

HOWARD COUNTY'S MASTER PLAN FOR THE OLDER ADULT POPULATION

Project Summary – Briefing Highlights

May 16, 2014

Howard County has undertaken the development of a twenty year Master Plan to guide its short and long term investments in programs, services and facilities for the County's older adult population. This briefing paper is intended to answer some key questions regarding the initiative.

- **Master Plan – Why now?** The 65+ age group living in Howard County is expected to double over the next two decades. This dramatic projected growth has fueled concern as to whether existing older adult services and Senior Centers will be adequate to support the increased demand. The growing awareness of these changes raises questions as to what services the older population may need and want. The Plan will define and project the size and scope of specific demographic, technological and social changes that will help guide the County in thinking through how it can ensure that older adults of any generation have full and available access to high quality programs, services and facilities.
- **What's the purpose and objective of the Master Plan?** The purpose of the Plan is to determine the program, service and facility requirements for the County's older adults. While special focus will be given to the County's Senior Centers and Senior Center Plus sites, equal attention will address the programs and services that are critical to fulfilling a broad array of needs.
- **Which County agency leads the Plan's development?** The Department of Citizens Services and its Office on Aging are heading up the work on the Master Plan process with support provided by the Bureau of Facilities.
- **When will work on the Plan be completed?** The Master Plan, to be completed by the first week in November 2014, is the first phase of a three phase project. The last two phases, guided by the first, will develop a system wide architectural program that will meet the physical capacity needs that result from the Plan's implementation.
- **What technical support is being provided?** Under the direction of the County, technical assistance is being provided under contract with KGRW & Associates, a Howard County based Architectural and Planning firm specializing in Senior Facilities. The consulting team includes expertise from the Institute for Alternative Futures, a global leader in the field of futures studies, the Boomer Project, a national market research firm, and experts in strategic planning and older adult programming.
- **How will the community be involved?** The planning process is designed to take into account the views of the community. Residents will be continuously involved through the use of surveys, interviews, focus groups and community briefings. In addition, representatives of diverse stakeholder organizations from the non-profit, business and public sector communities will be engaged to provide input and feedback throughout the project.
- **Is there a contact point for getting additional information?** In addition to the planned community meetings and briefings that will take place over the next several months, periodic updates will be posted on the County's website (www.howardcountymd.gov/agingmasterplan). Inquiries regarding the Plan should be directed to the County's Department of Citizen Services' Office on Aging (call 410-313-6410 or email: aging@howardcountymd.gov).