

# 2020 Plan: Aging in Community

For the Thomas Jefferson Planning District 10

Winner of the MetLife Foundation/Generations United  
America's Best Intergenerational Communities Awards

National Winner of the Livable Communities for All Ages Award  
From the US Department of Health & Human Services' Administration on Aging



**jaba**  
Live better. Longer.

**Making Our Community  
A Great Place To Age For all Ages**

# INTRODUCTION

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The 2020 Plan: Aging in Community represents an innovative initiative by citizens, providers and planners within the Thomas Jefferson Planning District. It is intended to make our community *a great place to age for everyone*. The 2020 Plan won the prestigious "Livable Communities for All Ages Award" - a national competition sponsored by the U.S. Department of Health and Human Services, Administration on Aging. The plan was recognized for its comprehensive, age-inclusive approach to prepare for the dramatic increase in our area's senior citizen population by the year 2025, when the population of those aged 60 and older will almost double, from 14.7 percent of the population in 1990 to almost 25 percent. In Planning District Ten, by 2025, the number of people 65 and over is expected to increase by 109%, far outpacing the 41% increase in the total population.

This "age wave" will bring profound changes and opportunities for which the community must be prepared. Family caregiving responsibilities will dramatically increase; accessible housing and health and social service delivery systems as they currently exist will be tested. A dramatic shift in policy and program approaches is needed for our region to ensure all people can age successfully with dignity and security.

To begin the necessary planning process, over 85 organizations and 500 individuals collaborated to develop a comprehensive plan. "2020" was so named to evoke the concept of a *clear vision for the future* and the year 2020, when the first wave of "Baby Boomers" born in 1946 will be approaching 75.

Based on input from a kickoff conference and public forums held in 2001, several main issue areas were identified. Work groups of community members addressed those issue areas and developed goals and strategies for each to guide decision-makers preparing to meet the needs and expectations of young and old in the coming decades. A 2020 Steering Committee was formed to provide oversight of the planning process and approve the final plan. This document is a summary of the full plan, now in its implementation phase. (See listing of full plan contents at end of summary.)

Chapters 1 through 7 of this summary contain the main goals for creating an age-friendly community, as well as working examples of projects currently underway. Discussions with decision-makers have moved forward to determine action steps with community partners, including designated lead organizations charged with coordinating implementation efforts. At the same time, 2020 planners are working with local governments to identify and address specific issues that are unique to each jurisdiction. What we have found to be true is planning well for the aged benefits all ages. In as much as aging is a lifespan process, the 2020 Plan is concerned with identifying and promoting social, educational and economic conditions than can advance a good head start on aging for all generations.

Because individual needs and interests vary, this plan does not propose a uniform approach. The aim of the Plan's recommendations is to promote an array of resources that encourage the freedom and opportunity to choose the best options to enhance quality of life as people grow older, regardless of age.

## STATEMENT OF PURPOSE

We will work together to make the Jefferson Area the best place in the country to age. We will accomplish this by developing responsive health and support service systems; coordinating land use and transportation planning; expanding educational, employment, cultural, and recreational resources; and promoting active, caring and age inclusive communities.

In our planning, we will incorporate and promote respect for individual autonomy, informed decision-making, empowerment of older adults, and strategies that bring young and old together.



We will strive to develop sustainable intergenerational communities so that older adults may contribute to the wellbeing of all generations and live with maximum health, independence, security and overall quality of life. We believe that **building communities that are good for elders will benefit people of all ages.**

## OUR VISION

The 2020 Plan calls on the decision makers, public and private, within Planning District 10 to perform the following:

- Support the ability of older adults and their caregivers to age with dignity, grace, and maximum health and independence for a positive quality of life in their chosen residence;
- Develop an age-friendly, comprehensive continuum of affordable and accessible health services for older people regardless of income, cultural heritage, location, health status or level of functioning;
- Create and foster an active, caring and welcoming community that promotes respect, diversity, and inclusion of all ages and cultures;
- Create a use of land that seamlessly integrates public spaces, vibrant private enterprise, and people of all ages in safe, affordable, enjoyable communities;
- Ensure that older adults have meaningful and enjoyable opportunities to share their knowledge and skills with all generations;
- Create and enhance opportunities for enjoyable participation in life; and
- Develop programs that can be sustained.

# GOALS AND STRATEGIES

## Chapter 1: Promoting Coordinated and Accessible Healthcare

Access to healthcare means that an array of affordable health services is available regardless of a person's age, cultural heritage, location, health status, level of functioning, or income. One crucial aspect, affordability, is an increasing problem for many seniors as a result of coverage limits, costly premiums, prescription drug prices, expensive technologies, and the growing aging population needing specialized services. While some of these issues must be addressed at the national level, there are many efforts at the local level that can, and do, have a significant impact. On average seniors spend one-fifth of their income on healthcare.

Responsive healthcare requires innovative thinking, a range of approaches, careful coordination and adequately trained experienced providers. The recommendations in this chapter address the critical issues of affordable care, coordinated service delivery, and provider recruitment and training.

### PROMOTE ACCESS TO HIGH-QUALITY HEALTHCARE, PHARMACEUTICALS AND SUPPORT SERVICES.

- Increase advocacy for improving cost and coverage for healthcare.
  - Promote local models of affordable health services.
- Improve communication, coordination and responsiveness of healthcare delivery in the region.

### INCREASE RECRUITMENT, PREPARATION, AND RETENTION OF GERIATRIC TRAINED HEALTHCARE PROVIDERS.

*"Providers" includes individual physicians; nurses, nurse practitioners, and nurse assistants; physical, occupational, recreation, speech and mental health therapists; social workers; pharmacists; dietitians; alternative and complementary medicine providers, and other professionals and paraprofessionals who provide medical care or services to maintain/restore health.*

- Increase pay and benefits for certified nurse assistants.
- Increase the availability of geriatrics-trained providers through targeted recruitment, improved training and ongoing support.

#### Examples:

- Nursing clinics at JABA's senior community centers and apartment communities
- Engagement of University of Virginia students from the medical and nursing schools and dietetic interns in JABA programs
- District-wide recognition event for Certified Nursing Assistants
- Charlottesville area Program for the All-inclusive Care of the Elderly (PACE)
- Chronic Disease Self-Management Workshops



Right: Westhaven Nursing Clinic

## Chapter 2: Supporting Maximum Independence and Lifelong Health

Senior well-being and independence are a result of several variables, such as nutrition, financial status, and family and community support. Many of these are under individual control, or at least influenced by personal actions, such as choices about exercise and diet. Others are influenced to a large degree by the community environment, including access to resources.

Health and support services are most effective when they are widely known and available, and when people take responsibility for their personal well-being. In many cases this means taking the necessary steps—such as starting an exercise program, eating well, or planning for retirement—well before the senior years. The recommendations below focus on enhancing programs and outreach so that citizens of all ages can be active participants in designing their own futures.

### PROMOTE ACCESS TO RESOURCES THAT SUPPORT HEALTHY BEHAVIORS AND PREVENTIVE HEALTH MAINTENANCE THROUGHOUT LIFE.

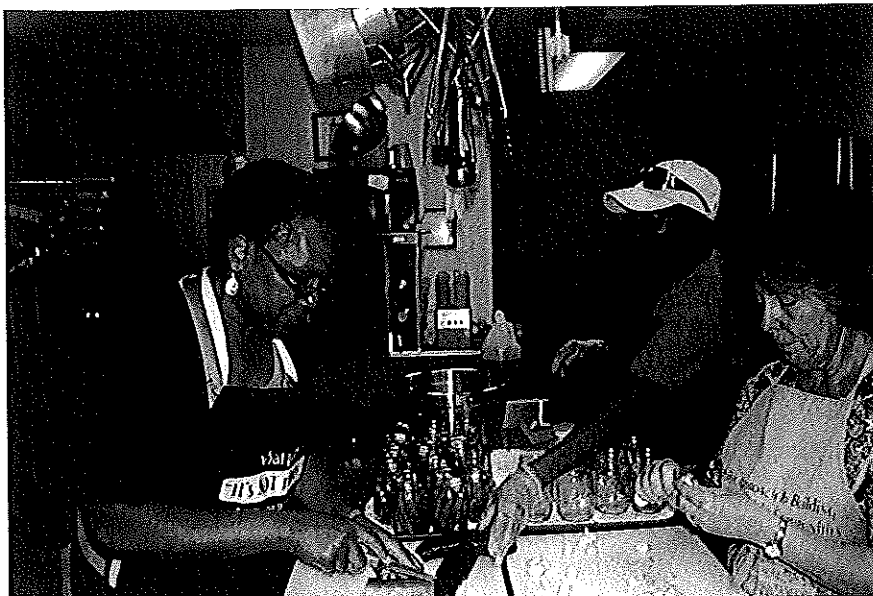
- Provide a range of accessible education/outreach programs on healthy lifelong choices and preventive services to serve a diverse population of all ages.

### ENCOURAGE LIFE-LONG PLANNING AND USE OF COMMUNITY RESOURCES FOR MAXIMUM INDEPENDENCE LATER IN LIFE.

- Provide education and outreach activities to promote long-range planning and self-advocacy.
- Provide financial planning and counseling assistance.

#### Examples:

- Use of local foods in JABA menus provides highest nutritional diet while protecting food security for future generations.
- Gleaned produce at weekly farmers markets is donated to low-income feeding programs in the area.
- SNAP capabilities (formerly food stamps) at farmers markets
- Creation of the Virginia Food System council with the goal of “advancing a nutrient-rich and safe food system for Virginians at all income levels, with an emphasis on access to local food”



- Educational presentations at JABA's senior community centers, including health, wellness, nutrition, exercise and safety
- Wills for Seniors program for older adults needing living wills and legal wills
- Home Equity Conversion consultation

*Left: Gleaned food from the farmers market is used in canning classes at JABA's kitchen. Students have formed a coop and new canning business as a result.*

### **Chapter 3: Offering Choices — Affordable and Accessible Living Options for Seniors and Support to Family Caregivers**

Affordable housing was identified as one of the top three priorities in Planning District Ten during public forums in 2001. There is a documented shortage of affordable and accessible housing throughout the region, most notably rental properties that promote aging in place.

Although decent affordable housing is integral to quality of life, the term “living options” means much more than that. In order for seniors to live in reasonable safety, comfort and well-being, a number of conditions must exist. In home resources and community supports should be available. Older people should be able to live where they choose when possible, and feel at home wherever they live. Housing should incorporate universal design principles, so that it is accessible to all. If care is needed, the caregivers should be well-supported and, along with the seniors involved, encouraged to participate in decisions affecting care. The recommendations that follow focus on this broader picture of housing and community living, in a comprehensive approach to promote choice, dignity, and decent quality of life for area seniors.

#### **PROVIDE A VARIETY OF QUALITY AFFORDABLE AND ACCESSIBLE SENIOR HOUSING OPTIONS INTEGRATED WITHIN THE COMMUNITY.**

- Incorporate a variety of affordable universal-designed senior housing into mixed use developments near community amenities and transit. (Types of housing may include assisted living, nursing facilities, apartments, rental or owner-occupied homes, etc.)
- Develop a sufficient amount of accessible housing to meet market demand.
- Establish local government policies that support senior choices, to include aging in place within the community.

#### **PROMOTE A FULL RANGE OF LONG-TERM LIVING ARRANGEMENTS AND COMMUNITY RESOURCES SO THAT SENIORS CAN MAINTAIN THEIR MAXIMUM LEVEL OF INDEPENDENCE AND CHOICE.**

- Provide a range of options for living and elder care.
- Offer a range of services to support independent living.
- Enhance support for informal (non-paid) caregiving.
- Develop and support quality long-term residential care.

#### **Examples:**

- Creation of Livable for a Lifetime Committee (L4L) to educate consumers, builders and legislators on the advantages and necessity of building with Universal Design
- Creation of affordable senior housing projects such as Park View, Woods Edge, Ryan apartments and Timberlake Place
- Mountainside Senior Living, JABA’s assisted living facility, that houses clients paying privately and by Auxiliary Grant
- JABA’s Adult Care Centers
- Reverse Mortgage Counseling Services

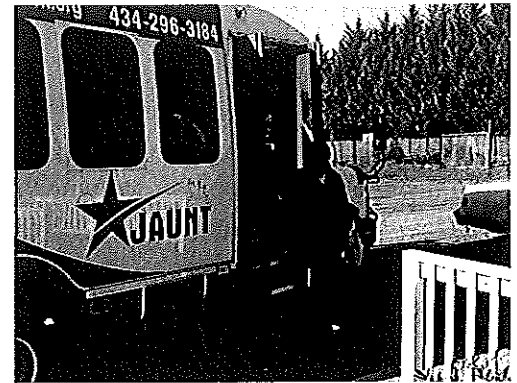
## Chapter 4: Designing Communities to Enhance Quality of Life

Our society has become increasingly compartmentalized and segregated. People live in one place and work or shop in another place, sometimes far from home. Although there has been an expansion of health clinics in the counties, the majority of clinical services in Planning District Ten are still located in the Charlottesville urban area. Nursing homes and assisted living facilities are often far-removed from local stores and amenities. The generations are frequently separated, and old and young often go about their lives in completely different spheres.

Reliance on the car as a primary means of travel has contributed to the organization of communities, where housing, schools, resources, entertainment and commercial centers are separated by function. Automobile travel has many advantages, but when community design is based on the assumption that people will drive between places, access is denied to many. Without adequate planning, this situation will only worsen as more Virginians age and stop driving. Transportation was identified in public forums as a top priority for 2020 planners to address. Because transportation and land use planning are intimately connected, they are addressed together, with focus on increasing access and reconnecting people to their communities, their environment, and each other.

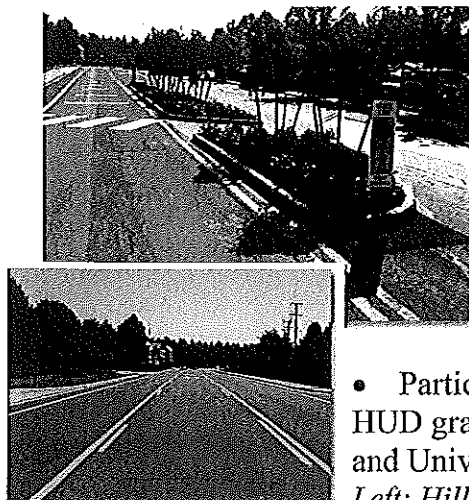
### PROVIDE SAFER, MORE CONVENIENT, FLEXIBLE AND AFFORDABLE TRANSPORTATION OPTIONS.

- Provide safety on roadways and promote incentives to reduce congestion.
- Develop a seamless mass transit system that is available 7 days a week for the entire planning district. (Mass transit should be accessible to people with disabilities and can include such options as public or private paratransit services, ridesharing, commuter trains, bus rapid transit and light rail systems.)
- Develop a regional statutory and regulatory environment that encourages increased mass transit throughout the region.
- Offer high-speed transit between cities that does not require the traveler to be the operator.



### IMPROVE QUALITY OF LIFE THROUGH INNOVATIVE COMMUNITY DESIGN.

- Design model neighborhoods to enhance walkability, open spaces, and diversity of uses.
- Ensure that every community has locally accessible health and social service facilities and businesses.
- Provide greater access to resources owned by government entities.



#### Examples:

- Pedestrian safety – JABA's efforts to bring crosswalks and traffic calming islands to Hillsdale Drive, a heavily traveled street in Charlottesville.
- Senior Shopping grant coordinated with JAUNT, an area transportation provider to take seniors on shopping trips to grocery stores and farmers markets to access healthy food
- Creation of the Community Checklist which measures walkability, transportation access, and other services provided in the community
- Participation with the Thomas Jefferson Planning District Commission on a HUD grant to coordinate updating comprehensive plans between the county, city and University of VA

*Left: Hillsdale Drive before and after crosswalks were added.*

## **Chapter 5: Fostering Vibrant Engagement in Life**

As the population ages and retires, there will be more demand for leisure activities that engage and stimulate. This will be true for the entire region, from the urban to the rural areas. The challenge will be to create and promote widely those opportunities that appeal to seniors. It will also be important for events and programs to be accessible, in terms of affordability, timing, and location so that older people can take full advantage of them. Many programs are in existence now, but they will probably need to be modified and expanded to adjust to changing needs and interests. There will also be opportunities to develop new programs.

The types of activities that are developed, while enjoyable, can also address larger issues, such as the problem of senior isolation, barriers between generations, and maintaining maximum well-being and mental stimulation well

into old age. The recommendations outlined below address these challenges by starting first with assessing what recreation and leisure activities are available as well as what is of interest to seniors. From this starting point, opportunities for active, enjoyable and enriching participation can be expanded and promoted.

### **INCREASE THE AVAILABILITY AND AWARENESS OF OPPORTUNITIES TO ADDRESS ISSUES OF SENIORS' SOCIAL ISOLATION.**

### **SUPPORT AND PRESENT OPPORTUNITIES FOR SENIORS TO CONTRIBUTE TO CULTURAL, EDUCATIONAL, AND RECREATIONAL ACTIVITIES, INCLUDING INTERGENERATIONAL ACTIVITIES.**

### **ADVANCE AWARENESS OF THE BENEFITS OF REGULAR PHYSICAL ACTIVITY AND PROMOTE THE AVAILABILITY OF RECREATIONAL AND EXERCISE OPPORTUNITIES FOR SENIORS.**

- Promote opportunities for lifelong learning.
- Select convenient locations that are ADA-compliant (places that people can get to and get in, with activities in which they can fully participate).
- Consider and encourage affordability and the availability of transportation when planning programs or activities.
- Time programs and events to maximize participation.

#### **Examples:**

- Phone buddy chains in small rural neighborhoods; ideal for homebound clients to make and receive calls
- JABA's senior community centers and adult day care centers form partnerships with volunteers, schools and organizations to stimulate socialization and physical activity among seniors
- JABA's Friends in School Helping (FISH) program where older adults tutor reading and math to elementary school children
- Fitness centers and senior groups that offer a variety of activity programs designed for active older adults



*Above: JABA's FISH program*



## Chapter 6: Strengthening Caring Communities through Active Citizenship

Older people contribute their talents and guidance to the betterment of our society. At the same time, our community's elders may need extra support from their neighbors. Both directions in this two-way street of neighborliness and community engagement demonstrate a quality known as *social capital*. Social capital is a term for the interactions among people that facilitate cooperation for mutual benefit. It is essential for the survival of a healthy community.

During 2020 public forums, seniors identified *caring communities* as an important element for a positive future. The recommendations that follow include a range of approaches, such as collaborating for improved safety, promoting active participation in the political process, connecting the generations, and increasing volunteerism. Through each is woven the common thread of strengthening social capital so that the entire community is enriched.

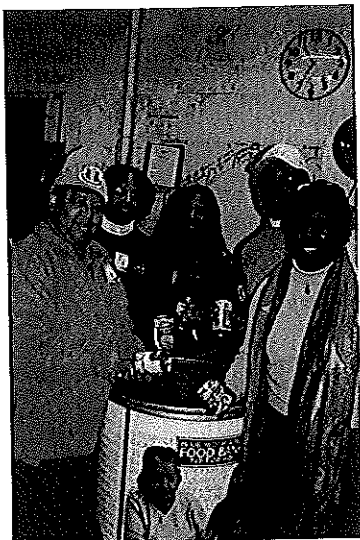
### ENHANCE SERVICES AND ADVOCACY ACTIVITIES TO IMPROVE RESOURCES FOR SENIORS AND CAREGIVERS.

- Promote community partnerships to improve safety and protection of seniors.
- Ensure that area seniors have access to legal services.
- Promote community awareness and political support for the concerns of seniors and caregivers.
- Enhance community members' direct support for seniors and caregivers.

### FOSTER AND SHOWCASE SENIORS' COMMUNITY ENGAGEMENT AND CONTRIBUTIONS.

- Promote opportunities for seniors to continue working and increase awareness among organizations about senior-friendly employment policies and customer services.
- Promote higher levels of volunteerism by seniors for the betterment of all generations.
- Create opportunities for others to learn from older people and increase intergenerational activities (see Chapter 7)
- Increase awareness of senior issues, needs, and contributions through public education and volunteerism.

#### Examples:



Above: MLK Soup Drive

- Martin Luther King Day of Caring, JABA's annual Soup for Seniors Drive, that brought in over 4,000 pounds of shelf-stable food for homebound seniors
- The Food Bag Program provides non-perishable foods for seniors
- Bags for Fosters features a group of volunteer seniors who sew bags for at-risk children to serve as suitcases during emergency trips to foster homes
- JABA's Long Term Care Ombudsman Program serves as a voice for those in nursing homes and assisted living facilities in the area
- Voter Motor Pools help seniors get to the polls on election days and are driven by volunteers at JABA's senior community centers



Right: Food Bag Program

## Chapter 7: Intergenerational Connections

With a goal of “engaging persons of all ages to explore how the generations can work together for mutual benefit,” student forums were held to incorporate the interests and concerns of young people into the 2020 Plan, and to see how these might interface with those of older citizens.

Students in Leadership and Sociology classes at Western Albemarle High School provided input to the 2020 Plan over the course of six months. Planners also consulted students of a Montessori middle school and those in the Youth Leadership Initiative of the University of Virginia. Through surveys, focus groups, and class analysis of draft intergenerational recommendations, the thoughts and hopes of our area’s youth were heard.

What emerged from these forums was a shared belief that through awareness of those older / younger than ourselves, and through increased interaction between youth and seniors, we can bring the generations together to accomplish community service and civic engagement for the benefit of all.

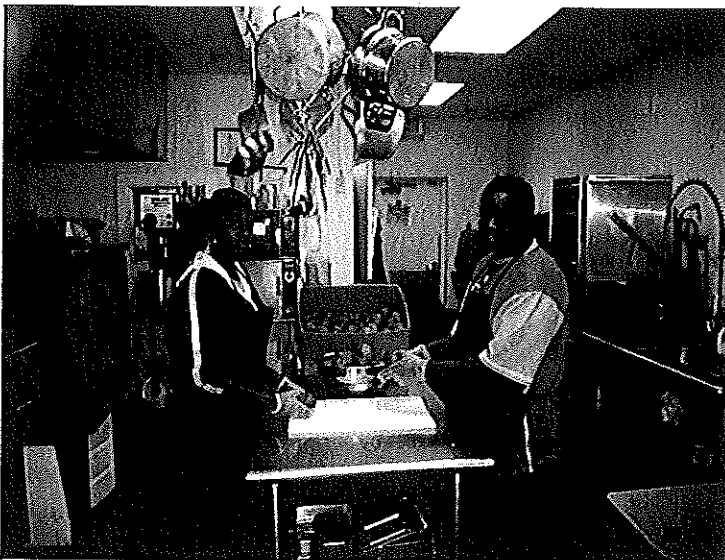
A formal vehicle to advance this belief is the Intergenerational Advocacy Council for 2020 (IACT)—a group of concerned citizens of all ages whose task is to ensure legislation and local initiatives are both youth- and senior-friendly.

### **INCREASE MUTUAL AWARENESS OF SHARED YOUTH AND SENIOR ISSUES.**

- Recruit health care workers from the high school level by providing information about health care professions.
- Educate youth on senior needs and issues to assist them in providing elder care.
- Create and support opportunities for collaboration on shared policy issues.
- Educate youth on the need for lifelong financial planning.

### **ENCOURAGE POSITIVE INTERGENERATIONAL INTERACTION TO BENEFIT BOTH YOUTH AND SENIORS.**

- Encourage the active participation of youth in senior education, focusing on technology.
- Encourage the active participation of seniors in youth education, focusing on elders’ firsthand experiences.



- Encourage intergenerational volunteering, engaging young and old to support each other and to work together in meaningful service.
- Create recreational activities that interest both youth and seniors.
- Promote intergenerational living arrangements among young people and seniors.
- Break down mutual stereotypes between seniors and youth.
- Create memorandums of agreement with youth organizations such as YMCA and Boys & Girls Club.

*Above: JABA’s kitchen provides internships for local culinary arts students.*

## Chapter 7: Intergenerational Connections (continued)

### ADAPT SENIOR AND YOUTH PROGRAMS AND COMMUNITY RESOURCES TO MEET THE NEEDS OF BOTH AGE GROUPS.

- Create healthcare centers that address the needs of both youth and seniors.
- Encourage healthy activities for seniors and youth, stressing the preventive nature of youth healthcare in promoting a healthy future.
- Assure that information on health resources and healthy habits is available to all age groups.
- Encourage travel alternatives to single occupancy vehicles (e.g., paratransit, buses, trains, carpooling, HOV lanes) for all age groups. Create environments and communities that make facilities accessible to youth and senior pedestrians.



*Adults and children plant a garden together at a JABA Community Center*



each summer, where they dig, plant and harvest during the season with the help of children, church groups, and older students.

**Examples:** (many have been cited throughout this summary)

- Students from the University of Virginia schools of medicine and nursing as well as nutrition curriculum complete rotations at JABA, exposing them to the geriatric population and services available to older adults.
- Culinary arts students from Charlottesville Albemarle Technical Education Center fulfill internships in JABA's kitchens for exposure to commercial food preparation, special diets for adults and chronic diseases, and interaction with the older population.
- JABA is teaming up with the Boys & Girls Club to provide mini farmers markets in low-income neighborhoods. The youth will buy produce from The Local Food Hub, a local food consolidator, and resell it in selected neighborhoods. They will use JABA's EBT machine, so that residents with SNAP benefits can use their benefits to purchase healthy fruits and vegetables that are grown locally. The project provides the youth with business training, as well as education on healthy eating.
- Mountainside residents joined local grade-school children in a Kid Pan Alley songwriting workshop, while two local teens created and implemented the Pillow Project, a fundraiser to buy new pillows for every resident of Mountainside.
- JABA has created Shining Star Preschool, two child care facilities in the same building as its Adult Care Centers. Children share space and time with the elders, building relationships, eating meals and participating in activities.
- JABA's Community Centers have outdoor gardens

## **NEXT PLANNING STEPS:**

### **HOW THE 2020 PLAN IS CONNECTING WITH OTHER PLANNING EFFORTS**

The 2020 Plan: Aging in Community represents an ongoing process. This document outlines general recommendations for making this an age-friendly community for all ages. Many of the details for addressing these recommendations require close collaboration with multiple organizations. Planners and citizens meet with community leaders to determine how to incorporate 2020 recommendations into their spheres of concern. In the process of developing more detailed action plans for each focus area, a number of topics are advanced. These include existing resources and other related efforts; locality-specific issues; ways to incorporate 2020 recommendations into local government comprehensive plans; and barriers to implementation. Additionally, planners have worked with community partners to develop a community report card, which is an evaluation tool for assessing and publicizing progress on implementation.

### **TOP PRIORITIES FOR IMPLEMENTATION**

As a result of input from community forums and a prioritizing process by work group members, three 2020 goals emerged as the most important for planners to address. These top priority goals are listed below and have been addressed first.

- Promote access to high-quality healthcare, home and community based services and support services for family caregivers. (Chapter 1, goal 1)
- Provide a variety of quality affordable and accessible senior housing options integrated within the community. (Chapter 3, goal 1)
- Provide safer, more convenient, and flexible transportation options. (Chapter 4, goal 1)
- Promote opportunities that bring generations together for the common goal (Chapter 7, goal 2)

By involving a wide variety of community organizations and partners, we engage individuals of all ages and naturally fulfill the goal of intergenerational connections. By engaging younger people in planning for the best place to age, our efforts become sustainable as they will be continued for generations to come.

### **WHAT IS NEEDED FROM THE COMMUNITY FOR THIS PLAN TO SUCCEED?**

The 2020 Plan is a set of recommendations to communities within Planning District 10. It is the product of a collaborative regional effort to design environments where people can age with dignity and security. This Plan is a starting point for further discussion and efforts to promote an age-friendly community. Implementation strategies, also developed as a collaborative effort, are an important means by which these recommendations are realized. Continued commitment and participation by local governments and key organizations is essential to realizing the value of this plan. This process will continue to bring heightened awareness of senior issues and contributions, and will foster a community where people of all ages are empowered, respected and honored.

## **2020 Plan: Aging in Community**, which contains the following:

- ⇒ Executive Summary
- ⇒ Introduction
- ⇒ Demographic Profiles
- ⇒ Seven Chapters of 2020 recommendations, each chapter includes:
  - An overview about the chapter
  - A listing of recommended goals and strategies for the community
  - A rationale section with background information and justification for the recommendations
  - Next Planning Steps: How the 2020 Plan is Connecting with Other Planning Efforts
  - Appendices:
    - A section about senior legal and safety needs
    - A description of the planning process and a listing of participants
    - A glossary of terms used in the plan

To review the **2020 Plan: Aging in Community** in its entirety, see  
<http://www.jabacares.org/uploads/documents/2020fullplan.pdf>

### **ACKNOWLEDGEMENTS**

The 2020 Community Plan on Aging could not have been created without the active participation of a wide array of community partners. Heartfelt thanks to the planning participants, volunteers, and staff from organizations throughout the planning district for their involvement and support.

The 2020 Plan: Aging in Community is supported by funding from the following:

Jefferson Area Board for Aging  
Piedmont Housing Alliance  
Martha Jefferson Hospital  
The Annie E. Casey Foundation  
blue moon fund  
Anonymous Individuals and foundations

If you have any questions or comments about the plan, please call JABA at  
(434) 817-5222, email [jaba@jabacares.org](mailto:jaba@jabacares.org), or write to:

The 2020 Plan: Aging in Community  
Jefferson Area Board for Aging  
674 Hillsdale Drive, Suite 9  
Charlottesville, VA 22901-1799

