



# *Community Cooperation to Support Aging in Community - The Village Model*

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National Association of Housing  
Cooperatives

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# Agenda

- **Discussion Points**

- Overview of growing need for aging in place supports
- Housing cooperatives already have elements by design that can support aging in place,
- Partnerships with local service providers can integrate long term supports and services
- Village model provides an innovative solution for housing cooperatives and the Village to Village Network provides tools for success

- **Open Discussion**

# It Takes More Than Money to Spark Lasting Economic Progress

- Empowering communities through
  - Innovative community lending
  - Expert technical assistance
  - Effective policy development
- Key areas of work include
  - Affordable cooperative housing
  - Cooperative service purchasing arrangements
  - Community-based and facility-based LTSS enhancement
  - Community-based health and behavioral care
  - Educational Facilities

## As a Mission-Driven, Non-Profit, We Measure Our Social Impact

- Our impacts include
  - **32,000** units of multifamily homeownership or other affordable housing
  - **15,000** jobs for low-income individuals
  - **94,000** school seats
  - **8,700** affordable assisted living units for seniors and persons with disabilities
  - **2.4 million** square feet of community health center space serving 350,000 patients annually

# Connecting Long Term Supports Policy with Real World Practices

- CLTSI team provides innovative, expert technical assistance to community-based organizations working in underserved and moderate- and low-income communities
- Mission to help older Americans and people with disabilities to conduct their lives with maximum independence, dignity and connection to their communities
- Develop models to fosters community ownership and meets consumer preference to maintain independence

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# *Community Approaches to Aging*

# Community Integration is More Than Just Physical Presence in the Community

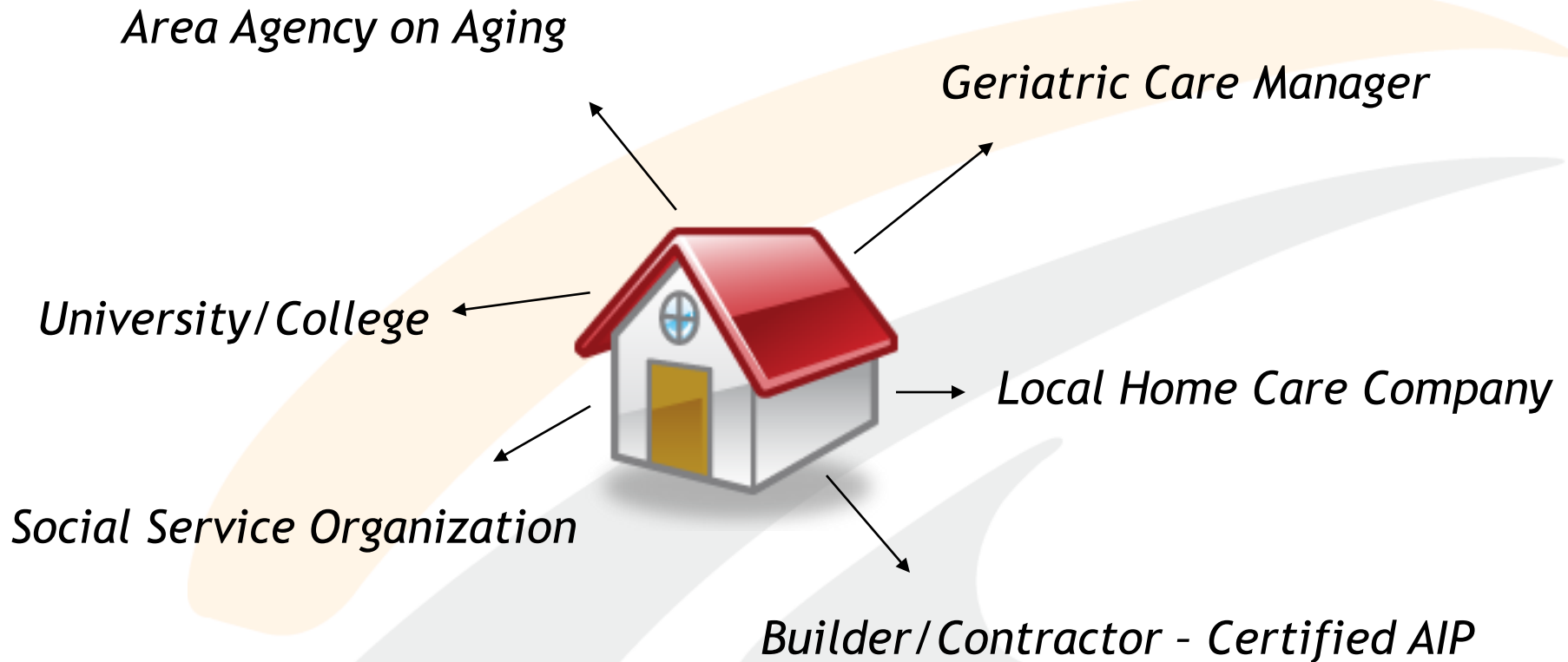
- Comprehensive community integration programs need to include housing, education, employment, transportation and personal care services
- Transparency in communication among multiple agencies is key
- Flexibility in funding to leverage multiple sources

# Aging in Place Elements and Features Address Needs of Whole Person

Element	Features
<b>Basic Needs -- Safe, Accessible, and Affordable</b>	<ul style="list-style-type: none"><li>■ Accessible and affordable housing and community areas</li><li>■ Provides information about services</li><li>■ Fosters safety</li></ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"><li>■ Fosters meaningful connections</li><li>■ Promotes active community engagement</li><li>■ Opportunities for paid or volunteer work</li></ul>
<b>Health and Well Being</b>	<ul style="list-style-type: none"><li>■ Facilitates access to medical and social services</li><li>■ Promotes health behaviors</li><li>■ Supports community activities that enhance well being</li></ul>
<b>Independence and Autonomy</b>	<ul style="list-style-type: none"><li>■ Mobilizes in-home supports and services</li><li>■ Coordinates or offers transportation</li><li>■ Supports family and other caregivers</li></ul>



# Strategic Partnerships can Support Community Living



# Examples of Community Approaches to Aging

- **Community building initiatives**
  - Villages
  - Living at Home/Block Nurse Program Model
  - Community Partnerships for Older Adults
  - NORC
- **Community initiatives linked to housing or physical location**
  - Naturally Occurring Retirement Community (NORC) Programs
  - Senior Cohousing
- **Community building tools**
  - The AdvantAGE Initiative
  - Livable Communities
  - Certified or Designated Retirement Communities



# *Village Model*

# Villages are Unique to the Communities They Serve

Development impacted by:

- Who initiates planning
- Geographic area and target population
- Relationships in the community
- Research undertaken during planning process
- Knowledge of existing community resources

# Village Hallmarks and Guiding Principles

- Grassroots membership based organizations
- Self-governing - BOD drawn from community
- Self-supporting - Membership fees, donations, grants, in-kind support
- Consumer driven - reflect and respect members' needs
- Consolidator of services; trusted, vetted providers

# Village Hallmarks and Guiding Principles

- Create strategic partnerships; do not duplicate existing services
- Focus on the whole person (community building, member services, healthy aging)
- Reduced fee memberships
- Promote volunteerism, civic engagement, member to member assistance
- Support intergenerational connections

# Innovation is Promise of Village Movement

- Village model provides a new way to address long term supports for older adults
- Creates a person centered and controlled way to support aging needs
- Maximizes community assets to create holistic system
- Strengthens community and creates non-traditional supports

## Villages Strive for Independence, Dignity and Connection to Community for Older Adults

### **Village Is**

- **Consumer developed and operated**
- **A one-stop shop for coordinating a variety of services and supports**
- **A network of community members working together**
- **Focused on the whole person**
- **Integrates a variety of resources and assistance**

### **Village Is NOT**

- **A provider model**
- **Licensed**
- **A physical place such as a senior center or a NORC**
- **A care-giving model**
- **A new silo**
- **Replicating anything**



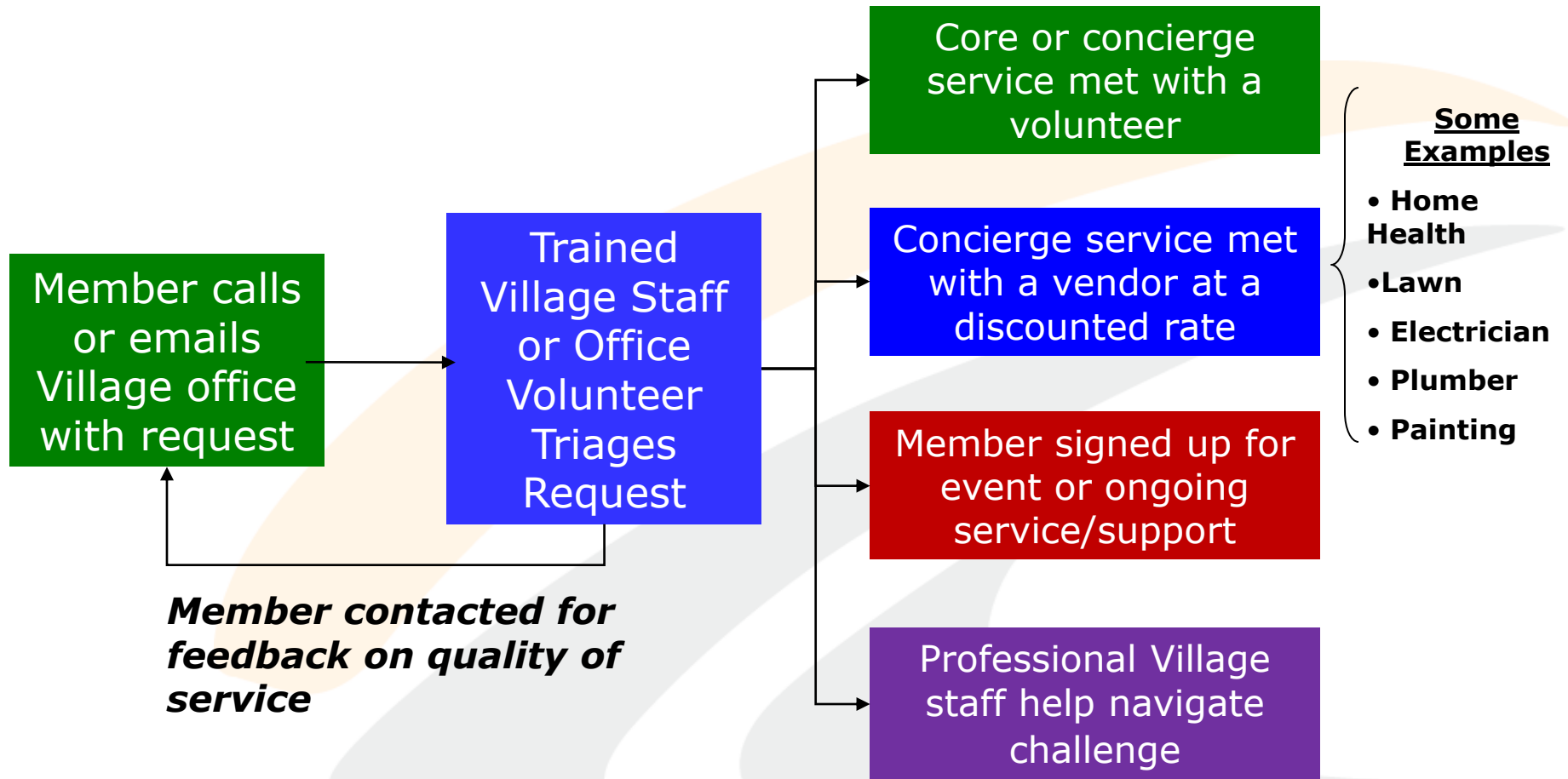
# Villages Foster a Stronger Sense of Community

- Governance/Civic Engagement
  - Non Profit, 501(c) 3 organizations
  - Membership governed through Board of Directors
- Funding
  - Funded through membership fees and fundraising
- Supports and Services
  - Provide one stop, one call for community members
  - Facilitate connection to existing community services
- Currently targeted to moderate income but includes low-income
  - Membership Plus model allows for Medicaid eligible individuals to participate

## Because They are Consumer-Driven Organizations, Services Are Flexible

- Core Services
  - Transportation
  - Grocery shopping
  - Professional staff services including supports coordination
- Concierge Services
  - Coordinated by Village staff
  - Vetted, background-checked vendors
  - Discount on service included in membership or negotiated on a request-by-request basis

# Villages Response to Member Requests



## Network Developed in Response to Growing Need

- Inquiries to Beacon Hill Village
- Sixty-five currently operating, hundreds more seeking information
- Commonality of information requests:
  - Getting Started
  - Fundraising/Marketing/Outreach
  - Sustaining operation
  - Technology

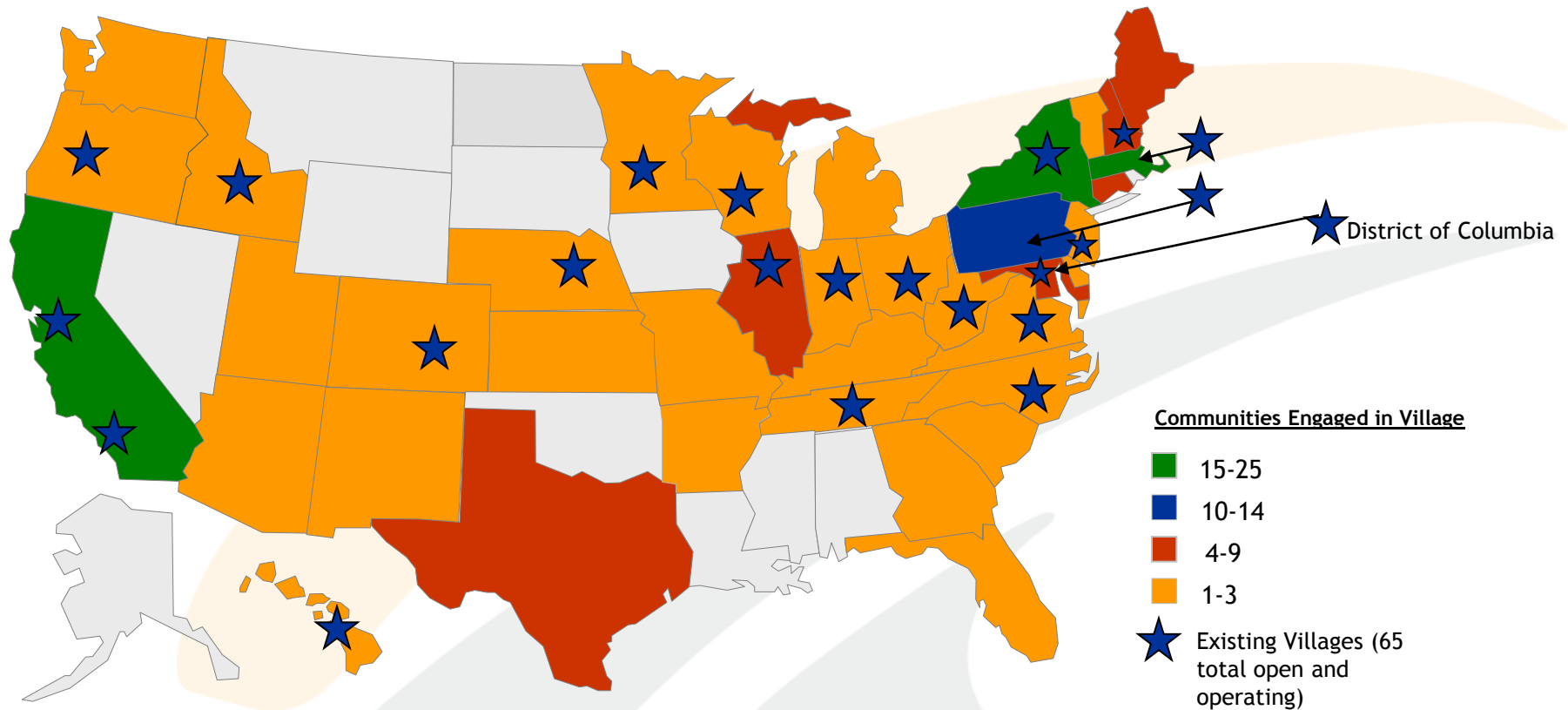
# VtV Network Fully Launched January 2010

- Partnership formalized between Beacon Hill Village and NCB Capital Impact
- VtV Network website

[www.vtvnetwork.org](http://www.vtvnetwork.org)

- Current membership - 172 organizations from across the country

# 65 Villages Open and Over 120 Communities in Development Phase



Source: Beacon Hill Village TA Database and NCB Capital Impact Analysis

# VtV Network is an Organization by Villages for Villages

- National peer to peer network
- Help communities establish and continuously improve management of their own Villages
- Mission:
  - To enable communities to establish, and effectively manage, aging in community organizations initiated and inspired by their members.

# VtV Network is Critical to Village Replication

- VtV Network:

- Promotes Village model as a community approach to aging for replication
- Assists new, emerging and established Villages to create sustainable organizations
- Gathers feedback how the benefits and programs can be revised to meet needs of individual Villages
- Conducts research and evaluates impact of Villages on a number of social and health factors



# Membership Benefits will Assist Village Operations

- Features of Peer to Peer Network:
  - Forums
  - Document Library
  - Funding resources
  - News and Updates on Villages
  - Searchable US map
  - Monthly Webinars
  - Discounted, custom website to manage membership and service requests to efficiently operate a Village

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# *Aging in Community: Housing Cooperatives*

# Housing Cooperatives should include “Aging in Place” functionality

- Membership strategies should:
  - Allow individuals to remain within the community as they age
  - Use formal and informal resources creatively
  - Support affordable and accessible housing - accessible modifications and universal design
  - Be holistic using such planning guidelines - Smart Growth and Livable Communities

# Senior Housing Cooperatives have many Elements in Place

- Typical Amenities
  - Community Room
  - Community Kitchen
  - Activity/Exercise Room
  - Laundry Facilities
- Typical Services
  - Social activities
  - Maintenance/Property Management
  - Housekeeping common areas/Grounds maintenance
- Need to change perception of aging

# Housing Cooperatives can Facilitate Group Purchasing and Volunteerism

- Cooperatives by their very structure create informal supports among the shareholders
- Identify what shareholders needs for wellness, prevention, assistance with daily living
- Can pool resources to provide supports - ride share, grocery, “buddy” system to prevent social isolation, medical advocacy
- Partnering with local service providers can maximize efficiencies in providing personal care, homemaker services and others to support aging needs

# Partnerships with Housing Cooperatives is key to Supporting Independence

- Local service providers can coordinate LTSS and provide case management
- Done well, can care for broad range (independent to very frail)
- Maintains integration in community
- Maximizes resident's control over services and home

# Collaborations with Cooperatives can Benefit the Service Provider

- Maintain focus on providing much needed aging services
- Existing housing units provide quality care environment and can offer on-site satellite space for program coordination
- Maximize economy of scale
- Community provides informal supports



# Services can Range from Basic to Intensive

- Basic Services
  - Meals
  - Health promotion and disease prevention
  - Transportation
  - Referral services
- Moderate/Intensive
  - Personal Care/Home Health
  - Medication Assistance
  - Physician Services
  - Rehabilitation Services
  - Assisted Living





# Collaboration and Communication are Critical Components to Success

- Must engage residents in meaningful ways
  - Initial planning/identification of needs
  - Volunteers for programs and activities
  - Developing partnerships and identifying resources in community
- Collaboration is key among property managers, board of directors, community based providers and residents
- Develop system for residents to request and access information
  - Resource Manual
  - “Buddy” system
  - Formal request system

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# Senior Cooperative Examples

# Plaza at Highlands Crossing Bentonville, AR



- 59 Units – mix of one and two bedrooms
- 50% Units targeted to moderate and low income individuals
- Average Age 79 YOA
- Layered Equity Approach – 30-100% unit value for share purchases

# Village Cooperative at Fergus Falls, MN



- Limited Equity Cooperative
- Completed in 2005
- 49 Units - Mixture of One and Two Bedroom units
- Amenities
  - Community Room
  - Community Kitchen
  - Woodwork Shop
  - Walking Trails
- Monthly Carrying Costs
  - \$600-\$1100/month
- Shares
  - \$24,000 - \$49,000

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*Questions?*

# For More Information

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