



# Multigenerational Planning for Elders and Children

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# The Challenge: Care Needs At Both Ends of the Life Cycle

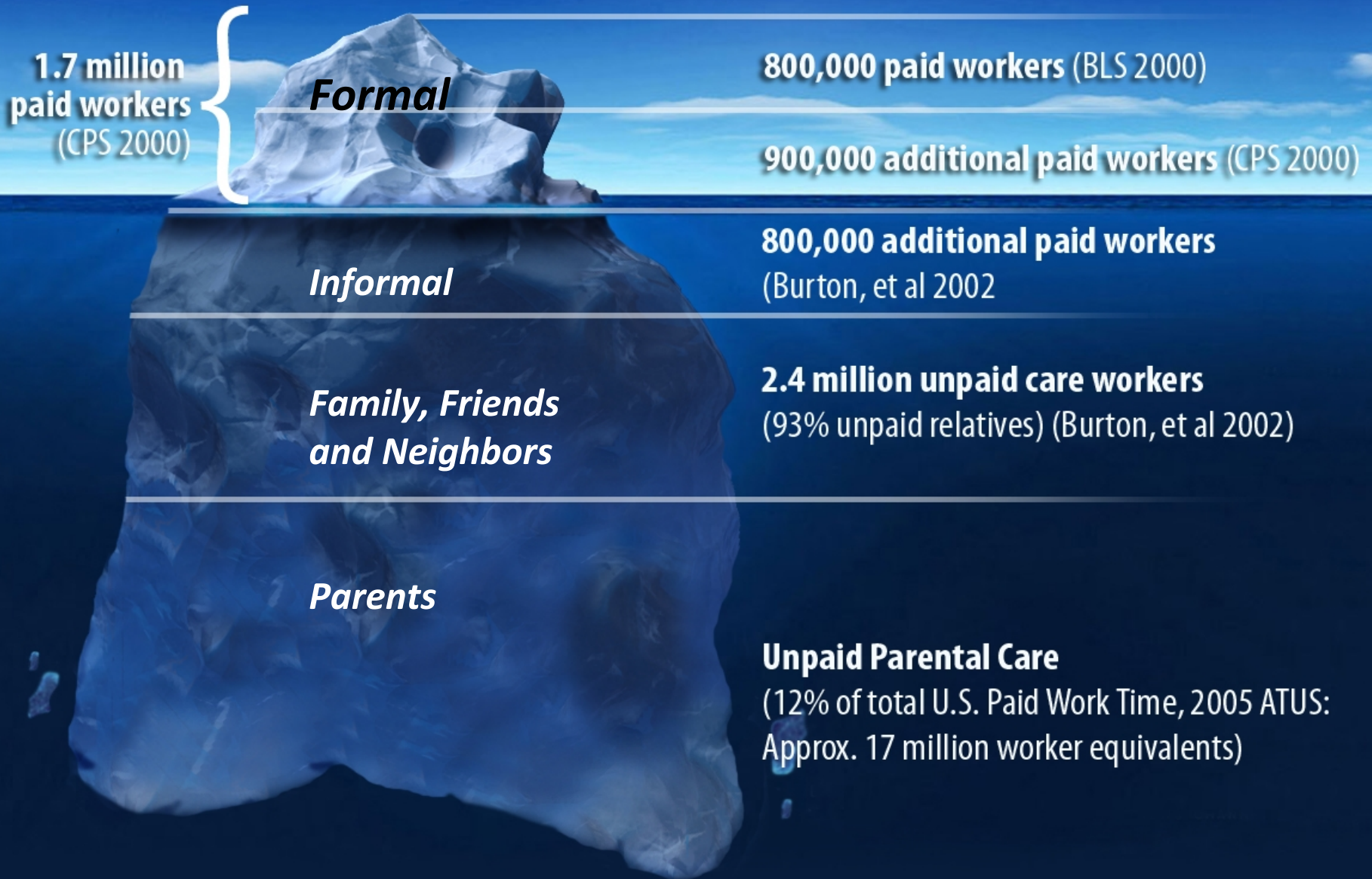
Common Vision



Planning  
Across Generations



# Child Care: Most of the iceberg lies below the water line



# Elder Care: Tip of the Iceberg is costly. Need to look below the water line

An iceberg floating in the ocean, with the tip above the water and a much larger base below. The water is dark blue, and the sky is a lighter blue. The iceberg is white and jagged at the top.

## Formal Care:

Nursing home, Assisted living

**Services:** Home visiting, Meals on Wheels, Demand response transit

## Built Environment:

Complete Streets, Enabling Design

**Informal networks:** Home and yard maintenance, Shopping support

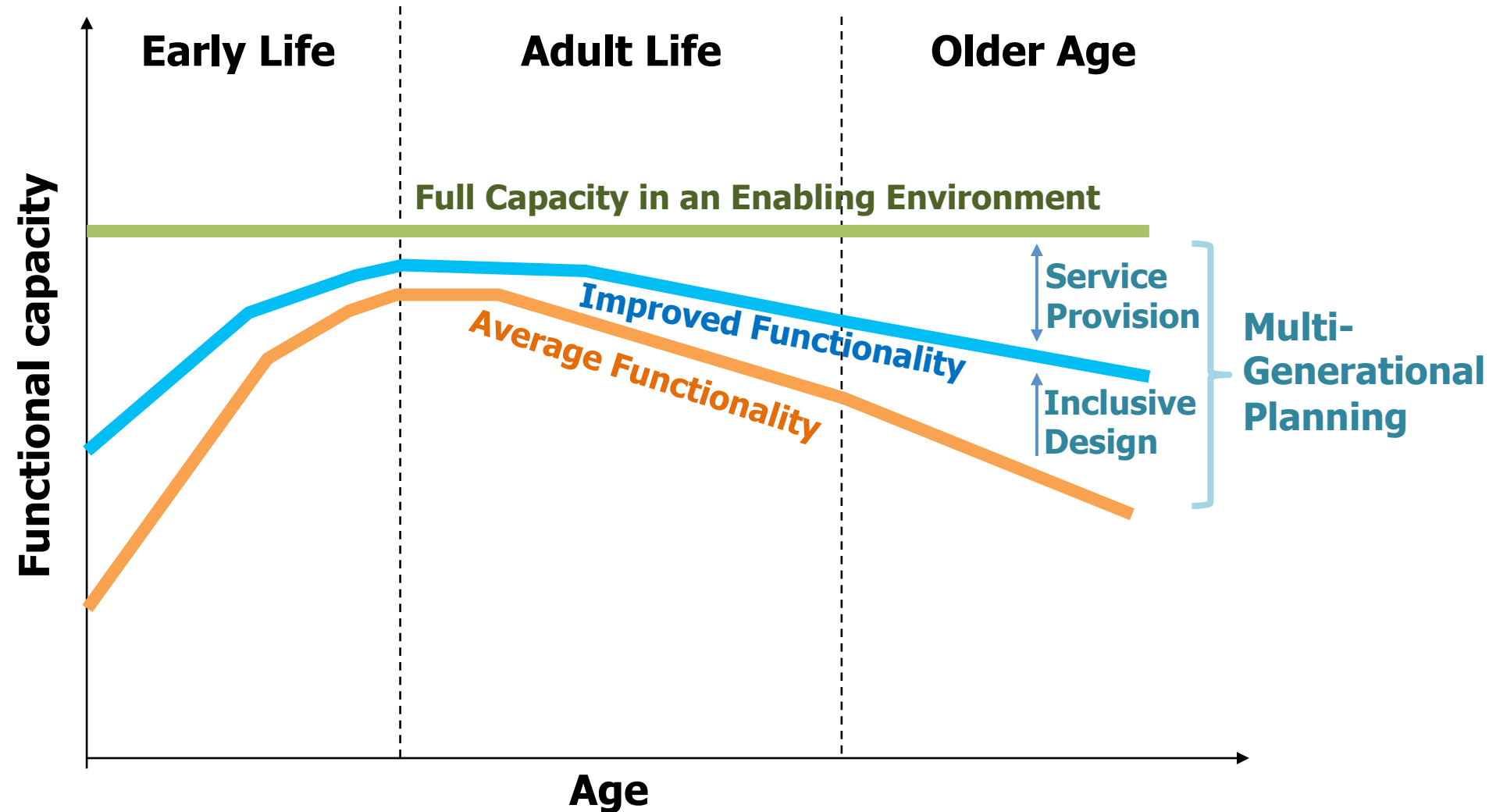
**Formal**

**Informal &  
Community**

**Self-care**

# A Framework for Multigenerational Planning

## The link between design and services

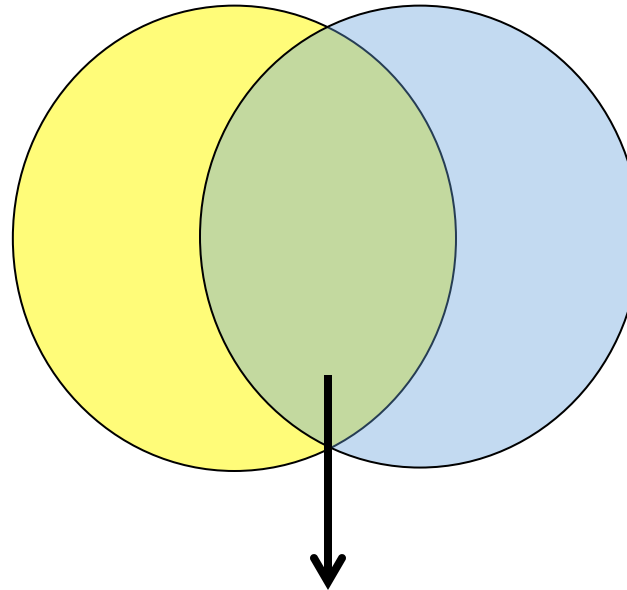


# Core Principles



## Child-Friendly Cities

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



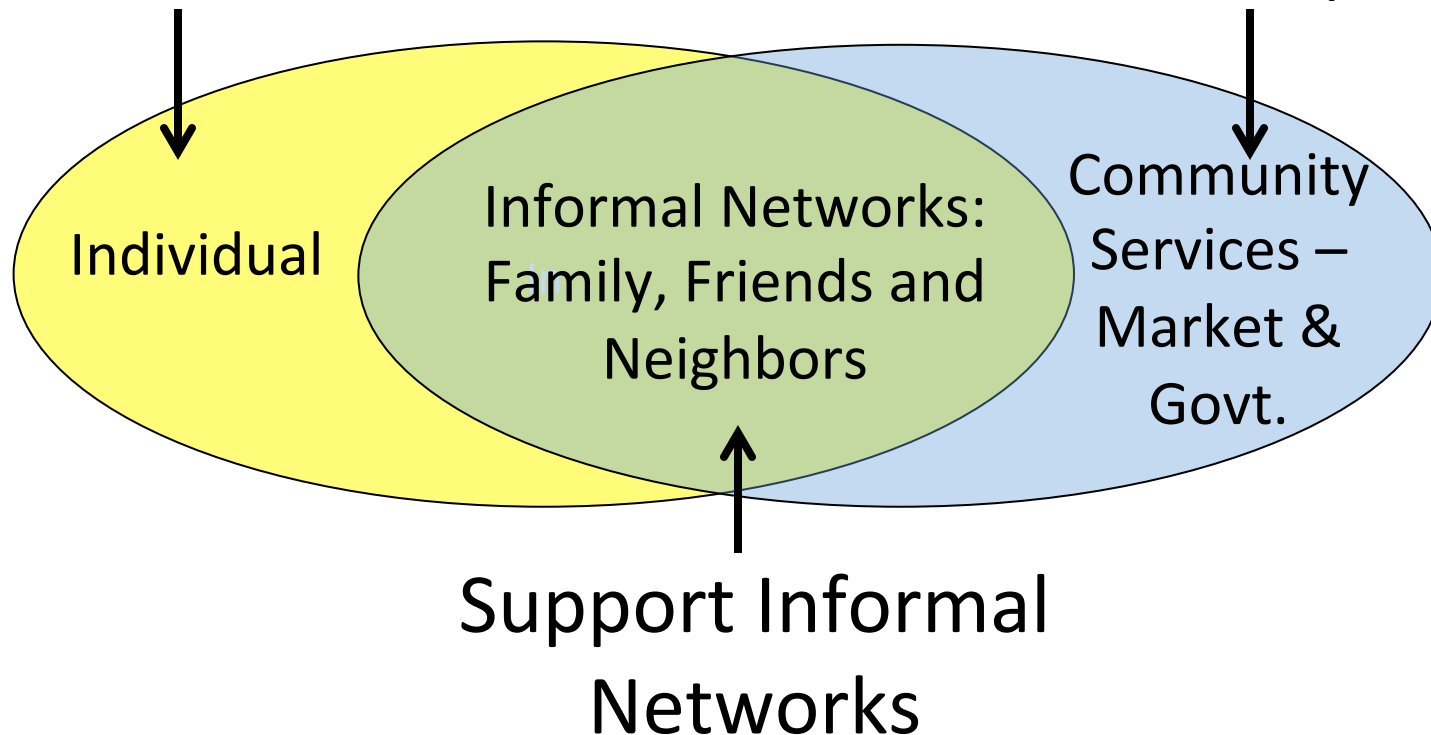
## Age-Friendly Cities

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

# Three Challenges for Planning

Foster Individual  
Independence  
(Inclusive Design)

Promote Community  
Services (Market and  
Government)





# Arguments for Multi-Generational Planning

Why do we need to do this?

- Changing demographics
- Public expenditure challenges
- Economic development imperatives

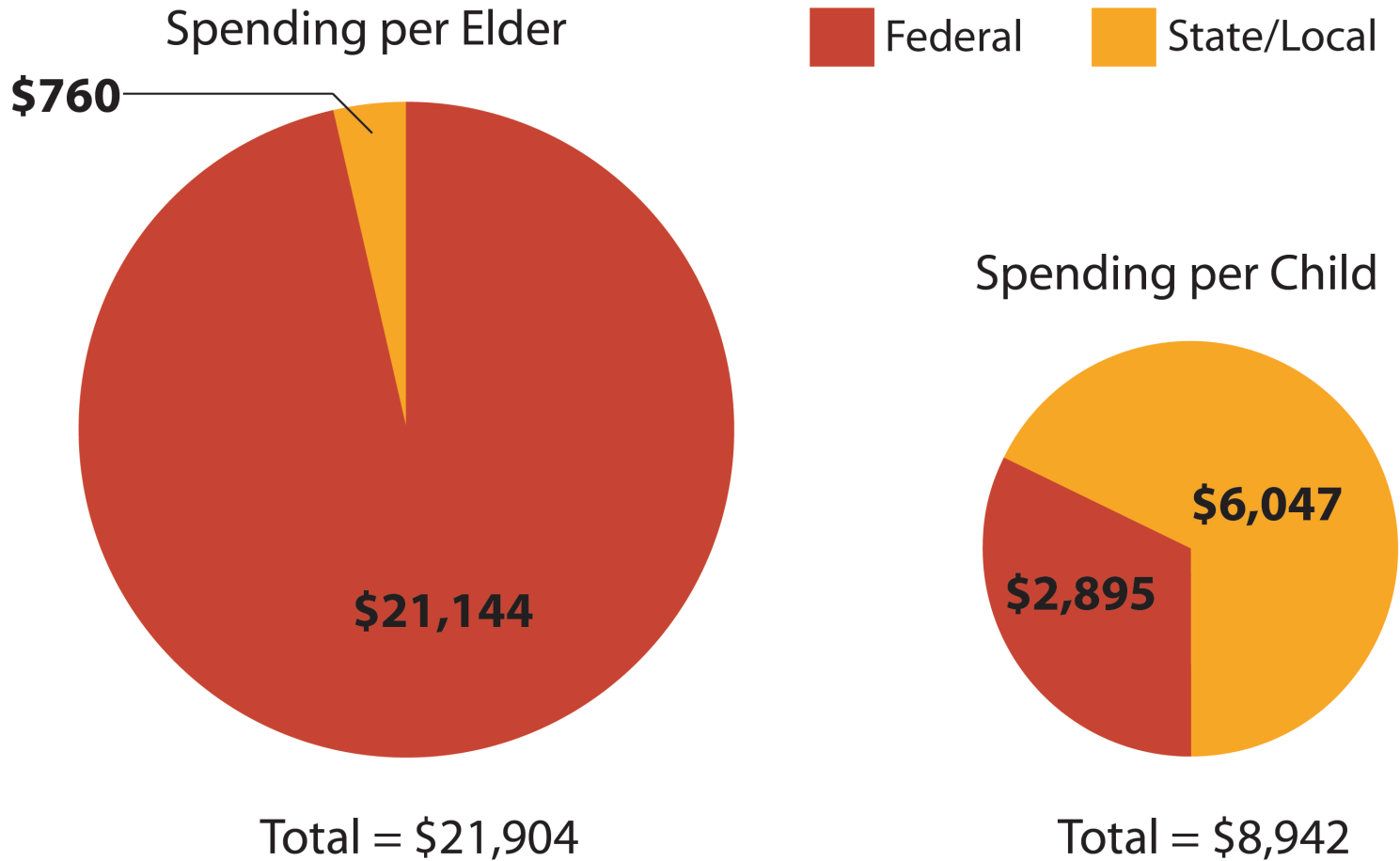
What can we do?

- Planning and service design solutions



# Public spending is biased toward seniors.

## Federal and State/Local Spending on Elderly and Children

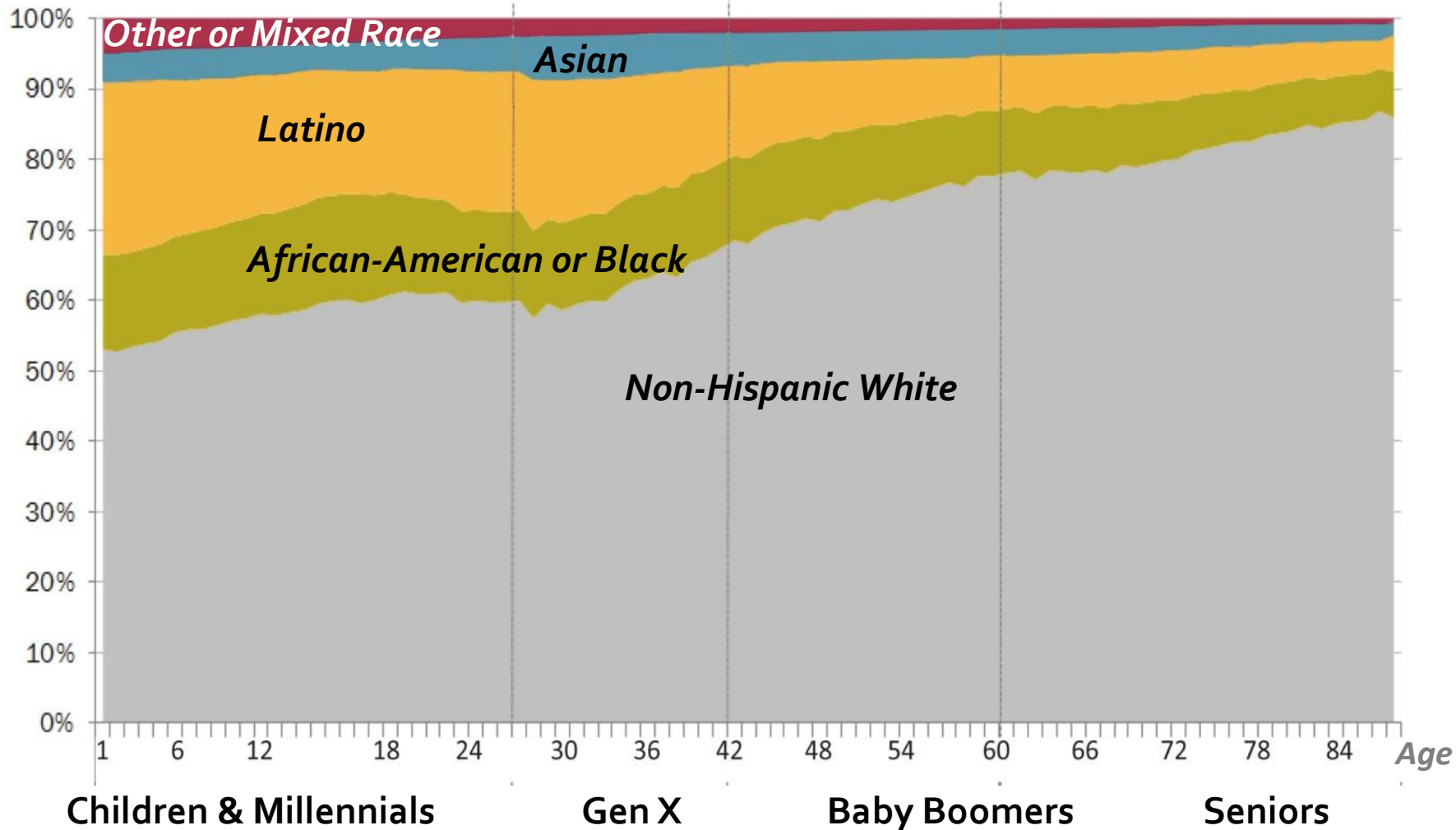


Data Source: Isaacs, Julia, 'How Much Do We Spend on Children And The Elderly?' Urban Institute, 2009. Figure constructed by Mildred Warner.



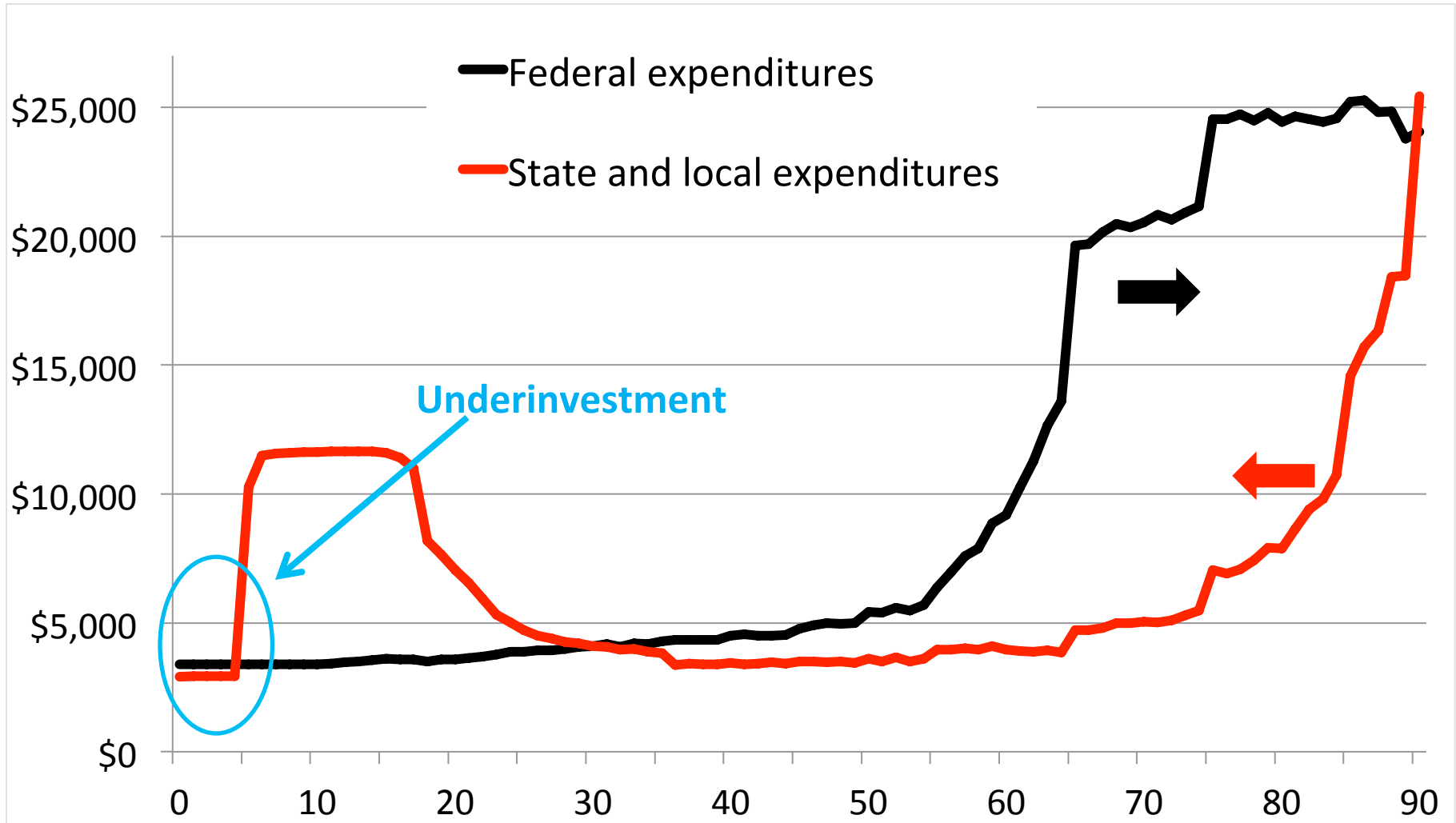
# Diversity and the Need for a New Social Compact

## U.S. Population by Age and Race/Ethnicity



PolicyLink. 2011. "The Changing Face of America: Demographic Change and the New Policy Agenda." Presentation by Manuel Pastor at PolicyLink Equity Summit, 2011.

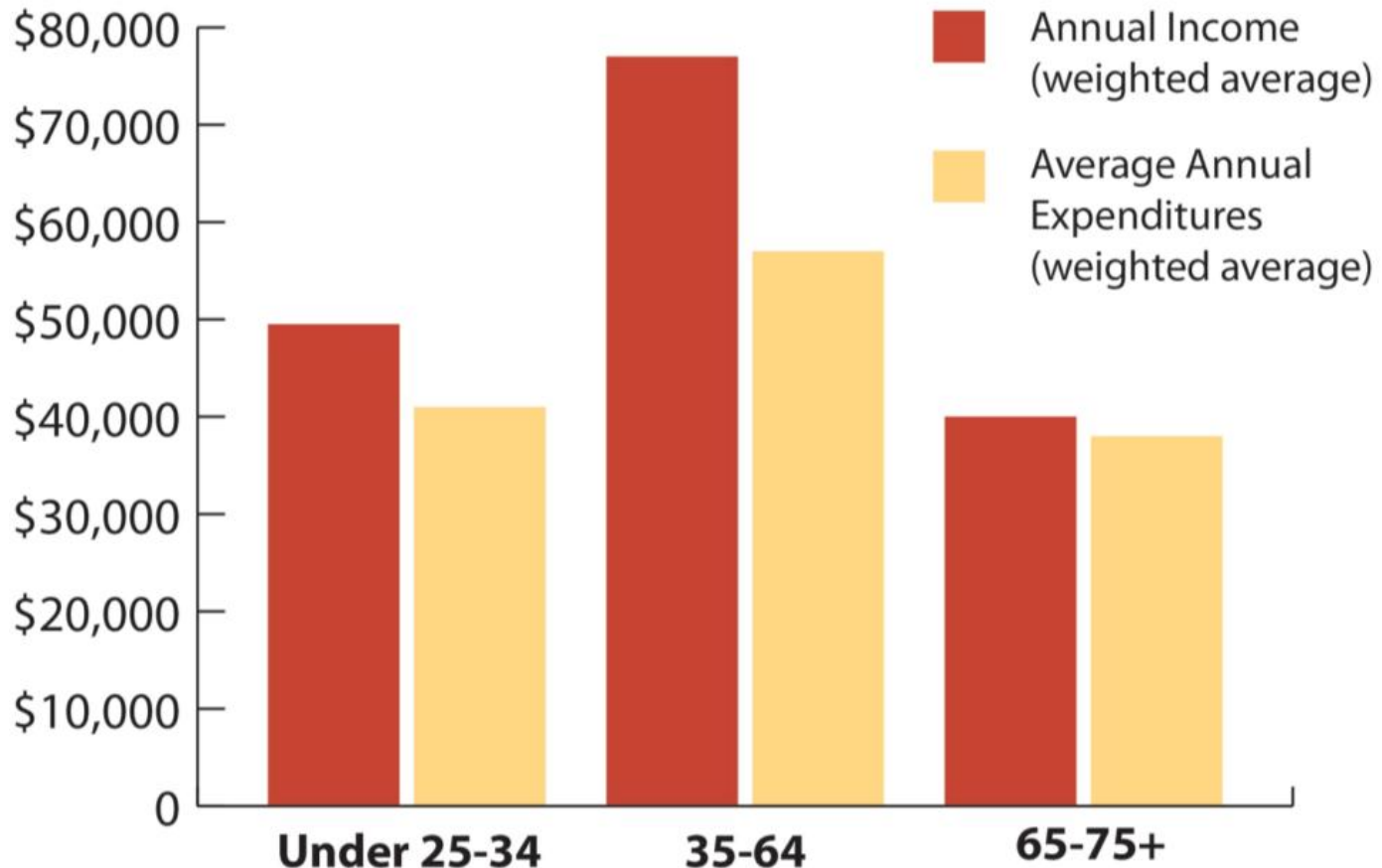
## Government Spending by Age (2004)



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.

# Economic Development Imperatives: Retain Families with Children

## Average Annual Expenditures and Income, by age group (2010)

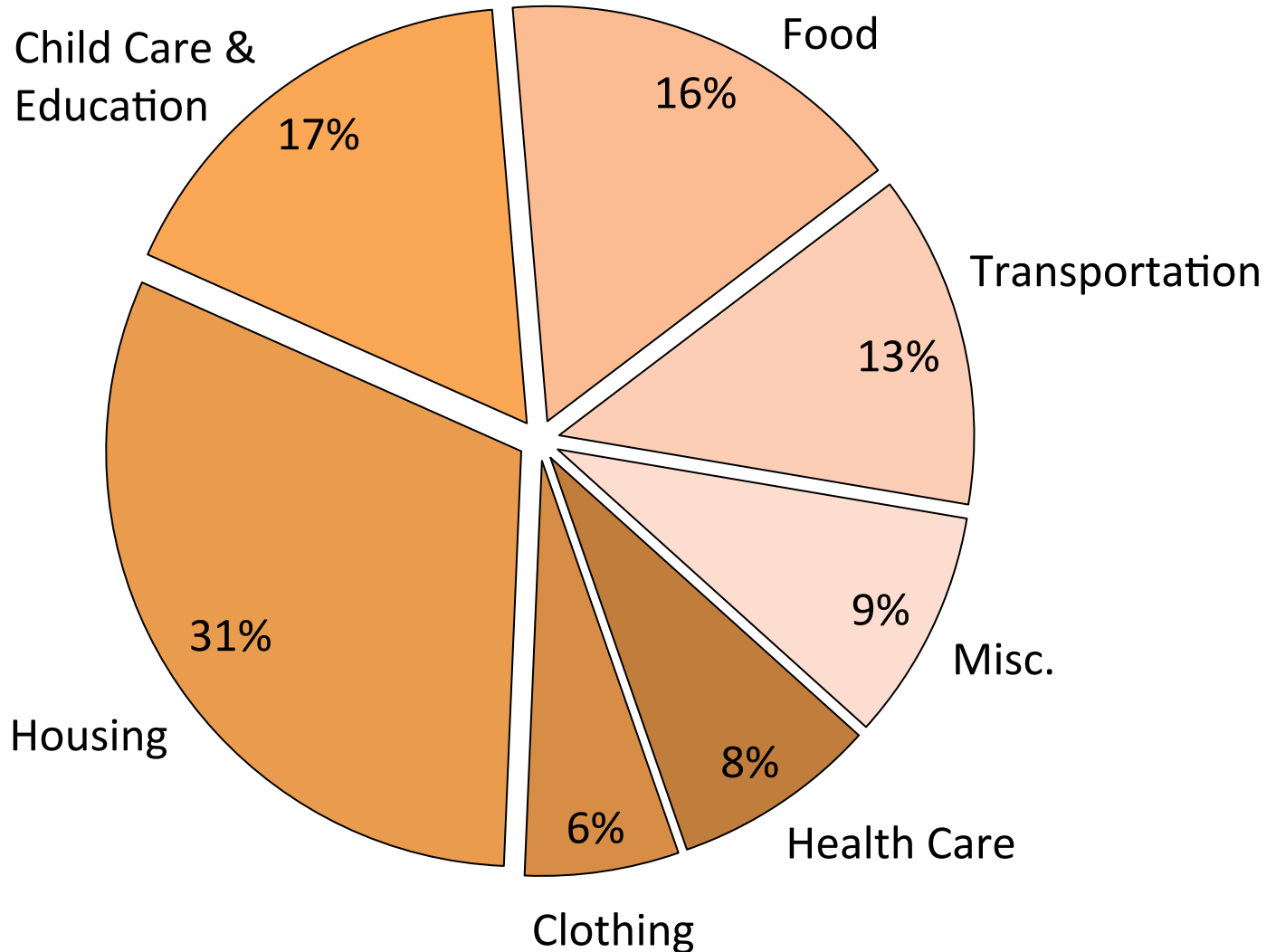


Source: Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, Average Annual Expenditures, October, 2010.

# 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.**



Source: Lino, Mark. 2010. *Expenditures on Children by Families*. U.S. Department of Agriculture, Center for Nutrition Policy and Promotion. Misc. Publication No. 1528-2009.

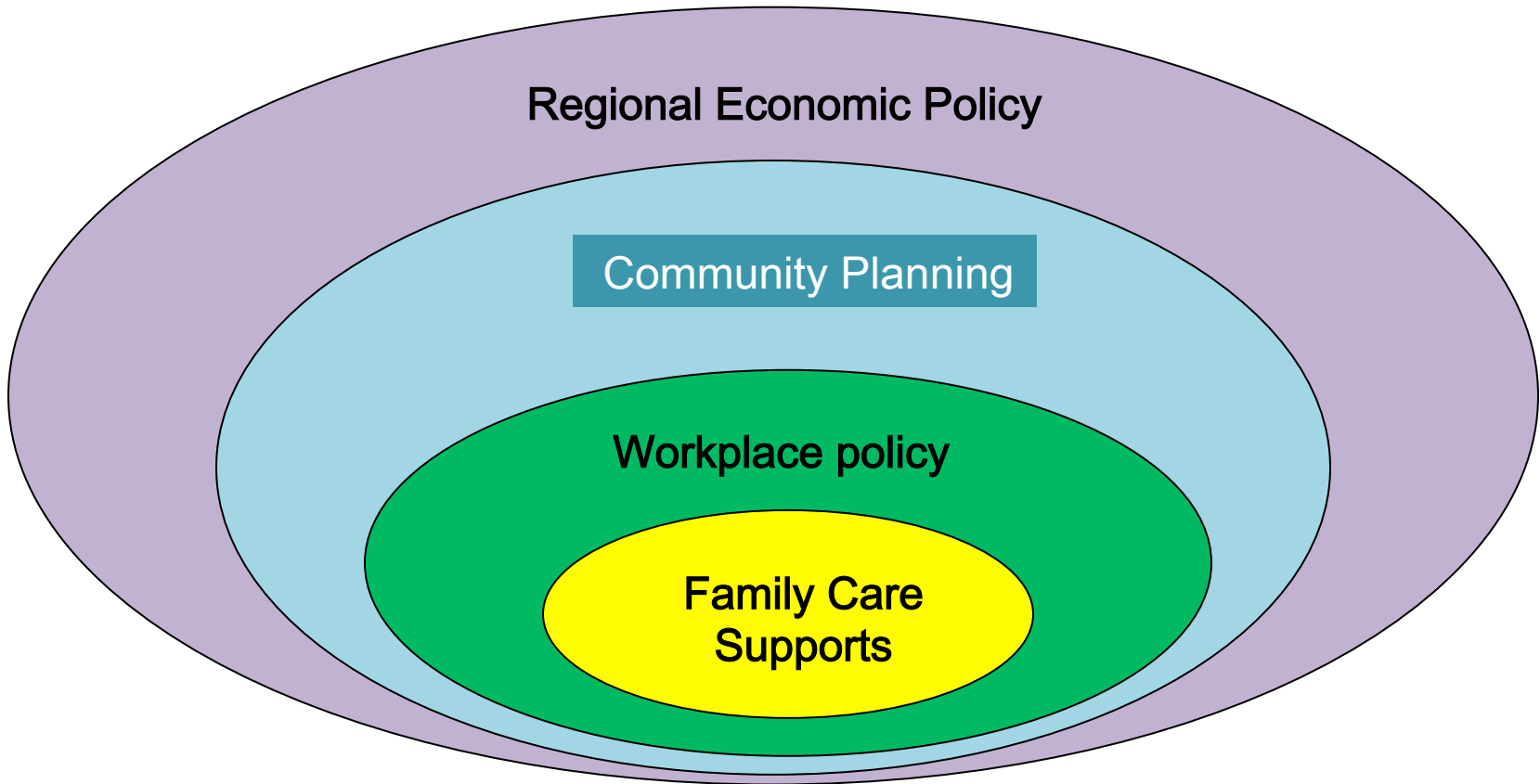


# How do we proceed?

- Build Coalitions
  - across age groups, with planners and developers
- Better Community Design
- Innovations in Service Delivery
  - Results of Planning Across Generations Survey 2013
  - Maturing of America Survey 2010

# We Need a Comprehensive Approach

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# The Critical Role of Planning



- 2013 Planning Across Generations Survey, International City/County Management Association
- Surveyed attitudes, actions, zoning and planning
- 1478 city managers responded
- Data tables that follow show % responding

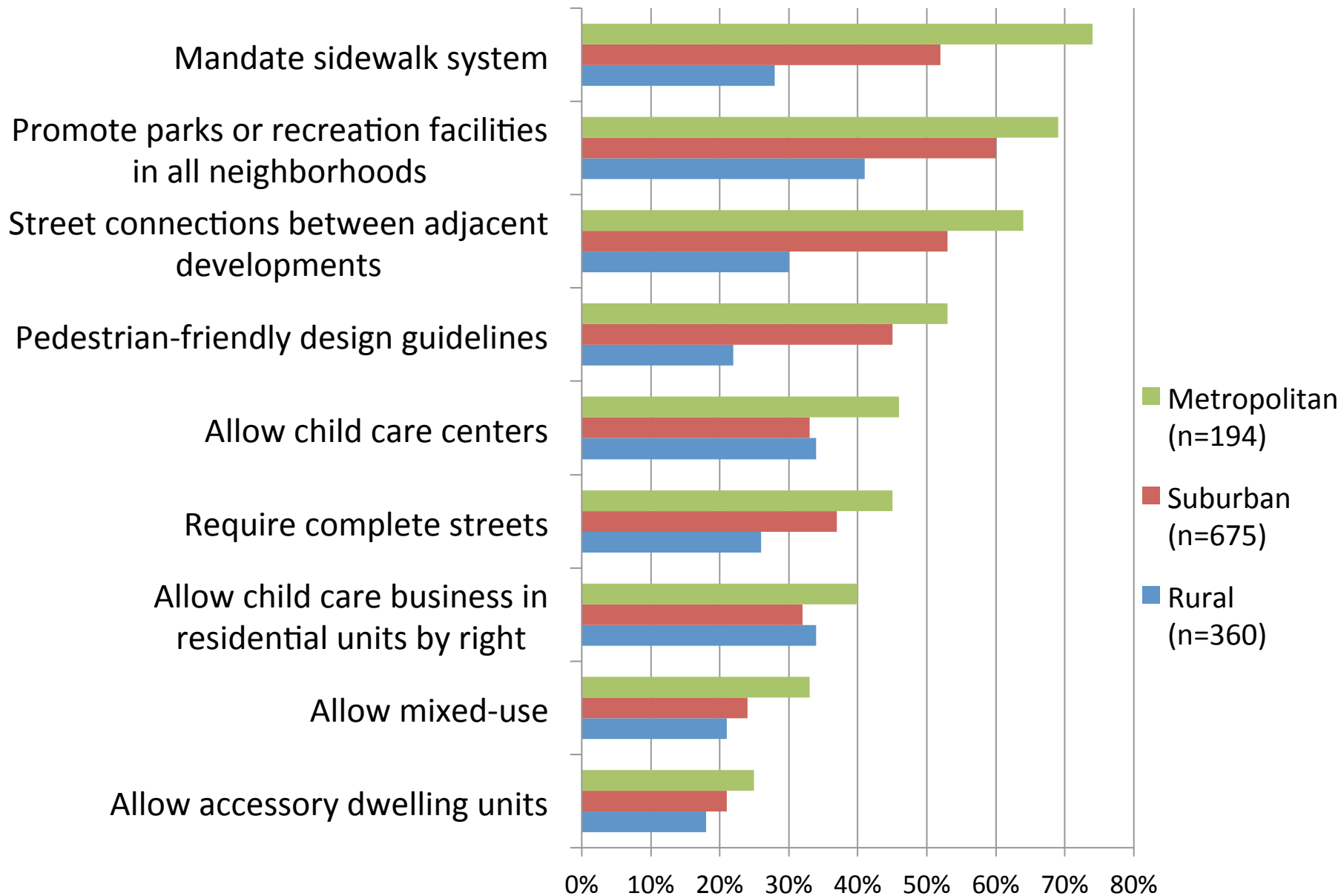


# Positive Attitudes Toward Multi-generational Planning

	Agree(%)
Seniors are a resource for the community	95%
Children are a resource for the community	94%
Services for seniors and children benefit all community members	93%
Families with children represent a valuable consumer population	91%
Seniors represent a valuable consumer population	81%
The community has a responsibility to care for children and youth	84%
The community has a responsibility to care for seniors	79%
The needs of families with young children are similar to the needs of the elderly with regards to the physical environment	78%
Communities that keep people for their entire lifespan are more vibrant	77%
Seniors generate sufficient tax revenue to cover the cost of services they demand	25%
Families with children generate sufficient tax revenue to cover the cost of services they demand	20%

Note: Percent reporting "Agree" and "Strongly Agree"

# Planning regulations for built environment and services





- Family-sized housing (2+ BR) 75%
- Senior housing 52%
- Affordable housing 28%
- Accessory dwelling units 21%



- Demand response transit 64%
- Sidewalks 40%, Bike lanes 7%
- Complete streets 17%
- Taxi vouchers for seniors 13%



- Senior Center 81%, Adult day care 46%
- Home visiting for seniors 50%
- Adequate supply of child care 35%
- Family home child care by right 34%



- Require parks/recreation facilities 56%
- Allow mixed use 25%

# Most trusted institutions used for information and service delivery

Trusted Institutions	<i>Most trusted by..</i>		Used for information & service delivery
	Seniors	Families with children	
Schools	8%	99%	74%
Employers	51%	88%	39%
Fire department	92%	86%	75%
Police	92%	84%	80%
City/county information and referral services	95%	82%	-
Community nonprofits	92%	81%	74%
Local retail providers	87%	79%	45%
Religious institutions	96%	74%	42%
Health care providers	96%	73%	40%

# Education – Joint Use

- Joint use agreements **56%**
- Nutrition program for seniors **36%**
- Childcare services **35%**
- Participate in school district educational facility planning **28%**

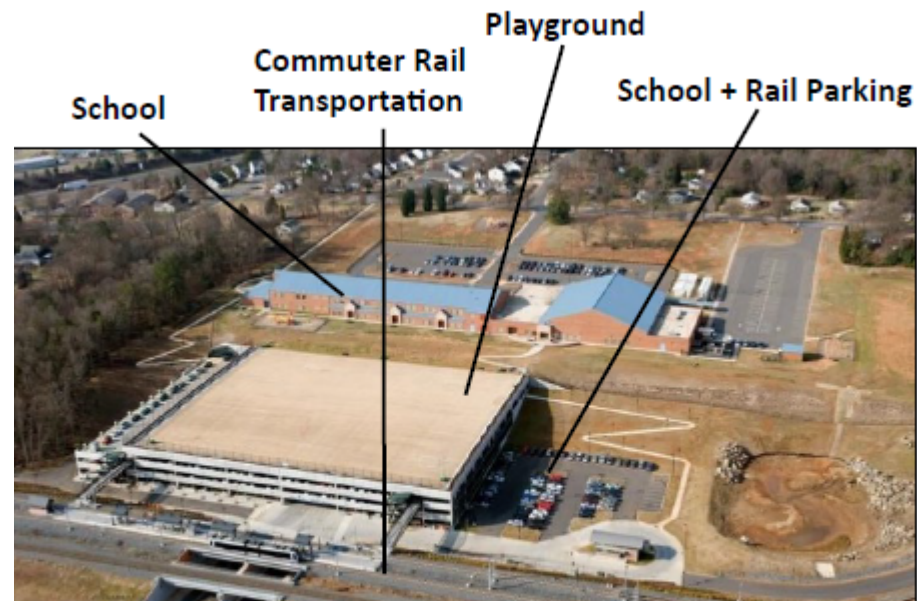


Schools are a natural site for intergenerational programming.

*Photo: Corporation for National & Community Service*

Seniors can ride school buses to the supermarket through Age-Friendly NYC. *Photo: Getty Images, NYC*

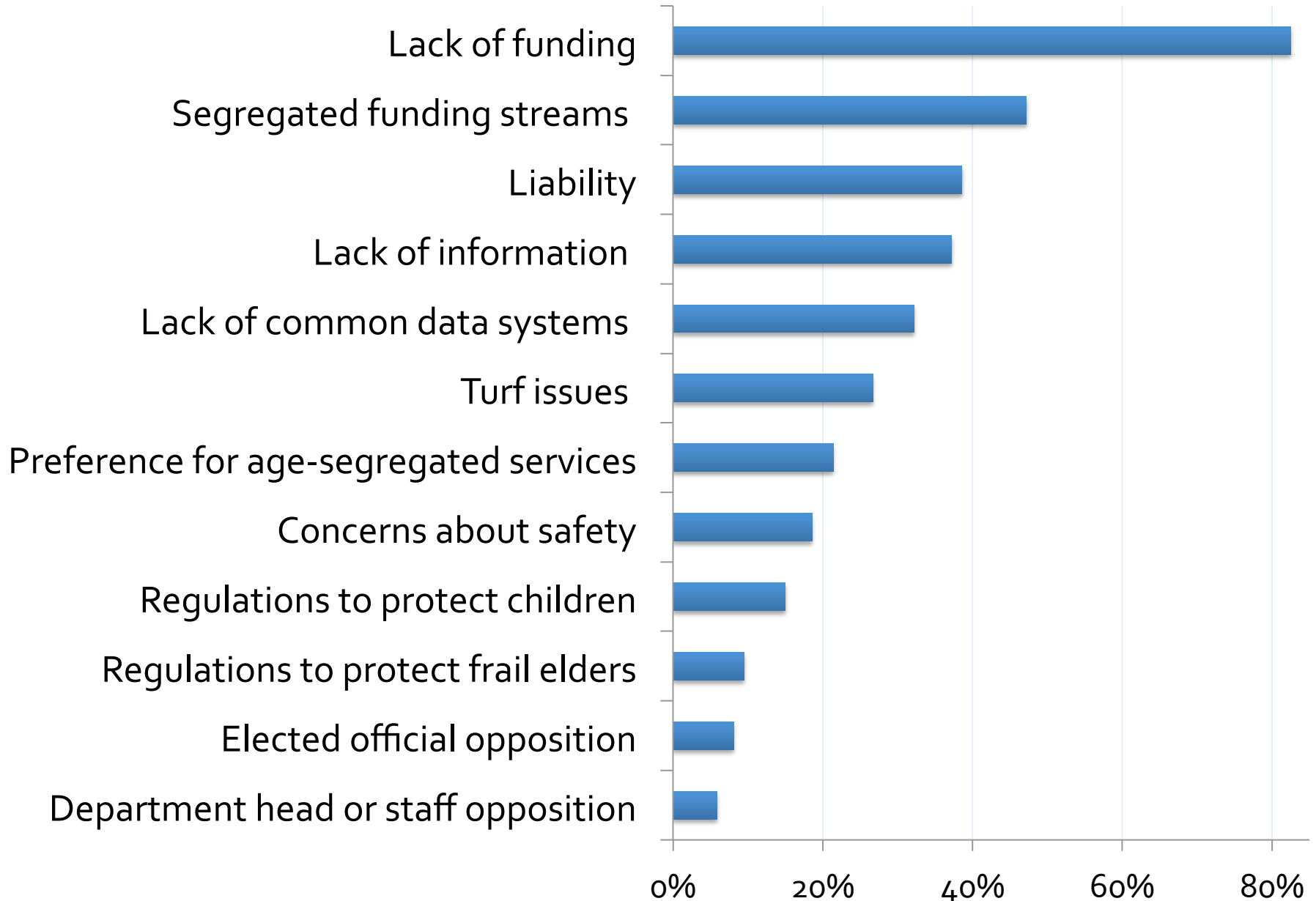
**11% of communities do this nationwide.**



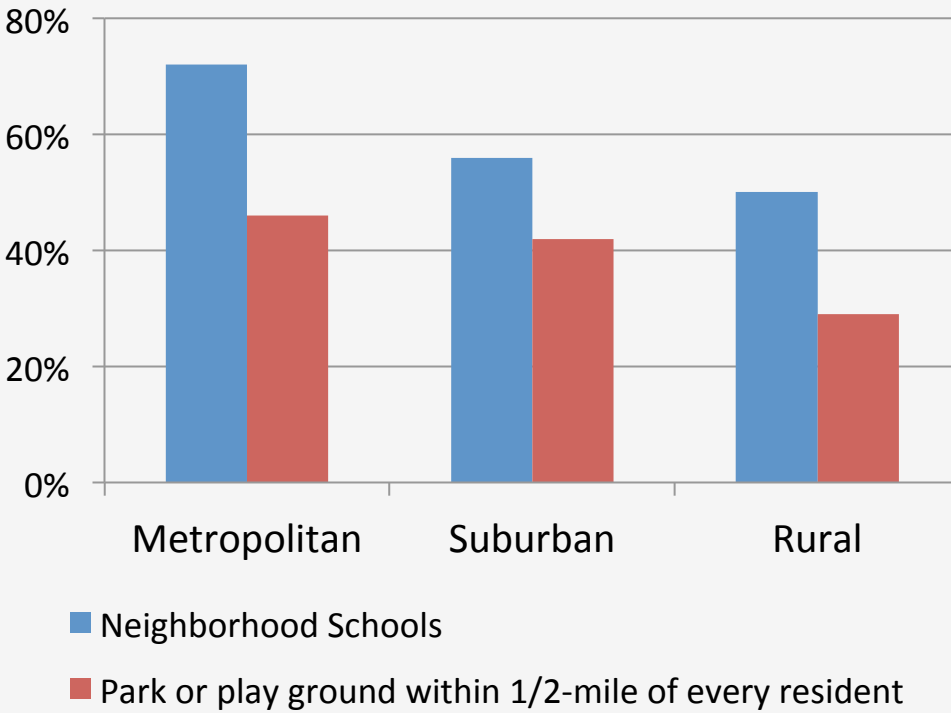
In Charlotte, NC, the community built a school, light rail station for commuters, and parking for both (with a playfield atop the parking garage).



# Barriers to Joint Programming for Different Ages



# Park Access



# Solutions

## Tucson Schoolyard Parks

- Identified need through City-led “playspace audit”
- Clear, specific goal: every resident within 1/2 mile of park
- Elected officials championed the issue
- Overcame security/liability concerns
- City attorney helped craft agreement
- Police department officially involved
- Low cost



# What Drives Joint Use with Schools?

- Measured joint programming for families with children and seniors
- Provide More Services if:
  - Have Formal Joint Use Agreement
  - Plan with Schools
  - School is Trusted by children and seniors
  - Regulations to protect children and seniors (so liability not a barrier)
  - Less if Comprehensive Planning reflects needs of children and seniors
- No effect
  - Need (poverty, population)
  - Municipal funding control over schools

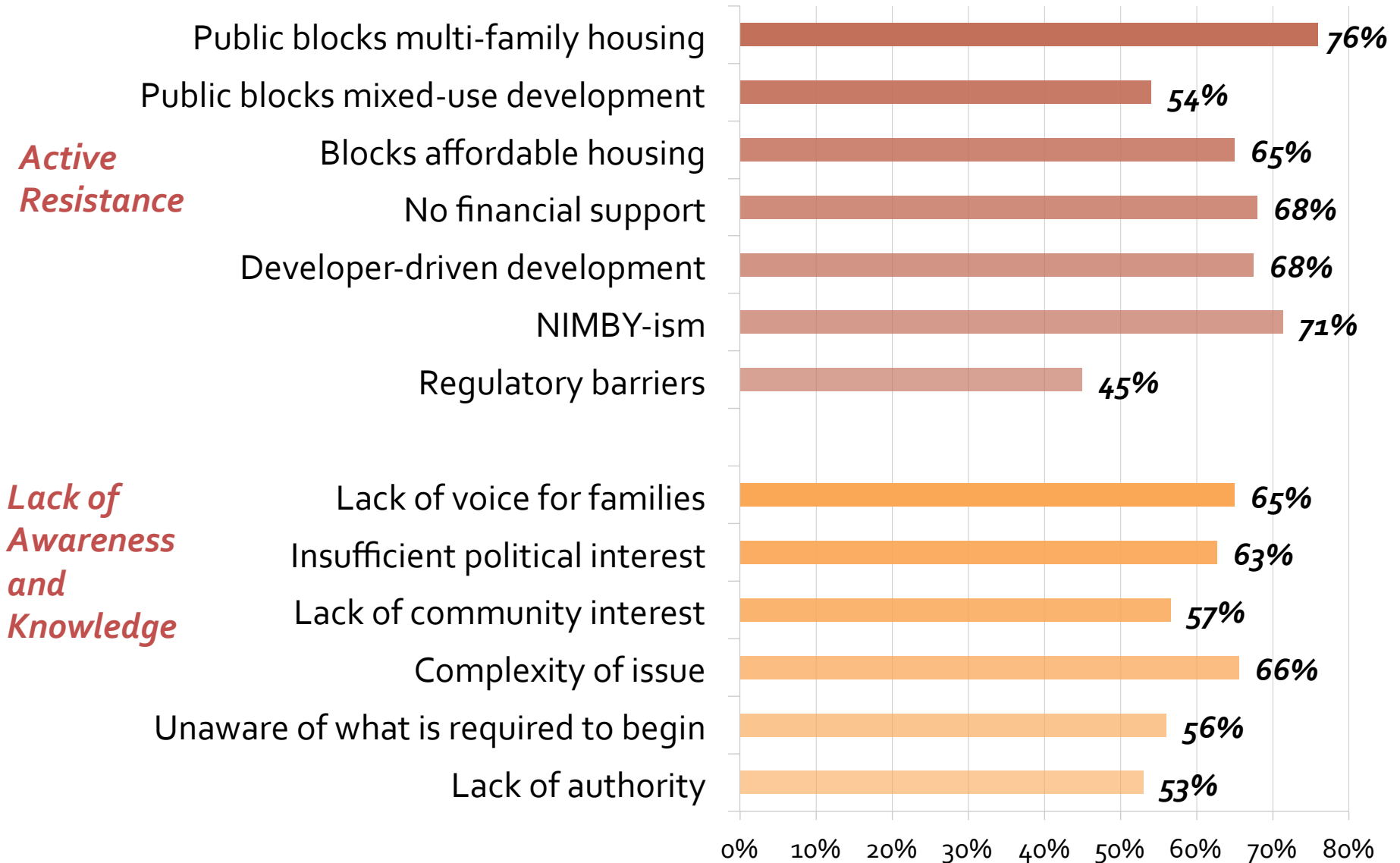




# Family Friendly Planning Survey

- Sent in March 2008 to APA members
- 944 respondents
  - 44% work in cities
  - 69% practicing public planners
- Structure of survey:
  - Attitudes - very positive
  - Actions - What Planners Can Do, more positive than expected
  - Barriers - encountered many, but not as pronounced as expected
- 98% of planners believe they can play a role in helping communities become family friendly

# Barriers to Building Family Friendly Communities



Source: APA Family Friendly Planning Survey, 2008, (944 planners responding)

# Planning Leads to Action, Ignorance Leads to Resistance



Key variables from regression results.

Warner, M.E. & J. Rukus, 2013. "Crime Rates and Collective Efficacy: The Role of Family Friendly Planning," *Cities*.

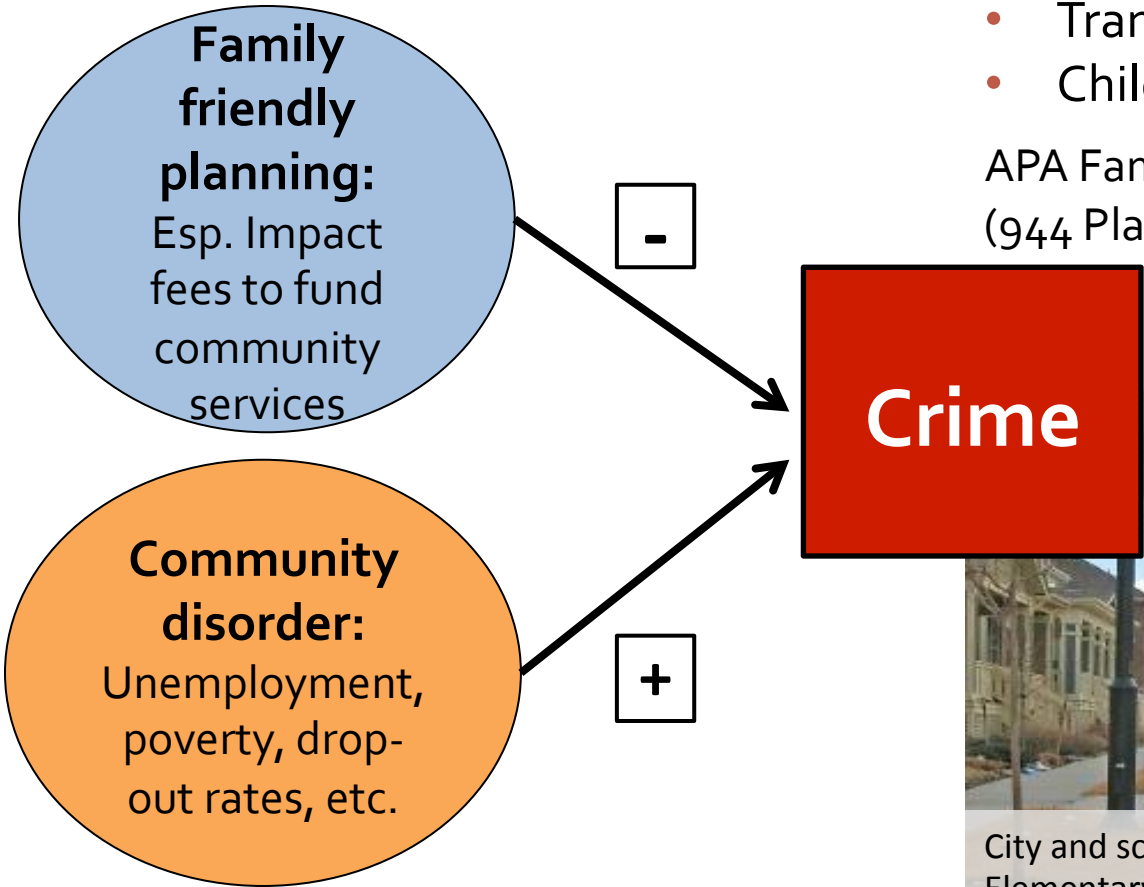
# How do you finance this?

- New partners: Developers, Police, General Public

## Use impact fees to subsidize...

- Parks & recreation facilities 45%
- Schools 22%
- Transit 16%
- Child care 7%

APA Family Friendly Planning, 2008 (944 Planners responding)



City and school collaborated to site Westerly Creek Elementary School near residences in newly developed Stapleton area in Denver, CO. Photo: US EPA



# 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 **6 planning actions** for aging in place
- ◆ Measured **elder participation** in the planning process and **inter-generational programming**

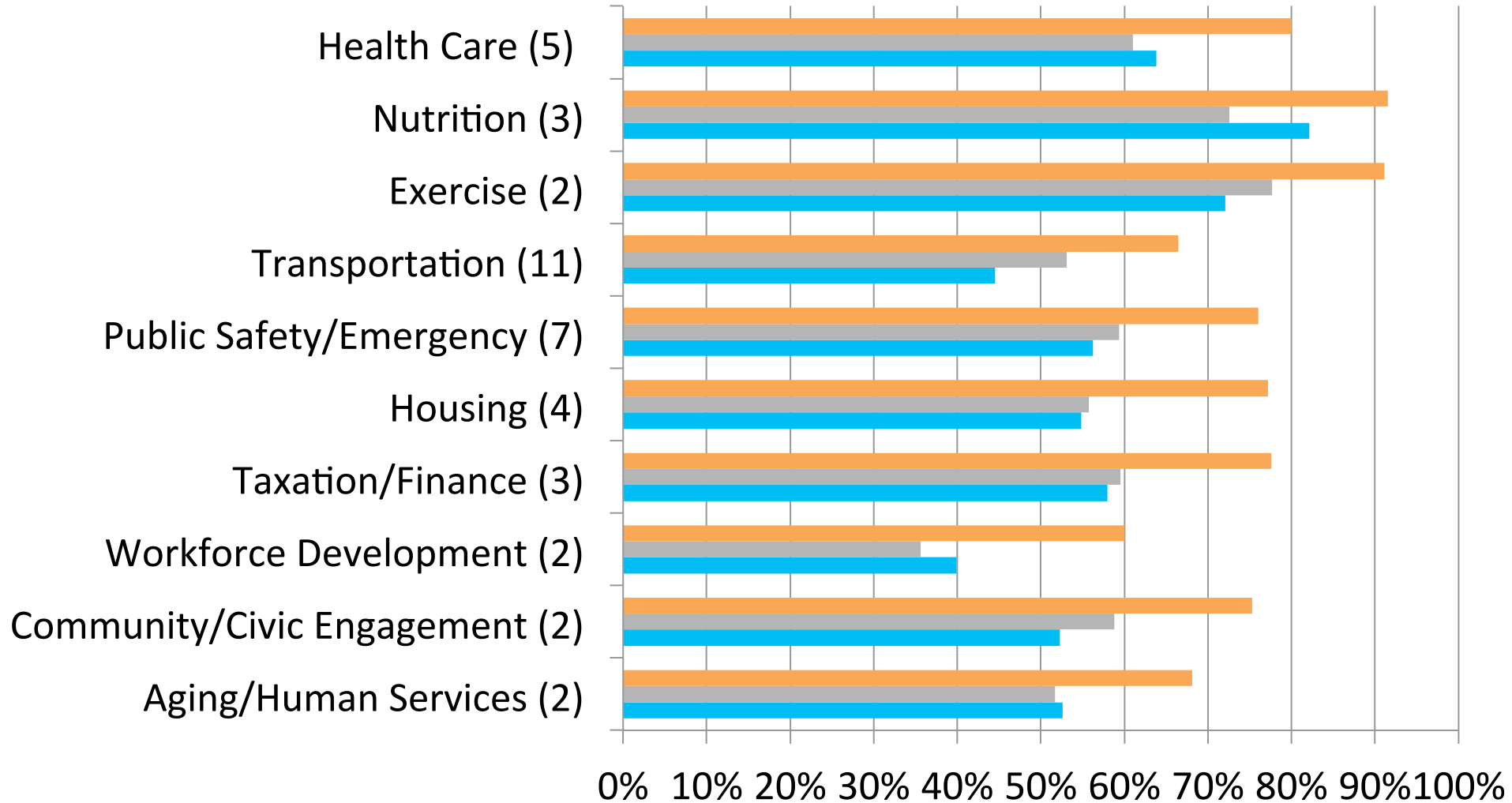
# Suburbs and Rural have more seniors

	Metro Core	Suburban	Rural
Population 65+ years old <sup>1</sup>	13%	14%	<b>17%</b>
Population growth in 65+ years old <sup>2</sup>	8%	<b>14%</b>	9%
Population less than 18 years old <sup>1</sup>	24%	25%	23%
Poverty rate 65+ years old <sup>3</sup>	9%	9%	<b>12%</b>
Poverty rate under 18 years old <sup>3</sup>	19%	16%	<b>23%</b>
Per capita income <sup>3</sup>	<b>\$25,000</b>	<b>\$24,000</b>	\$20,000
Services for Seniors <sup>4</sup>	<b>30</b>	23	22

United States Counties, n = 3,031; \$ (2007=100). Sources: <sup>1</sup> US Census 2010 <sup>2</sup> US Census 2000 and 2010 <sup>3</sup> American Community Survey 2005-2009, <sup>4</sup> Maturing of America Survey, n=1414

# Rural and suburbs lag in service delivery for seniors

■ Metro Core ■ Suburban ■ Rural



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

*Numbers in parentheses indicate number of survey questions in each category.*



# What Explains Services for Elders?

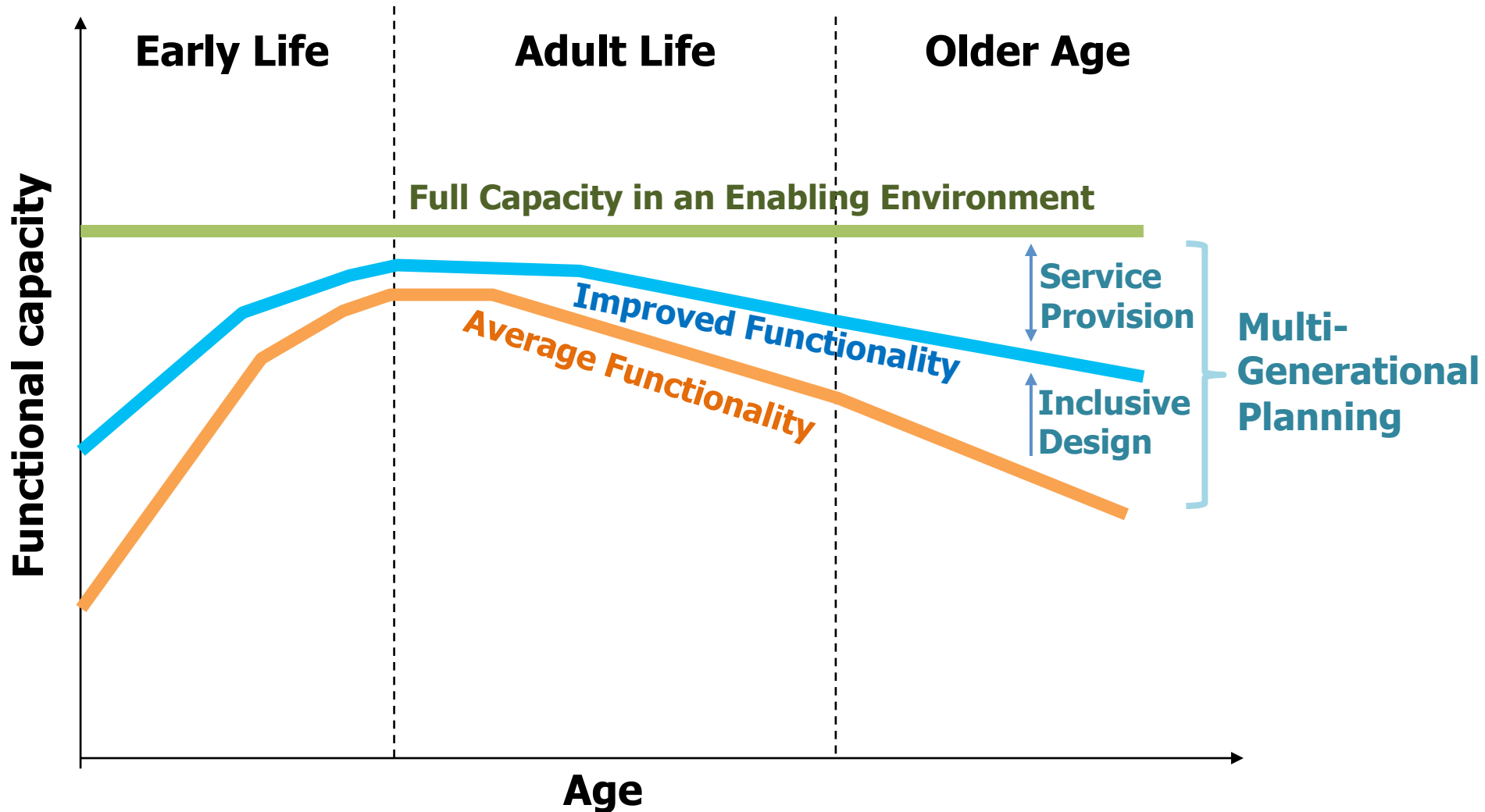
	Govt Provide or Fund	Market Provide	Planning
Planning	+		
Elder Participation in Planning	+	+	+
Intergenerational Programs	+	+	+
Built Environment		- suburb	- Single family home + density
Need	- Child pop - Child pov.	+ Elder pop - Elder pov	+ Elder pop - Child pov
Capacity	+ Pop, St Aid, Govt Exp, PC Inc	+ Pop, Prof Manager - PC Inc	- Pop





# A Framework for Multigenerational Planning

## The link between design and services



Source: Author based on WHO, Global Age Friendly Cities, 2007

# A Strategy for the Future



## Issue Briefs:

- Joint Use with Schools
- Health Impacts
- Rural Differences
- Gender Concerns
- Informal Networks
- Family Friendly Planning
- And more!

Contact:

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