The face of Katy is changing. It's aging. People are living longer, making 85 the new 65. Retirees are moving to the area to be close to kids and grandchildren. The new demographic brings with it challenges and opportunities. Now is the time to begin positioning Katy as a happy beneficiary of these changes.

Visions of Katy: Growing Older, Better

The economic impact of 50+ year-olds to the Katy community.

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KATY AREA
ECONOMIC DEVELOPMENT COUNCIL
ENERGY GROWS HERE

Visions of Katy: Growing Older Better

EXECUTIVE SUMMARY

The face of America—and Katy—is changing. The fastest growing age group in America is the 100-year-old. The average life expectancy for a 50-year-old today is 80 and increasing. Put simply, 85 is the new 65. This new reality will change the way we think about most aspects of growing older. It will change the way we think about Finances, Education, Health Care, Housing and Careers.

In April 2016, the Leadership Task Force of the Katy Area Economic Development Council hosted a Visions Event entitled "Visions of Katy: Growing Older Better," to which local professionals and leaders were invited to participate in a dialogue around this important issue. It was determined that the economic impact of such a dramatic demographic shift is vitally important to Katy, and this dialogue yielded significant insights into the vast economic benefit this changing demographic can offer the community, its residents and businesses.

It is critical that we, as individuals and as a city, fully grasp the issues inherent in the growing 50+ demographic, as every Katy resident is subject to experience the group's impact, regardless of age.

This paper explains the economic impact of Katy's growing senior population: the issues, opportunities and challenges. The paper also explores ways in which Katy can embrace these changes to ensure that as residents grow older and live longer, they also live better, and in ways that benefit the community, not only economically, but also culturally, spiritually, and any other way that allows the Katy area to continue on its path of positive growth.

Toward this end, the paper presents its conclusion that the time is right to mindfully develop the Katy area as a "livable community" that lets its older residents "age in place" and enjoy their extended midlives as engaged, vibrant, contributors to the area most have called home for many years.

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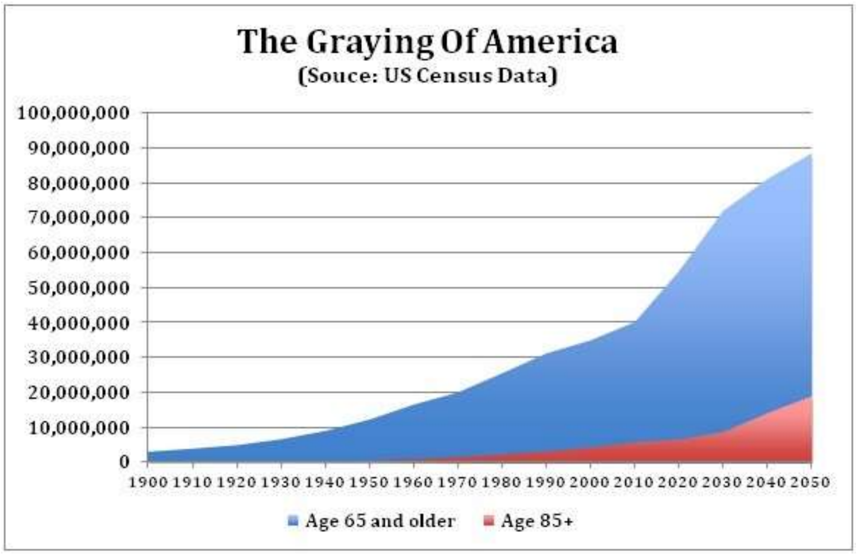

Figure 1The Graying of America

We are witnessing the graying of America. People are living much longer, and the number of 100-year-olds in America will increase eightfold in the next 35 years. People are living much longer. More people are turning 65 than are being born. Ten thousand people a day are turning 65, and this trend will continue every single day between now and 2030.

The United Census Bureau reports that by 2030, more than 20 percent of Americans will be age 65 and older, up from 13.7 percent in 2012. In contrast, the share of children (birth to age 18) in the population is expected to fall slightly, from 23.5 percent in 2012 to 22.4 percent in 2030.

The trends are depicted in Figures 1-4, in a variety of presentations, to visually convey rate of growth, as well increasing percentage of total population.

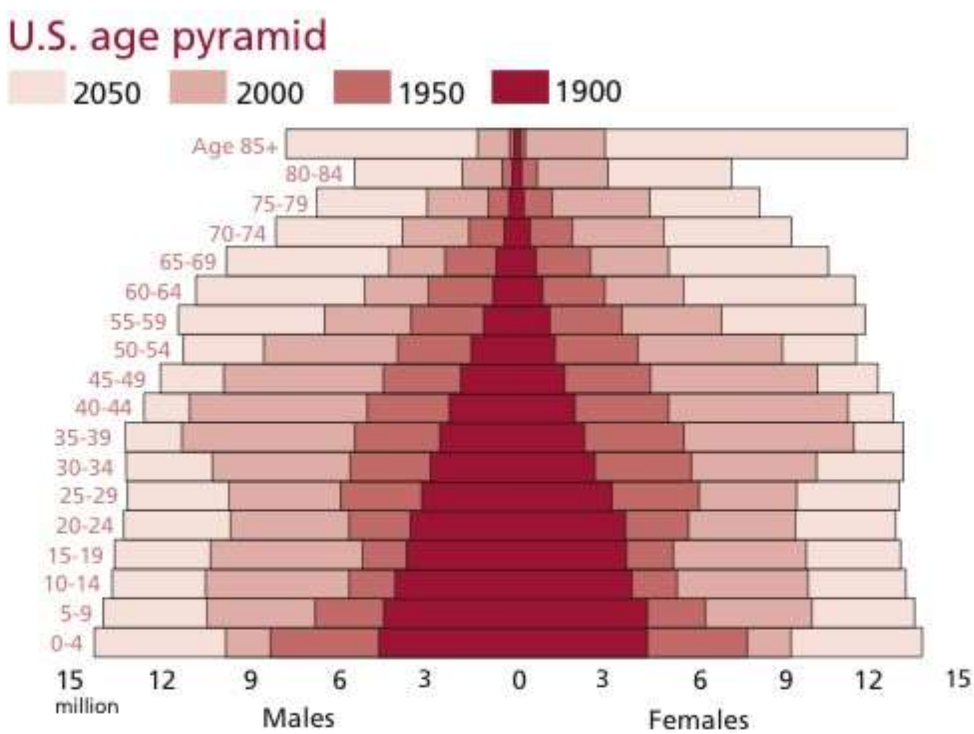

Figure 2 U.S. Age Pyramid (Source: ctmt.com)

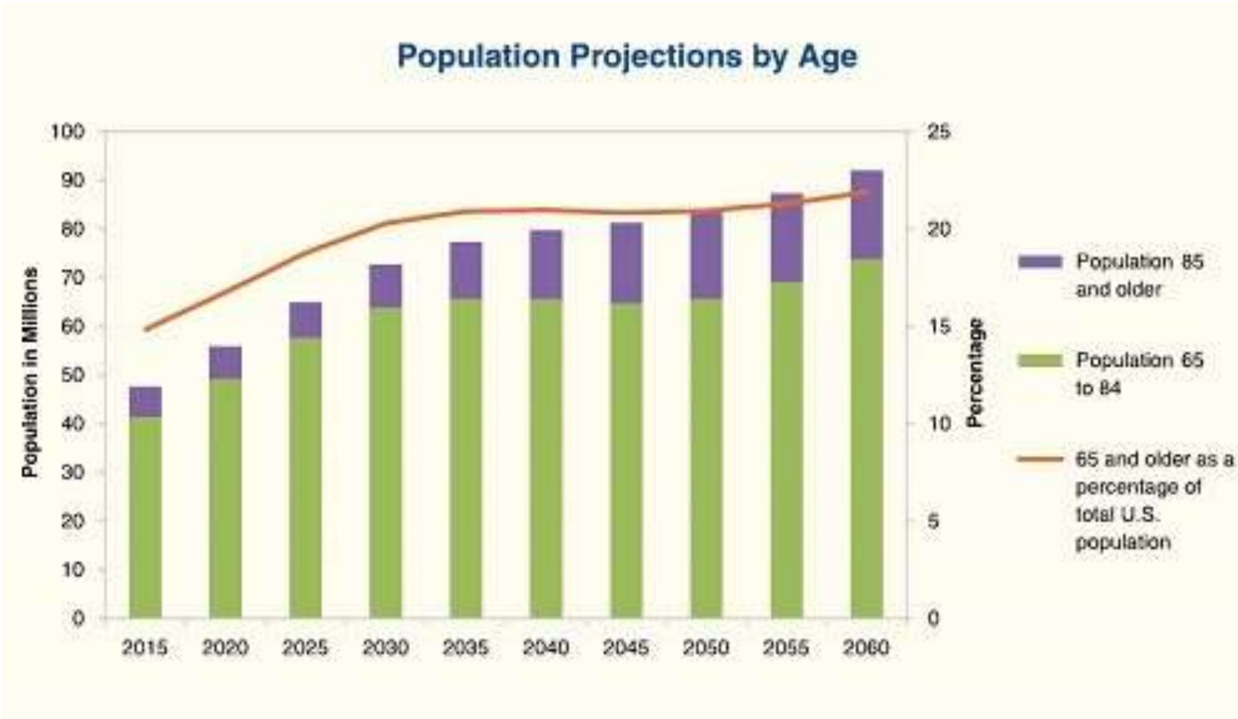

Figure 4 Population Projections by Age

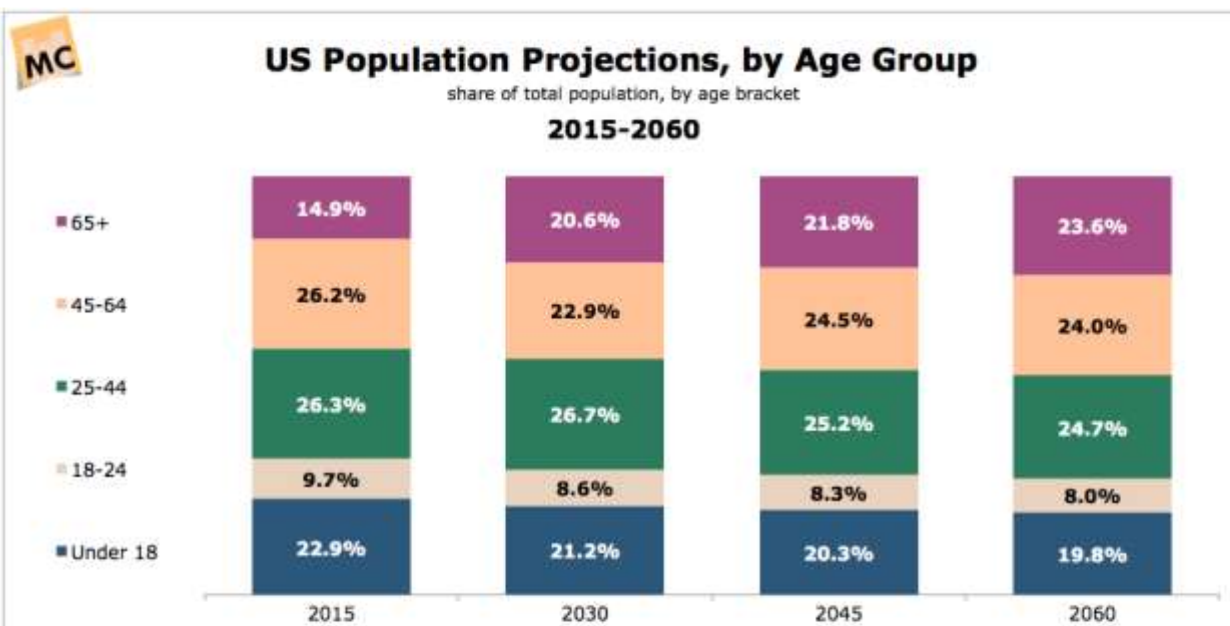

Figure 3 U.S. Population Projections, by Age Group

Demographers forecast the same demographic changes in Katy. For comparative purposes in this paper, Katy will be referred to in one of three terms: Near Katy, Close to Katy, and Houston MSA. Their areas are depicted in the following Figures 5-7:

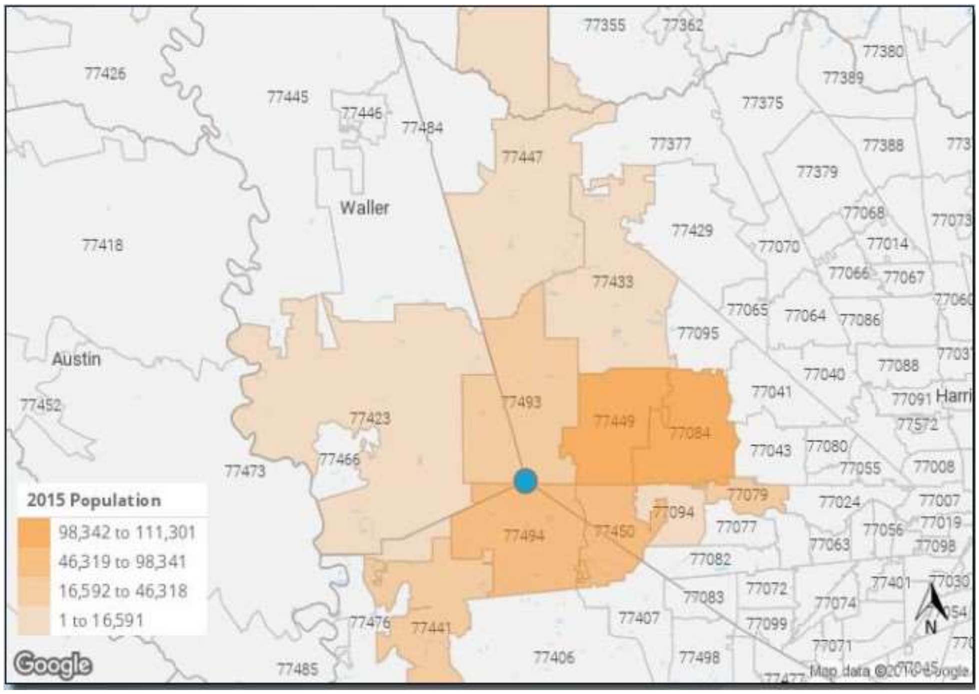

Figure 5"Near Katy" 11 zip codes (Source: EMSI)

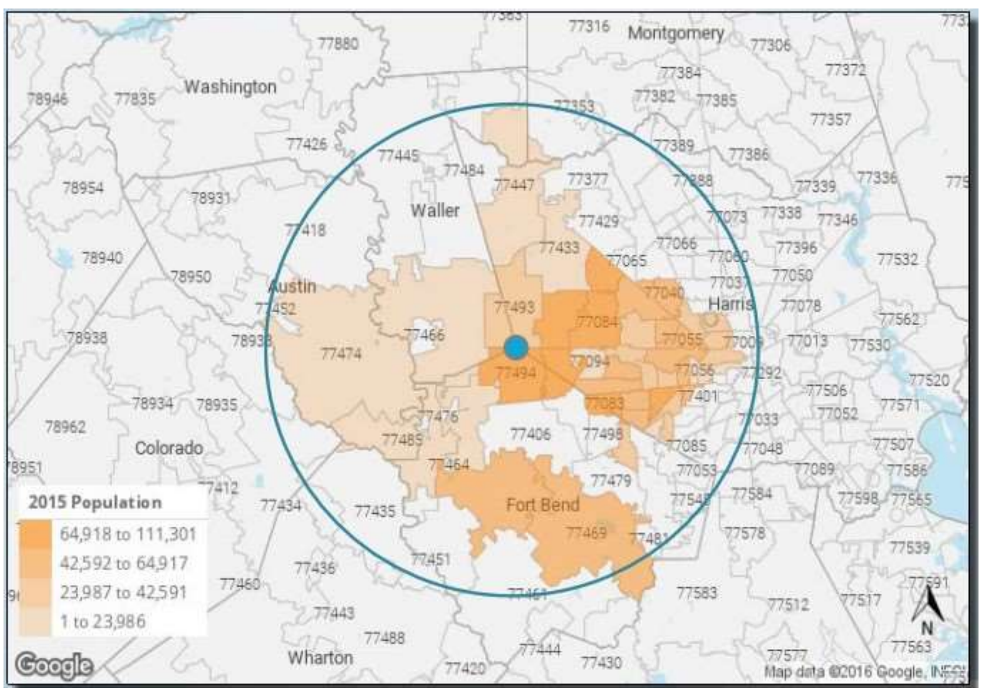

Figure 6 "Greater Katy" 30-minute drive time

Putting aside the national and global trend toward societal aging, it is particularly noteworthy that Katy's population has already been experiencing a marked increase in its population of residents age 50 and over. In fact, from 2005-2025, the highest growth rate of any Katy age group was with the 60-64-year-olds (90% growth from 2005-2015) and the 65+ year-olds (80% growth from 2005-2015). [Figure 8]

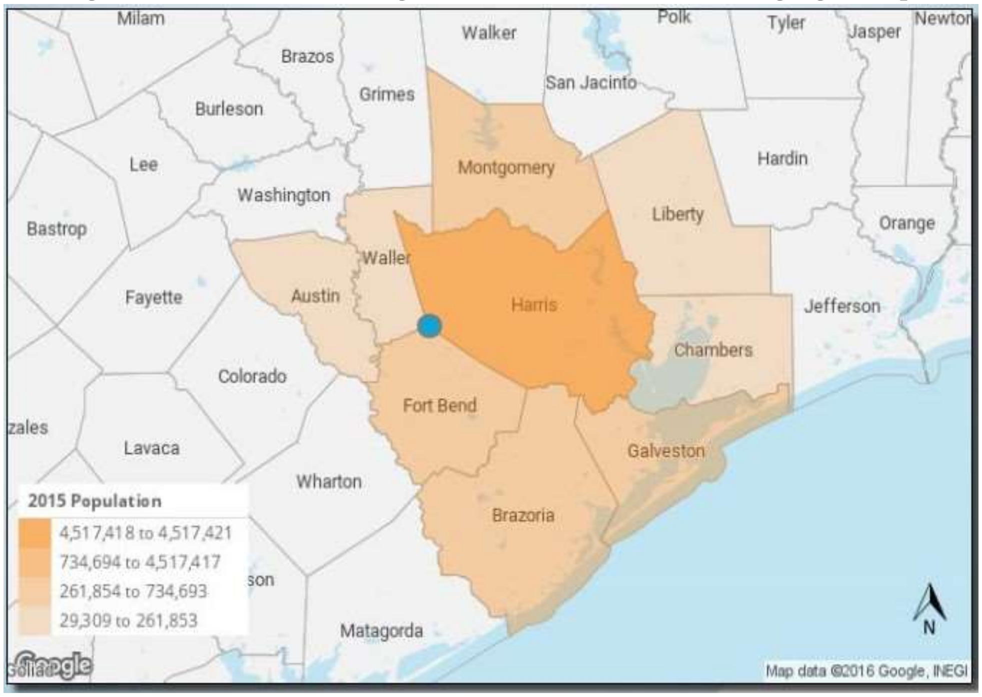

Figure 7Houston-The Woodlands-Sugarland MSA (Source: EMSI)

These numbers should come as good news for the Katy community, as they suggest that the area has already begun to model itself to adapt to the needs of these age groups. Katy has a strong head start when it comes to playing the age game.

Beyond the national impact of the graying Baby Boomer generation, an increasing number of seniors has been choosing to move to the Katy area over the last decade.

Figure 8 Predicted Growth in Population 65 and Over 2015-2025

Many seniors questioned for an article written for *Katy Magazine* ("Life Begins at 55," *Katy Magazine* 2006) gave the overriding reason for moving as the desire to be close to family: "As parents move to this area to take advantage of the outstanding Katy Independent School District, the grandparents are not far behind," the article reports.

Figure 9 "Near Katy" percent change in population by age

It is important to note that the growth in Katy's population for ages 65 and over will continue from 2015-2025—in step with national demographic trends—with "Near Katy" populations outpacing its local geographical counterparts, at 63% growth. Whatever enhancements in Katy's cultural, medical, financial, business, housing and lifestyle infrastructure have evolved to satisfy the area's already strong senior population will need to increase correspondingly in size, scope and vision (Figure 9 and Figure 10).

Katy will feel the economic impact of both aspects of its aging population in several areas. The Katy Area Economic Development Council (EDC) gathered business leaders in April 2016 to discuss the issues, opportunities and challenges inherent in the changing demographic, and which will be experienced by all Katy residents, regardless of age.

The **Background** section of this paper sheds light on how this demographic phenomenon will change the way Katy residents, officials, and business will think about several key issues, including careers, education, housing, and health.

The paper will then explore the reality that, despite the challenges, an increasingly senior Katy population presents many opportunities for economic growth.

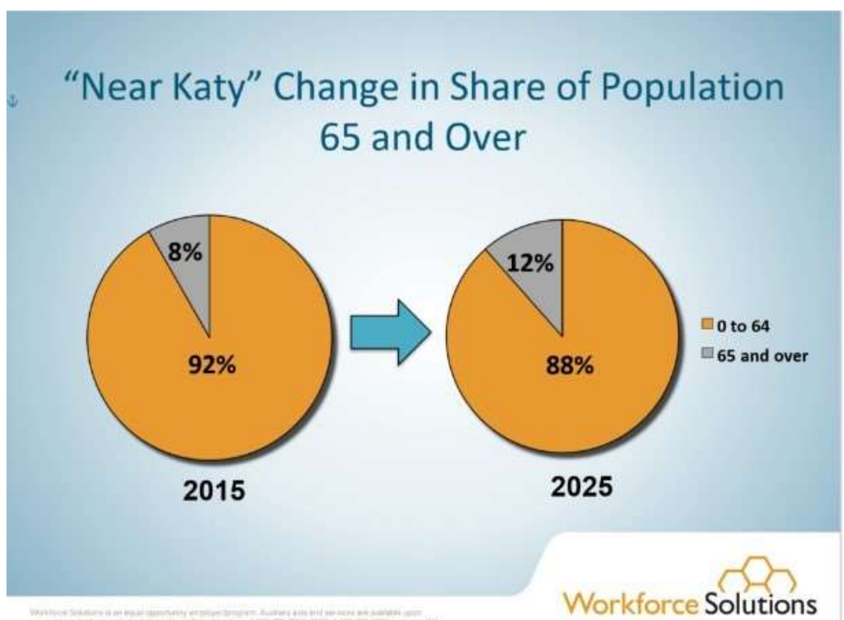

Figure 10 "Near Katy" change in share of population 65 and over

In the **Solutions** section of this paper, these opportunities are expanded upon to reveal a vision of Katy as a community that enables its senior population to be healthy, active and engaged, further enriching the lives of all Katy residents and bolstering the area's economy.

This vision is followed by an outline of practical next steps that can be taken in developing a plan to make the "Visions of Katy: Growing Older Better" a reality.

Finally, the paper's **Conclusion** statements reiterates the Katy Area EDC's conviction that the increase in Katy's senior demographic can be an economic asset to the community and should be given immediate consideration for action.

BACKGROUND: CHALLENGES AND OPPORTUNITIES OF GROWING SENIOR POPULATION IN KATY

As they age and retire, Baby Boomers will shape both the US and the Katy economies over the coming decades. This growing group brings with it considerable baggage. In a 2008 report ("Talkin' 'bout my generation: The economic impact of aging US baby boomers") McKinsey Global Institute (MGI) estimated that almost two-thirds of early Boomer households who were aged 50 to 63 at the writing of the report are financially unprepared for retirement. In simple terms, this group has not accumulated enough savings to maintain their lifestyle as they age.

The Boomers' aging also will be felt throughout the economy, presented as several critical challenges. The challenges can be met—overcome, even—with thoughtful consideration and planning to embrace the opportunities inherent to each challenge.

The challenges are presented here, along with the opportunities to transform those challenges into economic assets for the Katy community.

Challenge: Big Spenders

For over 25 years, America's Baby Boomers have held the reins driving the U.S. economy. They have shattered income records, generated fantastic wealth and sparked economic growth. But they also have shattered spending records, which, combined with a failure to save and crippling levels of debt, have put the group at grave risk of being unable to meet the financial demands that accompany growing older (primarily healthcare costs) and also living longer (primarily housing costs).

According to MGI, Baby Boomers account for half of all the vacation spending that occurs in the United States. "They account for more than half of all packaged good sales. $21 billion is even spent by Baby Boomer women on clothes every year. Their generation, in fact, outspends the younger generations in almost every single consumer category. If the Boomers want to have a meaningful retirement, have access to quality care, and be self-reliant as they age, then their spending habits may need to be reined in," MGI reports.

MGI also reports that seniors have increased their credit card debt dramatically since 1989. "The Survey of Consumer Finances reports the average credit card balance for 65- to 74-year old's in 2010 was $6,000, compared to just $2,100 in 1989. For those 75 years old or more, the average balance was not even measurable in 1989 but had ballooned to $4,600 by 2010" [Figure 11].

Opportunity: Good for Katy Retailers

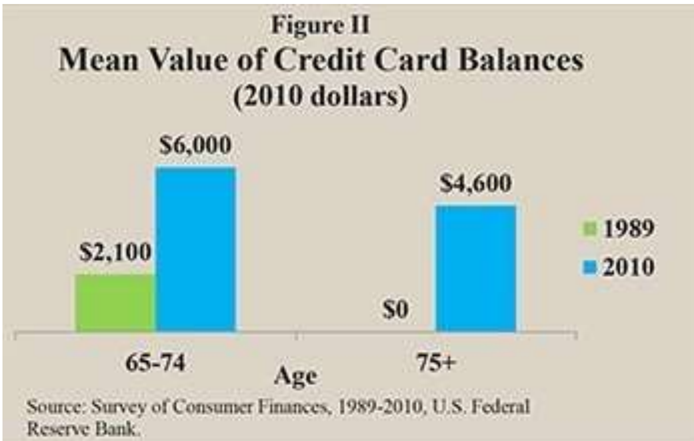

Figure 11Mean value of credit card balances (2010 dollars)

Retirees, especially those who have migrated to Katy from another area, have a higher average household income than existing households and, thus, have more money to spend. It is, in fact, this generation's spending habits that drive so much concern about their sustainability. Putting aside this question momentarily, it's valid to note this demographic's potential impact on the local economy via retail spending (which Boomers tend to do locally).

Top Five Expenditure Growth Categories for 65 to 74 Year Olds

	Average Annual Growth since 1990	Share of Expenditures 2012
Education	14.3%	0.5%
Misc. Entertainment	9.8%	0.5%
New Cars and Trucks	5.8%	4.1%
Pets, Toys and Hobbies	5.2%	1.5%
Used Cars and Trucks	4.1%	1.4%

Source: Consumer Expenditure Surveys, 1990-2012, Bureau of Labor Statistics.

Figure 12 Top Five Expenditure Growth Categories for 65 to 74 year olds

Katy pet supply stores, hobby and crafting stores, auto dealerships and movie theatres will benefit immensely from the fact that Seniors are spending more on hobbies and non-essentials than they did in 1990. According to MGI, for 65 to 74 year old's, two of the top five fastest-growing expenditure categories include Miscellaneous entertainment (exercise equipment, photography equipment, campers, boats and other motorized recreational vehicles, and electronic video games), which has grown an average of 9.8 percent annually since 1990; and Pets and hobbies (expenses for pets and pet supplies, but also toys, games, tricycles and playground equipment), which has averaged 5.2 percent growth annually since 1990 [Figure 12].

For seniors older than 75 years old, pets and hobbies as a share of expenditures has averaged 5.9 percent growth annually since 1990 [see Figure 13].

Table II

Top Five Expenditure Growth Categories for 75+ Year Olds

	Average Annual Growth Since 1990	Share of Expenditures 2012
New cars and trucks	6.5%	2.6%
Vehicle finance charges	6.0%	0.1%
Used cars and trucks	5.9%	1.4%
Pets, Toys and Hobbies	5.9%	1.1%
Mortgage Interest and charges	4.6%	2.0%

Figure 13Top Five expenditure growth categories for 75+ year olds

According to the Consumer Expenditure Survey, 79 percent of 75+ year old's own or lease at least one car, compared to 67 percent in 1990. New and used cars and trucks are in the top five fastest growing expenditure share categories. In addition, for 75+ year old's, vehicle finance charges are also in the top five expenditure growth categories.

FAST FACTS: Baby Boomer Spending

- Baby Boomers have an average annual disposable income of $24,000.
- Baby Boomers outspend other generations by an estimated $400 billion each year on consumer goods & services.
- In 2009, spending by the 116 million U.S. consumers age 50 and older was $2.9 trillion, which is up 45% in the past 10 years.
- Baby Boomers outspend their children and grandchildren nearly 2 to 1.

Source: MGI

IMPACT ON CAREERS: Seniors Retire, Rewire and Refire

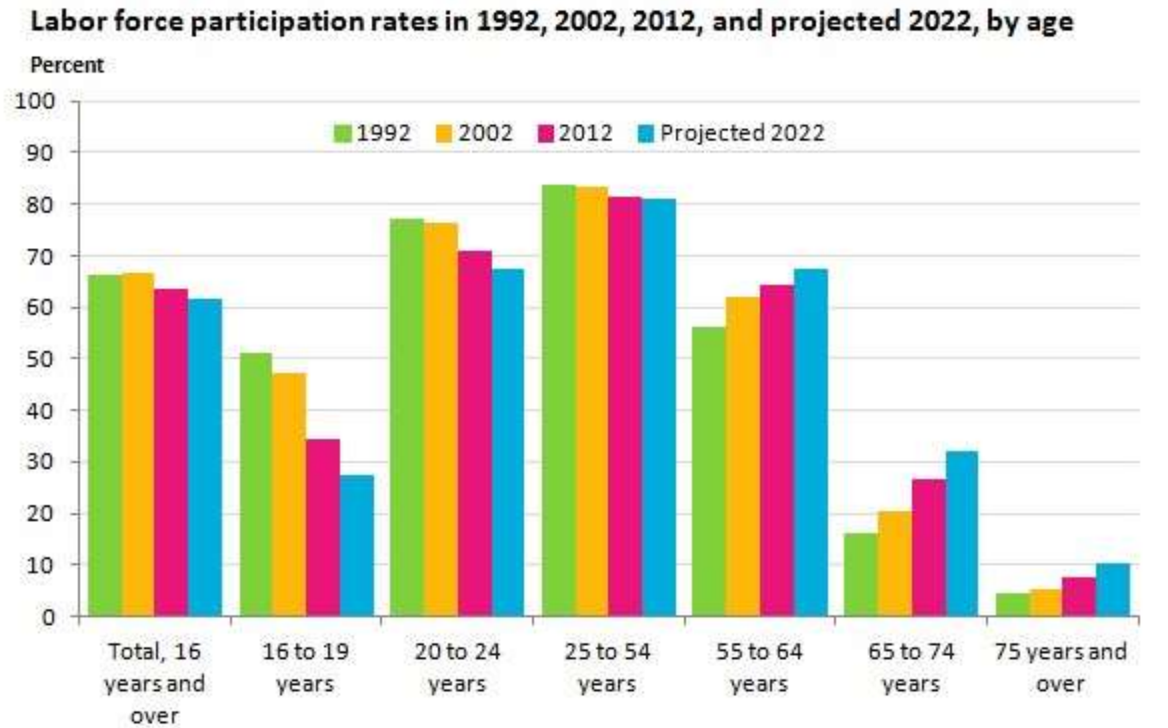

Figure 14Labor forece participation rates in 1992, 2002, 2012 and projected 2022, by age (Source: U.S. Bureau of Labor Statistics

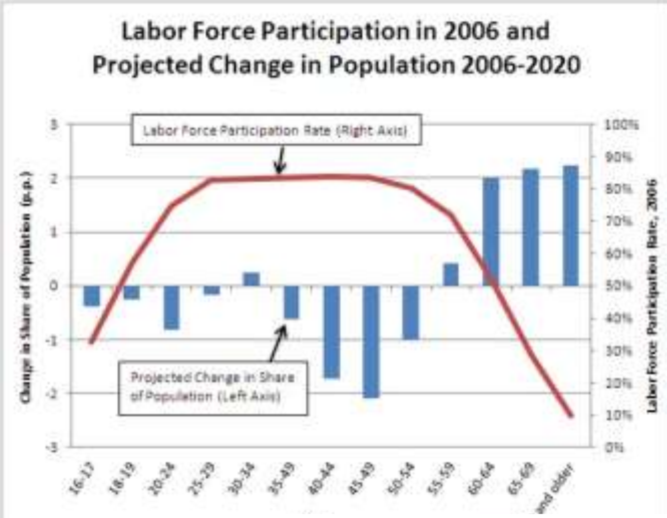

Figure 15 Labor Force Participation 2006 and Projected Change 2006-2020

It is natural to expect that Boomers will work and spend less as they grow older, thereby cutting into local economic injections. Coupled with healthcare costs that increase with age, and perhaps saddled with unsettled debt, this group could be poorly positioned to enter old age, and the community will be poorly positioned to bear the burden.

Enabling the Boomers to work later in life would significantly benefit both individual households and the broader economy. According to MGI, 85% percent of Boomers expect to work later in life. The Bureau of Labor Statistics reports the most marked increases in projected labor force participation rates for 2022 will occur among the 55+ age groups [Figure 14 and Figure 15]. For these numbers to unfold as desired—and as needed—the business community will need to grapple with disincentives for employers and older workers, most notably healthcare costs. Equally challenging will be overcoming corporate prejudices against older workers.

According to the Census Bureau's Quarterly Workforce Indicators, approximately 165,000 Houstonians over the age of 65 are working, predominantly in five industries: Educational Services, Health Care and Social Assistance, Retail Trade, Accommodation and Food Services, and Manufacturing [Figure 16].

Figure 16 Industries where individuals 65 and over are working in 2015

Employer Name	# of Employees
Katy ISD	8,000+
BP North America	5,000+
WoodGroup Subsidiaries	4,000+
Shell Exploration and Production	4,000+
ConocoPhillips	3,000+
Katy Mills - Simon Group	3,000+
Academy Sports & Outdoors	2,900+
LaCenterra - Cinco Ranch	1,700+
Houston Methodist West	1,650+
Walmart / Sam's	1,400+
Amec Foster Wheeler	1,000+
Igloo Products Corp.	1,000+
Worley Parsons Group	1,000
Texas Children's Hospital West Campus	1,000
Memorial Hermann Katy Hospital	1,000
Kroger	800
Transocean	750
HEB	650

Figure 17Katy area top employers

The table of Katy Area Top Employers [Figure 17] mirrors the above industries, with top employers falling in the Educational Services, Healthcare, Retail and Manufacturing industries. The Katy Chamber of Commerce reports the existence of 24 hotel and lodging accommodations, as well as over a thousand restaurants. Katy Mills Mall and Wal-Mart represent large retail venues. This data suggests plenty of employment opportunities for Katy residents who are over the age of 65.

Just over half of all Houston's workers 65 and over are found in 41 out of a possible 800 occupations. A majority (23) of these occupations require only short-term on-the-job training to reach proficiency, making them ideal for seniors seeking a second career [Figure 18]. Median annual wages for the positions range from $18,000 to $105,000.

Figure 18 Short-term on-the-job training

Houston workers 65 and over are also reported working in other occupations that require medium- to long-term on-the-job training [Figure 19 and Figure 20].

Figure 19 Moderate on-the-job training

Figure 20Long-term on-the-job training/postsecondary certificate

Opportunity: Retire Retirement

The Harvard Business Review (HBR) published an article "Four Ways to Adapt to an Aging Workforce" (April 8, 2014)—a call to "maximize the utility of older workers" and to "retire retirement," which serves as a good starting point for the Katy business community to avail itself of the experience offered by its senior population and adapt to an aging workforce.

The article outlines four best practices that can help Katy businesses accommodate older workers:

1. **Offer Flexible, half-retirement.**
Scripps Healthcare offers a phased-retirement program, wherein "retirees work part time, while drawing a portion of their retirement funds, so they still effectively earn a full salary and benefits. The company avoids having to hire expensive temporary workers and retains talented employees in areas where skills are scarce."

2. **Prioritize older-worker skills in hiring and promotions.**
Companies like Vodafone, Vida Needle and B&Q (winner of the 2006 "Age Positive Retailer of the Year" Award) are looking for qualities such as loyalty, conscientiousness, enthusiasm, and attention to detail, all traits commonly found in older age groups. A report from the Sloan Center on Aging & Work at Boston College reveals that "compared to younger workers, older workers do have higher levels of respect, maturity and networking ability."

3. **Create new positions or adapt old ones.**
Marriott's Flex Options for Hourly Workers program helps older "associates" around the world transition out of physically taxing roles by teaching them new skills on the job. "Michelin rehires retirees to help oversee projects, foster community relations, and facilitate intergenerational mentoring." At the executive level, corporations can form strategic advisory boards that take advantage of industry experience.

4. **Change workplace ergonomics.**

From wellness programs to custom shoes and easier-to-read computer screens, companies like BMW, Xerox and Unilever have been at the forefront of adapting their workplace for older workers.

HBR reports decreased staff turnover and absenteeism and increased profits and productivity from companies that have taken steps to embrace the aging workforce.
For some workers, reaching the “retiring age” can mean leaving the job based on necessity and embarking on a new career fueled by passion. Some of these individuals will pursue starting their own business. "The fastest-growing age group starting their own businesses are the 50- to 59-year-olds," reported Debbie Banda, AARP’s interim vice president of financial security in an interview with USA Today (“Building a successful 2nd career near retirement,” March 19, 2014).

Opportunity: Retiree to Entrepreneur
Since people are living longer, retirees could start a new career at 55 or 60 and "have another 10, 15 or 20 years for your encore career," Banda explains. Several websites have been launched to inspire retirees with what others are doing and what jobs are available in the current market: Encore.org, RetiredBrains.com, Workorce50.com and aarp.org/workresources. The income such entrepreneurs generate will result in more dollars being spent on local products and services, not to mention the economic gains enjoyed by their need to hire staff for their businesses.

Opportunity: Education
Some seniors will return to school to obtain either a degree or the technical know-how to either maintain a knowledgebase for new or modified positions in the workforce or simply to pursue lifelong interests. The most common reasons for this age group’s returning to school are graphed in Figure 21.

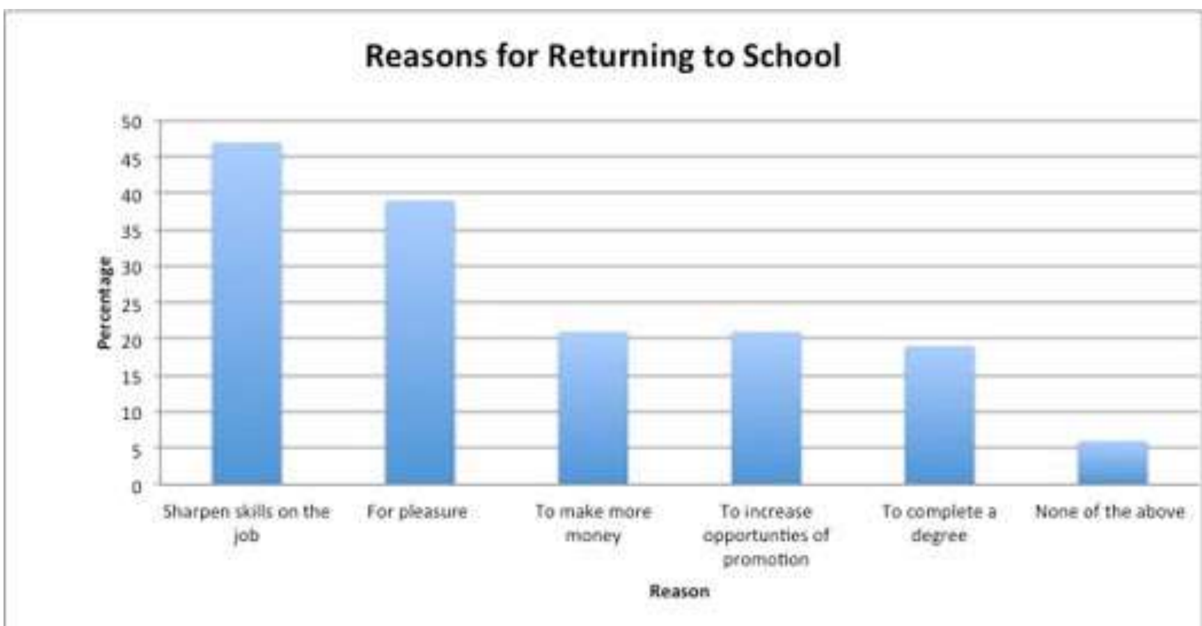

Figure 21 Seniors' reasons for returning to school

The fastest-growing expenditure category for 65 to 74-year old's is education. [See Figure 12] This spending includes costs associated with tuition, books and supplies for college, public or private nursery schools or elementary, middle and high schools. Although the expenditure share for 2012 was still small (less than 1 percent) seniors are paying more of these expenses than in the past. Some seniors have established 529 college savings plans for their grandchildren (to pay tuition tax-free).

Individuals looking for vocational, administrative, or technical work in round two of their careers could tap into Katy ISD's Community Education Programs which offers well-rounded career training in various disciplines. Programs include: Academic, Business Skills, Finance, Computers and Applications, ACT/SAT Prep and online courses.

Seniors seeking to explore professional second careers will be able to tap several Katy higher education resources. The University of Houston Victoria (UHV) calls the Katy area home with a local enrollment over 1,500 students. UHV is currently in the process of growing its Katy area presence as UH System Regents approved plans to purchase 46 acres and build a state-of-the-art academic building in June 2016. The University of Houston System began offering expanded bachelor's- and master's- level degree programs in engineering, business, education and other high-demand fields in Katy during the fall semester of 2016. Private college and university education opportunities in Katy include Belhaven College and Strayer University.

The Houston Community College (HCC) Katy Campus offers a variety of certificates and programs from Business and Information Technology to Agri-Science, with a student population exceeding 4,500. HCC's Corporate Training College offers customized training at reduced cost for companies located in the HCC service area. Specific programs include Management & Leadership, Manufacturing Engineering and Workforce Development.

Lone Star College is located close to Katy and offers numerous academic and workforce programs. The campus features numerous computers labs, a biology lab and a workforce center. Through the Katy Area EDC Leadership Program (Visions of Katy Higher Education), Katy Area EDC conducted a visioning event to develop objectives and strategies to enhance higher education opportunities in the Katy area. It would be prudent to introduce Katy Area EDC groups involved in developing the Higher Ed vision with those drawn to developing the Senior Living vision and see what creative plans they can produce to nurture both visions.

Opportunity: Retirees as Fuelers of Local Economy

It should be noted that a person's retirement status does not preclude that person from contributing to a local economy. Retirement income works as an injection into the economy--outside dollars that retirees can use on goods and services purchased locally. "It's money that wouldn't otherwise be circulating in the economy," explains economist Conor Bell.

A study by Miller and Hy (1998) indicates that in-migrating retirees make a positive contribution to the State of Arkansas' economy. The study cites the following ways in which this population contributes to the state's economy:

- New jobs are created to meet the demand for goods and services of the new residents.
- Some retiree households construct new homes, creating additional jobs and income.
- Retirees stabilize the business cycle because most retiree income is not cyclical.
- Retirees increase local and state tax revenue.
- Retirees enhance the local property tax base.
- Retiree investments increase the capital pool.
- Retirees provide an experienced pool of talent and committed volunteers.
- Retirees are a clean industry.
- Retirees diversify the economy.

Opportunity: Volunteer Labor

Retirees are also available to put their time and experience to use as volunteers for community organizations on which the area depends for services, but which do not have the funds for an operational staff. Data from the Corporation for National and Community Service indicates that one of four older Americans 55 and older—that's 18.7 million people—makes a positive impact on their local communities through volunteering. Between 2008 and 2010 these adults contributed more than 3 billion hours of service per year in their communities. The economic benefit of their service to communities totaled more than $64 billion.

Many research studies have evaluated the health benefits of volunteering in senior citizens. Seniors often develop loneliness, depression, and worsening of physical health as they retire and have friends and close relatives die. Volunteering often helps fill an important gap for seniors. In addition, senior volunteers report better mood and health than those who don't volunteer. Formal volunteer programs can help provide an important new identify and purpose for older adults. This new sense of purpose results in an improved life attitude, as well as the health benefits that go along with increasing social engagement.

There's a widespread assumption that an aging population invariably leads to slower economic growth. Yet as we live longer, healthier lives, older Katy residents may to continue to work, either through volunteering or through continued or new careers, contributing to society well beyond the official retirement age. This could boost local output, allow workers to save longer and slow the drawdown on retirement savings.

IMPACT ON HEALTHCARE

Challenge: Healthcare Costs Increase with Age

Healthcare is the fourth largest category of spending for 65 to 74-year old's (11.4 percent of expenditures) and the second largest category for those age 75 and older (14.7 percent of expenditures), according to data from the Bureau of Labor Statistics' Consumer Expenditure Survey. These expenditures include out-of-pocket costs for physician visits, treatments and lab tests, medical equipment, prescription and over-the-counter drugs and supplemental insurance premiums.

As healthcare becomes a higher priority with seniors, Katy will need to devise better options for delivery of necessary healthcare outside of a facility, in-home care or other solution. This population will demand long-term care benefits in Medicare, virtual support and flexible access to treatment facilities.

OPPORTUNITY: Increased Healthcare Spending & Medicare/Medicaid Payments to Local Providers

Increased healthcare spending is a certain economic benefit that accompanies a large senior population. In 2012 $77 billion was paid to more than 880,000 health care providers [Ran Bi, NYU, Apr 23, 2014]. Individuals age 65 years of age and older bring additional dollars to Katy in the form of Medicare payments to local hospitals, physicians and other health care providers. In 2011 the federal government provided $505,545,142 in Medicare/Medicaid payments to Texas health care providers.

The table below [Figure 22] shows distribution of payments by states, with Florida, California, Texas, and New York having highest reimbursements.

State / Territory	MEDICARE		MEDICAID		TOTAL	
	Paid Count	Payment Amt	Paid Count	Payment Amt	Paid Count	Payment Amt
Alabama	12,267	$ 461,736,757.86	3,291	$ 170,144,647.74	15,558	$ 631,881,405.60
Alaska	857	$ 27,369,971.37	1,802	$ 49,423,558.00	2,659	$ 76,793,529.37
American Samoa	0	$ -	2	$ 5,311,765.91	2	$ 5,311,765.91
Arizona	14,902	$ 395,872,368.08	5,316	$ 257,840,464.61	20,218	$ 653,712,832.69
Arkansas	6,905	$ 276,946,717.05	3,378	$ 103,743,872.02	10,283	$ 380,690,589.07
California	69,787	$ 1,767,429,503.38	31,662	$ 1,224,757,093.48	101,449	$ 2,992,186,596.86
Colorado	14,483	$ 330,400,415.43	5,773	$ 170,081,400.00	20,256	$ 500,481,815.43
Connecticut	12,366	$ 269,773,797.23	3,527	$ 99,557,495.81	15,893	$ 369,331,293.04
Delaware	3,386	$ 58,862,581.00	1,501	$ 35,517,773.01	4,887	$ 94,380,354.01
District of Columbia	2,874	$ 49,862,821.78	229	$ 20,649,638.00	3,103	$ 70,512,459.78
Federated States Of Micronesia	35	$ 361,020.00	0	$ -	35	$ 361,020.00
Florida	55,679	$ 1,522,313,350.32	13,169	$ 524,269,209.49	68,848	$ 2,046,582,559.81
Georgia	20,810	$ 651,970,338.00	6,945	$ 287,530,086.01	27,755	$ 939,500,424.01
Guam	132	$ 1,255,267.83	12	$ 1,536,185.82	144	$ 2,791,453.65
Hawaii	3,035	$ 73,812,531.69	913	$ 39,189,473.00	3,948	$ 113,002,004.69
Idaho	3,877	$ 91,124,375.73	1,779	$ 49,669,670.00	5,656	$ 140,794,045.73
Illinois	44,640	$ 1,075,527,558.84	15,547	$ 536,275,400.38	60,187	$ 1,611,802,959.22
Indiana	19,951	$ 577,865,233.73	6,178	$ 218,961,563.82	26,129	$ 796,826,797.55
Iowa	11,982	$ 348,471,896.99	3,976	$ 131,605,233.00	15,958	$ 480,077,129.99
Kansas	9,747	$ 329,410,588.92	1,860	$ 85,844,869.81	11,607	$ 415,255,458.73
Kentucky	10,851	$ 380,889,660.51	6,292	$ 229,003,477.89	17,143	$ 609,893,138.40
Louisiana	11,000	$ 413,802,088.91	6,084	$ 279,638,724.74	17,084	$ 693,440,813.65
Maine	3,394	$ 111,785,195.52	6,912	$ 129,873,047.96	10,306	$ 241,658,243.48
Marshall Islands	5	$ 43,720.00	0	$ -	5	$ 43,720.00
Maryland	18,700	$ 421,115,037.39	5,724	$ 176,543,277.50	24,424	$ 597,658,314.89
Massachusetts	36,136	$ 633,164,131.39	12,853	$ 298,971,506.37	48,989	$ 932,135,637.76
Michigan	34,060	$ 864,553,573.22	11,517	$ 329,438,445.00	45,577	$ 1,193,992,018.22
Minnesota	30,396	$ 542,223,089.61	6,093	$ 206,010,318.82	36,489	$ 748,233,408.43
Mississippi	5,588	$ 297,146,033.80	5,290	$ 187,597,691.00	10,878	$ 484,743,724.80
Missouri	20,747	$ 601,760,039.42	6,976	$ 251,691,704.00	27,723	$ 853,451,743.42
Montana	2,834	$ 101,272,517.63	1,003	$ 40,127,743.00	3,837	$ 141,400,260.63
Nebraska	7,090	$ 215,497,962.37	1,763	$ 73,484,003.67	8,853	$ 288,981,966.04
Nevada	4,743	$ 134,269,813.80	1,084	$ 50,422,438.22	5,827	$ 184,692,252.02
New Hampshire	7,054	$ 140,205,005.76	386	$ 13,667,218.99	7,440	$ 153,872,224.75
New Jersey	28,575	$ 653,433,448.03	5,049	$ 193,572,892.21	33,624	$ 847,006,340.24
New Mexico	3,457	$ 121,360,028.23	3,052	$ 103,619,104.00	6,509	$ 224,979,132.23
New York	50,393	$ 1,248,661,195.22	24,046	$ 783,764,071.19	74,439	$ 2,032,425,266.41
North Carolina	32,881	$ 718,580,144.05	11,061	$ 298,899,768.16	43,942	$ 1,017,479,912.21
North Dakota	3,507	$ 86,598,985.04	395	$ 22,387,294.27	3,902	$ 108,986,279.31
Northern Mariana Islands	0	$ -	18	$ 1,764,297.70	18	$ 1,764,297.70
Ohio	40,562	$ 1,041,441,026.15	15,603	$ 446,844,667.30	56,165	$ 1,488,285,693.45
Oklahoma	8,362	$ 361,656,072.03	5,365	$ 198,290,324.91	13,727	$ 559,946,396.94
Oregon	14,131	$ 293,261,944.80	5,268	$ 148,284,376.98	19,399	$ 441,546,321.78
Palau	13	$ 144,761.19	0	$ -	13	$ 144,761.19
Pennsylvania	50,261	$ 1,211,611,162.26	13,211	$ 387,059,916.89	63,472	$ 1,598,671,079.15
Puerto Rico	969	$ 10,421,606.44	3,545	$ 119,033,907.00	4,514	$ 129,455,513.44
Rhode Island	2,834	$ 72,751,349.16	1,276	$ 34,834,735.80	4,110	$ 107,586,084.96
South Carolina	12,289	$ 371,887,374.18	4,081	$ 150,308,174.56	16,370	$ 522,195,548.74
South Dakota	4,394	$ 108,962,845.37	825	$ 47,159,349.08	5,219	$ 156,122,194.45
Tennessee	17,133	$ 571,146,086.82	8,295	$ 256,615,625.99	25,428	$ 827,761,712.81
Texas	54,487	$ 1,624,338,195.57	18,276	$ 802,040,711.59	72,763	$ 2,426,378,907.16
Utah	8,283	$ 163,023,766.74	1,764	$ 80,264,503.00	10,047	$ 243,288,269.74
Vermont	2,054	$ 58,530,326.73	2,434	$ 48,288,453.88	4,488	$ 106,818,780.61
Virgin Islands	93	$ 1,039,906.29	8	$ 1,728,753.12	101	$ 2,768,659.41
Virginia	27,078	$ 633,102,146.91	5,130	$ 167,764,465.92	32,208	$ 800,866,612.83
Washington	20,389	$ 439,861,024.56	12,288	$ 320,446,300.00	32,677	$ 760,307,324.56
West Virginia	5,038	$ 188,912,141.32	2,402	$ 96,010,559.66	7,440	$ 284,922,700.98
Wisconsin	28,499	$ 595,321,381.39	7,877	$ 238,077,529.65	36,376	$ 833,398,911.04
Wyoming	1,233	$ 48,035,394.26	330	$ 20,779,966.15	1,563	$ 68,815,360.41
TOTALS	917,228	$ 23,792,177,277	330,436	$ 11,246,218,746	1,247,664	$ 35,038,396,023

Figure 22 Distribution of Medicare/Medicaid payments by state

Given Katy's increasing development as a thriving medical center, the area is well suited to answer the needs of an aging population. Katy has become a significant force in Houston's healthcare industry because of its fast growth and favorable economy, which for years has attracted hospital establishments to the area. Four major hospitals sit squarely within the Katy area--Texas Children's Hospital West Campus, West Houston Methodist, Memorial Hermann Katy and MD Anderson Cancer Center.

Oil industry dips have resulted in layoffs within the oil-dependent Katy and Houston populations, and medical providers in both areas have felt the hit. But Katy's large and growing senior base means many patients are not impacted by job cuts and lost healthcare coverage.

Addressing the concerns that the Medicare/Medicaid well may soon dry up, due to Boomers' constant and increasing drawing from its pockets, the second prong of Katy's healthcare concerns should be in preventive care, developed home/virtual/remote care, and/or reducing long-terms hospital stays—perhaps by developing a stronger base of patient case workers who can follow up on patients after their release from the hospital, and further coordinate additional visits with other specialty practitioners. Engagement in the community, whether through volunteering, career, or social activities, has been proven to have significant, positive impacts on the health of seniors.

IMPACT ON HOUSING

America is underbuilt and undercapitalized when it comes to senior housing, reports Jack West founder of Country Place Living a franchisor of assisted-living residences for seniors in rural America. The boom we are about the face in our older population means the issue of housing must be addressed today. West points out that "Being involved in the senior housing sector was once a game only played by the large corporate giants," but the variety of solutions Katy can consider for senior housing translates to a variety and range of players who can get involved in this market.

Overall housing expenses (including maintenance, property taxes, insurance and mortgage interest) are the largest category of expenditures for seniors, comprising 32.8 percent of expenditures for 54 to 74 year old's, and 36.7 percent for 75+ year old's.

A 2009 report from the Center for Housing Policy, "Housing an Aging Population – Are We Prepared?" examines the housing issues associated with aging baby boomers: the heightened demand for housing, challenges in providing meaningful choices and the toll on communities who must provide both affordable housing and adequate services.

Age in Place

The Center for Housing Policy's report underscores the impact of these housing challenges on older adults with disabilities. The report indicated that "10 million out of the nation's 26.2 million older households — or 38 percent — include at least one member with a disability. Not surprisingly, disability rates are linked with age, affecting one in four households aged 65 to 74,

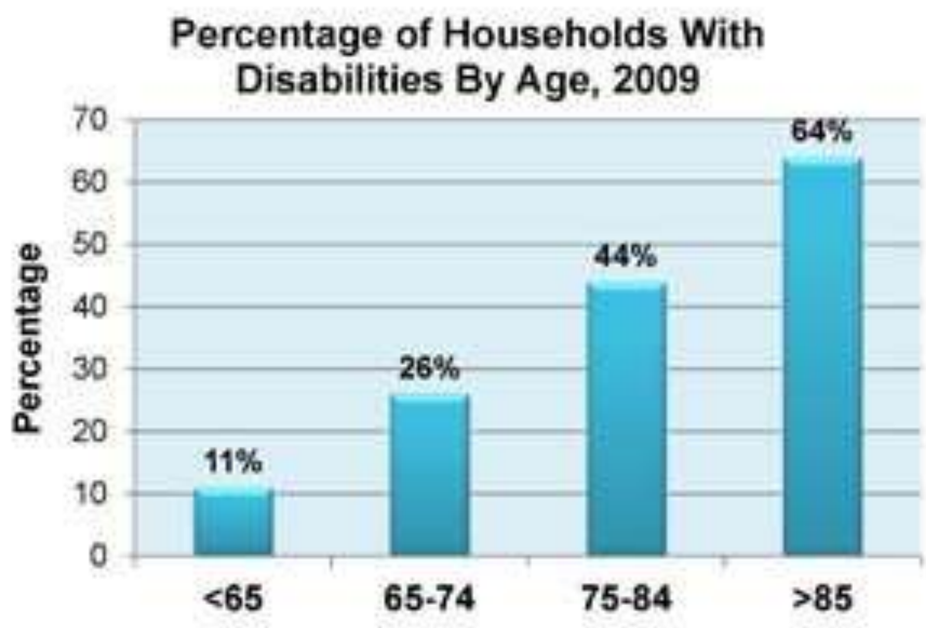

Figure 23Percentage of households with disabilities by age

rising to almost two-thirds of those 85+. Poorer households are more likely to have disabilities (44 percent among the very low-income groups), with rates decreasing steadily among the higher-income categories. Disability rates also are slightly higher for renters than owners."

Studies reveal that a strong majority of people would choose to stay in their current homes for as long as possible—to "age in place." [Figure 24] As such, rather than push older, disabled Americans into nursing homes before they're ready, or before it's truly necessary, individuals may elect to make home modifications (promising for local construction and carpentry businesses) and use aging-in-place services and housing options to stay in the homes and neighborhoods in which they have established deep roots.

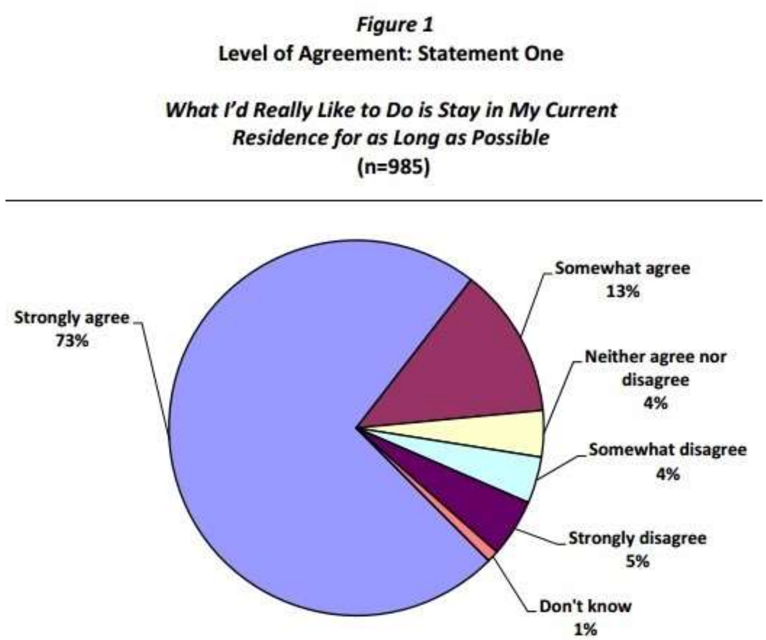

Figure 24 What I'd really like to do is stay in my current residence for as long as possible (Source: Home and Community Preferences of the 45+ Population)

Home modifications include making accommodations wheelchair accessible (including adding, modifying or replacing ramps, kitchen entries, kitchen cabinets and countertops, bathroom entries and grab bars, bathtubs, elevated toilet seats, mirror and medicine cabinet height adjustment, closet clothes rods, carpeting/flooring, light switches, thermostats, and other items that affect the home's general access and maneuverability).

Costs for these modifications, which are mostly funded by residents, can be quite expensive, promises income for Katy construction, carpentry, electrician and remodeling services, as well as for local home improvement retailers, like Home Depot and Lowe's.

On the flip side, the costliness of these modifications raises again the concern of affordability for retired homeowners. Approximately one-third of states have non-Medicaid financial assistance programs, sometimes called nursing home diversion programs, whose objective is to prevent the unnecessary institutionalization of the elderly (in nursing homes paid for by Medicaid). To that end these programs will help pay for home modifications that enable elderly and disabled persons to remain living in their homes. In addition, to helping seniors pay for environmental accessibility adaptations (formal language for home modifications), some of these programs help pay for assistive technologies (formal language for durable medical equipment).

The Texas Department of Aging and Disability Services (DADS) has several programs designed specifically for the elderly, one of which is a group of services referred to, on the whole, as Services to Assist Independent Living (SAIL). These services are intended to help seniors to live independently in their homes. To that end, they include support, such as home modifications, providing homemaker services and personal care, assisting in transportation and offering caregivers respite care.

Some of the services can be consumer directed, meaning the recipient of the services is empowered to choose their own service providers. This is most notable in the case of personal care. Certain family members are eligible to paid as personal care providers.

Texas' In-Home and Family Support Program (IHFSP) is also referred as the Community Services IHFS Grant. These grants are intended to provide support to physically disabled individuals who do not also have intellectual disabilities in the interest of preserving their independence. This can include persons with lifelong disabilities, those acquired through normal aging or those that result from a medical condition, such as muscular or nervous system disorder. The objective of the program is to offer financial support that will enable them to continue living independently in their home and not be institutionalized. IHFS Program participants can be granted up to $1,200 / year in financial assistance. Approximately 6,000 Texans receive the grant each year and they are given considerable flexibility as to how they spend the grant.

Other policies are in place to facilitate adults aging in place, including deferred loans or grants from Community Development Block Grant (CDBG), HOME or housing trust funds; expansion of the Home and Community-Based Services Medicaid waiver program, volunteer efforts, and other mechanisms; housing vouchers and property tax abatement programs; and expanded public transit and volunteer driver programs.

Multigenerational Households

Close to 57 million Americans, 16.7% of the population, live in multigenerational households across the country today (Source: Pew Research Center). Mutigenerational communities, neighborhoods that are planned to mix neighbors of all ages, stages and life experiences, have been developed in many parts of the U.S. These lifestyle communities offer desirable amenities and programs to meet homeowners' needs and interests and enhance their lifestyles.

Among the contributing factors for the rise in the growth of this type of household and community are the following:

- A 2% increase in immigration since 2010. Immigration rates are expected to increase by 1.2% per year. Racial & ethnic minorities are more likely to live in multi-generational households (Asians – 25%, African Americans – 23%, Hispanic – 22% as compared to Whites – 13%)
- Longer life expectancy, average increase of 3 years since 1990 (Source: CDC –2012 Mortality in the United States)
- Average annual cost of a private nursing home room is $83,000, a semiprivate room $55,000 and assisted living $43,500. (Source: Genworth.com for Houston DMA)
- Baby Boomers make up 26% of the population today (78 million consumers). (Source: 2012 US Census Bureau)
- Boomerangs: three-quarters of young adults age 25 to 34 move back in with their parents. (Source: Pew Research Center's Social and Demographic Trends project, July 2014)
- People are marrying later in life, divorce rates continue to increase, apartment and home rental rates continue to increase (current avg $1276/mo), overall unemployment remains steady (5.3% - July 2015) while the unemployment rate of kids 20-24 who are just graduating college is high at 14.3%

Multigenerational Household Statistics by County

	Total Population	Homes	Homes with 3 or More Generations	% of Multigen Homes
Brazoria Co	338,124	106,589	6,307	5.9%
Fort Bend Co	685,345	187,384	12,948	6.9%
Harris Co	4,269,608	1,435,155	90,969	6.3%
Montgomery Co	518,947	162,530	7,702	4.7%

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THE HOME WITHIN A HOME®

Figure 25Multigenerational household statistics by county

The trend toward multigenerational households can be witnessed in local housing data, perhaps strengthened by Katy's strong and growing influx of immigrants from cultures that are rooted in this type of housing scenario [Figure 25].

The case for multigenerational housing gets stronger in instances of the elderly and/or disabled. The following tables [Figure 26 and Figure 27] illustrate that this demographic is notably present in Katy and surrounding areas.

For many families, the appeal of living in a multigenerational household--beyond the benefits of social, cultural and physical wellbeing--is tied to the potential for dramatic cost savings.

Population by Age

	Total Population (2014)	18-24 years	%	25-34 years	%	50-64 years	%	65+ years	%
Brazoria Co	338,124	27,382	8.1%	46,999	13.9%	62,215	18.4%	36,179	10.7%
Fort Bend Co	685,345	52,514	7.7%	85,668	12.5%	131,586	19.2%	65,108	9.5%
Harris Co	4,269,608	426,960	10.0%	691,676	16.2%	435,500	10.2%	371,455	8.7%
Montgomery Co	518,947	444,629	8.6%	65,387	12.6%	101,714	19.6%	62,274	12%
		College Students		Boomerangs		Boomers/Caregivers		Caregivers/Care Needed	

Age Groups

Source: US Census Bureau 2014 American Community Survey

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Figure 26 Local counties population by age

The following table [Figure 28] reports survey results from NextGen homeowners and illustrates the cost savings that accompany living in a multigenerational home (NextGen homes are built as "homes within homes" that are developed within multigenerational communities; several NextGen multigenerational communities have been developed throughout Houston and Katy in Cinco Ranch, Woodcreek, Raintree Village and other areas).

Population with Disabilities

		Ambulatory Difficulty		Self-Care Difficulty		Independent Living Difficulty*	
		Ages 5-65+					
	Total Persons w/Disabilities	Total	% of total Population	Total	% of total Population	Total	% of total Population
Brazoria Co	31,840	17,947	6.3%	7,747	2.7%	11,278	4.0%
Fort Bend Co	42,819	20,652	3.9%	9,312	1.7%	16,511	3.0%
Harris Co	392,304	204,430	4.7%	86,391	2.0%	135,637	3.2%
Montgomery Co	48,057	15,410	3.5%	8,104	1.9%	15,349	3.5%

* Population statistics for persons with difficulties w/independent living only include age categories 18-64 and 65+

Source: US Census Bureau 2014 American Community Survey

NEXTGEN

Figure 27(left) Local counties' population with disabilities

Monthly Cost Savings

Mortgage	
Less than $100	19.5%
$101-$500	18.3%
$501-$1000	19.5%
$1001-$5000	14.6%
More than $5001	0.0%
Prefer not to answer	28.1%

Utilities	
Less than $100	48.8%
$101-$500	26.3%
$501-$1000	2.5%
$1001-$5000	1.3%
More than $5001	0.0%
Prefer not to answer	21.3%

Home & Yard Care	
Less than $100	55.4%
$101-$500	12.2%
$501-$1000	135.0%
$1001-$5000	0.0%
More than $5001	0.0%
Prefer not to answer	31.1%

Childcare	
Less than $100	40.6%
$101-$500	6.3%
$501-$1000	4.7%
$1001-$5000	3.3%
More than $5001	3.3%
Prefer not to answer	42.2%

Transportation	
Less than $100	51.6%
$101-$500	4.7%
$501-$1000	4.7%
$1001-$5000	1.6%
More than $5001	0.0%
Prefer not to answer	37.5%

Other	
Less than $100	34.2%
$101-$500	13.2%
$501-$1000	2.6%
$1001-$5000	0.0%
More than $5001	0.0%
Prefer not to answer	50.0%

Based on data collected from Next Gen® home owners

Figure 28Monthly cost savings associated with living in multigenerational homes

Assisted Living

Assisted Living Executive conducted an economic impact study of the assisted living industry, revealing that assisted living is a major business sector with impressive direct and indirect economic impacts. Assisted living directly employs more than 420,000 people, pays salaries and wages topping $10.6 billion annually, and has an annual gross revenue of more than $33 billion.

> *Furthermore, assisted living's gross revenues have an even greater economic impact on many other industries within the overall U.S. economy. When considering those relationships, the assisted living industry's total financial output is nearly $109 billion annually, affecting 1.3 million jobs and $40 billion in salaries and wages.*

> *Most importantly, the assisted living industry has added a major component to the senior living continuum of care by improving the quality of life for seniors, while making necessary health care more accessible and affordable. (Assisted Living Executive)*

In 2008, senior housing consulting firm Moore Diversified Services (MDS) used the profile of a typical assisted living community--80 units with an average occupancy rate of 93 percent or 74 residents--to measure assisted living's economic impact.

74 residents x monthly service fee (MSF) of $3,550/month, or $42,600/year=$3.2 million per year

MDS drills further down the model to show broader economic impact in the community. Their calculation multiples the typical .5 full-time employees per total unit count (74), resulting in 40 FTE employees. Labor rates vary according to job description and location, but typically range from 28-37% of total revenue. For its simulation, MDS uses 32% of $32 million, meaning this model assisted living community will produce around **$1 million in salaries and wages**.

Furthermore, when an assisted living community spends a portion of its monthly service fees on items such as wages, office supplies, food, utilities, and other goods and materials, the result is more sales and more jobs for the companies that the assisted living community does business with directly. Dollars also flow through these businesses to other organizations in which they do business, thus providing an indirect but very real economic impact.

The principal source of cash is the monthly service fee from residents, collected by the assisted living community and then distributed throughout the local economy as salaries to employees and goods and services purchased from local and remote vendors and suppliers.

When a new assisted living community is being developed, there's also the initial non-recurring impact to businesses for design, development, and construction services. This financial investment and new job creation process also has a ripple effect. This new round of household spending on local goods creates new jobs, which in turn stimulates additional rounds of spending.

Lenders, retail and institutional investors should be inspired by the potential economic benefit to be gained by development of assisted living communities in Katy.

Private Homes

"Older households are less likely to move and purchase homes, but the sheer size and relative wealth of the Baby Boomer generation means they will account for $1 out every $4 spent on new home purchases or rent in the next five years," write Jeremy Burbank, VP, The Demand Institute and Nielsen, and Louise Keely, President, The Demand Institute, and Senior VP, Nielsen in their article, "Uncommon Sense: Most Baby Boomers are not Downsizing (Quite the Contrary)"

Boomers are revisiting housing plans they put on hold during the Great Recession. Many are planning to retire as they reach their mid-sixties and are making plans for their housing needs as they approach retirement.

The Demand Institute surveyed more than 4,000 Baby Boomer households about their current living situation, moving intentions, and housing preferences. The study delivered useful insights into the mindset of the Boomer generation, which could prove useful to Katy as it strives to develop with this age group in mind:

- Nearly two thirds of Boomers have no plans to move at all. They will "age in place" in homes and communities where they have often lived for a decade or more. Second, those who are moving are not going very far. Sixty-seven percent of movers will stay in state and over half will move within 30 miles of their current home.

- Nearly half of those that will move (46%) plan to increase the size of their home or spend more for a home the same size as what they have now.

- The other half (54%) of Boomer movers will downsize, either by moving to a smaller home or spending less for a home of the same size. But downsizers are not necessarily looking for lesser homes in all regards, and many will seek high-end finishes or more numerous community services and amenities. In fact, downsizers will spend more on their next home ($200,000) than upsizers ($180,000), on average, a reflection of their still considerable nest eggs.

- Much of the benefit will flow to the single-family home market: Baby Boomer movers, upsizers and downsizers alike, generally prefer such homes over condos and apartments. Few are planning to move to senior communities. They recognize the importance of having easy-to-maintain homes as they age, but most (69%) still want a yard or a garden. They are in general not yet ready for "senior" lifestyles.

- Most Baby Boomers plan to purchase when they move, and while some will go from owning to renting, just as many will do the opposite. The majority (56%) of these purchases will require mortgage financing.

- Finally, even those who do not move will contribute to the housing-driven economy, by way of spending on renovations. One way or another, the clear majority of the Boomer generation will be helping to drive the housing economy.

Important to note is the wide range of financial status and housing plans among the Boomers. Individuals in the group vary in terms of where they want to go from here in life, and their housing choices reflect this diversity. One thing the study did make clear is that whether the respondents planned to move out of (in which case most would upsize), or stay in (in which case they would upgrade) their current homes, they will be spending significant money on their homes in this phase of their lives.

Senior Living Communities

Independent living is at the top of the list for most seniors. Seniors want services available that will allow them to maintain independence.

The Mather Lifeways survey describes trends in senior living communities that include wellness and lifelong learning options available as well as environmental considerations, such as green living standards. The survey also found that wireless technology is opening even more opportunities to pursue a wealth of knowledge.

Currently, 22% of continuing care retirement communities are now offering Web-based education. However, that number is expected to soar to 69% over the next four years, while wellness offerings, including classes and recreation, are projected to grow to 52%, up from 25%. Studies also reveal that 35% of senior living community providers are expected to observe “green” standards in new construction or renovation.

The Beacon Hill model, as described in *AARP Magazine*, is an innovative program that allows residents to stay in their homes and maintain their independence safely and comfortably. Beacon Hill Village in Boston is being embraced by communities with seniors across the nation because of its model as a full-service concierge program.

The program links older residents of the neighborhood with anything from a ride to the doctor’s office to house painting services to free lectures and exercise classes. Members must live in the neighborhood and pay an annual fee. The Beacon Hills Village program has sparked grassroots movements across the country.

IMPACT OF “THE LONGEVITY ECONOMY”

The purpose of this brief section is to focus exclusively on the proposition that despite the popular belief that the aging population will represent a significant burden on our economy, seniors represent economic growth for Katy. Granted, systemic issues related to the sustainability of Medicare and Social Security will create fiscal challenges that will need to be addressed at the national level. But the Katy economy and community have much to gain from this growing population and “the longevity economy.”

Oxford Economics published a report on this topic, called “The Longevity Economy: Generating Economic Growth and New Opportunities for Business.” The study defines the longevity economy as the "sum of all economic activity serving the needs of Americans over 50, including both the products and services they purchase directly and the further economic activity this spending generates. The longevity economy is not just about prolonging old age; it's about the 30 years added to middle age, when workers are most creative and productive."

The Oxford study details findings indicating the economic activity generated by the 50-plus population:

- The gross domestic product of the longevity economy is $7.1 trillion, which makes it the third largest economy in the world. It follows the U.S. and China. It's $2 trillion larger than the economy of Japan.
- It represents 46 percent of the total GDP and accounts for 100 million jobs and $4.5 trillion in wages and salaries.
- It generates $1.75 trillion in federal, state and local taxes. In federal taxes, the longevity economy generates $987 billion, which is 47 percent of total federal taxes, and $761 billion in state and local taxes, which is 56 percent of the total.
- It generates new business and creates jobs. Those ages 45 to 64 launch new companies at almost twice the rate of those ages 20 to 34. In 2011, almost one-fourth of new U.S. businesses were launched by entrepreneurs between 55 and 64 years old. That was a 14 percent increase since 1996.
- Those 50 and older contribute more than $3 trillion to U.S. consumer spending, not including health care, translating into one-half of all consumer spending.
- The 50-plus economy is a large source of charitable giving, contributing almost $100 billion annually. That's 70 percent of all charitable donations from individuals.
- This population also has a distinctive consumer profile. They control almost 80 percent of U.S. aggregate net worth. The average wealth of households headed by people over 50 is almost three times that of those ages 25 to 50 who are heads of households. And the 50-plus spend more than any other age group.
- Beneficiaries are not only older adults. People and families of all ages and generations who are working and receiving salaries and wages generated by the longevity economy also benefit.

Based on these facts, it is clear that this population merits attention from the local private sector and from local public policymakers to ensure their potential for contributions is realized.

SOLUTION: VISIONS OF KATY GROWING OLDER BETTER

Besides creating an inflow of income that goes back into the Katy economy, productive seniors are healthier seniors (which helps cuts the financial burden of healthcare costs for families and community); and they're happier people, meaning they're more productive, which makes them healthier, then happier---round and round the cycle spins. At the end of the day, though, it makes economic sense to build Katy as a "livable community" for seniors.

Katy Area EDC does not have a vision of Katy becoming a retirement community, but they do have a vision of Katy being open to and appreciative of the aging population as **active community members**. The fact that people are living longer, healthier lives is an opportunity as well as a challenge. We believe that population could be an asset if given the opportunity and provided a system to be involved.

DEVELOP KATY AS A LIVABLE COMMUNITY

The leaders of Katy are well positioned at this relatively early stage of the demographic progression toward an aging population, to begin sculpting the area as a "livable community."

The AARP defies a "livable community" as:

> "a community that is safe and secure, has affordable and appropriate housing and transportation options, and offers supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents' engagement in the community's civic, economic, and social life."

The World Health Organization (WHO) created its Global Age-Friendly Cities and Communities project to help cities prepare for the rapid aging of populations and the increase in urbanization. The program targets the environmental, social, and economic factors that influence the health and well-being of older adults. AARP and the WHO are working together with communities across the United States to encourage and promote age-friendly planning and policies that will allow communities to become places where adults can successfully age in place.

The WHO has identified eight areas that influence the quality of life of those in a community, particularly older adults. The eight areas or domains are: Outdoor Spaces and Buildings; Housing; Transportation; Social Participation; Respect and Social Inclusion; Civic Participation and Employment; Communication and Information; and Community and Health Services.

IMPLEMENT AARP SURVEY INSTRUMENT

AARP Research developed a survey instrument that captures the WHO eight areas of an age-friendly community to help communities: (1) establish a baseline with regards to older adults being able to age in place, and (2) conduct a community needs assessment to identify and prioritize areas of focus. The survey findings reflect individual preferences and help policymakers, planners and others better understand the needs of an aging population to begin to brainstorm steps and policies that can be taken to improve livability for all.

SAMPLE SURVEY FINDINGS: SAN ANTONIO

The AARP Age-Friendly Community survey was conducted for the city of San Antonio in March 2016. Some top-level findings are quoted from the survey results published by AARP:

San Antonio residents have deep roots in their community. More than half (53%) have lived in their community for over 25 years, and the vast majority intend to stay in San Antonio. Nearly nine in ten (88%) say their community is good, very good or excellent place for older people to live.

Based on the eight domains of an age-friendly community, survey findings also help identify the community features that are most important to San Antonians age 50-plus.

- *On average, HEALTH AND WELLNESS features are rated most important, Specifically, San Antonio residents consider it important to have hospitals, clinics and facilities that are well-maintained and convenient; as well as personalized healthcare services that are helpful, easily accessible and affordable.*
- *Well maintained homes and reliable home repair contractors from the HOUSING domain also top the list of what is important to San Antonians for an age-friendly community.*
- *Aspects of street safety round out the top tier of important community features for age-friendly living, from the OUTDOOR SPACES & BUILDINGS and TRANSPORTATION domains. According to residents, it is highly important to have well-lit streets and intersections that are safe for all users, such as pedestrians, bicyclists and drivers; and sidewalks that are suitable for pedestrians and people of all abilities.*
- *While features of Health and Wellness dominate the list of what is important for an age-friendly San Antonio according to survey respondents, the largest community need gaps are concentrated primarily in the areas of Job Opportunities, Volunteering, and Engagement and Community Information. There are also gaps in Housing and Health services that would help residents remain in their homes as they age.*
- *Job Opportunities for older adults is an unmet need for 50-plus adults in SA, according to survey results. Job training, job flexibility and jobs adapted to needs of the disabled are all among the largest need gaps.*
- *The chief need for connecting older residents to Volunteer and Engagement Opportunities is providing transportation to and from volunteer activities for those who need it, making information on volunteer opportunities easy to find, and providing volunteer training opportunities are additional unmet needs to supporting community volunteering.*
- *Large gaps are identified regarding the dissemination of Community Information that is delivered in person, printed in large lettering, automated and accessible from a central location.*
- *Two features of the Housing domain rise to the top of unmet needs that would help residents stay in their own homes: home repair services for low income and older adults; and homes built or designed for older adults, such as no-step entrance, wider doorways and ground floor living.*
- *In the Health domain, one needs gaps stands out above all others: affordable home health providers. This again underscores a desire for improved in-home services that allow residents to age in place.*

CONNECT WITH LOCAL LEADERS, BUSINESSES AND OFFICIALS

Harris County Precinct Three Commissioner Steve Radack, whose district encompasses a lot of what is considered to be the Greater Katy Area, has been an outspoken advocate of quality of life in the area—with 62 parks to his credit, including some of the first dog parks in the country and an environmentally-friendly network of hike, bike, and walking trails that covers dozens of miles in the precinct

In addition to his role as a county policymaker, which has given him a voice in regional health, transportation, and technology issues, Radack has also focused on enhancing the quality of life for all residents of Precinct Three.

There was considerable discussion on several related topics, including the need for transportation, creation of volunteer/mentoring opportunities, etc.

It would be prudent to reach out to Commissioner Radack, to enlist his help and hear his thoughts and ideas about how to ensure Katy develops as a "livable community."

Similarly, heads of local businesses can be tapped with a campaign geared toward encouraging them to implement flexible, half-retirement, and to create new or modify existing positions within their companies that they seek to fill with seniors who possess a lifetime of experience and possess valuable customer-relations skills and desirable attributes unique to their age group.

Katy Area businesses and non-profit organizations could be encouraged to submit their job and volunteering opportunities to a central database, accessible to seniors via the Internet.

Development of a wide variety of senior housing types should be sought for the Katy Area, encouraging such development to occur in areas that provide easy access to local parks and areas for entertainment and relaxation.

A focus on providing a range of healthcare options--including virtual and mobile, in-home visits—can be finetuned with the input and cooperation of local healthcare providers, or by bringing alternative providers into the area.

CONCLUSION

The recommendation of this white paper suggests the formation of a Katy Area Task Force to further discuss the challenges and opportunities that an aging, but healthy and active community brings, and hopefully turn that segment of our populations into an asset.

The Katy Area is faced with a window of opportunity to shape the community into a place where the aging Baby Boomer population will "rewire and re-fire" their careers and/or interests, engage in the community, and live in comfortable homes where they feel safe and happy. [Figure 29].

Katy area residents and organizations involved with the aging community must ensure that the Katy area flourish on this trajectory, not only to protect the area from what could otherwise be a serious drain on the local economy, but also, and more importantly, to protect the generation that built the Katy area into the thriving economy it enjoys today.

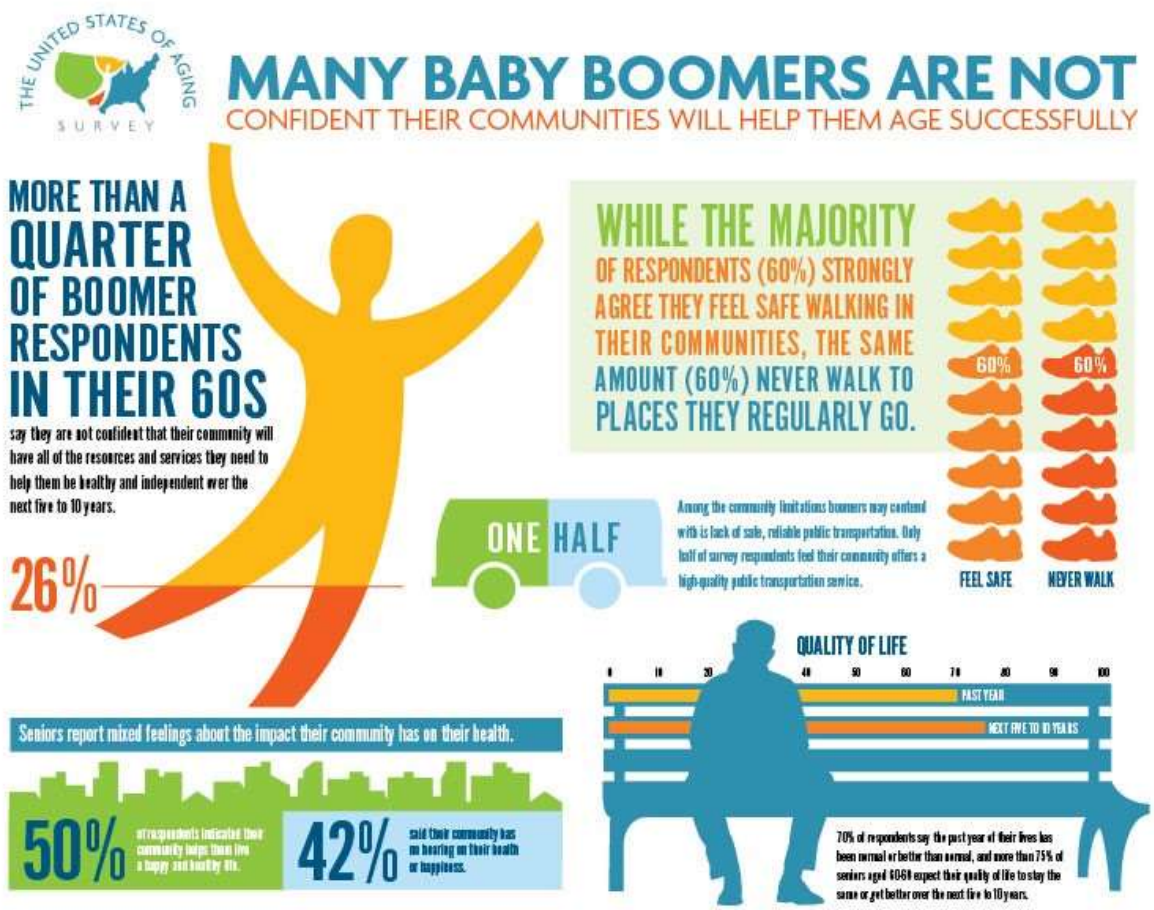

Figure 29Infographic: Many Baby Boomers are not confident their communities will help them age successfully (source: The United States of Aging)