The background of the slide features a repeating pattern of light green hexagons on a darker green field. A large, solid dark grey rectangle is positioned in the upper right quadrant. The title text is centered within a white rectangular area in the lower right, which is bordered by a thin green line at the bottom.

# AGE- FRIENDLY CNY CHALLENGE FOR PLANNERS



# Citizen engagement





# CIVIC TRUSTEE

GENERATION TO GENERATION



## WHY SHOULD WE BE CONCERNED

For communities to prosper, be economically sound they will need to retain and engage aging baby boomers as significant, productive citizens and taxpayers. All sectors – business, public, and service – have a stake in the aging of this diverse cohort.



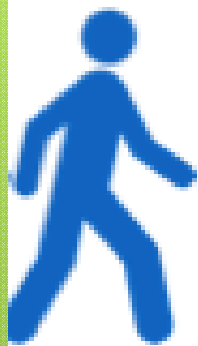
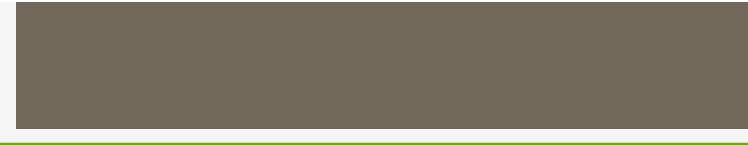
# ONONDAGA COUNTY



146,712 BOOMERS

31.5%  
OF TOTAL POPULATION

**THAT IS SIGNIFICANT**



## **An Exodus of Boomers from Onondaga County**

7,569 boomers left the County between 2000 and 2010<sup>6</sup>. This is a 5.6% loss, when the overall population grew by 1.9%\*.



**Average Adjusted  
Gross Income of  
Taxpaying Households Leaving  
and Entering NY Between  
2008 and 2009<sup>1</sup>**



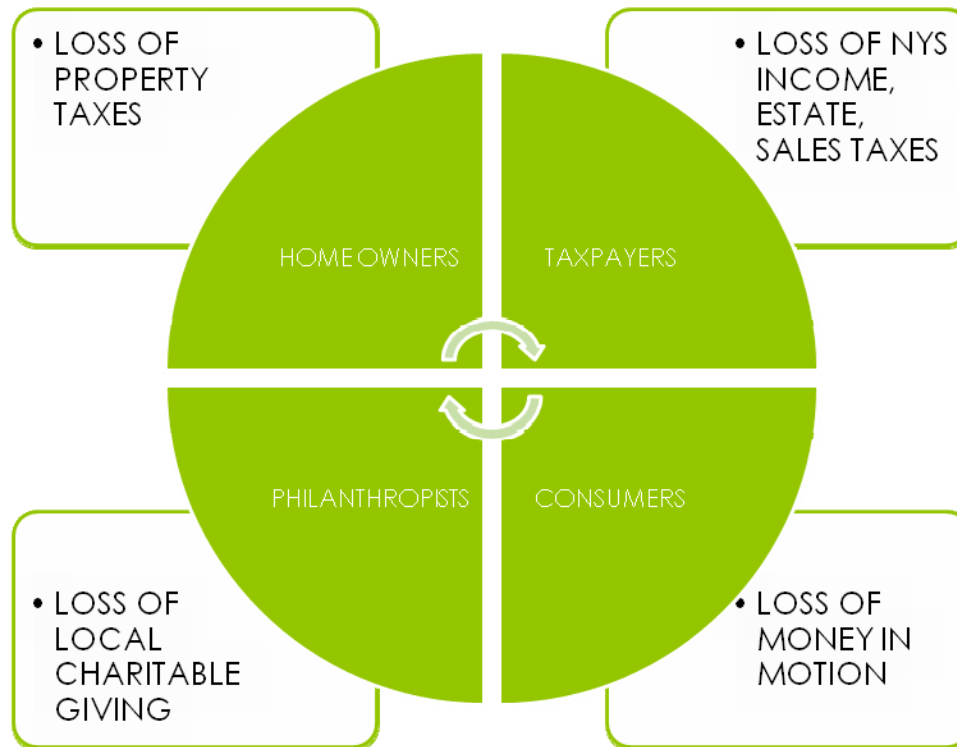
**Leaving**  
\$58,899



**Entering**  
\$48,432

**That's a 22% difference.**

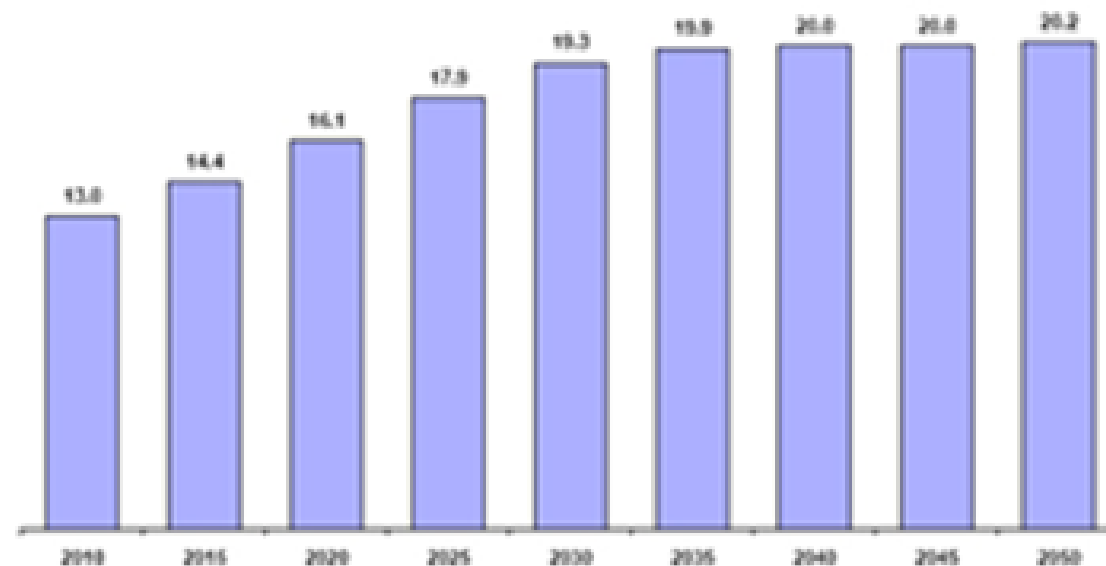
# CHALLENGE





First-borns among the 78-million-strong Baby Boomer generation reached 65 in 2011: over the next three decades, This increases by 20 percent

Projected Percent of the U.S. Population Aged 65 and Older: 2010 to 2050



Source: Population Division, U.S. Census Bureau  
Revised: August 14, 2008



# WHO ARE THE BOOMERS

THE  
REVOLUTIONARY  
GENERATION





## BOOMERS DIFFERENT FROM PREVIOUS GENERATIONS

- Active
- Civically engaged
- Disposable income
- Seeking multiple options





Boomers want to  
work after retiring

Flex hours

Fewer days

At home





Boomers want to  
continue to be  
civically engaged



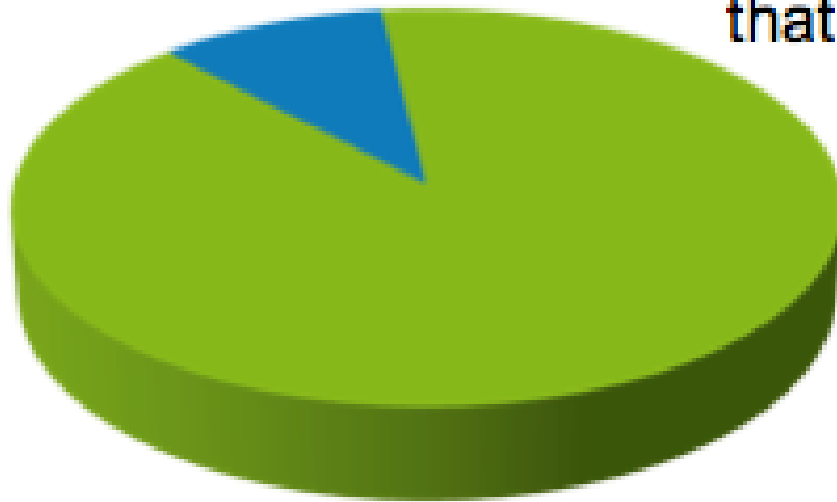


## Boomers want housing options

Downsizing, but  
want to live near old  
neighborhood or suburb

## Aging in Place

A national survey by AARP found that nearly 90% of individuals age 45+ strongly agree or somewhat agree that they would like to stay in their current home as long as possible<sup>2</sup>.



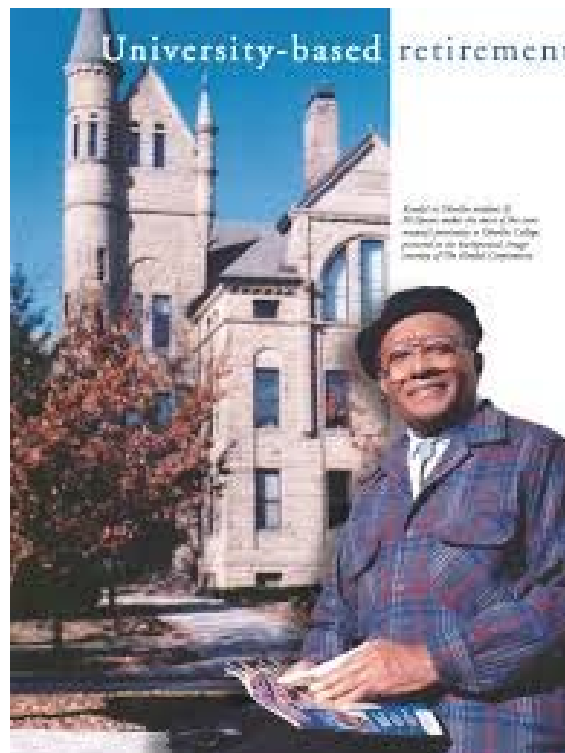


# BOOMERS SEEK OUT COMMUNITIES WITH CULTURE

- ONONDAGA COUNTY PROVIDES ARTS  
AND CULTURAL ACTIVITIES



# UNIVERSITY BASED RETIREMENT COMMUNITIES







## Boomers want housing options

VILLAGES

TOWN CENTERS

POCKET

NEIGHBORHOODS



# BOOMERS LIKE ACTIVE TOWN CENTERS



# PUBLIC ENVIRONMENT IMPORTANT TO BOOMERS



- Wide sidewalks, flowers, landscaping



# SOLVAY – THEN AND NOW





## FASTEST GROWING INDUSTRY

2+BILLION DOLLAR BUSINESS  
AND GROWING BECAUSE  
INCREASE IN NUMBERS OF  
BOOMERS USING THE  
SERVICES





## MARKETING TO BOOMERS – GROWING INDUSTRY

- Hitting the gym  
Boomers represent  
25% of all health  
club members





## HITTING THE ROAD

- Boomers largest purchasers of RV's
- Campgrounds and trailer parks growing



# BOOMERS LOVE THEIR MOTORCYCLES and BOATS

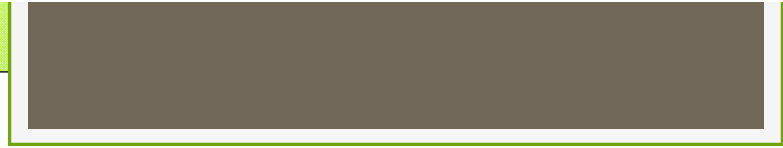


F.O.C.U.S.

CITIZEN  
CENTERED  
CITIZEN  
ENGAGEMENT

LOCAL  
RESEARCH  
ON CITIZEN  
VISIONS

ENABLES  
CITIZENS  
TO HAVE  
A VOICE





F.O.C.U.S. IS.....



# AGE-FRIENDLY CNY IS ECONOMIC ISSUE

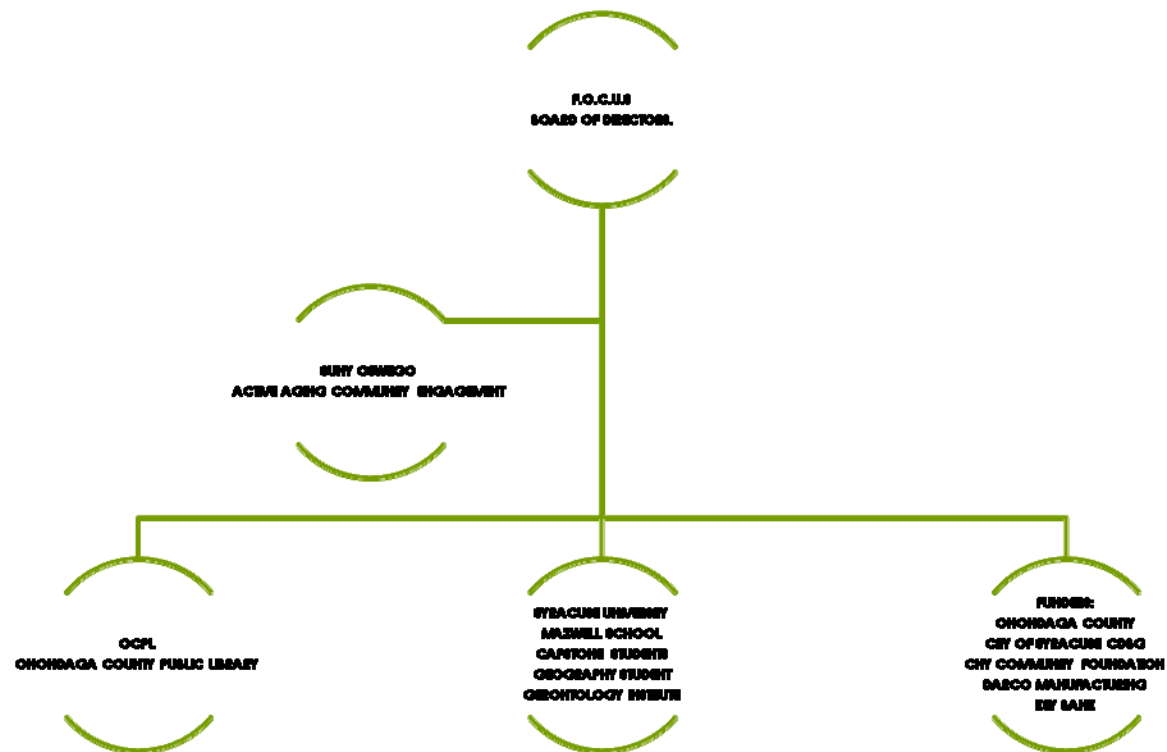
For communities to prosper, be economically sound they will need to retain and engage aging baby boomers as significant, productive citizens and taxpayers.

All sectors – business, public, and service – have a stake.





# AGE-FRIENDLY PARTNERS



# AGE-FRIENDLY CNY PROJECT PROCESS





# TAKE THE SURVEY

**WE NEED YOUR HELP!**

**PLEASE FILL OUT AND SUBMIT THIS SURVEY THAT WILL RESULT IN  
CITIZEN RECOMMENDATIONS FOR OUR COMMUNITY**

**Online:**

**[www.focussyracuse.org/2014/01/age-friendly-cny/](http://www.focussyracuse.org/2014/01/age-friendly-cny/)**

**For more information, contact FOCUS Greater Syracuse at  
[focus@syr.gov](mailto:focus@syr.gov) or 315-448-8732 or visit [www.focussyracuse.org](http://www.focussyracuse.org).**

Be a good ancestor







# BOOK OF MATTHEW







# THANK YOU FOR LISTENING

TOGETHER WE WILL MAKE  
CNY AGE-FRIENDLY  
And  
PRESERVE AND PROTECT OUR  
PLANET

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