Seniors’ Agenda Network Summit
January 25, 2017
Age Friendly Santa Clara County
Accomplishments
GOAL: All Santa Clara County Cities designated as Age-Friendly

ESTABLISHED
- Los Altos and Los Altos Hills
- Morgan Hill
- San Jose
- Saratoga

INQUIRING
- Los Gatos
- Monte Sereno
- Sunnyvale

ENGAGED
- Cupertino
- Gilroy
- Milpitas
- Mountain View
- Palo Alto
- Santa Clara
- Campbell
“We must be Age Friendly in our policies, priorities and resources to ensure we are well prepared and trail blazers in creating a livable Santa Clara County for the 8 to 80 year olds.”
TO ALL SANTA CLARA COUNTY RESIDENTS:

In case you missed it, we’re all GETTING OLDER!

We can’t stop aging, but we can have a better quality of life as we age. That’s why it’s important to know what YOU think the most important issues are for seniors as well as how the County can be more helpful to seniors.

The aging issue is a global phenomenon, and the World Health Organization is addressing this trend through a new program known as Age Friendly. Santa Clara County is working hard to be designated the first Age Friendly county in the nation by 2017.

We need your help.

Whether you’re young, senior, or somewhere in between, please visit AgeFriendlySiliconValley.org for the countywide survey to inform each of our cities of your ideas on the needs and challenges of older citizens. You can take the survey in English, Spanish, Chinese or Vietnamese.
The Economic Impact of an Age Friendly City

• John Feather, Ph.D.
• Grantmakers in Aging
Mid-America Regional Council

• Association of city and county governments.
• Board of 33 locally elected officials.
• Founded in 1972.
• Roles: leadership, planning, action.
• Program areas:
  • Transportation Planning (MPO)
  • Emergency Services and 9-1-1
  • Environmental Planning
  • Local Government Services
  • Research, Maps and Data
  • Aging and Head Start

KANSAS CITY REGION

9 COUNTIES • 119 CITIES
2 MILLION PEOPLE
4,400 SQUARE MILES
Economic Impact of an Aging Population

The number of older adults in the Greater Kansas area is expected to increase by 233,000 between 2010 and 2030, and the older adult workforce will nearly double. How will these changes affect our regional economy?

This report discusses the changing demographics of our region and ways to take advantage of the opportunities these changes create.
Estimating economic impact: assumptions and methodology

- Older adult-friendly policies and investments could influence 10 percent of those currently leaving the region to instead remain here.

- The impact of an additional 600 older adults on the economy is simulated using a Regional Economic Model (REMI).

- REMI estimates the increased income and expenditures that would result locally, and translates those into expected job gains.
Retaining more seniors produces a cumulative effect on the region’s economy, resulting in nearly 7,000 more people and 2,600 more jobs if continued for 10 years.
What if more *working age* \((18-64)\) people move to Metro Atlanta?

$4$ Billion

**More in Personal Income**

$2.6$ Billion

**In Additional GDP**

Source: REMI (ARC Analysis)
What if *more retirees* move to Metro Atlanta???

$40\text{ Billion} \hspace{1cm} \text{PERSONAL INCOME}$

$7.8\text{ Billion} \hspace{1cm} \text{IN ADDITIONAL GDP}$

*Source: REMI*
Value Proposition:

Aging Population Solves Community Challenges

Aging in Community = Diversified Tax Base

Transportation options = Lower transit costs

Diverse Age Structure = Maximized Infrastructure
Conclusion

• Seniors are an increasing share of the economy.
• This is the result of both growing numbers and improving spending power.
• Retaining seniors who might otherwise leave can be an important part of an overall economic development strategy.
• Strategies that make the region more attractive to seniors could add thousands of jobs and millions of dollars to the region’s economy, over time.
• We are increasingly a community OF all ages, so we need to invest to become a community FOR all ages.
References


• “The Case for Age Friendly Communities,” by Margaret Neal and Alan DeLaTorre for GIA: http://www.giaging.org/documents/160302_Case_for_AFC.pdf


• General Age Friendly Community Information and Resources: http://www.giaging.org/initiatives/age-friendly/
Specialized residential options offering memory loss supports and services

Health and long term care that promotes early diagnosis and specialized care and support throughout the care continuum

Dementia-aware and responsive legal and financial planning

Welcoming and engaging communities of faith

Dementia-aware and responsive banking practices

Transportation, housing, and public spaces

Understanding and supportive neighbors and community members

Businesses that foster customer service and environments that support customers with dementia and employee caregivers

Options that maximize independent living and sustain meaningful community engagement

Dementia informed local government emergency planning and first response
Become a Dementia Friend Today!
http://www.dementiafriendsusa.org

I’m a Dementia Friend

Dave Cortese
January 25, 2017

#dementiafriend
Coming Soon!
April 5, 2017

ChanginAging
with Dr. Bill Thomas

Montgomery Theater, San Jose
https://youtu.be/AVZi1Th8E4
What’s Next?
Premiering January 25th at 10:00 PM on KQED 9

ALZHEIMER’S:
EVERY MINUTE COUNTS
Dementia Friends Outreach Kick-Off Event

Thursday, February 9, 2017
3:00 to 4:00 PM

Alzheimer’s Association
2290 N. First St., San Jose
OLDER AMERICANS MONTH

AGE OUT LOUD

MAY 2017
WONDERS OF THE NATURAL WORLD. FEEL LIKE A KID AGAIN.
HEALTHY BREAKFASTS AVAILABLE. ANIMAL MEET & GREETS.
BEAUTIFUL SIGHTS & SOUNDS. 10,000 STEP ROUTES.

SENIOR SAFARI WALKABOUT 2017

EXCLUSIVELY FOR AGES 50 AND OVER. FREE ADMISSION & PARKING – STAY ALL DAY!
4TH THURSDAY OF EACH MONTH, MAY THROUGH OCTOBER 2017.
FOR MORE INFORMATION, PLEASE CALL 408-784-6400 OR VISIT HHFZ.ORG.
Save the Date

Seniors’ Agenda Network Summit

Wednesday, August 30th