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2014 Best Intergenerational Communities Awards



## 2014 Best Intergenerational Communities Awards

### Introduction

Generations United and MetLife Foundation are pleased to honor four extraordinary, age-optimized communities with the 2014 Best Intergenerational Communities Awards. The Greater Phoenix Region, Arizona; City of Parkland, Florida; Reston, Virginia; and Village of Shorewood, Wisconsin, are harnessing the energy and increasing the productivity that result when people of all ages come together. Recognizing changing demographics, these communities are effectively engaging, serving, and honoring all generations as they advance policies and practices that stimulate cooperation and collaboration.

We are also pleased to acknowledge Miami Gardens, Florida and Rye, New York as national finalists for the award. We are impressed by the commitment of these communities to intentionally connect the generations and we will follow and celebrate their continued growth and progress in the future.

These six communities, along with the eleven communities recognized over the past two years<sup>1</sup>, show what is possible when government, nonprofit organizations, businesses, and community residents come together to unleash the power of intergenerational experiences to help people of all ages thrive in their communities.

### Overview

Valuing America's growing generational diversity as a national asset, Generations United and MetLife Foundation created the Best Intergenerational Community Awards to heighten awareness of the importance of deliberately mixing ages in building strong, supportive communities. A panel of judges selected the winning entries from a deep pool of applicants. The judges made their recommendations based on standard criteria that take into account a community's own demographics, services, programs and organizational structure. We recognized communities for their specific intergenerational successes, not in comparison to other applicants.

This report presents a brief look at the 2014 award winning communities.

### Definitions

The term "community" refers to a geographic area with defined borders and resident populations for which reliable demographic data is available. This could include metropolitan areas, cities, towns, counties, zip codes, neighborhoods, and school districts.

The term "intergenerational community" refers to a place that (1) provides adequately for the safety, health, education and basic necessities of life for people of all ages; (2) promotes programs, policies, and practices that increase cooperation, interaction, and exchange between people of different generations; and (3) enables all ages to share their talents and resources, and support each other in relationships that benefit both individuals and their community.

An intergenerational community is not just one where multiple generations reside. It is one where individuals of all ages are considered integral and valued members of the team. The families, structures, facilities and services that children, youth, and older adults encounter in the community and in day-to-day interactions and relationships reflect this perspective. Partnerships are essential to intergenerational communities and can be between local government, older adult living communities, schools, businesses, local cultural and community organizations and services, families, and community members of all ages.

### **About Generations United**

Generations United's mission is to improve the lives of children, youth and older adults through intergenerational collaboration, public policies and programs for the enduring benefit of all. For nearly three decades, Generations United has been the catalyst for policies and practices stimulating cooperation and collaboration among generations, evoking the vibrancy, energy and sheer productivity that result when people of all ages come together. We believe that we can only be

<sup>&</sup>lt;sup>1</sup> The previous winners of the Best Intergenerational Communities Awards in 2012 were Georgetown, Texas; Lamoni, Iowa; Oberlin, Ohio; San Diego County, California; and Virginia Planning District 10 (covering the City of Charlottesville and the counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson) and in 2013 were Dunedin, Florida; Itta Bena, Mississippi; Montgomery County, Maryland, and Westchester County, New York. Chanute, Kansas and Proctor, Minnesota were national finalists in 2013.

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successful in the face of our complex future if generational diversity is regarded as a national asset and fully leveraged.

### About MetLife Foundation

MetLife Foundation was created in 1976 to continue MetLife's long tradition of corporate contributions and community involvement. Today, the Foundation is dedicated to advancing financial inclusion, committing \$200 million over the next five years to help build a secure future for individuals and communities around the world. MetLife Foundation is affiliated with MetLife, Inc, a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East.

### **Acknowledgements**

Generations United thanks MetLife Foundation for its financial support of this awards program and their ongoing commitment to intergenerational practice. Thank you to Leah Bradley for her leadership coordinating this project and Sheri Steinig, Donna Butts, Jaia Peterson Lent, Alan King, Adam Hlava, and Bettina Thorpe-Tucker for their invaluable help with this publication and the recognition event.

Thank you to our panel of judges who had the difficult job of reviewing an excellent pool of applications and selecting our finalists.

Finally, we extend a very special thank you to all the communities who applied for the awards. The innovation and creativity in connecting generations exhibited by all the applicants is truly inspirational. Thank you for building strong, supportive communities for people of all ages.

Photographs courtesy of the award winning communities and national finalists.

### **Review Panel**

Ian Bautista President United Neighborhood Centers of America

Robert Blancato President Matz, Blancato, & Associates

Mary Ann Casey Patton Family Charitable Foundation

Matthew Chase Executive Director National Association of Counties

Carol Croll Senior Director, Heyman Interages Center Jewish Council for the Aging

Paula Dressel Vice President Just Partners, Inc.

John Feather Chief Executive Officer Grantmakers in Aging

Ishan Mandani Student Our AIM Foundation

Stephanie Osborn Director of Strategic Partnerships National League of Cities

For more information, please visit www.gu.org or contact Generations United at gu@gu.org.

### Communities at a Glance

### **Greater Phoenix Region, Arizona**

**The Greater Phoenix Region** is a metropolitan area that includes much of the central part of the state of Arizona.

### Demographics (Source: U.S. Census Bureau 2012 QuickFacts population estimate):

- Total population: 3,942,169
- No. under 24: 1,419,181
- No. Over 55: 946,121

### Websites:

www.azmag.gov; www.Connect60Plus.com

### **Current Program Examples:**

- The Osher Lifelong Learning Institute (OLLI)
- Rio Institute for Senior Education (RISE)
- Experience Matters
- AARP Experience Corps Tempe
- Still Standing Fall Prevention Outreach
  Program
- Grandparents Raising Grandchildren
- Oakwood Creative Care
- The Arizona Museum for Youth

### **Intergenerational Fact:**

One of the region's first intergenerational programs was started in 1981 at a local nonprofit agency and Communities for All Ages site, Benevilla, formerly known as Interfaith Community Care.

### The City of Parkland, Florida

**The City of Parkland** is a city in Broward County, Florida. The award winning "community" is part of the Miami-Fort Lauderdale-Pompano Beach Metropolitan area.

# Demographics (Source: U.S. Census Bureau 2012 QuickFacts population estimate):

- Total population: 24,404
- No. under 24: 8,297
- No. over 55: 4,881

### Website:

www.cityofparkland.org

### **Current Program Examples:**

- Book It! (Senior Summer Reading Program)
- Volunteer Speak (Senior Volunteer Speak Program)
- Winter Talent Showcase
- TAG Social Networking Team Social Net working
- Parks and Recreation Department
- "The Mayor's Top Teens" Program

### Intergenerational Fact:

The city's local teenagers are working with the Aston Gardens senior living community on a project called "senior surfers," where high school seniors work one on one with Aston Gardens residents to teach them how to use today's technology including iPads, e-Readers and email.

### **Reston, Virginia**

**Reston** is a census-designated place (CDP) in Fairfax County, Virginia, United States, within the Washington, D.C. metropolitan area. An internationally known planned community founded in 1964, this awardwinning community was built with the goal of revolutionizing post-World War II concepts of land use and residential/corporate development in suburban America.

### Demographics (Source: U.S. Census Bureau 2012 QuickFacts population estimate):

- Total population: 58,404
- No. under 24: 12,849
- No. over 55: 14,017

### Websites:

www.reston.org, www.restontowncenter.com

### **Current Program Examples:**

- The Robert E. Simon Children's Center
- The Cameron Glen Care Center
- The Reston Historic Trust
- Cornerstones
- The Greater Reston Chamber of Commerce
- Reston Community Players
- Greater Reston Arts Center
- The Initiative for Public Art

## Communities at a Glance



- Reston Community Center
- Reston Association
- Reston Town Center
- Lake Anne Village Center
- Nature House

### Intergenerational Fact:

Reston Association offers dozens of programs that attracts residents of all ages, including an annual Grandparents and Grandchildren Nature Walk at the Walker Nature Center.

### The Village of Shorewood, Wisconsin

**Shorewood** is a village in Milwaukee County, Wisconsin, United States. The award winning "community" seceded from the Town of Milwaukee in 1900 and was known as East Milwaukee until changing to its present name in 1917.

# Demographics (Source: U.S. Census Bureau 2012 QuickFacts population estimate):

- Total population: 13,162
- No. under 24: 4,080
- No. over 55: 3,159

### Websites:

www.shorewoodtoday.com, www.shorewoodhistory.org, www.villageofshorewood.org

### **Current Program Examples:**

- Shorewood Connects Intergenerational Workgroup
- Shorewood Connects Neighbors
- The Shorewood Senior Resource Center
- Shorewood Recreation & Community Service Department Programs
- Shorewood Community Fitness Center
- Shorewood High School Pool
- New Horizons Charter School
- Shorewood Public Library
- Shorewood Village Center

### Intergenerational Fact:

Both of Shorewood's recent referenda for school projects have received significant support from older adults and other voters without children in the school system.

### Communities at a Glance

### National Finalist - Miami Gardens, Florida

Miami Gardens is a suburban Miami city located in north-central Miami-Dade County, Florida.

# Demographics (Source: U.S. Census Bureau 2012 QuickFacts population estimate):

- Total population: 110,754
- No. under 24: 44,302
- No. over 55: 24,366

### Website:

www.miamigardens-fl.gov

### **Current Program Examples:**

- Betty T. Ferguson Recreation Complex
- Intergenerational Fashion Show
- Elder Affairs Advisory Committee
- Safety Fair

### **Intergenerational Fact:**

The City Council appointed the Miami Gardens Elderly Affairs Advisory Committee by Ordinance to support hosting intergenerational events throughout the year.

### National Finalist - Rye, New York

This city is part of Westchester County, New York, is separate from the town of Rye, which is larger than the city. Rye city, formerly the village of Rye, was part of the town until it received its charter as a city in 1942.

### Demographics (Source: U.S. Census Bureau 2012 QuickFacts population estimate):

- Total population: 15,720
- No. under 24: 5,710
- No. over 55: 3,916

### Website:

www.ryeny.gov

### **Current Program Examples:**

- Adopt-a-Grandfriend
- SPRYE Technology Workshops
- Rye Arts Center
- Rye Nature Center
- Rye Youth Council's Youth Employment Services

### **Intergenerational Fact:**

Rye High School students organized a "senior citizen prom" that the school held in its cafeteria. Various school clubs provided 'safe rides' to and from the prom, cooked spaghetti dinners and the school jazz band provided music.

# Greater Phoenix Region, Arizona

If the test of a community is how it treats its children and elderly, then the intergenerational programs in the Greater Phoenix region have aced it. The "Valley of the Sun" includes more than 3.9 million residents in 25 cities and towns.

Talented and committed cross-sector leaders share responsibility for the Valley's intergenerational communities. On a regional level, a multidisciplinary leadership team facilitates activity at the Maricopa Association of Governments (MAG), which coordinates activity with local governments, nonprofit agencies, places of worship and residents to enhance intergenerational opportunities.

In 2012, with the support of local leaders, MAG launched the Regional Age-Friendly Network to facilitate age-intentional interactions among older adults and younger generations through the Greater Phoenix region. Efforts included the creation of a leadership team and development of pilot sites, and the project's website, Connect60Plus.com. Local research conducted by MAG revealed a deep yearning within older adults to be better connected with their communities and all generations.

Within the philanthropic community, Arizona Community Foundation has been providing leadership in this area since 2003, through its support of the Communities for All Ages sites. Support includes capacity building, funding, technical assistance and the establishment of a statewide peer-to-peer network for the sites.

The Foundation brought together diverse groups of community leaders, youth and older adults to develop action plans that address common concerns, such as lifelong learning, civic engagement, transportation, housing and individual/family support. Advisory councils in each of the sites recruit residents of all ages – including youth, adults and older adults – to lead the initiatives in their own communities.

The programs nurture a holistic intergenerational community through a number of efforts in education, employment, community services, transportation, health and wellness, grandparents raising grandchildren, community programs and arts.

Funding for intergenerational programs comes from a variety of sources, such as the MetLife Foundation,



which funded and provided technical assistance through the City Leaders Institute on Aging in Place with Partners for Livable Communities. The Pfizer Foundation, through Grantmakers in Aging, augmented support through the region's participation in Community AGEnda, a national pilot project designed to enhance age-friendly communities.

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"I am fluent with sign language and I volunteer every week teaching this to the adults who attend Lucy Anne's Place and the children from Wirtzie's preschool program.... I am so happy that Benevilla sees the needs of bringing generations together."

> Ariana Rueda, a 16-year-old volunteer at an intergenerational shared site

Other funding sources include the Arizona Community Foundation which provided support to the Communities for All Ages sites and Virginia G. Piper Charitable Trust for its support of the Regional Age-Friendly Network.

Juanita Guidry Copeland, a retired training professional, saw the benefits first-hand. As the Ambassadors of Compassion (AOC) program facilitator, she prepares Maya High School students for the work world. Copeland's heart warms when she remembers a student overcoming her shyness to gain employment in the high school's front office as a parttime receptionist. She explained: "Seniors are enhanced when they help young people while the recipients learn from those whose lives have been lived successfully."

## City of Parkland, Florida

With its pristine red-tiled stucco and stone homes, its golf courses and lakes against a backdrop of palm trees, the City of Parkland, Florida is known for its many tourist-attracting parks. But underneath all of the physical beauty is the heart of an intergenerational community.

The 24,000+ residents of all ages benefit from Parkland's intergenerational commitment, which includes using surveys to meet residents' needs as well as partnering with the local retirement community to identify programs that the community's older adult population needs.

The outreach also includes working with local elementary, middle and high schools to recruit student volunteers. Additionally, there's an intergenerational committee and a proclamation that the city will provide intergenerational programs.

"Before I became involved in my community's events, I was planning on becoming a nurse but, from the excellent experience I had in the summer camp program, I was able to find a better career choice for myself by becoming a teacher. I am currently enrolled in all teaching classes and plan on becoming the best teacher out there. ...As a result of working with the intergenerational events involving the elderly, I have gained an appreciation for helping out the elderly. In my free time, I enjoy helping out in nursing homes and when I see the joy that I bring to these people, it brings me joy."

### Alexa Naidus, a City of Parkland resident and former Parkland Teen Advisory Group member

A hit with the community is the eight-year-running Winter Talent Showcase that the Parkland Teen Advisory Group (TAG) puts on at the Aston Gardens retirement community. All interested in participating must audition for the Teen Advisory Group. TAG auditions residents. Former TAG member Alexa Naidus emceed one of the talent shows. "The joy in the people's eyes," she recalled, "is like nothing else I have ever seen."



The City's nine parks are also eye-catching, attracting thousands of visitors each year. These parks range from passive trails to athletic facilities to locations for special community events. In addition, the Parks and Recreation department offers a variety of intergenerational programs for youth and older adults, from bingo to beading. Residents of all ages have an opportunity to teach and learn together through free classes.

Intergenerational programs are primarily funded through partnerships, volunteers, donations and inkind service provided. The City of Parkland Parks and Recreation Department is in the process of developing an intergenerational computer tutoring program between a senior living facility and local high school, aimed at empowering individuals of all ages through reducing the digital divide, tackling social exclusion and creating an understanding between the generations.

Long-time resident and volunteer Beatrice Hawe hasn't seen a commitment like this in the communities she's lived and worked before moving to Parkland. "I have made many new friends," she said, "and could not imagine spending my senior years living anywhere else."

# Reston, Virginia

Reston, Virginia is intent on being age-intentional. That means there are no senior centers. Instead, older adult programming is blended with those of children and youth at the Reston Community Center. There's also the Robert E. Simon Children's Center inside the Cameron Glen Care Center nursing home, where children and older residents interact daily, making the Care Center an intergenerational shared site.

The outcomes spring from the community's intergenerational programming roots that run nearly five decades deep, when The Reston Association (formerly the Reston Homeowner's Association) started in 1965, a year after real estate entrepreneur Robert E. Simon founded Reston.

Today, the Association continues to uphold Simon's belief that open spaces and outdoor recreational amenities serve as meeting grounds for people of all ages.

Those amenities for 58,000+ residents include five village centers and one town center spread throughout nearly 12 square miles, while a 55-mile paved pathway system connects the neighborhoods – encouraging Reston's young and old to reach out across economic, ethnic and social backgrounds daily.

Responding to a Fairfax County initiative "Reinventing Your Neighborhood," the community founded Reston for a Lifetime in 2009. This group of concerned citizens and organizations help create solutions to make Reston a great place to live for people of all ages and abilities. They accomplish this by coordinating more than a dozen different organizations, all of which focus on providing intergenerational support and engagement.

The Greater Reston Chamber of Commerce also encourages intergenerational collaborations through



its Ethics Day event along with its mentorship and entrepreneurship programs.

There's approximately \$7 million in Reston Community Center's annual budget that supports programs in aquatics, leisure and learning, as well as arts and events for all ages.

The community comes together for its Reston Multicultural Festival and to cheer on their youth at the sports leagues' opening day celebrations. Reston's founder, Simon, is a fixture at most functions. He's also symbolic of how significant the elders' presences are to Reston's future generations.

The intergenerational bonds are present in a public art project that involves a local teen center collaborating on a mural with older adults from the Hunters Woods Fellowship House. Young and old get together for the annual Grandparents and Grandchildren Nature Walk at the Walker Nature Center. Those connections also result, in part, from older volunteers staffing many of Reston's youth-specific programs.

While they celebrate their five decades as an ageoptimized community, it's clear that Reston's goal is to stay in a game, where a single day's work is an achievement for eternity.

"...many, like me, have lived, and are living, the Reston life that enables people of all ages to come together building an active, age-integrated community and to enjoy an individual and collective sense of well-being."

Catherine M. Hudgins, with the Fairfax County Board of Supervisors for the Hunter Mill District

## The Village of Shorewood, Wisconsin

The Village of Shorewood, Wisconsin continues to work hard to ensure that it's a vibrant place for its 13,192 residents of all ages.

Under the guidance of the Milwaukee County Department on Aging, Shorewood has benefited from initiatives such as the Intergenerational Council formed by the Milwaukee County Department on Aging in 1999 to nurture the development of intergenerational programming, and the Connecting Caring Communities Partnership to develop neighborhood-based partnerships in seven targeted neighborhoods including Shorewood. The County also sponsored a 2013 Intergenerational Symposium attended by more than 360 people including students from 13 area schools, older adult leaders and elected officials and staff working in community agencies such as Shorewood Connects.

"Shorewood may be small, but its wide variety of activities aimed at fostering intergenerational community connections are large, making it a wonderful place to grow up, raise a family, and retire."

Martin Lexmond, superintendent of Shorewood School District, and the Village of Shorewood's President Guy Johnson

Those efforts build off of intergenerational activities going back to when Shorewood was incorporated as a Village in 1900. Both the Shorewood School District and the Village of Shorewood historically have taken responsibility for ensuring that Shorewood is an intergenerational community. Today, the Shorewood Connects Intergenerational Work Group is the "intergenerational glue" that unites Village Government, the School District, the Business Improvement District, youth and older adults.

It's not uncommon to see an 80-year-old sharing a music stand with 22-year-old in the University of Wisconsin-Milwaukee's (UWM) Community Orchestra program. You're also likely to see older



people taking classes with 20-somethings as part of the UWM's Osher Institute for Lifelong Learning that allows older adults to audit classes for free.

Young and old take fitness classes together and enjoy special community programming provided by the Shorewood Recreation and Community Service Department, which the School District administers. This department also coordinates volunteer opportunities throughout the School District, for teens, parents, older adults, and other community members.

When the Shorewood School District recently evaluated its facilities, it formed a community advisory committee that included older adult residents. Plans are already in the works to connect the new senior housing development, scheduled for groundbreaking in 2014, to the Shorewood Schools and Shorewood Senior Resource Center.

An annual "Neighborhood of the Year" competition is held to identify the many positive things neighbors are doing on their block, with special attention to intergenerational activities and neighborhood service projects.

Upon retirement, Lynn Sager knew she'd need three things: a friendly and supportive community, volunteer opportunities and easy access to goods and services. Of those priorities, she explained, "Shorewood has exceeded all my expectation for senior living and enjoyment."

## National Finalist - City of Miami Gardens, Florida

With nearly 110,000 residents, City of Miami Gardens is the third largest community in Miami Dade County. With its unique diversity, Miami Gardens is the largest predominantly African-American municipality in Florida and boasts many Caribbean and Hispanic residents. Even still, the community is like one big extended family that understands communities thrive when they are age-optimized.

"My grandfather...helps me with my homework and my science projects. Sometimes he forgets where he puts his glasses so I have to go and find them for him. ...I feel very special living with my grandparents because they make me feel special. ...I think all kids should have the opportunity to live with their grandparents to spend quality time with them."

#### Shyanna Jackson, 5th grader

The Elders Affairs Advisory Committee is responsible for the community's intergenerational activities. Through its partnerships with local businesses, charitable organizations, local schools and faith-based organizations, the Committee reaches out to younger generations, which resulted in their 2010 launch of the Annual Intergenerational Fashion Show.

Those same partnerships make it possible for the Committee to host a yearlong Intergenerational Health Empowerment Series to promote physical activity, help individuals make healthy choices and provide access to healthy and affordable food.

This series, a work in progress, pairs adult- and older adult-volunteer mentors with under-resourced



youth to help develop them into healthy, highachieving critically-minded young people dedicated to self, service and community.

Funding is provided through businesses and faithbased organizations such as the local Wal-Mart, Brides of America-Miami, Perfect Images Photography, Trinity Church Liturgical Group and the Grandparents Raising Grandchildren Association to name a few.

As chair of the Elderly Affairs Advisory Committee, Tanya James is motivated by the community's testimonies of lifestyle changes. "Our desire is to continue to bring awareness to services like these and the long-term benefits they have in the City of Miami Gardens," James explains. "Healthy intergenerational families produce healthy intergenerational communities."

"Through our senior program, we have partnered with a local college that comes with a mobile vehicle to provide blood pressure and cholesterol screenings for the seniors. Simultaneously, the college provides a fun, interactive healthy cooking demonstration for their grandchildren and other children attending the session with their grandparents."

Tanya James, chair of the Elderly Affairs Advisory

## National Finalist - Rye, NY

This tight-knit community of 15,720 has a history of keeping its residents for generations, with a growing commitment to help older adults age in place. SPRYE and The Rye Youth Council are two agencies responsible for ensuring that Rye is an age-optimized community.

SPRYE, an acronym for Staying Put in Rye and Environs, is an effort Rye residents started to create a supportive network that allows older community members to age-in-place. In addition to providing crucial service to older adults like transportation, reliable referrals to professional services, home health care and grocery shopping, SPRYE provides many avenues for older adults to maintain strong social relationships in the community. SPRYE was founded with the understanding that intergenerational relationships are imperative to keeping older adults vitally engaged in a familiar community and neighborhood.

Founded in 1964, The Rye Youth Council is Rye's longest standing provider of youth services, which aims to actively assist young people in becoming confident and compassionate members of society. It accomplishes this by involving youth in projects that provide them a world perspective beyond themselves. For many years, the Rye Youth Council has partnered young people with older adults in the community through their "Adopt a Grandfriend" program.

Through the SPRYE Technology Workshop, both SPRYE and The Rye Youth Council give Rye High School students an opportunity to teach older adults how to use computers and new technology such as smartphones and tablets. In addition to the technology workshops, the Rye Youth Council's Employment Services insure that older adults have access to yard cleanup, snow clearing and small handyman jobs at low or no cost that help them age-in-place.

The goal of the Rye Civility Initiative is to identify the values that the community would like to embrace and develop a plan to implement these values across all sectors of Rye. Because of the strong values placed in community engagement,



in order to create this initiative, in depth focus group conversations were held with community members representing a wide variety of ages and roles in the community.

"I find working with the senior citizen population fun and since I do not get to see my grandparents that often, working with them enables me to hear their views and to see things differently. ... Sometimes we [my generation] get stuck thinking that there is only one way of doing things and then when they speak to us, we realize that there are so many ways to look at things."

#### Kana White, Rye High School sophomore

These services have kept Lauren Collins in Rye for the past 21 years. For 14 years, she's served as director of Kids' S.P.A.C.E., a before and after school enrichment program. Through her organization's partnership with the Osborn Retirement community, bimonthly programs include activities such as sharing stories, playing board games, holiday decorating, gardening, cooking and art. "Each year the children and the residents develop a meaningful bond and it is heartwarming to see the enthusiasm of everyone involved," Collins explains. "Many of our children are unable to see their own grandparents on a regular basis and it is nice for them to have the experience of spending quality time with older adults."

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