>2007</td>
<td>37,887,958</td>
<td>301,621,157</td>
<td>13%</td>
</tr>
<tr>
<td>2030</td>
<td>72,092,000</td>
<td>373,504,000</td>
<td>19%</td>
</tr>
<tr>
<td>2050</td>
<td>88,547,000</td>
<td>439,010,000</td>
<td>20%</td>
</tr>
</tbody>
</table>
65 + Population Growth - WY

**Figure 1:** Demographic projections for Wyoming, 2010 - 2030
In 2017 the State had an estimated 71,410 people between the ages of 65 and 79, and 20,830 persons over age 80. By 2030, these numbers are projected to grow to 102,180 and 35,963, respectively. As a percentage of the total population, the two oldest demographics are projected to increase from approximately 12% and 3.5% of Wyoming’s population in 2017 to 15.3% and 5.4%, respectively, by 2030.
What age do you consider to be old?
What is old?
DEBUNKING MYTHS - The 50+

- Entrepreneurship
  - 55-64 highest rate of entrepreneurial activity in last 10 years
  - 1 in 2 business started by someone 50+ (people in 50s and 60s start business at nearly twice the rate of people in 20s)

- Wealth
  - Hold 83% of US household wealth
  - Over $3 trillion in consumer spending

- Commerce - businesses not just looking at 18-24 year olds anymore
  - From 1990 to 2000 spending on food and clothing dropped, spending on recreation and education grew
  - Shop online as much as younger generation but spend more (average $650 over three months)
  - Facebook - designed by/for college students - fastest growth demographic? 55+ women
  - Marketing opportunities too large to ignore
DEBUNKING MYTHS - The 50+

- **Influence Innovation**
  - Anti-aging breakthroughs
  - Autonomous Vehicles
  - Telemedicine
  - “Our Time” boomer dating site - faster growth than eharmony and Match.com

- **Charity**
  - Contributions by 50+ account for nearly 70% of all donations
  - 90% have of Americans 47-65 have provided financial assistance to adult children
Housing

Survey after survey finds that today’s older adults want to remain in their homes

78%

of adults ages 45+ agree or strongly agree with the statement: “What I’d really like to do is stay in my current residence for as long as possible.”

But most houses haven’t been designed to adapt. In fact, American homes have traditionally been designed and built for able-bodied 35 year olds

Source: AARP Home and Community Preferences of the 45+ Population, 2014
Transportation

Survey after survey finds that today’s older adults want to stay in their community

80% of adults ages 45+ agree or strongly agree with the statement: “What I’d really like to do is stay in my current community for as long as possible.”

Isolation and lack of transportation to access services and amenities are real problems in Wyoming communities.

Source: AARP Home and Community Preferences of the 45+ Population, 2014
What Community Amenities Do Older Adults Want Close to Home?

We asked older adults what amenities they want close to home. Access to transportation, food, and green space top the list. These are among the many community indicators that we are measuring as part of the Livability Index project. Find out more about our livability research and the development of our index here: [www.aarp.org/ppi/liv-com/](http://www.aarp.org/ppi/liv-com/)

% endorsed within 1 mile or less

<table>
<thead>
<tr>
<th>Amenity</th>
<th>% Endorsed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Stop</td>
<td>50%</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>47%</td>
</tr>
<tr>
<td>Park</td>
<td>42%</td>
</tr>
<tr>
<td>Pharmacy / Drug Store</td>
<td>42%</td>
</tr>
<tr>
<td>Hospital</td>
<td>29%</td>
</tr>
<tr>
<td>Church / Religious</td>
<td>29%</td>
</tr>
<tr>
<td>Train / Subway</td>
<td>23%</td>
</tr>
<tr>
<td>Big Box Store</td>
<td>18%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>16%</td>
</tr>
<tr>
<td>Mall (shopping)</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: AARP Public Policy Institute
So what are “Age Friendly” communities?
Age-Friendly and Livable Communities

“A community that is safe and secure, has affordable and appropriate housing and transportation options, and has supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents’ engagement in the community’s civic, economic, and social life”
The AARP Network of Age-Friendly Communities

“The 8 Domains of Livability”

The Built Environment

The Social Environment

The Support Environment
Age Friendly Process

Step 1: ENTERING THE NETWORK

Step 2: PLANNING PHASE (Years 1 - 2)

Step 3: IMPLEMENTATION & EVALUATION (Years 3-5)

Step 4: CONTINUOUS CYCLE OF IMPROVEMENTS (Years 5+).
1. Outdoor Spaces and Buildings

People need public places to gather — indoors and out. Green spaces, safe streets, sidewalks, outdoor seating and accessible buildings (think elevators, stairs with railings, etc.) can be used and enjoyed by people of all ages.
2. Transportation

Driving shouldn't be the only way to get around. Public transit options can be as expansive and as infrastructure dependent as a train system or as targeted as a taxi service that provides non-drivers with rides to and from a doctor's office.
AARP surveys consistently find that older adults want to stay in their homes and communities for as long as possible. Doing so is possible if a house is designed or modified for aging in place and if a community includes housing options for varying life stages (and varying bank accounts).
4. Social Participation

Regardless of a person’s age, loneliness is often as debilitating a health condition as having a chronic illness or disease. Sadness and isolation can be combatted by the availability of accessible, affordable and fun social activities.
5. Respect and Social Inclusion

Everyone wants to feel valued. Intergenerational activities are a great way for young and old to learn from one another, honor what each has to offer and, at the same time, feel good about themselves.
6. Civic Participation and Employment

Why does work need to be an all or nothing experience? An age-friendly community provides ways older people can (if they choose) continue to work for pay, volunteer their skills and be actively engaged in community life.
7. Communication and Information

Information today is delivered in ways few could have imagined a decade ago — and many still don't know how to use. Age-friendly communities recognize that not everyone has a smartphone or Internet access and that information needs to be disseminated through a variety of means.
8. Community and Health Services

At some point, every person of every age gets hurt, becomes ill or simply needs some help. While it's important that care be available nearby, it's essential that residents are able to access and afford the services required.
The Benefits of Membership in the AARP Network of Age-Friendly Communities

- **Opportunities** to encourage local residents, businesses and other nonprofit groups to play an active role
- **Connections** to national networks of participating communities as well as aging and civil society experts
- **Access** to resources, news, information, and guidance about best practices, models, results and challenges in the age-friendly movement
- **Opportunities for partnership** with other communities
- **Mentoring, assessments and peer review evaluation by experts and member cities and towns**
- **Recognition by AARP** of the community’s commitment to become more age-friendly
Questions?