



# Planning for the Growth of the Older Adult Population in Howard County



KGRW & Associates LLC

development services . planning . architecture . project management.



- **Welcome / Project Overview**
- **Learning from the Community:**
  - **On-line Survey**
  - **Focus Groups**
- **Stakeholder Engagement**
- **Describing the Preferred Future**
- **Emerging Priorities**
- **Wrap-up**

# Agenda



**KGRW &  
Associates**

**Community**

**James Macgill  
Consultants**

**Jim Macgill**

**Boomer  
Project**

**Matt Thornhill**

**Kevin Glover**

**Arris Studio**

**Judy James**

**Institute for  
Alternative  
Futures**

**Eric Meade**

**KGRW Master Plan Team**



KGRW & Associates LLC

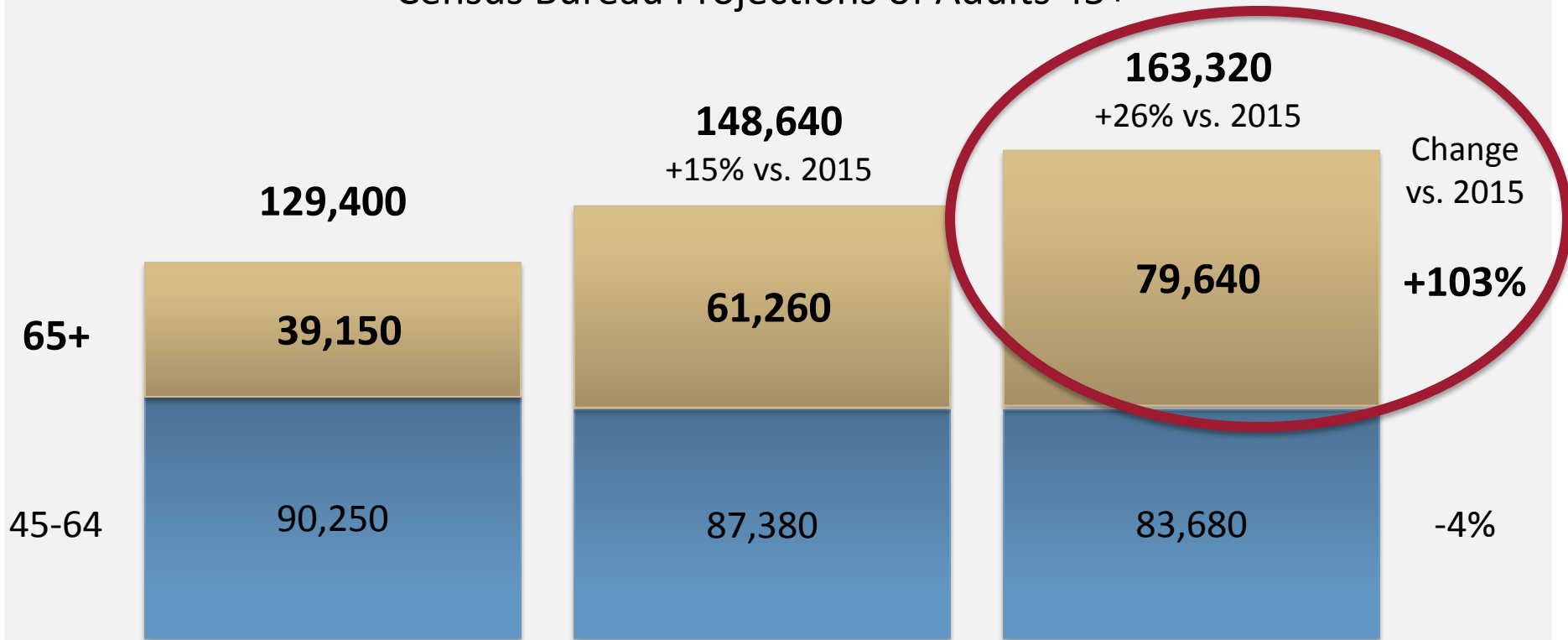
Howard County Aging Master Plan

# **LEARNING FROM THE COMMUNITY: SURVEY AND FOCUS GROUP RESULTS**



# First, some demographic destiny: Twice as many Older Adults in Howard County

Census Bureau Projections of Adults 45+



2015

2025

2035

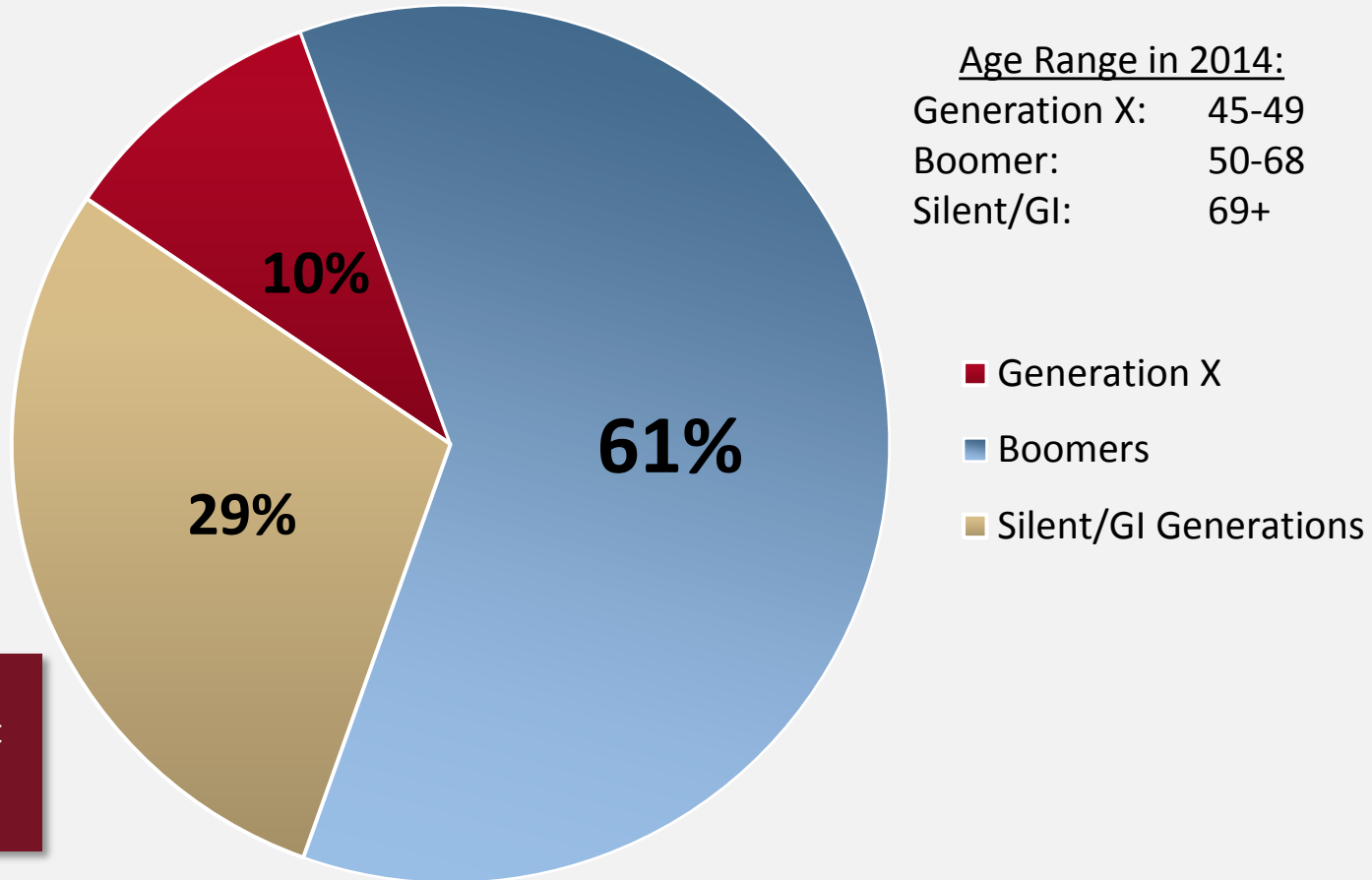


# **SURVEY RESPONDENT DEMOGRAPHICS**



# Six in ten respondents are Boomers

We only surveyed adults ages 45+

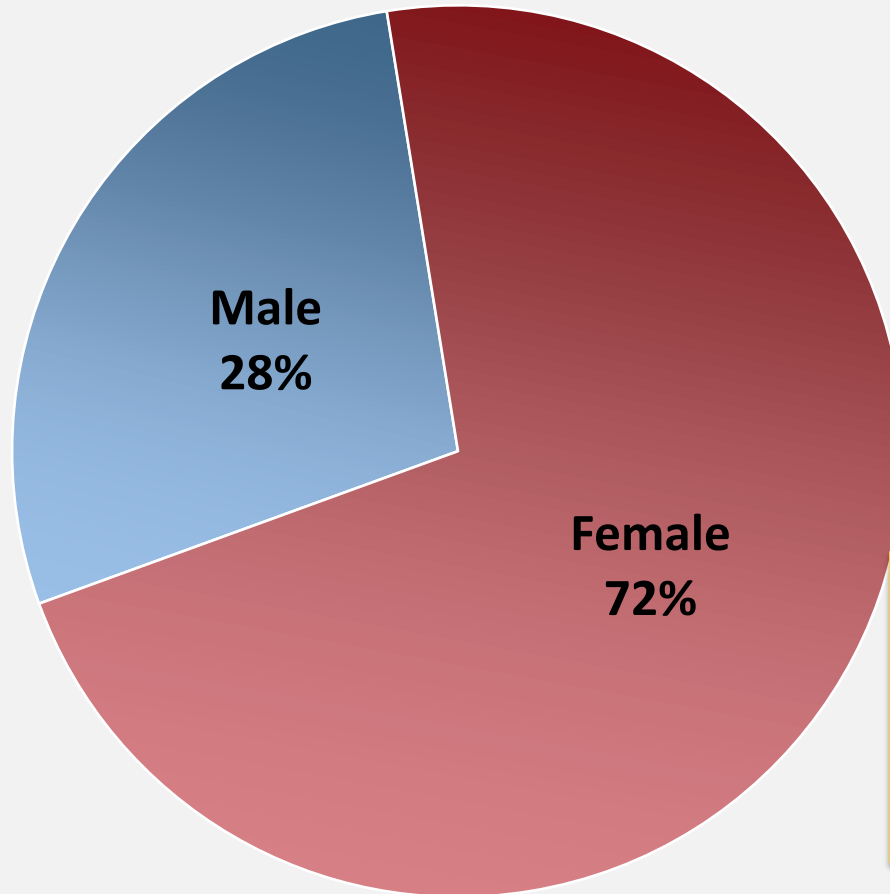


Average respondent age is 63 years

Q1. In what year were you born?



# 7 in 10 respondents are female



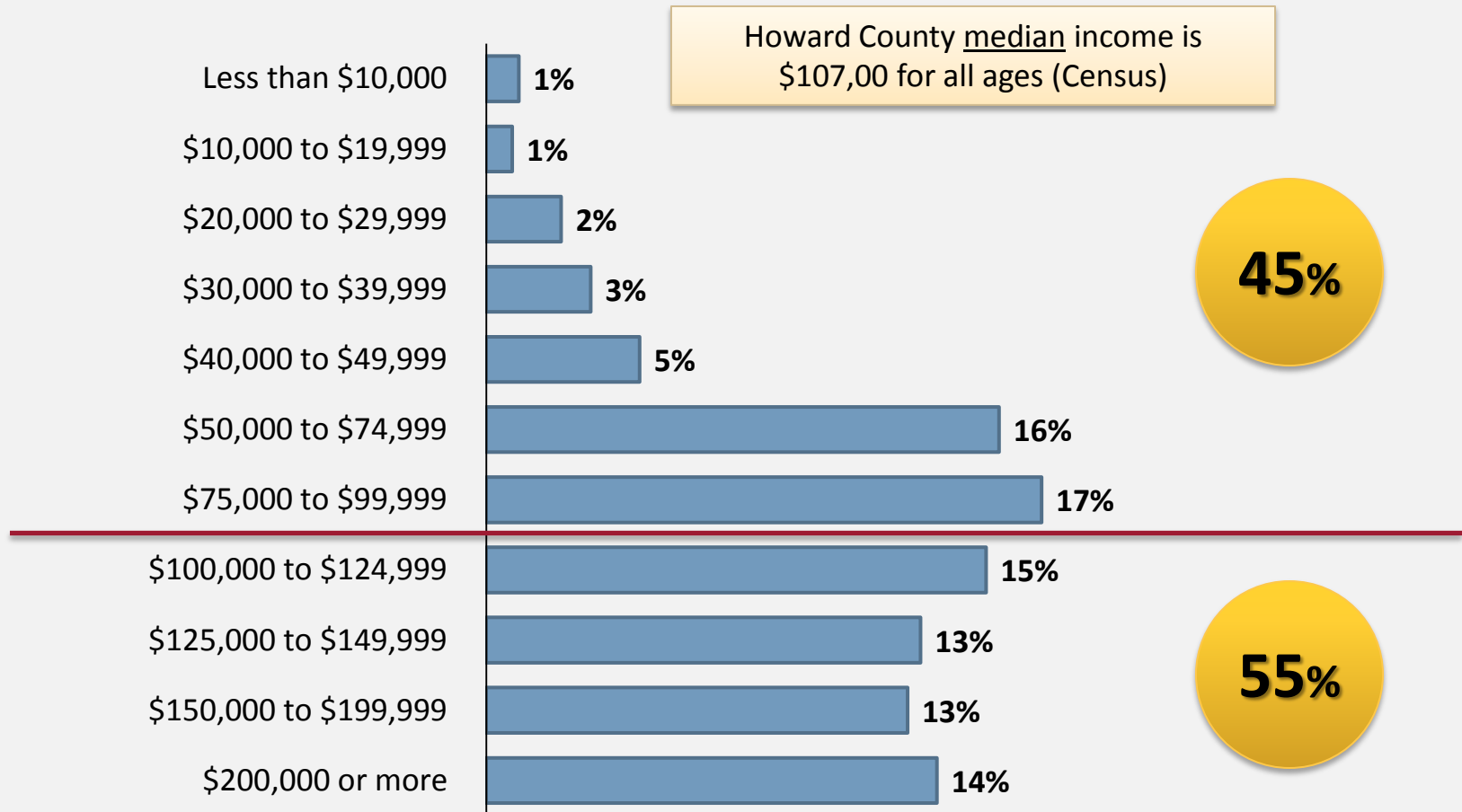
This 3-to-1 ratio is in line with current users of Howard County Senior Centers

Q6. Do you identify yourself as:





# Mean income is \$118,000 for respondents

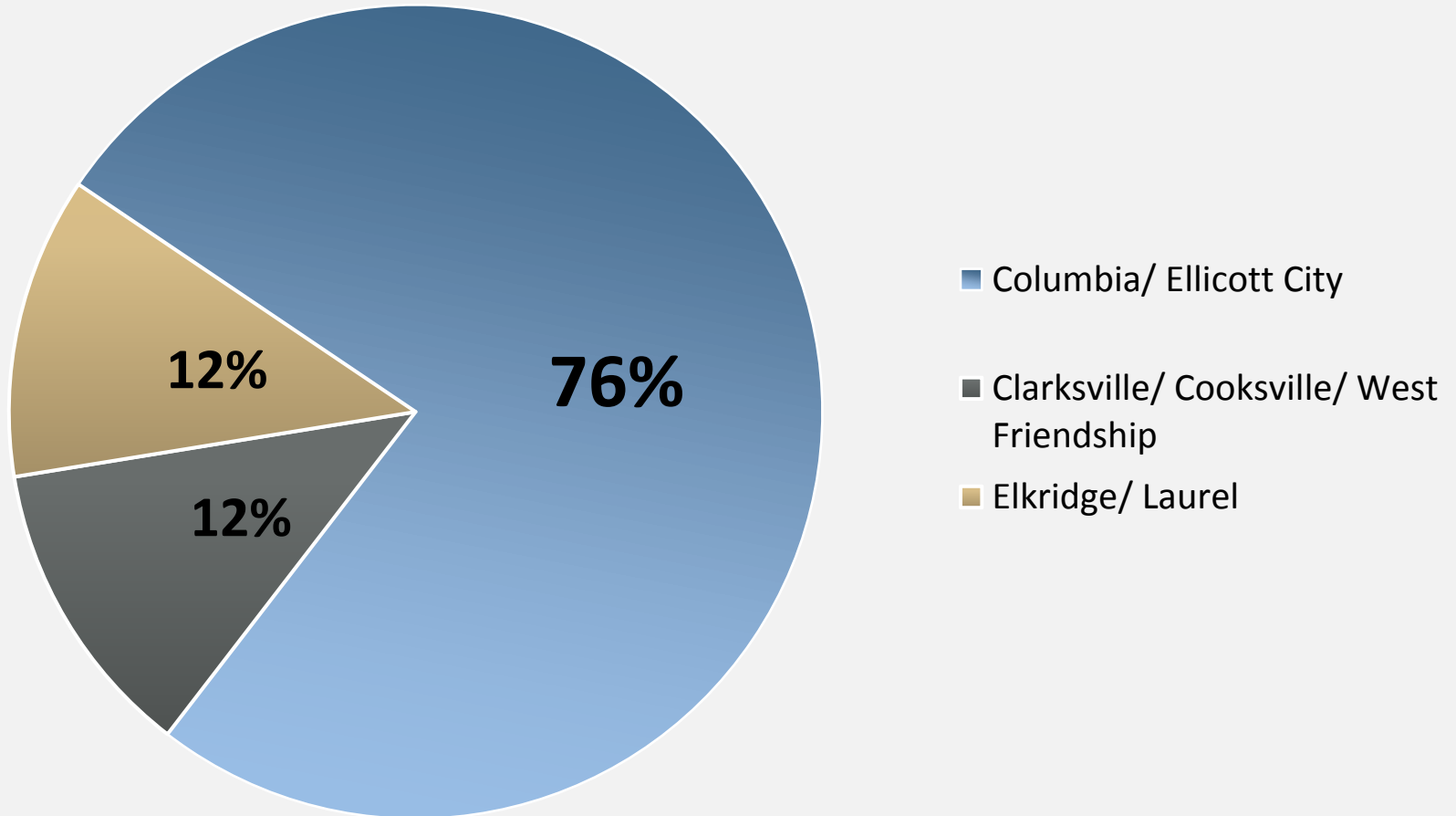


Q27. Which of the following best represents your total annual household income? Please include all sources of income for your household. Remember, your responses are completely confidential and will not be linked to you personally in any way.

One in six refused to answer



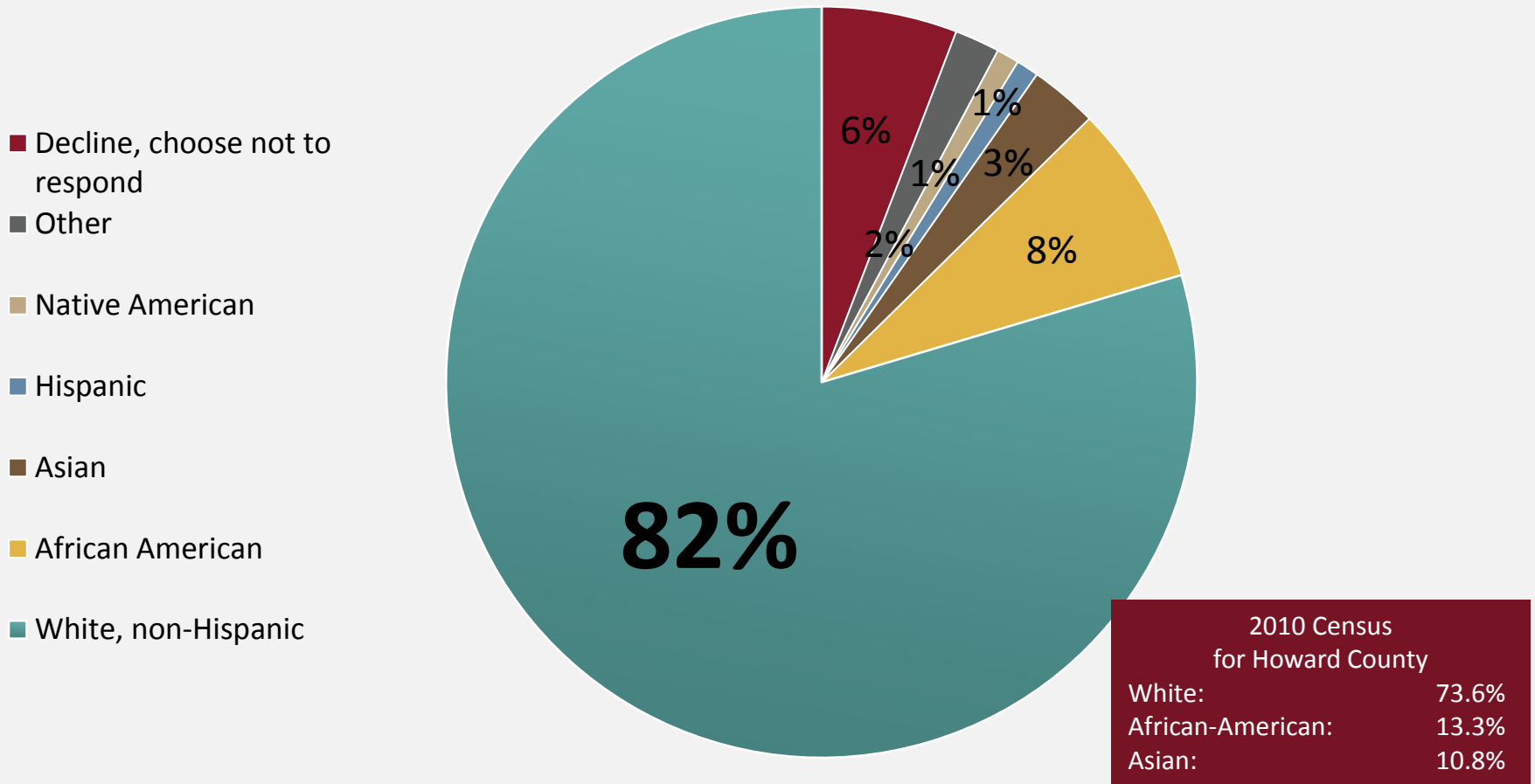
# Approximately three-quarters of respondents live in Columbia/Ellicott City



Q3. What is your zip code?



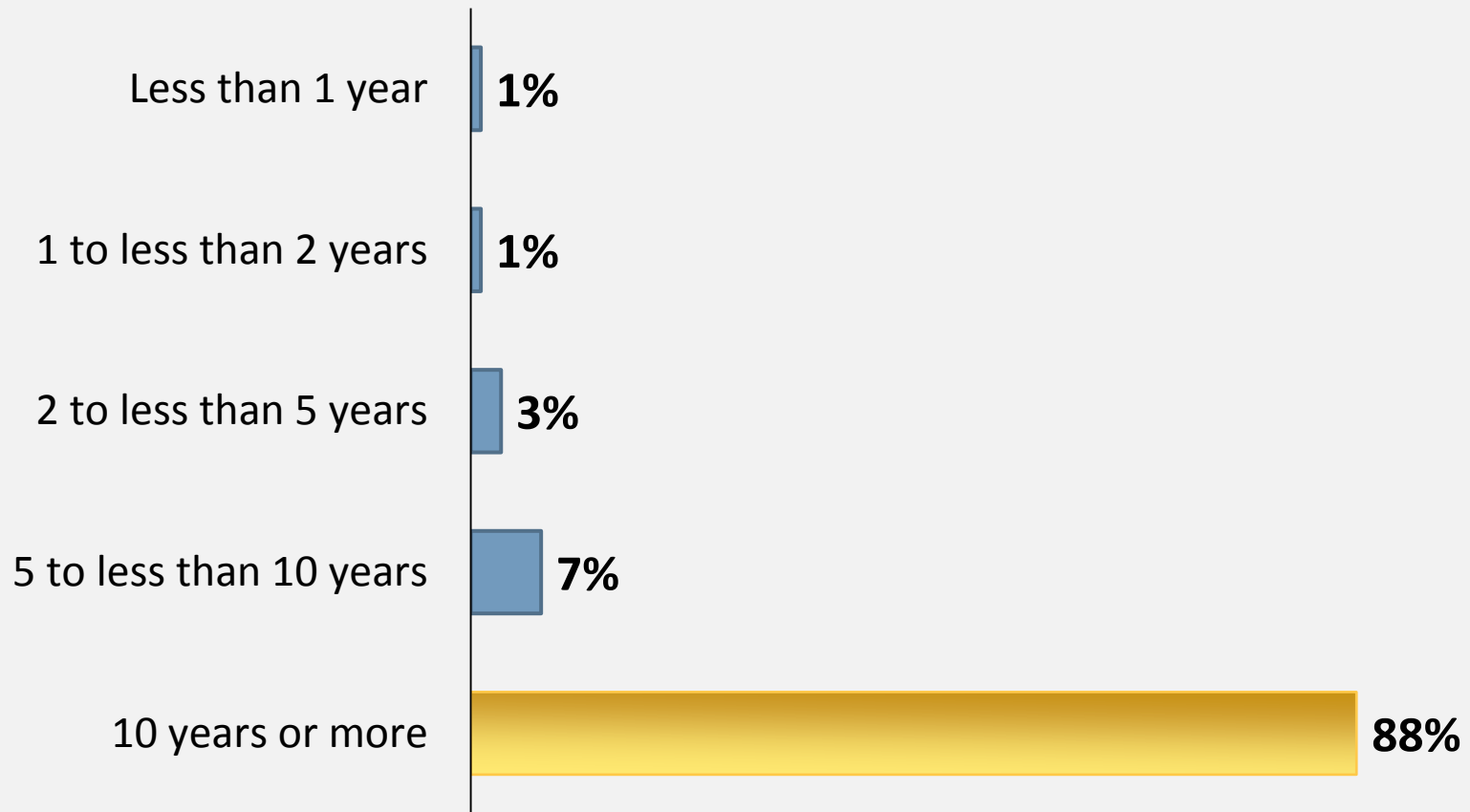
# Respondents under-represent minorities in Howard County



Q59. Which of the following best describes your race or ethnicity? Please select all that apply.



# Nearly nine in ten have lived in Howard County for 10+ years



Q4. How long have you lived in Howard County?

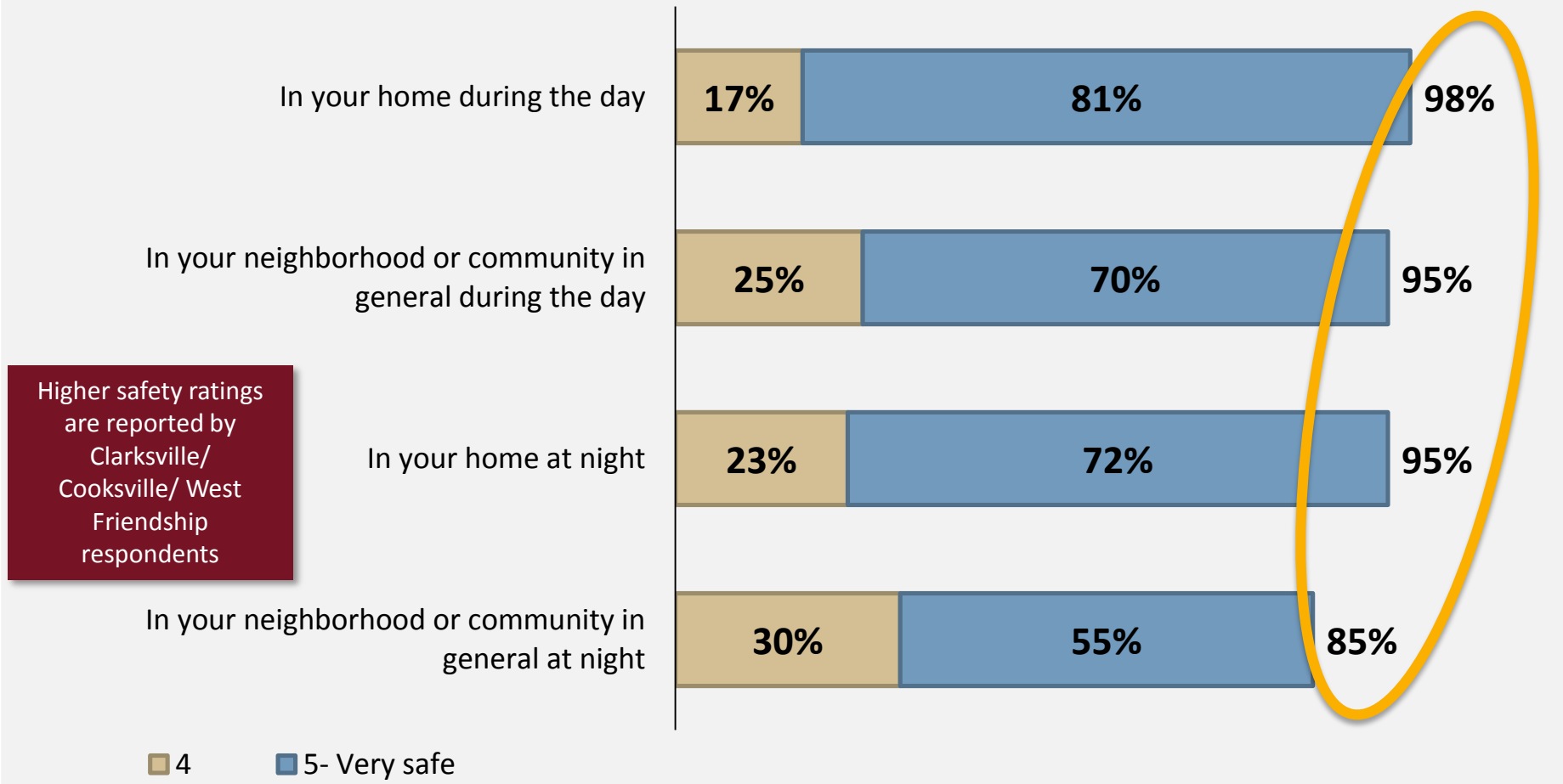


# LIVING IN HOWARD COUNTY



# Howard County respondents generally feel safe in their homes and communities

How Safe Do you Typically Feel...



Q46. For each of the following, please indicate how safe you typically feel. Please use a scale of 1 to 5 where "1" means "Not at All Safe" and "5" means "Very Safe."



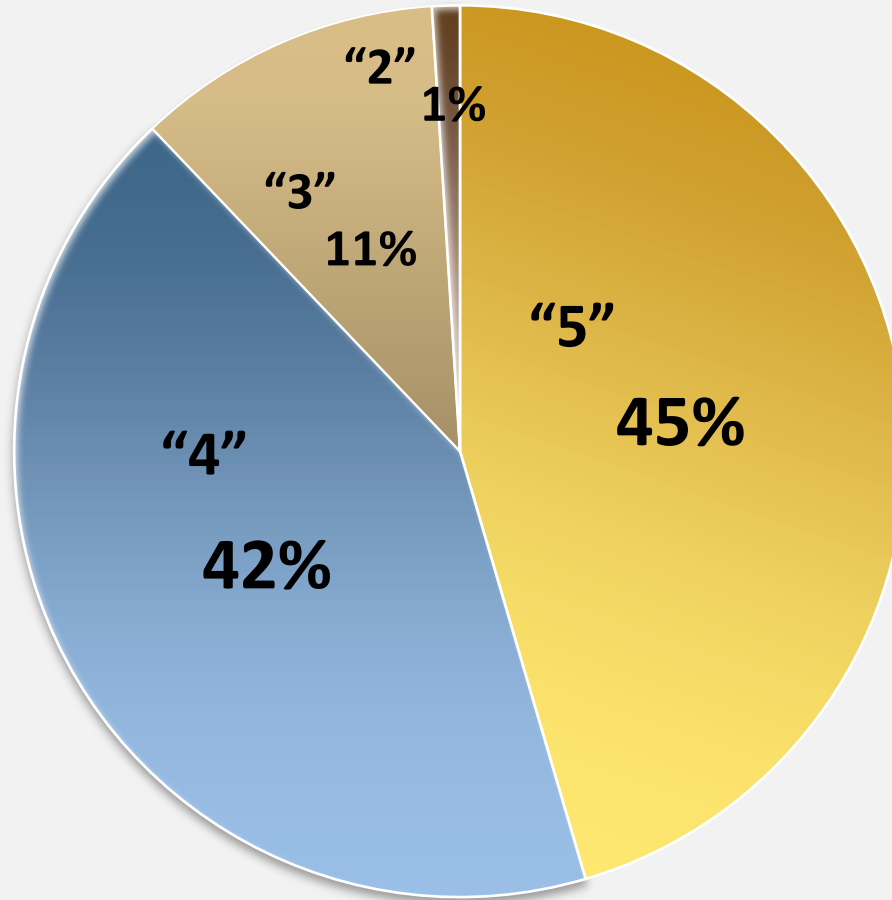
## Question:

Overall, how would rate your quality of life living here in  
Howard County?

Please use a scale of 1 to 5 where “1” means “Poor” and  
“5” means “Excellent.”



# Respondents rate their own quality of life fairly high



87% rate "5" or "4"

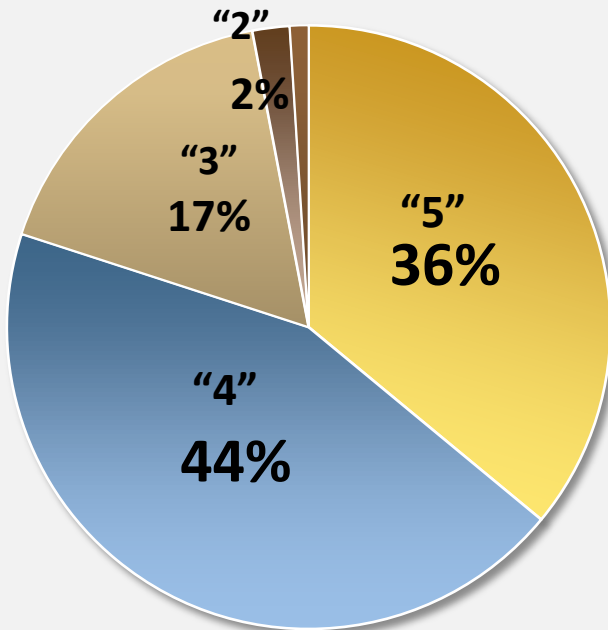
Q7. Overall, how would you rate the quality of life for each of the following? Please use a scale of 1 to 5 where "1" means "Poor" and "5" means "Excellent."





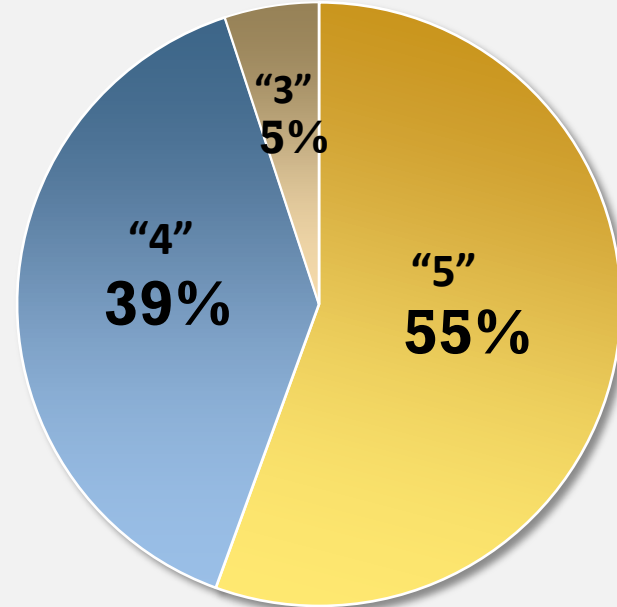
# Those with higher incomes rate their quality of life very high

HHI <\$100,000



**80% rate  
"5" or "4"**

HHI \$100,000+



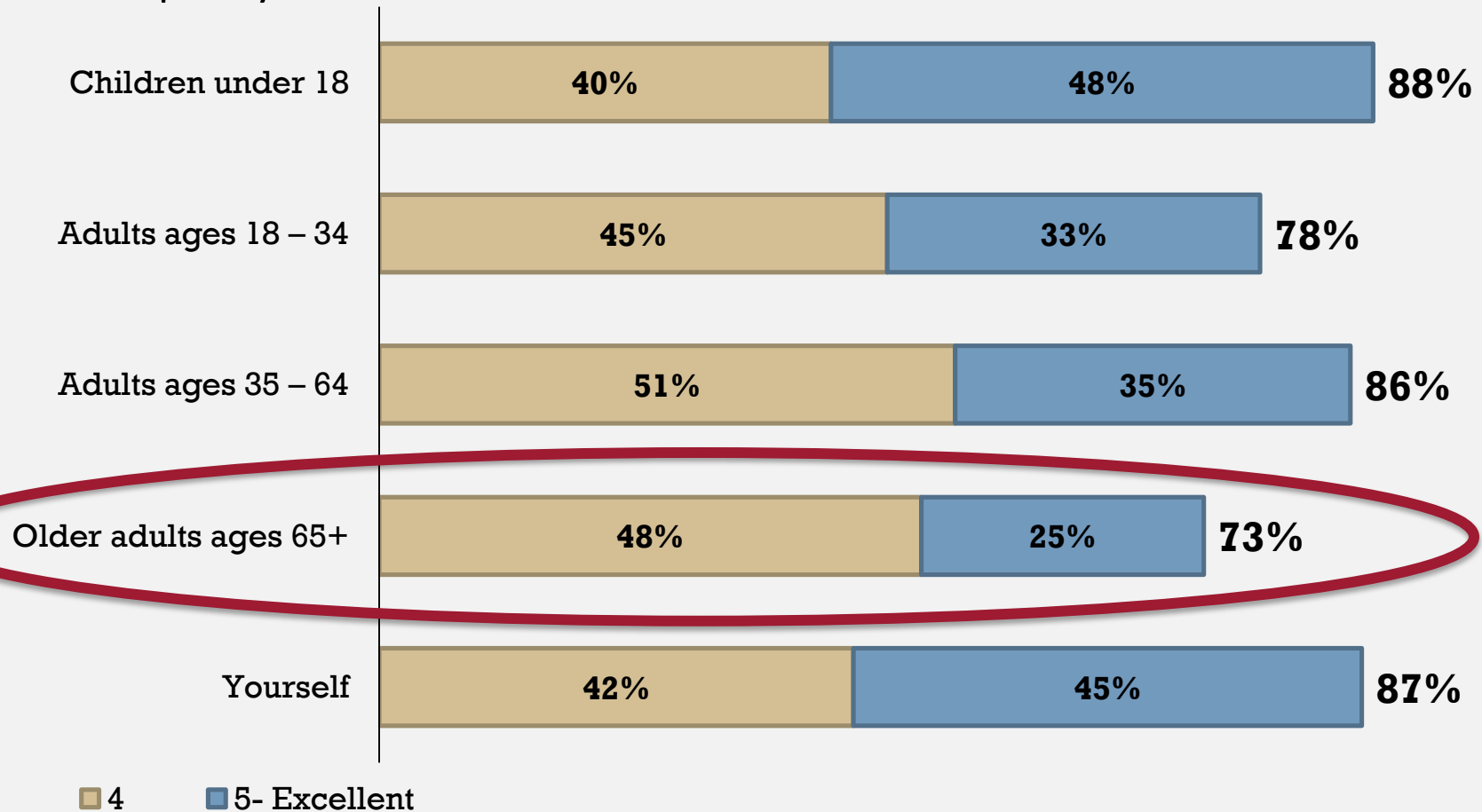
**94% rate  
"5" or "4"**

Q7. Overall, how would you rate the quality of life for each of the following? Please use a scale of 1 to 5 where "1" means "Poor" and "5" means "Excellent."



# But respondents rate adults ages 65 or older as having the lowest quality of life

Rate the quality of life of:



Q7. Overall, how would you rate the quality of life for each of the following? Please use a scale of 1 to 5 where "1" means "Poor" and "5" means "Excellent."



# These ratings are not unusual

- In other studies we have conducted in other states, as well as nationally, we typically see adults rating the quality of life for older adults at lower levels than their own. **Even if they are over 65 themselves.**

Scores of "4" and "5"

Rating:	Silent/G.I.	Boomers/Younger
Your QOL:	88%	88%
QOL for Adults 65+:	<b>80%</b>	<b>70%</b>

**-8 points**

**-10 points**

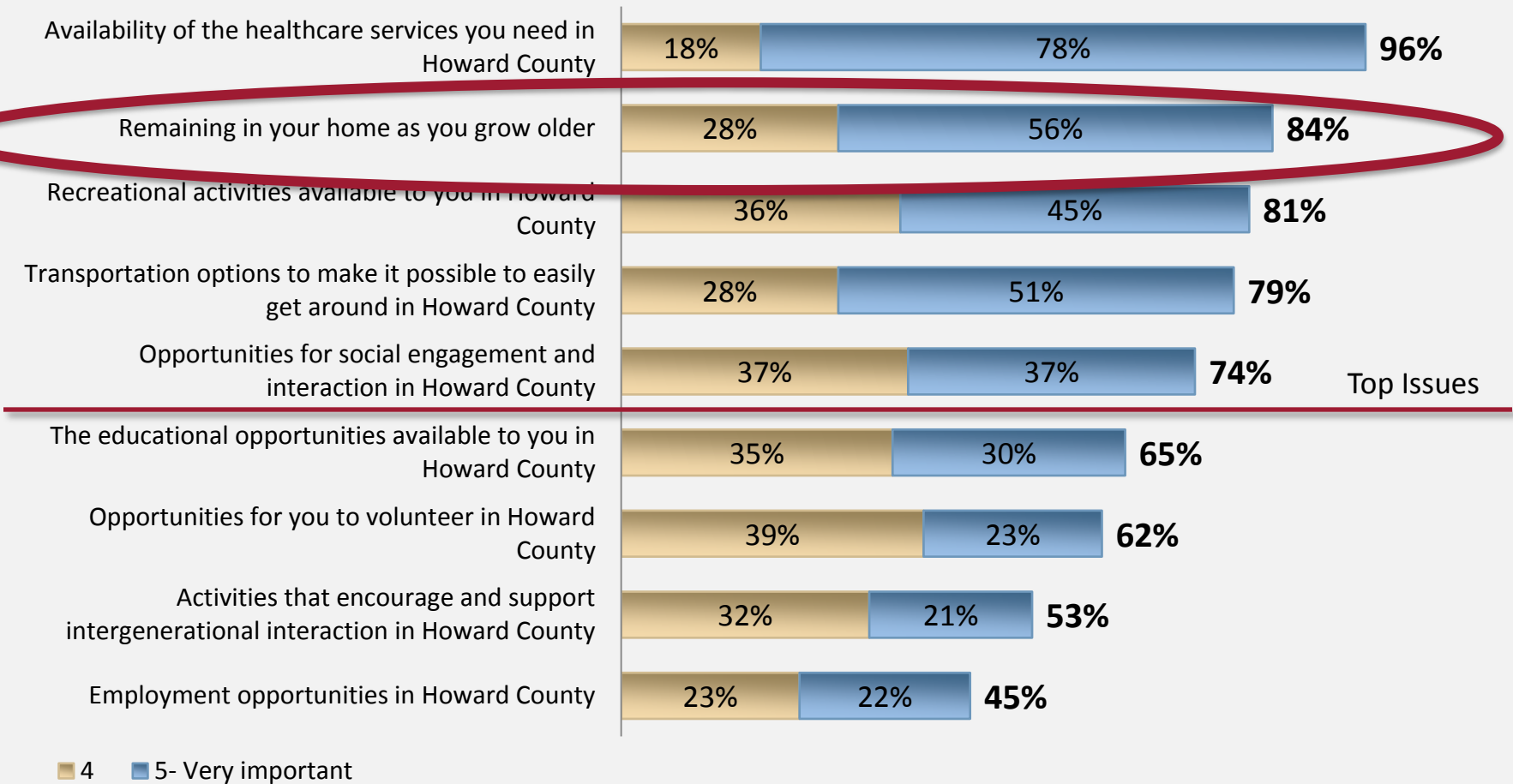
There is a perception among all respondents that life after 65 is of lower quality.



What is  
**IMPORTANT**  
to older adults  
in Howard County?



# Availability of healthcare services was rated as most important to respondents



Top Issues

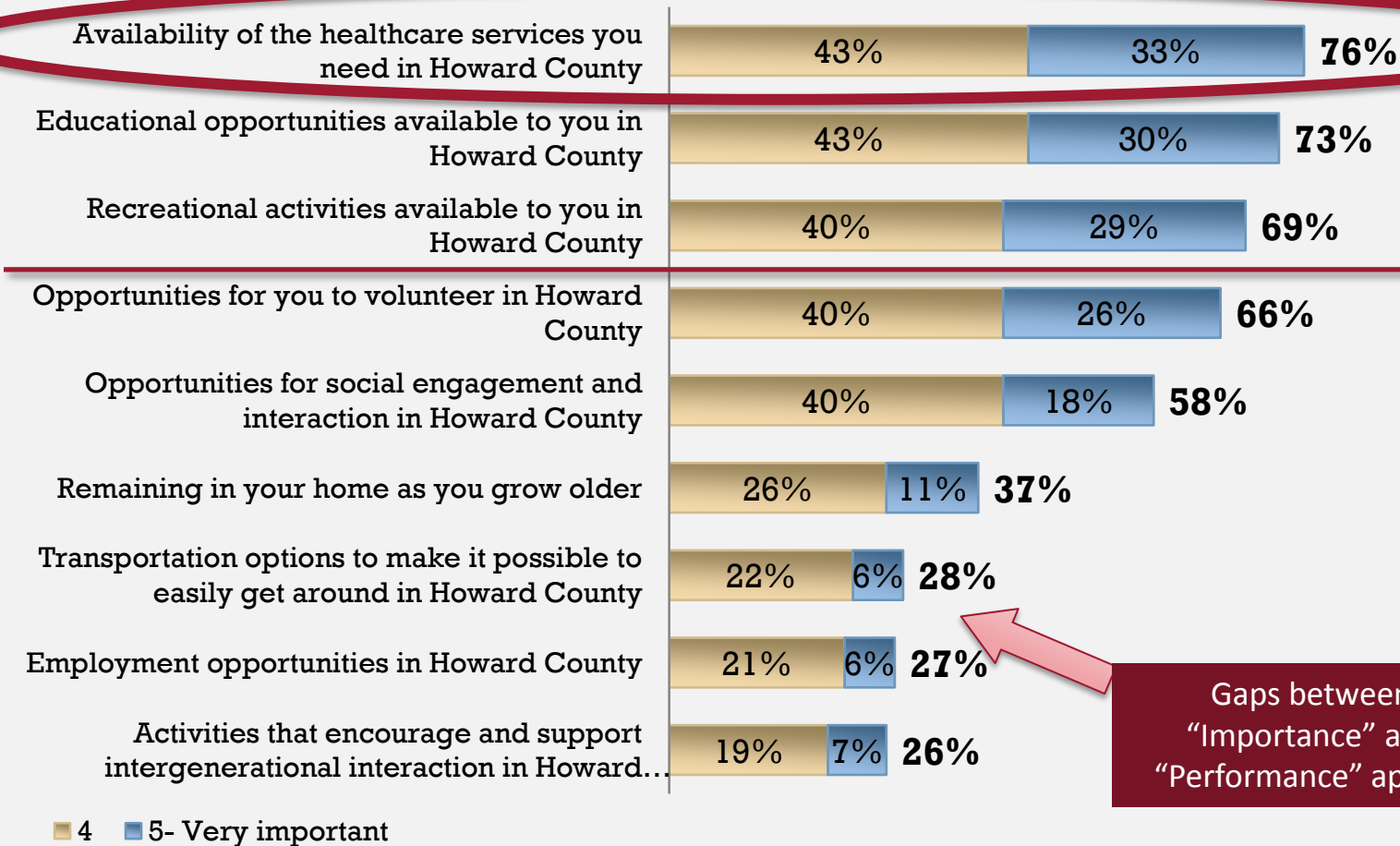
Q11. Thinking about your life in Howard County, for each of the following, tell us how important it is to you personally. Please use a scale of 1 to 5 where “1” means “Not at all Important” and “5” means “Very Important.”



How well do  
organizations  
**DELIVER or**  
**PERFORM**  
those activities in  
Howard County?



# Delivering healthcare services was rated as the top priority by respondents



Gaps between "Importance" and "Performance" appear

Q12. Using the same list, now tell us how well organizations deliver or perform those activities in Howard County overall. Please use a scale of 1 to 5 where "1" means "Does Not Deliver or Perform Well" and "5" means "Delivers or Performs Very Well."



# Gaps between “Importance” and “Performance” emerge

	Importance	Performance	Gap
Availability of the healthcare services you need in Howard County	96%	76%	-20
Remaining in your home as you grow older	84%	37%	-47
Recreational activities available to you in Howard County	81%	69%	-12
Transportation options to make it possible to easily get around in Howard County	79%	28%	-51
Opportunities for social engagement and interaction in Howard County	74%	58%	-16
The educational opportunities available to you in Howard County	65%	73%	+8
Opportunities for you to volunteer in Howard County	62%	66%	+4
Activities that encourage and support intergenerational interaction in Howard County	53%	26%	-27
Employment opportunities in Howard County	45%	27%	-18



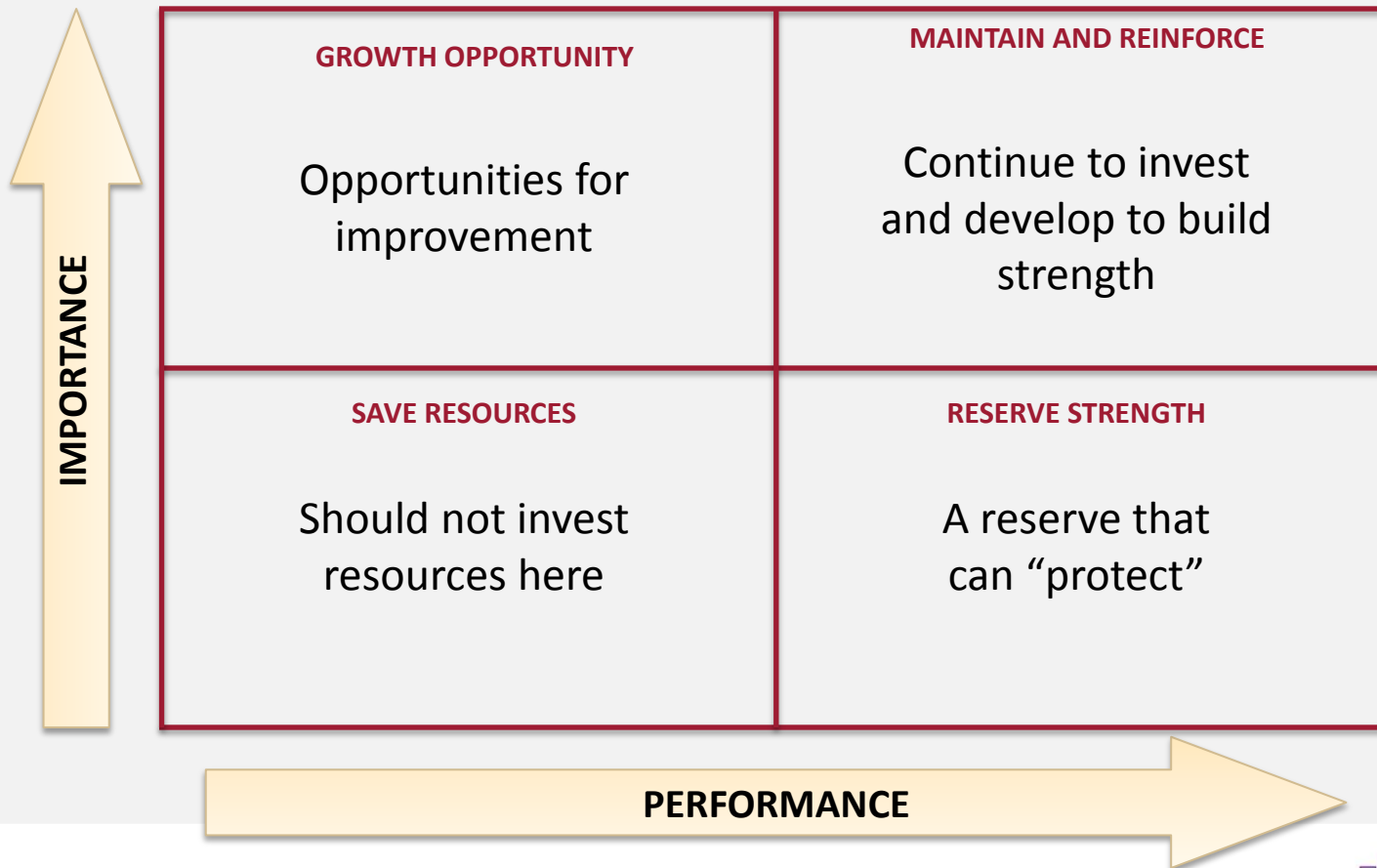


# Transportation and remaining in your home are top gaps

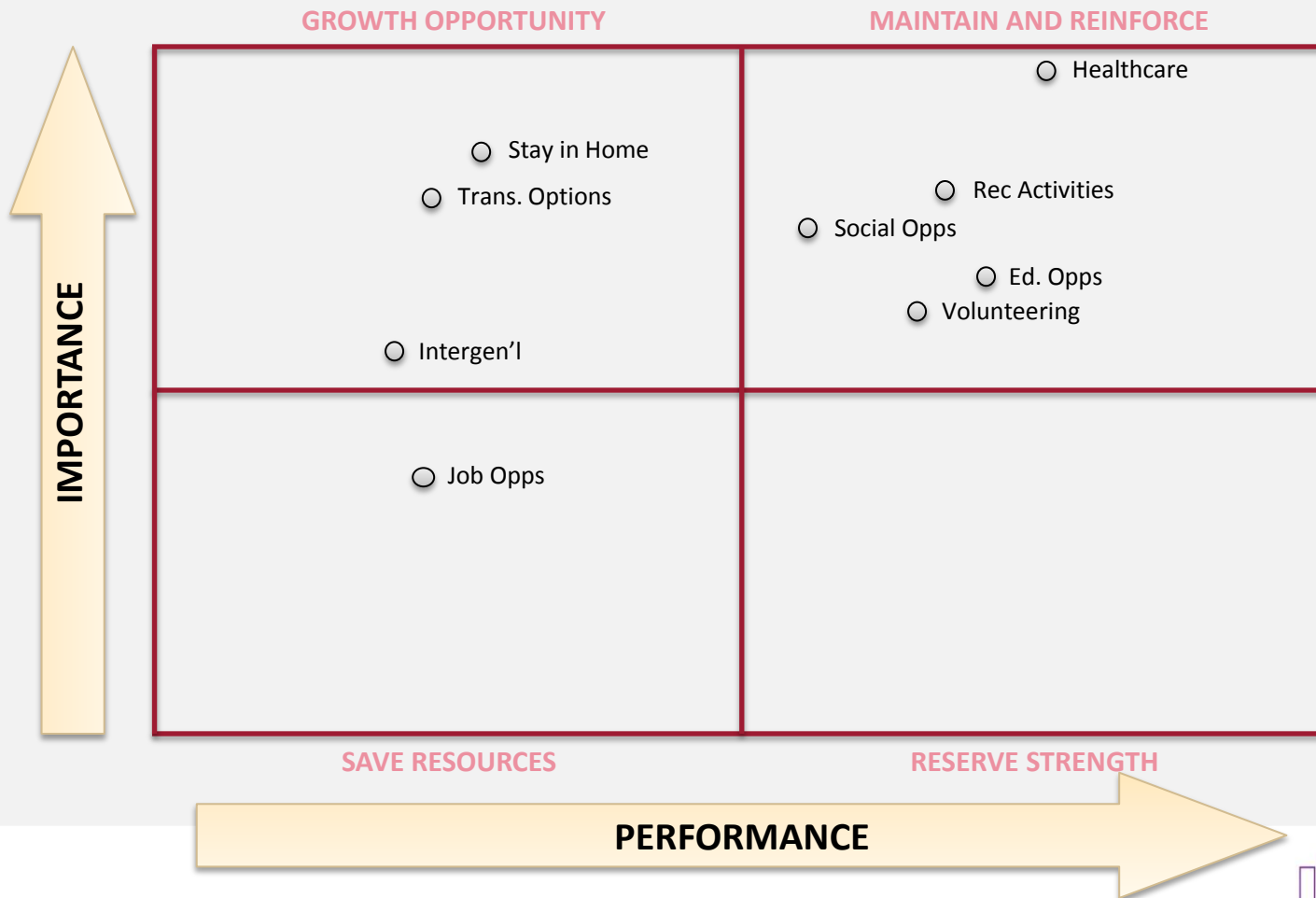
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# Let's put it on an Opportunity Map



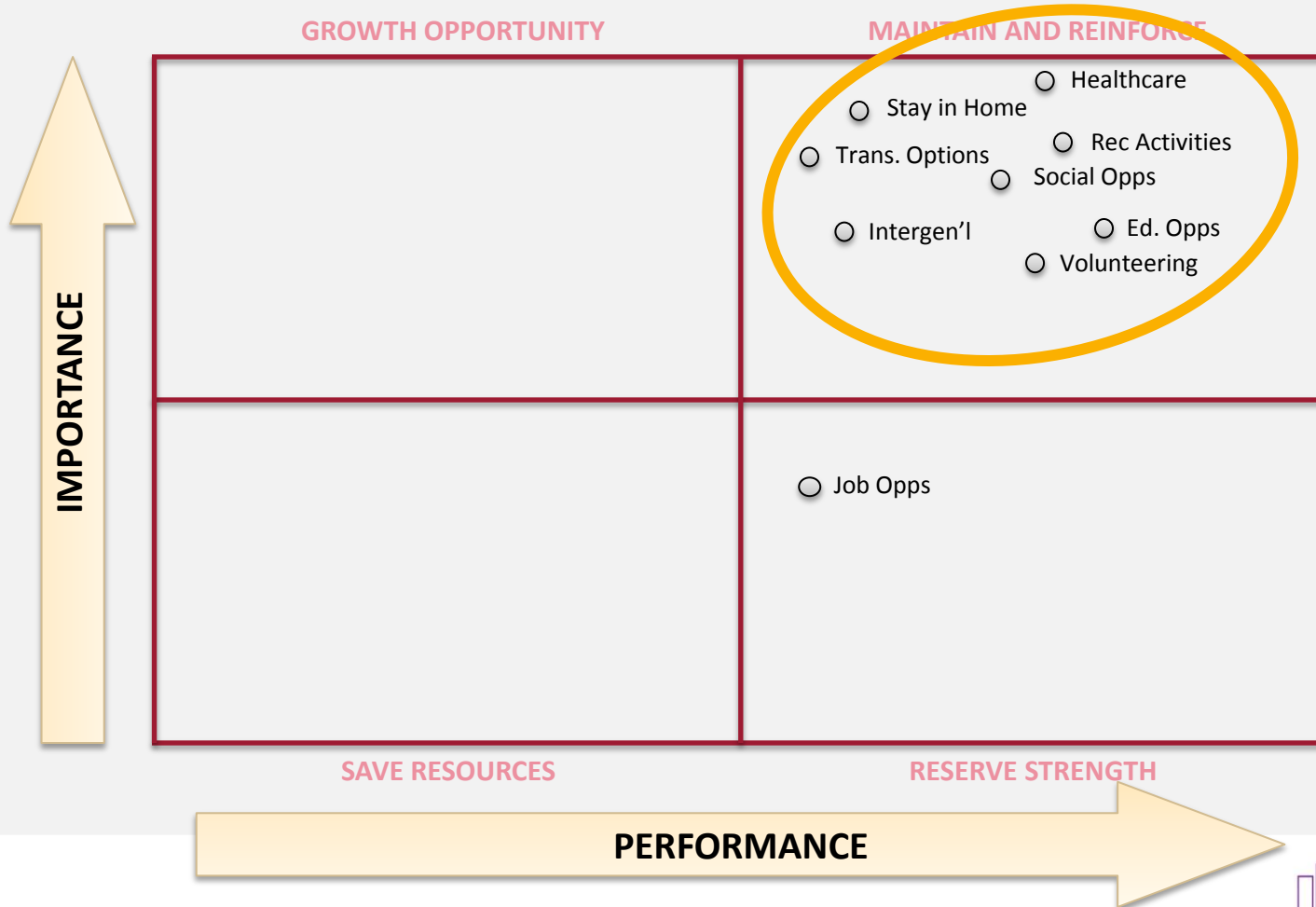
# Howard County has strengths and opportunities with older adults



# Areas for improved performance and delivery by Howard County



# Moving towards more strengths



# There is some uncertainty about transportation options

Options:	Howard County has it	Howard County does not have it	I don't know if Howard County has it
Taxi	91%	2%	7%
Bus	85%	5%	9%
Neighbor Ride program	72%	1%	26%
Rides from my family, friends and/or neighbors	69%	4%	27%
Special transportation for the disabled	60%	2%	<b>38%</b>
Special transportation for the elderly	51%	3%	<b>45%</b>
Local train	49%	28%	24%
Rides from my church group	22%	9%	<b>69%</b>

Q48. Which of the following forms of transportation are available to you? Please indicate if Howard County has it, if Howard County does not have it, or if you do not know if Howard County has it.



# Some older adults report they need help with transportation

Segment	Component	Need Help	Don't Need	Don't Know
Overall		9%	84%	7%
Regional Planning Districts	Columbia/Ellicott City	8%	85%	7%
	Clarksville/Cooksville/W. Friendship	10%	86%	4%
	Elkridge/Laurel	<b>12%</b>	78%	10%
Gender	Male	7%	89%	3%
	Female	9%	82%	9%
Generation	Boomer/Generation X	7%	85%	8%
	Silent/GI	<b>12%</b>	81%	6%
Household Income	Under \$100,000	<b>15%</b>	77%	8%
	Over \$100,000	4%	90%	6%
Awareness & Usage Senior Centers	Not aware/aware but haven't used	6%	86%	9%
	Have used	<b>12%</b>	82%	6%

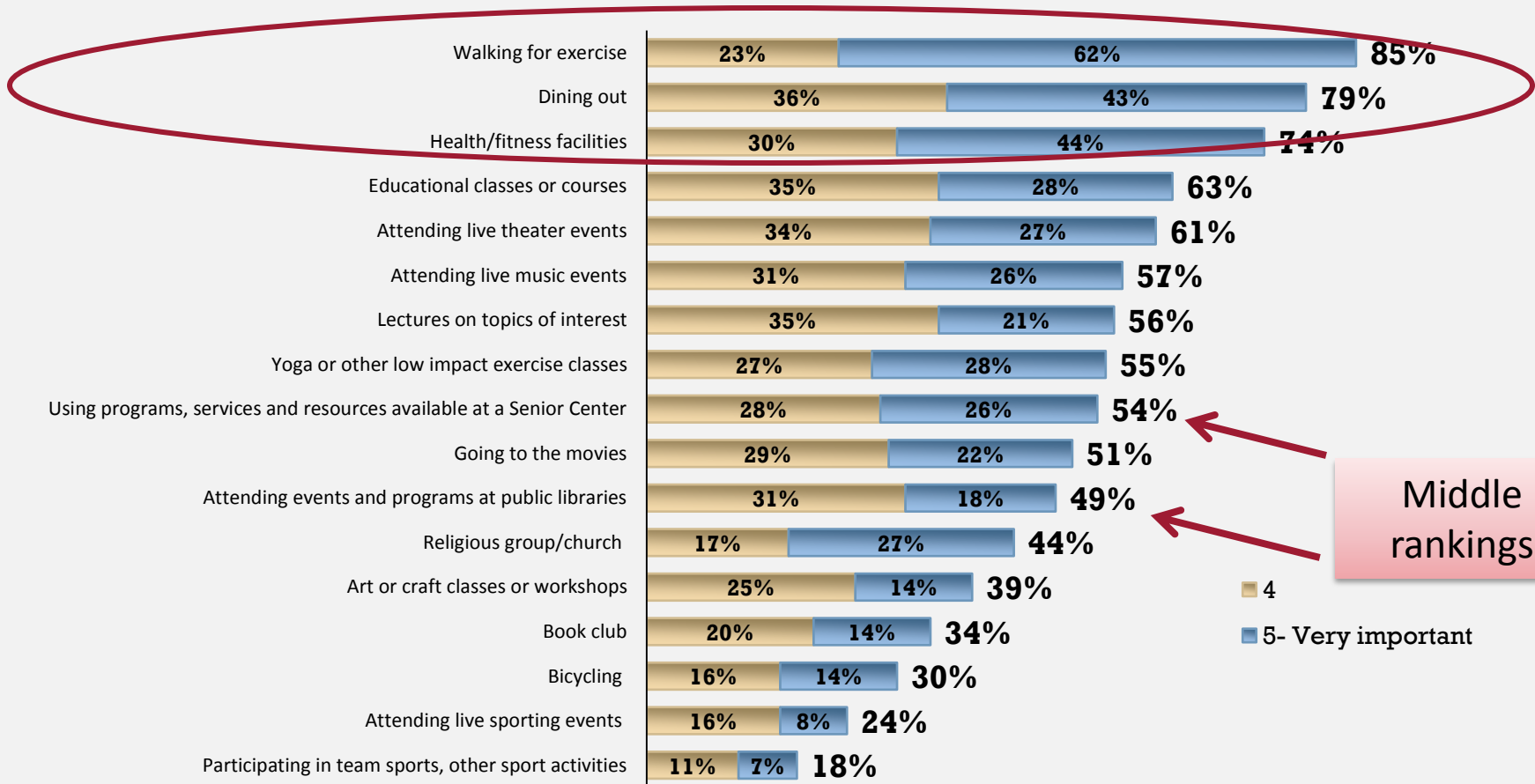
Q50. Do you feel you need transportation more often than it is available to you for appointments, visiting, social events, etc.?

What  
**ACTIVITIES**  
do respondents do in  
Howard County?





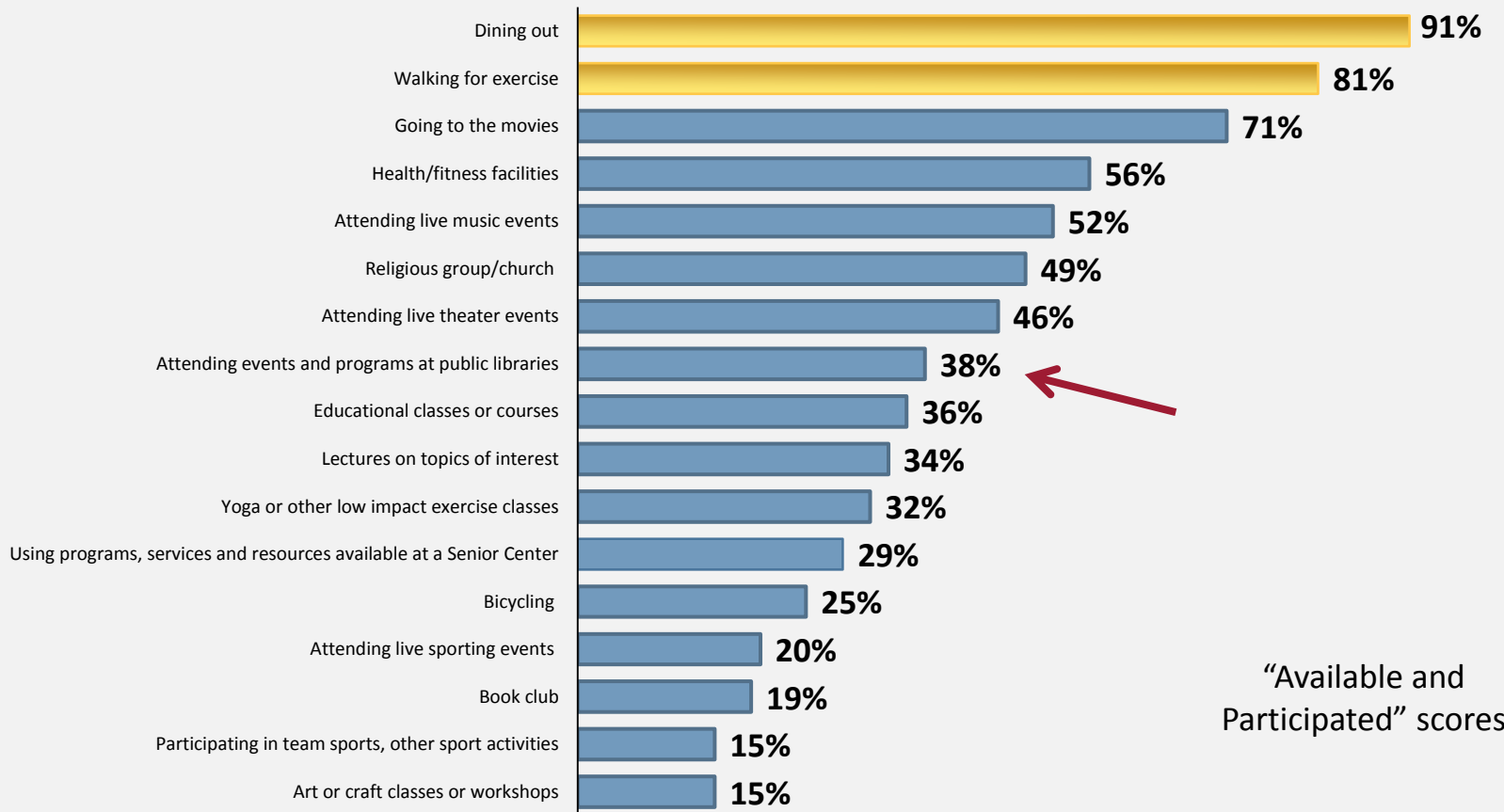
# Respondents rate fitness and dining out as most important



Q13. In a similar manner, here is a list of activities people typically do in their community. For each, tell us how important the activity or resource is to you personally. Please use a scale of 1 to 5, where “1” means “Not at all Important” and “5” means “Very Important.”



# And as activities most available and the most participated in



Q14. Now, for the same list of activities and resources, please indicate if it is available in Howard County and you have participated in it during the last 12 months, if it is available in Howard County but you have not participated in it during the last 12 months, if it is not available in Howard County, or if you do not know if it is available in Howard County.

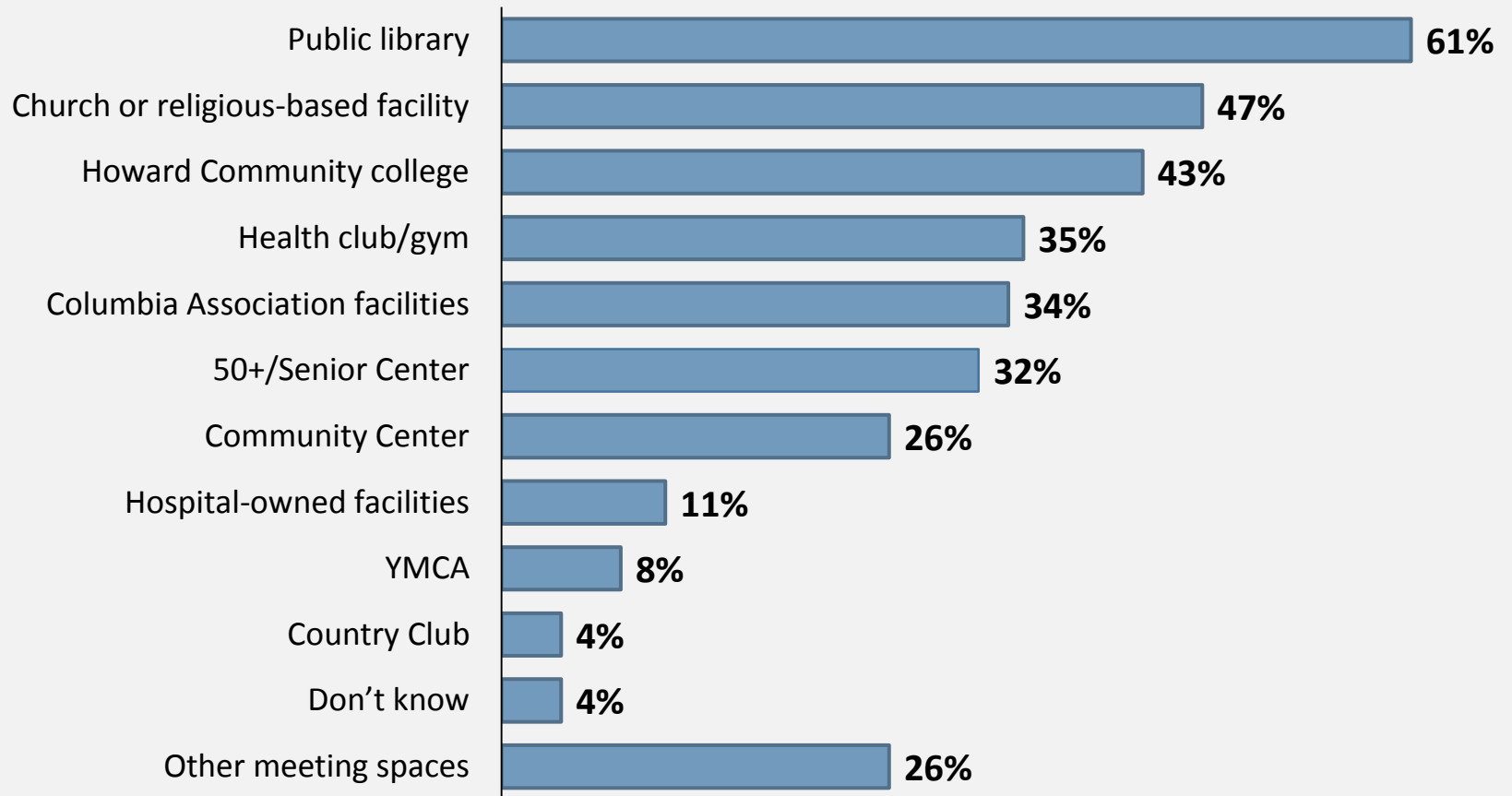
# Interest in activities changes when asked about the future

	Increase	Same	Decrease
Religious group/church	23%	68%	10%
Yoga or other low-impact exercise classes	44%	46%	10%
Attending live sporting events	10%	59%	31%
Attending live music events	28%	61%	11%
Attending live theater events	34%	58%	8%
Bicycling	18%	50%	32%
Dining out	32%	63%	5%
Going to the movies	27%	64%	10%
Walking for exercise	49%	48%	4%
Health/fitness facilities	39%	54%	7%
Book club	26%	63%	12%
Art or craft classes or workshops	35%	52%	13%
Attending events and programs at public libraries	43%	50%	7%
Using programs, services and resources available Senior Center	67%	29%	4%
Educational classes or courses	45%	46%	9%
Lectures on topics of interest	45%	50%	6%
Participating in team sports, other sport activities	5%	51%	44%

16. Thinking ahead ten or more years from now, do you think your interest in the following kinds of activities will decrease, increase or stay the same?



# Where older adults go to participate in activities in Howard County



Q17. Where do you go to participate in activities in your community? Select all that apply.



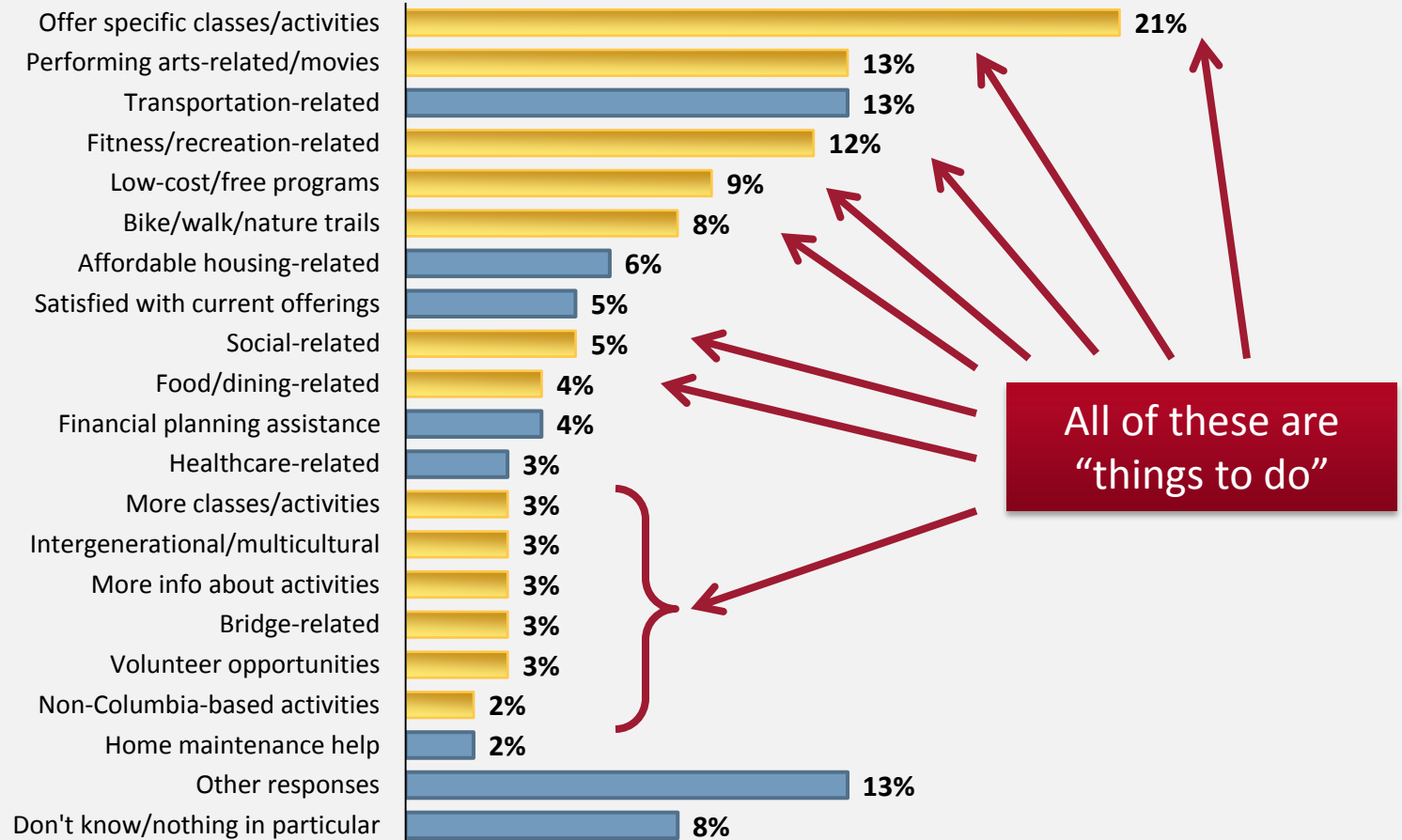
# Boomers and Silent Generations use different resources for activities

Resource Usage	Boomers	Silent
Libraries	60%	64%
Church	46%	48%
Howard Community College	41%	46%
Health club/gym	34%	36%
Columbia Association	33%	38%
Senior Center/50+ Center	23%	55%
Community center	24%	29%
Hospital facilities	9%	17%
YMCA	9%	6%
Country Club	4%	3%

Q17. Where do you go to participate in activities in your community? Select all that apply.



# Respondents want more “things to do” offered in Howard County



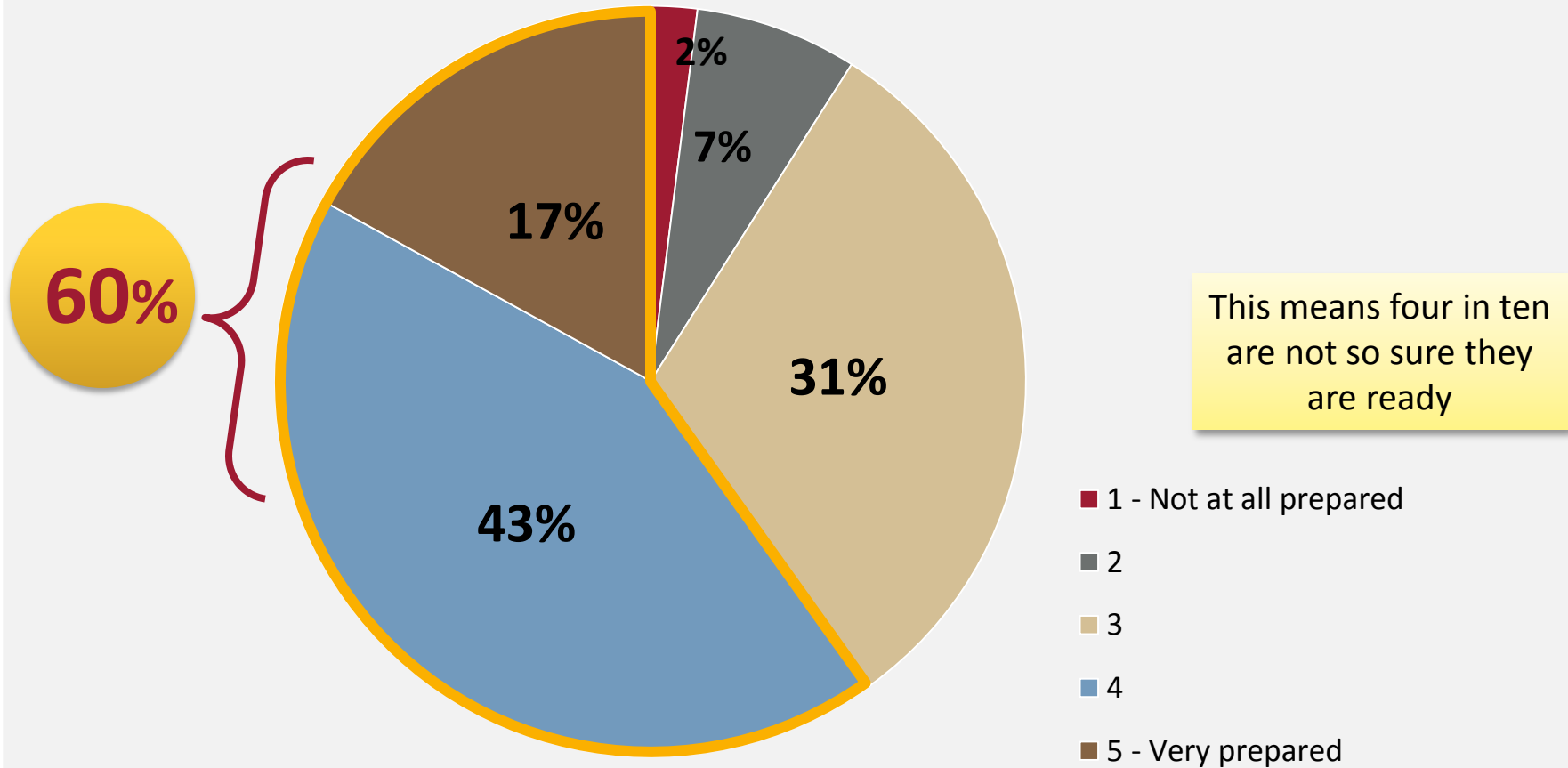
Q15. What other kinds of activities, programs or events, if any, would you like to see offered in Howard County?



# WHAT'S AHEAD FOR OLDER ADULTS IN HOWARD COUNTY?



# Three in five respondents think they are prepared to navigate the issues related to growing older



Q8. Now, think about your own future. How well prepared do you feel you are to navigate the issues related to growing older? Please rate how prepared you feel on a scale of 1 to 5, where "1" is "Not at All Prepared" and "5" is "Very Prepared."

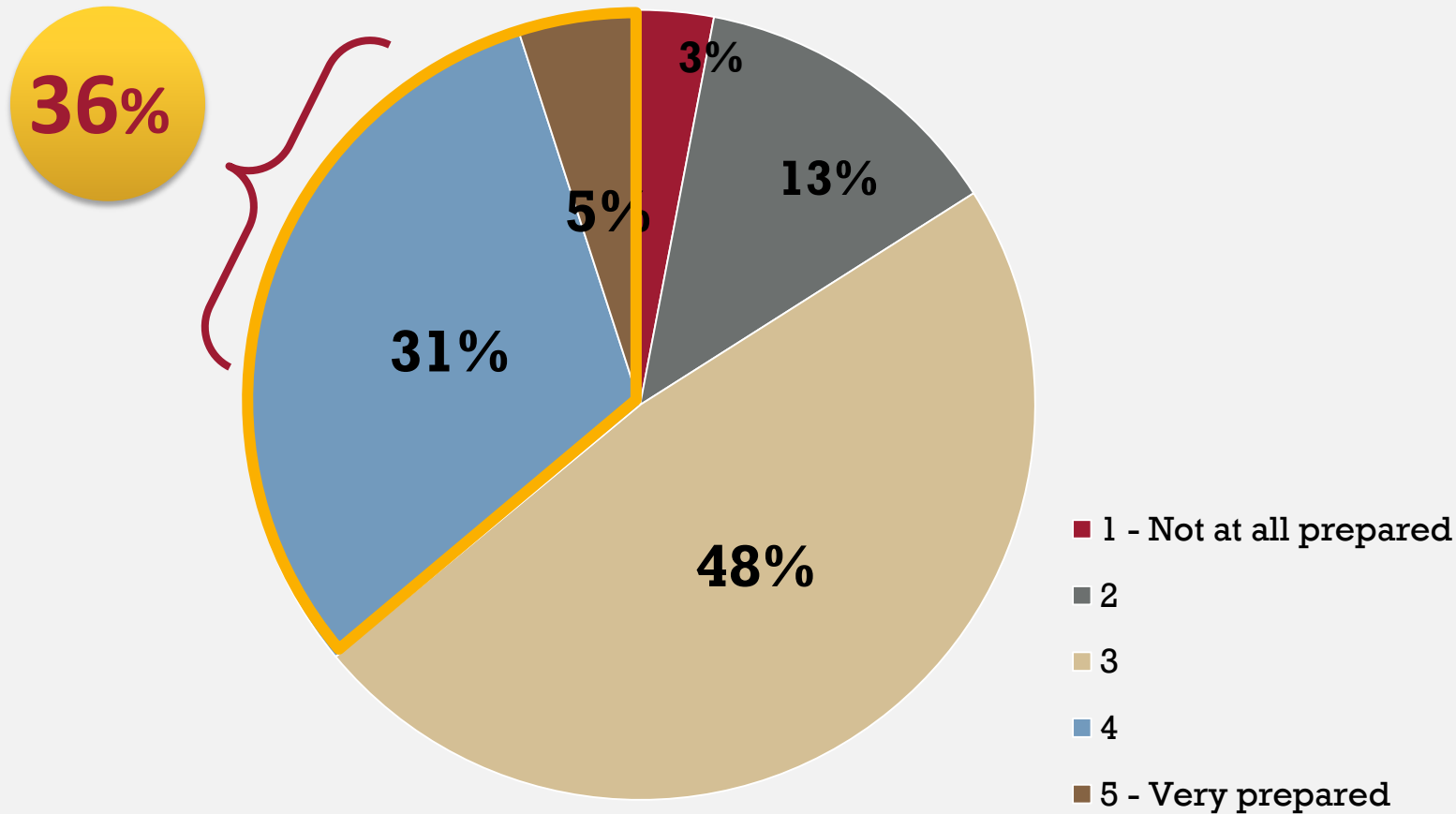




What do they think about  
**Howard County's preparedness**  
for meeting their needs  
in the future?



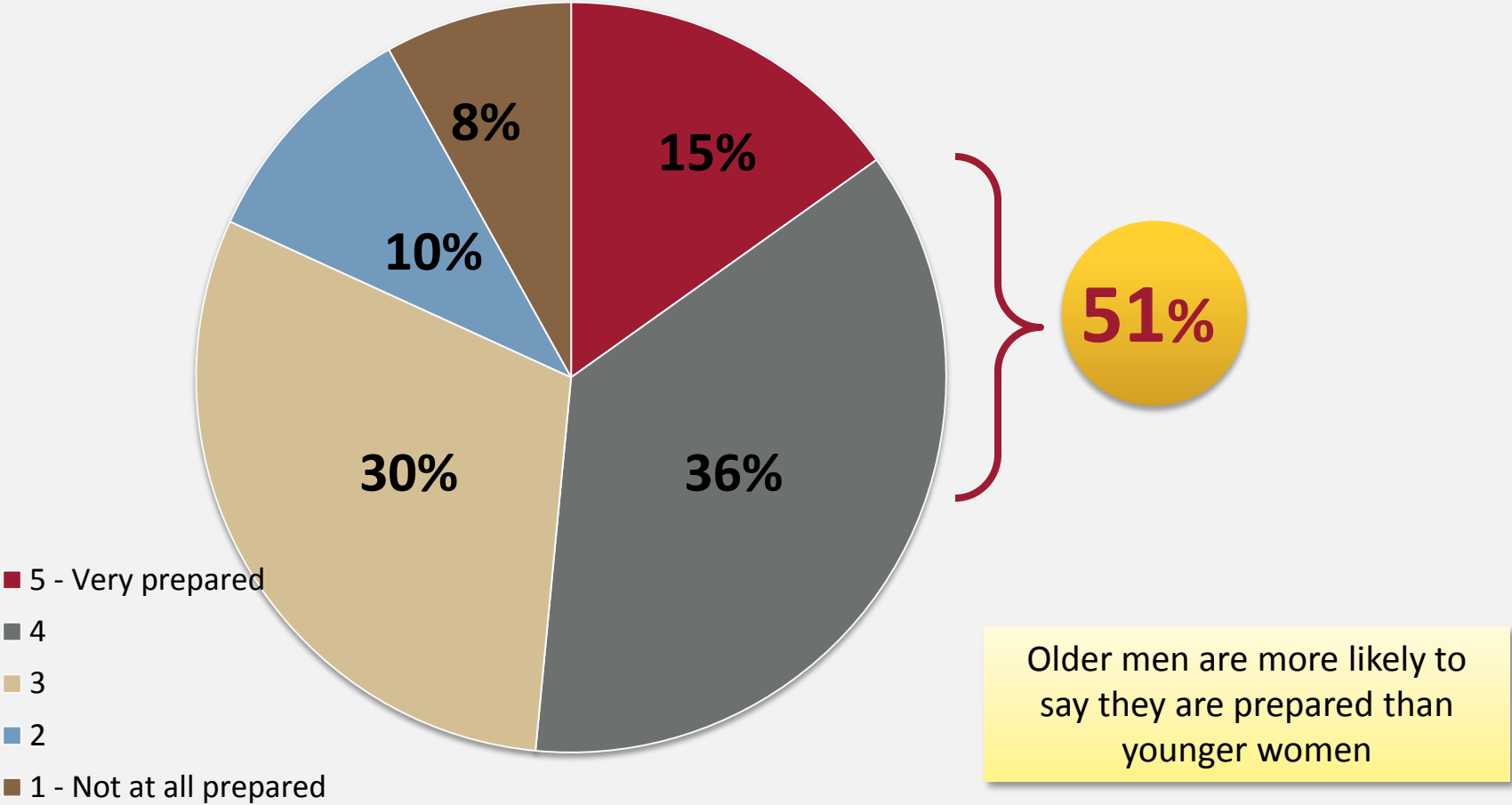
# Only one in three think Howard County is prepared for tomorrow's older adults



Q10. How well prepared do you think Howard County is for meeting the wants, needs and expectations of a substantially greater number of older adults living there? Please use a scale of 1 through 5 for your answer, where "1" means "Not at All Prepared" and "5" is "Very Prepared."



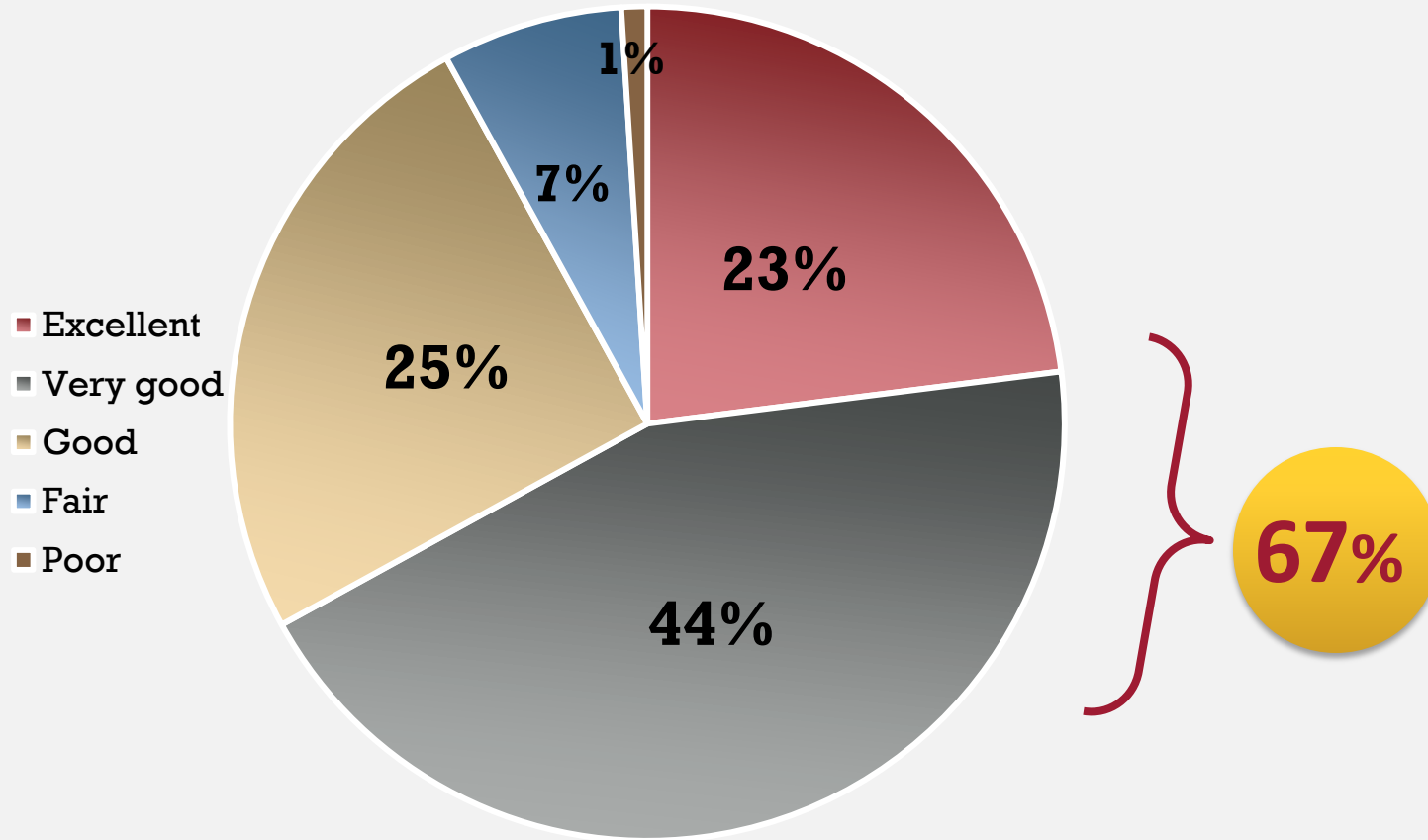
# Half of the respondents believe they are financially prepared for retirement



Q32. How financially prepared are you for retirement?



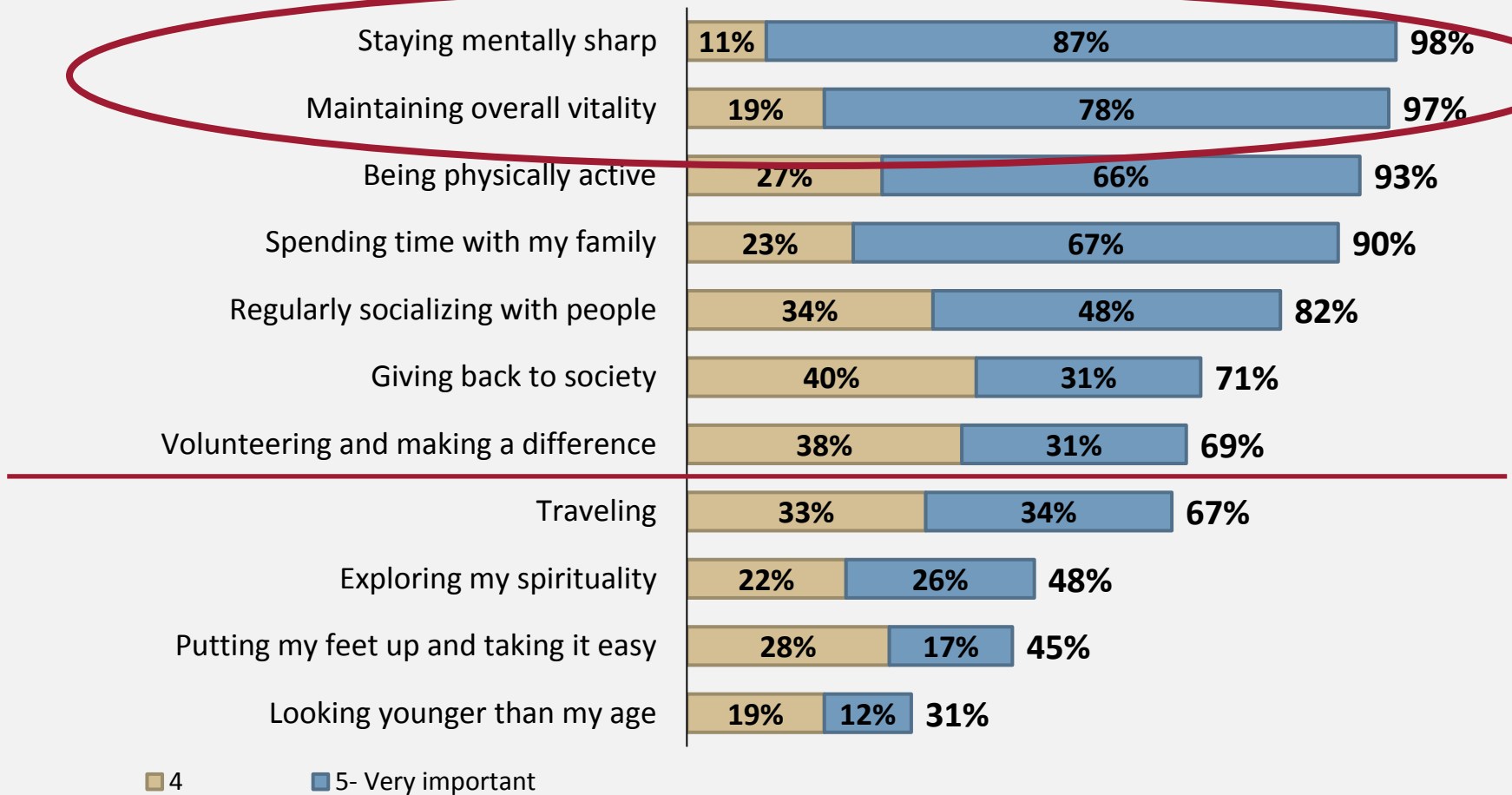
# Two-thirds judge their own health to be “excellent” or “very good”



Q34. Would you say that, in general, your health is:



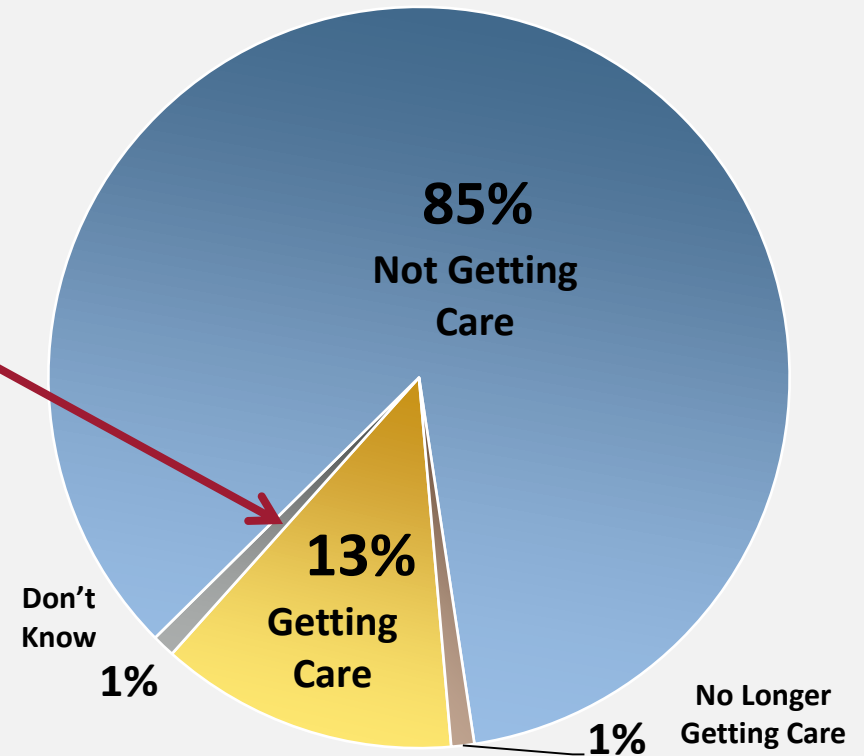
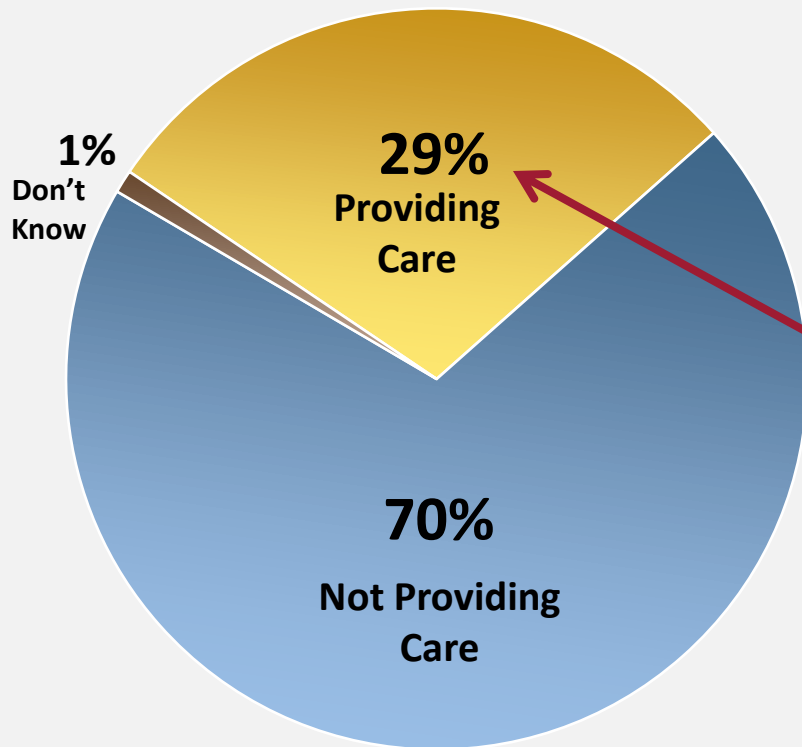
# Mental sharpness and maintaining vitality are top priorities



Q9. As you grow older, thinking 10, 15 even 20 years into the future, tell us how important each of the following are to you personally. Please use a scale of 1 to 5, where “1” means “Not at all Important” and “5” means “Very Important.”



# Caregiving and getting care are growing segments in Howard County



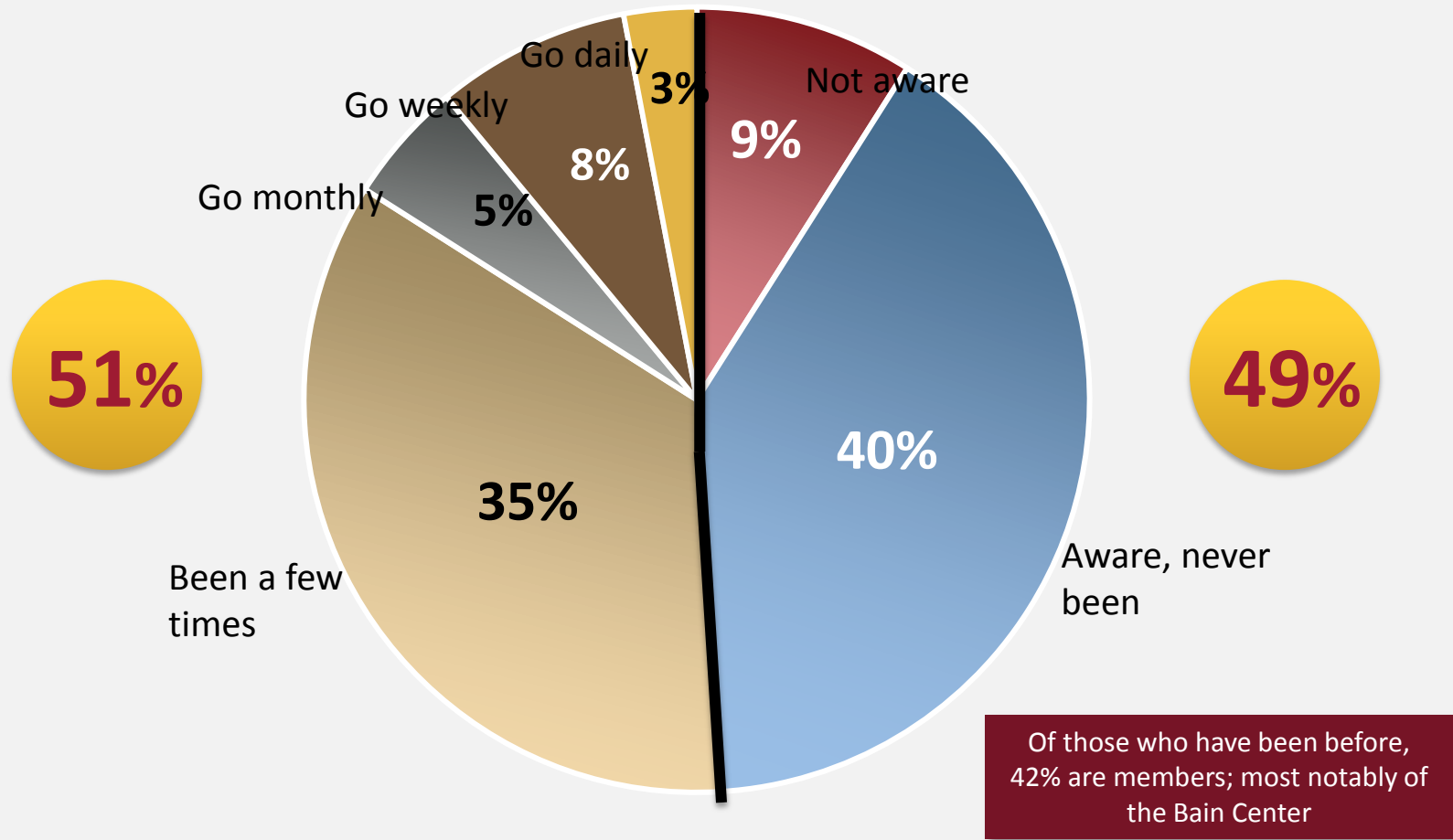
Women and younger generations (Boomers and younger) are more likely to provide care to others

Q41. People may provide regular care or assistance to a friend or family member who has a health problem, long-term illness, or disability. During the past month, did you provide any such care or assistance to a friend or family member?

Q38. During the past six months, have you had someone regularly (at least five times a week) check on you by phone or in person to make sure you were all right?



# Awareness and usage of Senior Centers is split evenly



Q19. Which statement best matches your awareness and usage of Howard County's 50+/Senior Centers?



## Implications for 20 Year Master Plan for Older Adults

- The perception that “older adults” in general have a lower quality of life reflects the “problems of aging” mindset. It’s time to change to the “promise of living longer lives.”
- Focusing on increasing or improving services for older adults centered on transportation, social engagement, intergenerational engagement and education opportunities will strengthen ties to Howard County.
- With the strong desire to stay in their own homes, Howard County needs to develop broader range of housing options available to older adults, including “Granny Flats,” co-housing and multi-party ownership.





# COMMUNITY FOCUS GROUPS



# PURPOSE

- **Reach population groups under-represented in online survey**
- **Conducted 7 groups**
- **70+ people participated**



# What We Heard and Learned:

- Living in Howard County
- Getting around in Howard County
- Activities in Howard County
- Growing Older in Howard County



“I don’t worry about 20 years from now.”



“I think about it often.  
My home will need  
modifications.”



# Living in Howard County

- Housing is expensive; want more options for senior living, more affordable housing options.
- Don't want to live with children; prefer independent living.
- Interest in options like "Golden Girls," or co-housing.
- Could use help during "transitional" phases.



# Getting Around in Howard County

- Most all drive, but already have made accommodations (not at night, with a “buddy.”)
- Use Howard County transit options, but cannot rely on them. Cost a factor.
- Interested in community-based solutions. Want more transit options.
- “Transportation means control.”



“I understand my limitations and I am slowing down. But that doesn't mean I've stopped living.”



# Activities in Howard County

- Most get out and engage socially, and understand the benefits.
- Rely on Senior Centers, but also go to library, church, Community College, community facilities and other places to see and do things.
- Prefer opportunities to engage with all ages, “keeps me young.”





# Growing Older in Howard County

- Concerned about being isolated; hope the county and community can address that.
- Worried whether the county is ready for more older adults.
- Generally not focused on the long-term, but the here and now.



## **Implications for 20 Year Master Plan for Older Adults**

- Transportation and living in their home independently are top concerns.
- Strategies to maintain independence are key, but not many have clear plans yet.
- Many older adults have the mindset of “we’ll cross that bridge when we get to it” when it comes to aging issues.
- Community supports need to be put in place before the wave of older Boomers hits – demand for services will come, but not until the last minute.



Howard County Aging Master Plan

# **STAKEHOLDER ENGAGEMENT: ROLE OF THE ADVISORY COMMITTEE & WORKING GROUP**



Howard County Aging Master Plan

# DESCRIBING THE PREFERRED FUTURE

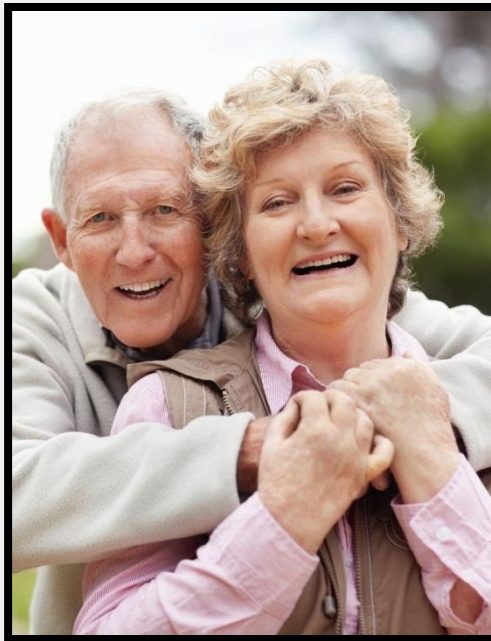


# Four Scenarios

- An “Expectable” Scenario
- A “Challenging” Scenario
- Two “Visionary” or “Surprisingly Successful” Scenarios

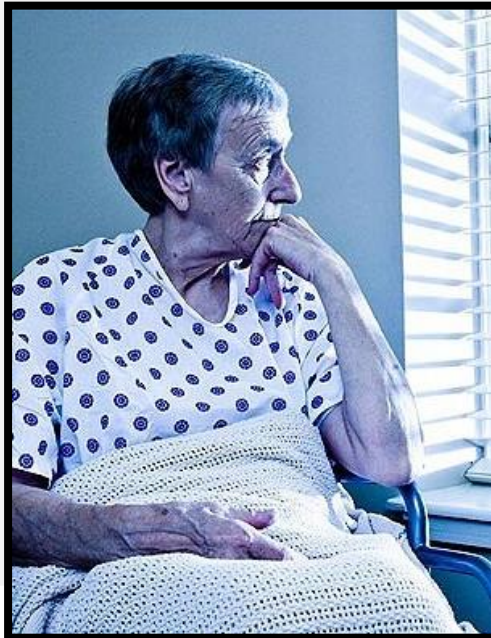


Scenario 1:  
**A Haven in  
the Suburbs**



Scenario 3:  
**A Village on a  
Cloud**

Scenario 2:  
**Aging in a  
Hard Place**



Scenario 4:  
**Keepers of  
the Meaning**



# Preferred Future

- Improved synergy and communication among county-wide partners (public, private, and nonprofit).
- Serve as model for country in providing vulnerable residents with efficient and effective services.
- Co-located (physically or virtually), distributed network of services for older adults and their caregivers, accessible through a directory.



# Preferred Future

- “Howard County Life Care,” a multi-stakeholder system that fosters a healthy way of life across all domains (beyond health care).
- Wide range of housing options: high-density, highly connected, “universal design”, mixed-use, and mixed-income.
- County residents plan for later years using financial planning and other relevant skills learned throughout their lives.





Howard County Aging Master Plan

# EMERGING PRIORITIES



# Priority Areas

- **Priority #1: Ensure that diverse housing options are available for Howard County residents to age in the community and to function as independently as possible.**
  - Create momentum for building or retrofitting needed housing options (focus groups with homeowners & contractors to better understand market; loan guarantees, tax credits.
  - Increase the number of contractors skilled at retrofitting homes consistent with aging in place and universal design principles.
  - Encourage innovative design and technology that supports aging in place, including new models with support services.



# Priority Areas

- **Priority #2: Provide affordable, accessible, reliable, safe, convenient, cost-effective mobility options to get people where they want and need to go, when they want to go.**
  - Improve senior access to bus routes, including improvements to bus stops, better marketing of bus services (such as schedules in multiple languages), and travel training.
  - Increase the efficiency of paratransit services, including improvements to dispatching software, grouping of trips to medical facilities, and use of taxi vouchers.
  - Increase the supply of driver support programs and volunteer transportation programs.



# Priority Areas

- **Priority #3: Optimize opportunities for a healthy quality of life for all residents that integrate physical, behavioral and spiritual well-being, in a manner that supports personal choice.**
  - Expand behavioral health services for older Howard County residents.
  - Expand current, and identify potential new models, for health and wellness activities targeted toward older adults.
  - Develop a framework for collaboration between hospitals serving Howard County residents, community-based organizations, and long-term care facilities to reduce hospital re-admissions by Medicare recipients.



# Priority Areas

- **Priority #4: Promote the physical, emotional and financial well-being of caregivers as well as those for whom they care.**
  - Create an expanded, coordinated system of education and support for family and professional caregivers.
  - Develop new models for respite care and expand existing programs such as adult day care, Senior Center Plus and Kindred Spirits.
  - Expand community resources for caregivers, and promote their availability.



# Priority Areas

- **Priority #5: Prepare residents for the implications of the “new demographic reality” at both the personal and community level.**
  - Develop a multigenerational model for lifelong learning on issues related to aging.
  - Develop a sustainable strategy to use electronic, print and social media to communicate consistent information to mature adults planning for the future.
  - Develop mechanisms to engage residents in an on-going public dialog regarding issues related to aging and the implications for the community of the growth in number of older adults.



# Priority Areas

- **Priority #6: Provide affordable, accessible, reliable, safe, convenient, cost-effective services and resources for the County's most vulnerable residents.**
  - Create a coordinated system of service delivery among those agencies serving vulnerable residents (include the MultiService Center and the Vulnerable Adults Committee).
  - Create a community education campaign to increase understanding of an individual's rights to self-determination & how to put protective measures in place.
  - Coordinate outreach to the most vulnerable, including non-English speakers, and connect them with services and resources.



# Priority Areas

- **Priority #7: Encourage multi-sector collaboration among public, for-profit and non-profit entities.**
  - Promote a disciplined approach to building effective collaborations that ensures all the right “eyes” are on the issues.
  - Convene stakeholder groups for each priority area to prioritize next steps for their issue area, identify metrics to measure success, and determine roles each can play to advance the effort.
  - Provide “backbone support” for collaborative efforts to ensure that the work progresses.





Howard County Aging Master Plan

# QUESTIONS



Howard County Aging Master Plan

# WRAP-UP

