Community Cooperation to Support Aging in Community - The Village Model

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National Association of Housing Cooperatives

Presented by:
Candace Baldwin
Senior Policy Advisor
NCB Capital Impact
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
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

<table>
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<th>Element</th>
<th>Features</th>
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| Basic Needs -- Safe, Accessible, and Affordable | - Accessible and affordable housing and community areas  
- Provides information about services  
- Fosters safety |
| Community Engagement         | - Fosters meaningful connections  
- Promotes active community engagement  
- Opportunities for paid or volunteer work |
| Health and Well Being        | - Facilitates access to medical and social services  
- Promotes health behaviors  
- Supports community activities that enhance well being |
| Independence and Autonomy    | - Mobilizes in-home supports and services  
- Coordinates or offers transportation  
- Supports family and other caregivers |
Strategic Partnerships can Support Community Living

Area Agency on Aging

University/College

Social Service Organization

Geriatric Care Manager

Local Home Care Company

Builder/Contractor - Certified AIP
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

Member calls or emails Village office with request

Trained Village Staff or Office Volunteer Triage Request

Core or concierge service met with a volunteer

Concierge service met with a vendor at a discounted rate

Member signed up for event or ongoing service/support

Professional Village staff help navigate challenge

Member contacted for feedback on quality of service

Some Examples
- Home Health
- Lawn
- Electrician
- Plumber
- Painting
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
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
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
Questions?
For More Information

Candace Baldwin
Senior Policy Advisor
NCB Capital Impact
cbaldwin@ncbcapitalimpact.org
(703) 647-2352
www.ncbcapitalimpact.org

Village to Village Network
www.vtvnetwork.org
candace@vtvnetwork.org
617-299-9NET