



# The Impact of an Aging Population on Counties

WCA Educational Seminar  
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**Greater Wisconsin Agency on Aging Resources, Inc.**



The mission of the Greater Wisconsin Agency on Aging Resources is to deliver innovative support to lead aging agencies as we work together to promote, protect, and enhance the well-being of older people in Wisconsin.

Area Agency on Aging serving 70 counties and  
11 tribes.

How will the population of older adults impact the way you do business as a county?



Home & Community Based Services offered



Infrastructure built and supported



Engagement - to create appropriate services and infrastructure

# Services



HOME & COMMUNITY  
BASED SERVICES

## NUTRITION



## HEALTH & WELLNESS



## CAREGIVERS



## SUPPORTIVE SERVICES



# OAA CORE SERVICES

## ELDER RIGHTS

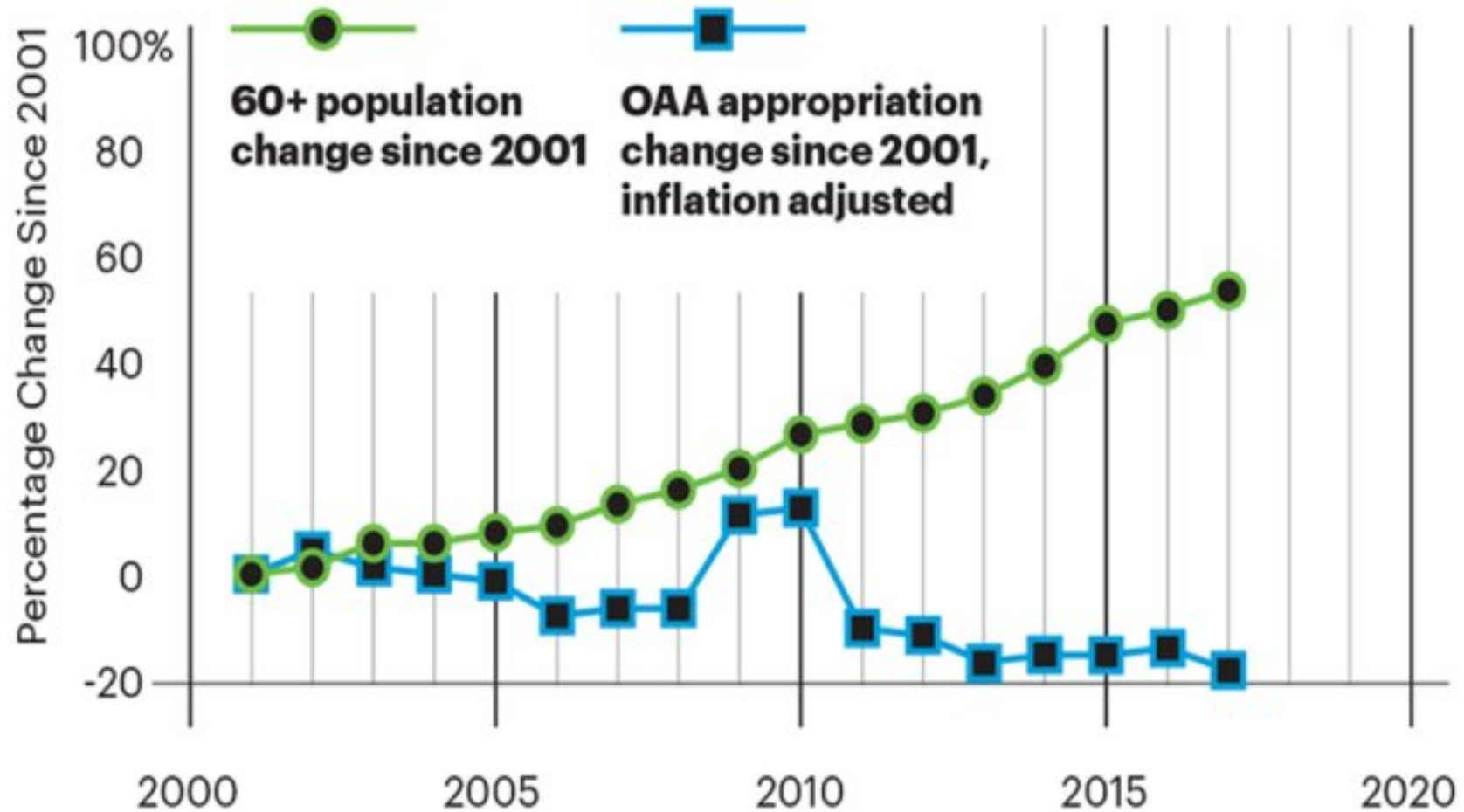
includes abuse prevention and long-term care ombudsman programs



- Information and referral
- In-home services
- Homemaker & chore services
- Transportation
- Case management
- Home modification
- Legal services

# FUNDING GAP

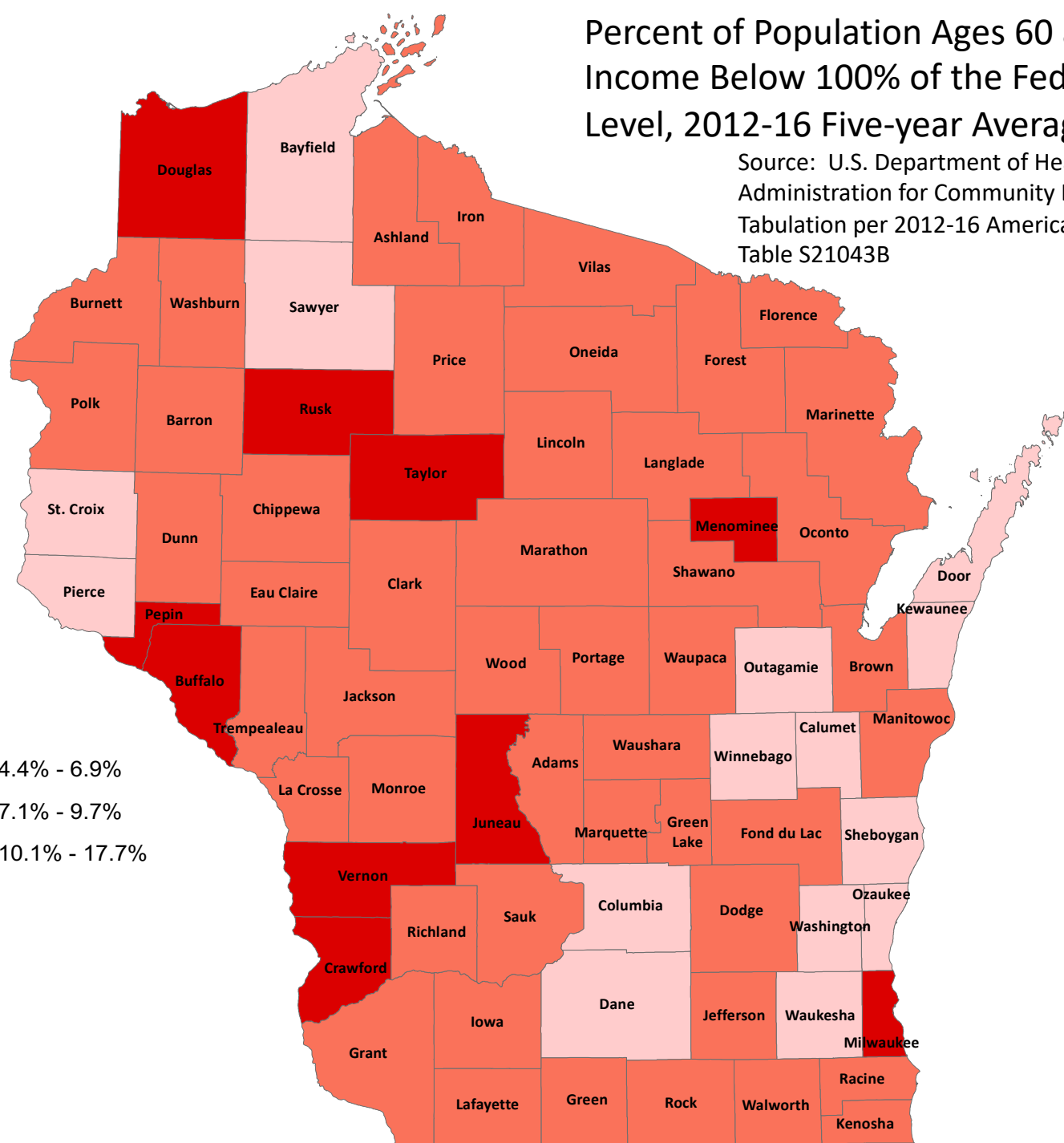
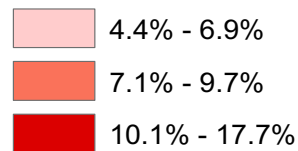
More people over 60,  
but less money



AARP Public Policy Institute, 2019 - <https://www.aarp.org/politics-society/advocacy/info-2019/older-americans-act-funding.html>; retrieved Aug. 11, 2019.

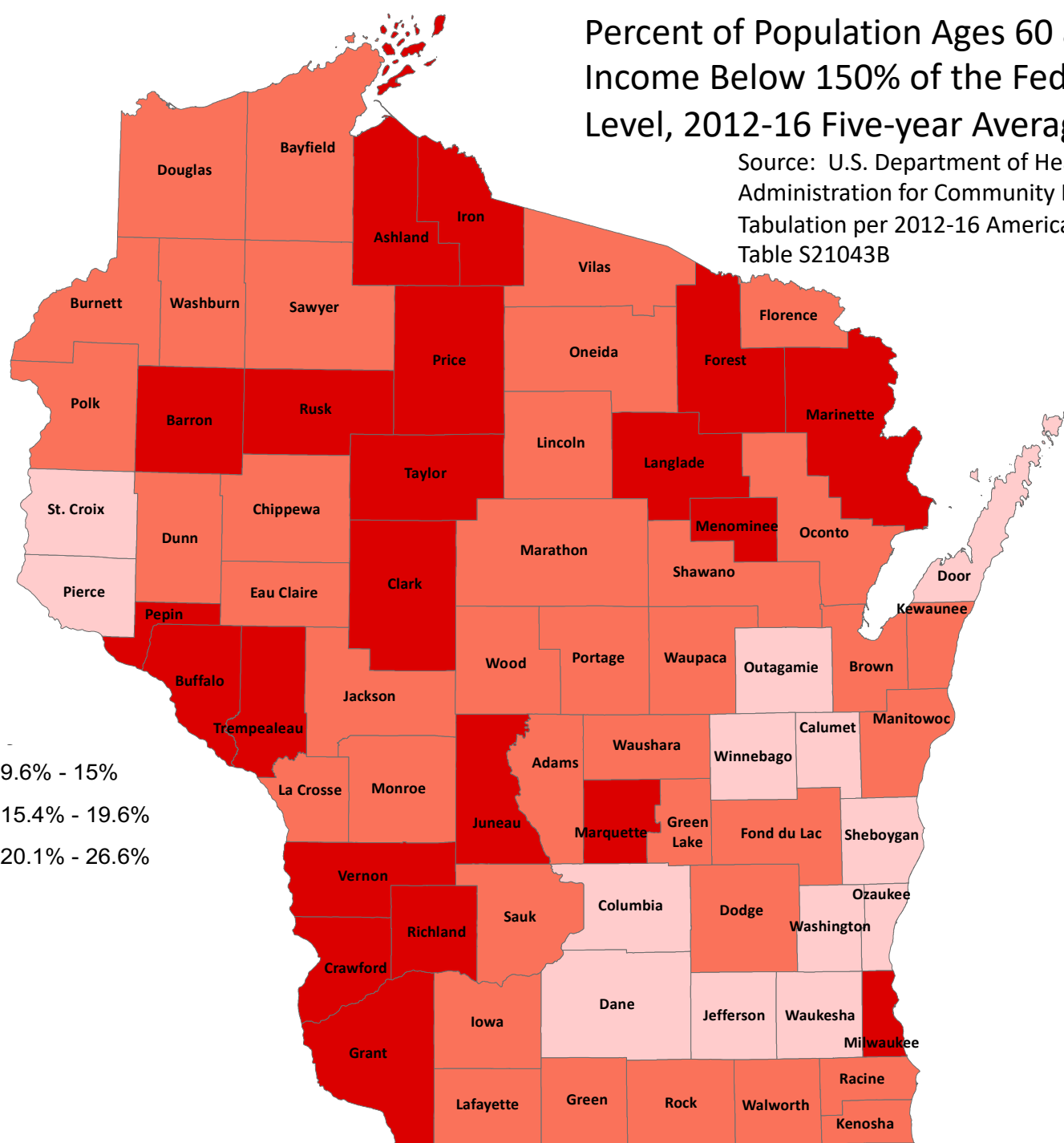
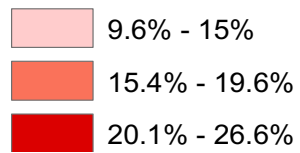
# Percent of Population Ages 60 and Older with Income Below 100% of the Federal Poverty Level, 2012-16 Five-year Average

Source: U.S. Department of Health Services, Administration for Community Living, Census Special Tabulation per 2012-16 American Community Survey, Table S21043B



# Percent of Population Ages 60 and Older with Income Below 150% of the Federal Poverty Level, 2012-16 Five-year Average

Source: U.S. Department of Health Services, Administration for Community Living, Census Special Tabulation per 2012-16 American Community Survey, Table S21043B





# Infrastructure



HOUSING



TRANSPORTATION



WORKFORCE



EMERGENCY  
PREPAREDNESS

# Housing



The nation's housing stock doesn't fit the reality of a changing America.



Of those over 65, 86% want to remain in their current community



Two-thirds of all American households are childless. As of mid-2010, almost half of American's households are either adults living alone or adults sharing a home with roommate or relative.



Renters need to earn \$16.77/hr. to afford a 2 bedroom rental in WI

# Housing - accessible & affordable

- Adopt building codes to encourage accessibility.
  - Universal design
  - Visitability
  - Life-long homes
- Change residential zoning to allow creative housing options
  - Accessory Dwelling Units
  - Home-sharing - matchmaking for home sharing (intergenerational – college towns)
  - Cooperative housing
  - Manufactured homes
- Improve affordability
  - Multi-generational housing
  - Village concept
  - Co-housing



Raised Basement



Garage Conversion



Backyard Cottage

# Getting Around



We outlive our driving ability by 7-10 years



In WI, 53% of non-drivers over the age of 65 stay isolated in their homes.



Without transportation options, people take 15% fewer trips to the doctor, 59% trips for shopping or eating out, 65% fewer trips for social, family or religious purposes.



Walking is the second highest mode of transportation for older adults.



Older adults are disproportionately represented in deaths of people walking.

# Getting Around



- Alternatives to driving
  - Volunteer driver programs
  - Transportation for older people and people with disabilities
  - Private companies – taxi, specialize medical vehicle
  - Family & friends
  - Walking
  - Biking (ebikes, Cycling without Age)
- Roadways – for all users, safety, convenience
- Land Use – compact, walkable or by transit, living facilities near amenities
- Emerging technology

# Emergency Preparedness



Seventy-five percent of all American households are at risk for one or more natural disasters.



Approximately 16 million older adults live alone.



Of adults age 50+, 15% use medical devices requiring external electricity.



Older adults are especially vulnerable during and after disasters and may have fewer resources to deal with them.

# Workforce



The number of employed older Americans rose by nearly 35% between 2011 and 2016. Workers age 65 and older are projected to be the fastest-growing segment in the workforce through 2024.



Low unemployment rates & increased recognition of the benefits of older workers has led employers to look at recruitment and retention tools such as...flextime, telecommuting, job sharing, compressed workweeks...



Increasing life spans have resulted in a longer “middle age” – extending the period when workers are most productive and creative



Approximately 25% of all new entrepreneurs are between the ages of 55 and 65 and they have a higher success rate



One in six U.S. employees are spending an average of more than 20 hours per week assisting a friend or relative (caregiving duties).



A shortage of direct care workers and shrinking pool of family caregivers will put increasing pressure on existing paid and unpaid caregivers. WI?

# Livability

*built, social and connected environment*



- Generates economic growth and new opportunities for business
- Creates vibrant, desirable and competitive environment for residential and commercial investment.

## **Principles of livability - AARP**

- Strategic investments
- Strong community participation
- Robust stakeholders in decision-making process





Engagement:

What can an  
aging population  
do for you?

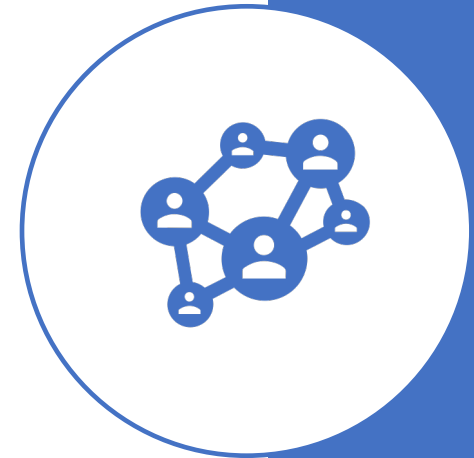
# Older adults in community

- Civic engagement
  - Informing policy
  - Volunteering
  - Board, advisory council, task force membership
- Economic impact – users and contributors
- Social capital

*“Community design that supports the participation of older people will play a larger role in the fiscal health of the entire community.”*

*“Aging is an asset and something you must plan for.”*

*(Principle belief of the Governor’s Council to Address Aging in Massachusetts)*



The logo for GWaar features the letters 'GW' in white, bold, sans-serif font inside a teal circle. To the right of the circle, the letters 'aar' are written in a teal, lowercase, sans-serif font. A horizontal line is positioned below the 'GW' and 'aar' text, starting from the bottom of the teal circle and extending to the right.

**GWaar**

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