

Welcome
Community Design for All Ages
Workshop Series

*Workshop 2: Completing an Age-Friendly Design Policy &
Community Engagement*

New Jersey Future – Community Planning
Thursday, February 1st





NEW JERSEY

FUTURE



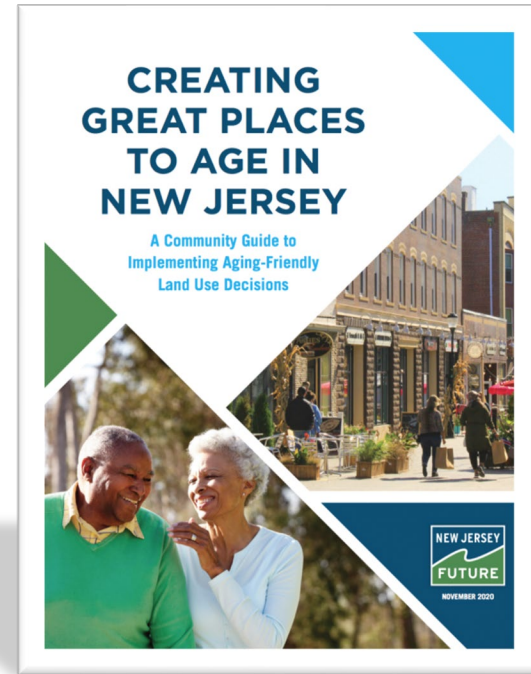
Agenda

- Age-Friendly Communities
- Community Design for All Ages Action
- Age-Friendly Design Policy
- Community Engagement
- Q/A



Age-Friendly Communities

- What is Age-Friendly?
- The kinds of places that are available for us to go to.
- The types of homes we live in.
- The opportunities we have to interact with each other.
- How susceptible are we to isolation and loneliness?



Community Design for All Ages Action



- Components from 5 to 25 points, 25 points total
- 12 components, 5 points each OR Age-Friendly Implementation Plan, 25 points

Action Overview – Components – Each worth 5 points

Component 3 - Land Use Assessment

Component 4 - Demographic Data Profile

Component 5 - Community Engagement

Component 6 - Age-Friendly Policy

- Age-Friendly Implementation Plan

Action Overview – Components – Each worth 5 points

Component 1 - Assign Age-Friendly Coordinator

Component 2 - Establish Committee

Component 7 - Adopt Zoning Regulations to increase housing diversity

Component 8 - Adopt Zoning Regulations a mix of commercial and residential uses in a compact form

Component 9 - Adopt a Form-Based code

Component 10 - Adopt universal design policy

Component 11 - Create a home-sharing program

Component 12 - Implement actions identified in community engagement

Technical Assistance Opportunity – Feb 9th Deadline to apply

3 Project options – each option will be accompanied by a completed Demographic Data Profile

- 1) Age-Friendly Community Design Policy
- 2) Community Survey or Focus Group Public Engagement
- 3) Age-Friendly Land Use Assessment

*No financial assistance is provided. This is an application for technical assistance.

U.S. Older Population Continues to Grow

New Jersey Population by Age Group

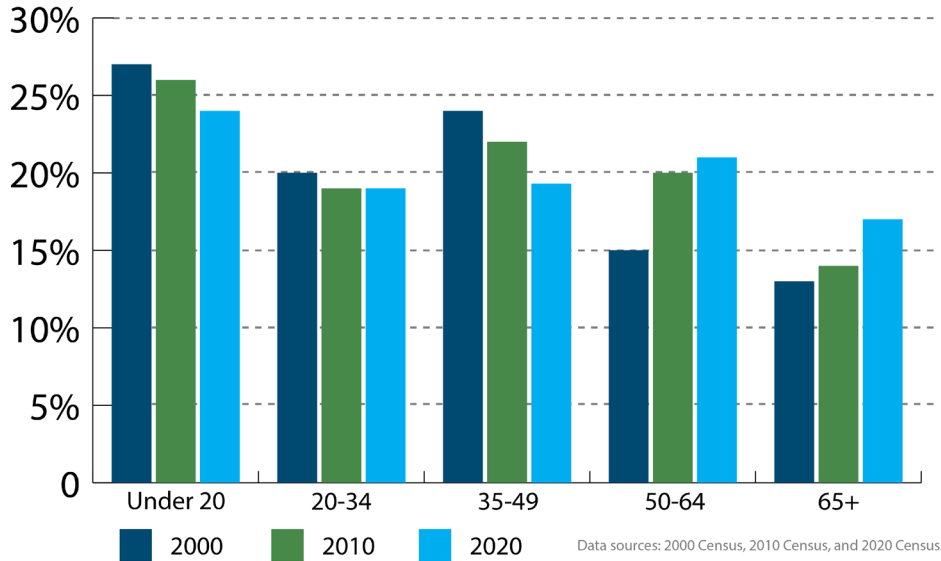
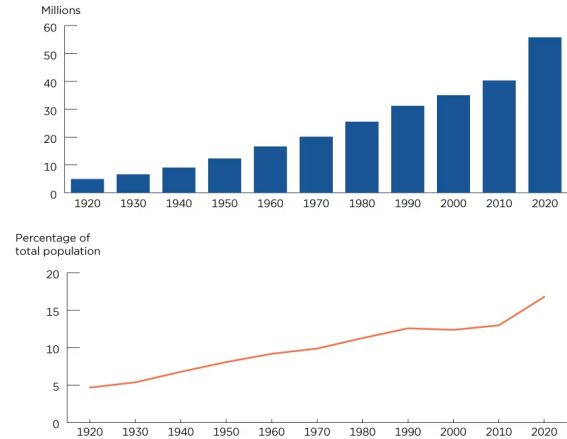


Figure 1.
Population 65 Years and Over by Size and Percentage of Total Population: 1920 to 2020



Note: For information on data collection, confidentiality protection, nonsampling error, and definitions, refer to <https://www2.census.gov/programs-surveys/decennial/2020/technical-documentation/complete-tech-docs/demographic-and-housing-characteristics-file-and-demographic-profile/2020census-demographic-and-housing-characteristics-file-and-demographic-profile-techdoc.pdf>.
Source: U.S. Census Bureau, Decennial Census of Population, 1900 to 2000; 2010 Census Summary File 1, and 2020 Census Demographic and Housing Characteristics File (DHC).

Action Submission Worksheet - Age-Friendly Design Policy

Action Components - Description	Completed Y/N	Action Submission Requirements: (25 points)	Action Resubmission Requirements (25 points)
<p>Component 6. Adopt a policy to incorporate age-friendly design in all site plans; redevelopment, revitalization, or economic development plans; and infrastructure improvements pertaining to features such as seating; lighting; shade; traffic light timing; traffic calming; street crossing crosswalks, medians, or corners; recreation or civic areas; sidewalks or walking paths; parking; and a mix of housing.</p>		<p>Upload a copy of the adopted policy or an online link to the ordinance adopted into the municipal code if adopted into municipal code.</p>	<p>If the policy is less than three years old, in the text box description provide a summary of any changes to municipal plans, policies, regulations or site plan standards that implement the goals of the policy.</p> <p>The policy cannot be more than three years old at the time of submission. Municipalities may need to adopt the policy again in order to meet the resubmission requirement.</p>

Age-Friendly Design Policy – Principles in Community Design



Housing

Affordable and Accessible



Mixed-Use Center

Livelihood and Mobility



Transportation

Walkability and Connectivity



Public Spaces / Amenities

Social and Outdoor Connections



People Friendly



Car Friendly



Not Friendly

Age-Friendly Design Policy

- **Master Plan**
- **Reexamination Report**
- **Zoning Regulations**
- **Design Standards**
- **Redevelopment Plan**
- **Natural Resource**
- **Capital Budget**



It is the intent of the municipality to include the principles outlined below in the next master plan revision and reexamination report; in redevelopment and revitalization or economic development plans, and in site plan review and to update our land-use zoning, natural resource protection, and other ordinances accordingly

- Draft Age-Friendly Design Policy Language



Age-Friendly Design Policy – Shift in Needs



- Recognize Demographic Shift
- Realize Different Needs
- Address Inadequacies or Deficiencies
- Realign Priorities
- Community Design for All Ages

COMMUNITY DESIGN FOR ALL AGES

Sample Policy to Incorporate Age-Friendly Design into Municipal Plans

Whereas, the population aged 65 and older in New Jersey has grown by almost 25% between 2010 and 2019, and by 32.5% since 2000. The population between the ages of 55 and 64 has grown even more dramatically, increasing by 62.3% between 2000 and 2019 as the bulk of the Baby Boomers reached age 55. Over the next decade, New Jersey's population aged 65 and older will continue to grow as the younger Boomers reach retirement age.

Whereas, older people interact uniquely with the built environment and many communities are not designed for all ages and abilities. Issues particularly affecting older adults include insufficient types of housing for people to downsize into, poor transportation options and/or walkability for those unable or not desiring to drive a car, and lack of opportunities and spaces for social engagement or chance encounters.

Whereas, if the need for certain amenities or housing options are not met, older residents are compelled to move out of their town or state if they have the means, or they are put at risk for social isolation or poorer quality of life living in places that do not support livability.

Whereas a community can enhance its age-friendly characteristics by promoting: options for access other than automobiles; an easily walkable mix of uses, physical and social activities; key amenities such as parks, benches and safe streets; and a mix of affordable housing options.

Whereas implementing community design factors that enable older residents to achieve home security, independent mobility, and meaningful social engagement also extends those and other benefits to everyone in the community. Additionally, features that make a community age-friendly also extend environmental benefits by encouraging compact, pedestrian-oriented development patterns and urban green spaces.

Whereas, [Municipality], New Jersey, seeks to become more age-friendly, and is committed to incorporating age-friendly design in the planning processes and community design.

NOW THEREFORE, we the [Municipality], resolve to take the following steps with regard to our municipal land-use decisions with the intent of making [Municipality] a community designed for all ages. It is our intent to include the principles outlined below in the next master plan revision and reexamination report; in redevelopment and revitalization or economic development plans, and in site plan review and to update our land-use zoning, natural resource protection, and other ordinances accordingly.

Mix of Housing – We pledge to support construction and rehabilitation of homes that meet the needs of households of all sizes and income levels.

Seating, Lighting and Shade – We pledge to ensure pedestrian routes to key designations have sufficient public street furniture in and along the way, providing adequate seating, shade and lighting.

Age-Friendly Design Policy– Timeline to Drive Change



- Policy Creation
- Public Comment Period
- Policy Adoption
- Realign Key Plans
- Implement Change



Action Submission Worksheet – Community Engagement

Action Components - Description	Completed Y/N	Action Submission Requirements: (25 points)	Action Resubmission Requirements (25 points)
<p>Component 5. Conduct a community survey and/or focus group interviews, primarily targeting residents aged 55 or older, to assess the needs of older residents in terms of housing, transportation, walkability, recreation, and access to community destinations, shopping and personal services, facilities, and programs for all neighborhoods.</p>		<p>Upload a report that includes:</p> <ul style="list-style-type: none"> - a copy of the survey and/or focus group questionnaire or protocol; and - a brief narrative description of how the survey and/or focus group interviews were conducted, including timing, number of participants, proportion of population aged 55 or older represented either from the municipality (for a survey) or within the focus groups, and the geographic and demographic distribution (race, income, neighborhood) of participants to demonstrate inclusive outreach and engagement across the community, and - a copy of the aggregated survey results; and - a narrative description of the interpretation of the results for application in an age-friendly initiative. 	<p>If the survey is less than 5 years old, provide in the text box a description of any follow-up survey, focus group, or community engagement activity designed to provide outreach or education or solicit input, feedback, or perspectives for an age-friendly initiative. Provide a description of the activity, including the date(s), number of participants, and attachments of any questionnaires or agendas associated with the activity. In the description, include a description of an intentional effort to engage older residents through marketing or outreach.</p> <p>The survey/focus group engagement cannot be more than 5 years old. If the survey/focus group engagement is more than 5 years old, conduct a new survey/focus group engagement program that meets the original submission requirements and provide a report.</p>

Survey and/or Focus Group

What is right for your community?

Survey

- Open for all community members
- Provides quantitative data
- Can inform focus groups topics

Focus Group

- Targeted engagement
- Hear stories that might go unheard
- Can ask people “why” for survey responses

Designing the Survey

Collecting information about Age-Friendly Land Use in the Community

- Tell a story
- Interpret the results
- Inform the community

Additional Resources: AARP Livable Communities Questionnaire

Figure 2. Do you want to live in your current community as you age?

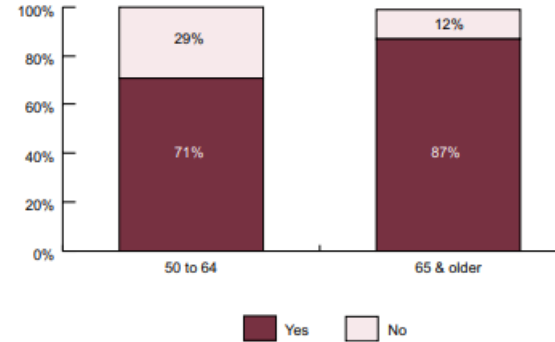
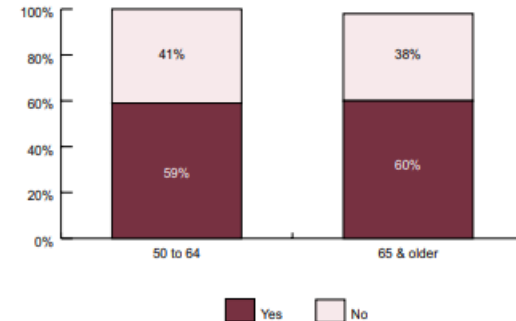


Figure 5. Is your neighborhood pedestrian-friendly?



Designing the Survey

Thoughtful and Inclusive Questions and Administration

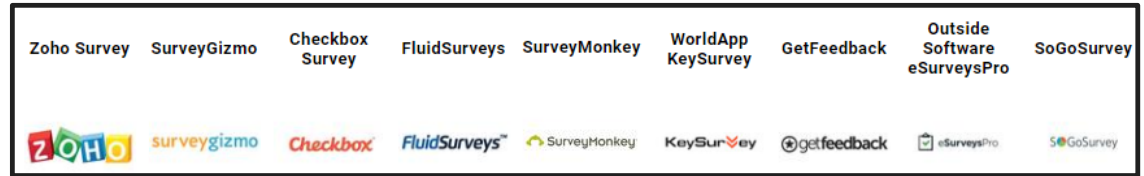
- Work with community members
- Be inclusive and equitable
- Survey all adult age groups to capture diverse input
- Find topics/questions on overlapping needs
- Consider pilot study or pretest



Administering the Survey

Delivery of Survey – Pros/Cons

1. Online
2. Mailer
3. Telephone
4. Outreach or Drop Boxes
5. Combination Online, Mailer, and/or Outreach



Interpreting Survey Results

Using the Data to Improve Community Design

- Are the data representative of the population?
- What are the key takeaways?
- Have you gathered sufficient information to move forward?
- What are the opportunities to improve livability?

Designing a Focus Group Session

Facilitating an Informative Conversation

- Less planning and expertise compared to a survey
- Participants can drive the discussion
- Conversations can help understand *why* people have certain responses
- Often good to follow a survey with focus groups

Listening and Learning

“Surveys, focus groups and listening sessions can help identify preferences residents have for the types of changes to make and how to make them.”

— Book 1, *AARP Roadmap to Livability*

Administering a Focus Group Session

Considerations

- Time of day / evening
- Language barriers
- Other barriers – physical accessibility, transportation, communication (visual/audio)
- Group dynamics
- Facilitation vs directing

Interpreting a Focus Group Session

Considerations

- What are the key takeaways?
- Identify the 'High Priorities' for improving age-friendly community design
- Organize opinions and viewpoints based on major and minor themes
- Strategize ways to improve the content, process, & relationships

Reporting Community Engagement

Considerations

- Share the process and findings with the public
- Present the process and findings to the municipal governing body and boards and committees
- What does the community believe are key assets and challenges in terms of age-friendly land use and design?
- What is the long-term vision?

- **Copy of survey/focus group questionnaire or protocol.**
- **Description of the process and community representation.**
- **Copy of the results**
- **Description and interpretation of the result for application in an age-friendly initiative.**

Incorporating Community Engagement

Considerations

- Starting point for continued engagement
- Use these results to inform actions in an Age-Friendly Implementation Plan
- Uphold the collective vision of the community across all plans and policies

Why is Community Engagement Critical?

Community stakeholders are people who:

- are or may be affected by the project,
- need to be aware and kept informed about the evaluation and decision-making process,
- can contribute information, resources or expertise, and
- whose consent or approval is important to the success of the project.

Designing A Community Engagement Plan

A good Community Engagement Plan will:

- Define An Area of Study and Gather Information/data about the Study Area
- Engage the Community Early and Throughout the Process
- Envision the Project as a Long-Term Investment in the Area
- Ensure that Meetings are Accessible and Accommodate a Community's Needs
- Ensure that a Community Has the Information and Resources to Participate in a Meaningful Way
- Establish a Transparent and Credible Process, and Provide Timely Follow-Up
- Establish Realistic Expectations for Project Goals and Community Participation

Notes for Polling and Survey Question Framing

Tips for Successful Survey Questions

1. Ask more closed-ended questions instead of open-ended questions
2. Ensure your survey questions are neutral
3. Keep a balanced set of answer choices
4. Don't ask for two things at once
5. Keep your questions different from each other
6. Let most of your questions be optional to answer
7. Do a test drive prior to full implementation

Accessibility

Considerations:

- Use multiple forms of communication for engaging and informing the community
- Recognize cultural blind spots and language barriers
- Choose accessible locations (close to transit options and ADA accessible)
- Overcome scheduling barriers (ask before choosing times)
- Provide essential accommodations (i.e. visual for or hearing impairment)

Community Engagement- A Final Thought

Be sincere and intentional to engage people and support their full participation.

Thank you!

Register for our next Workshop!

<https://www.njfuture.org/events/webinars/communitydesign/>

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Questions/Answers