

**NORC Market Analysis  
County-wide Assessment / Delaware County, IN  
Conducted by Bowen National Research  
Pickering, Ohio**

Bowen National Research recently completed a market analysis which identified a Naturally Occurring Retirement Community (NORC) in Delaware County, Indiana.

The identified NORC in Delaware County is located in the Northwestern area of Muncie. Specifically, the boundaries of the identified NORC include Riggin Road to the north; Cardinal Greenway and Walnut Street to the east; Centennial Avenue and State Route 332 to the south and Wheeling Road and Everett Road to the west. This neighborhood includes a total of 1.82 square miles. It is important to note that the identified NORC actually comprises a few small but contiguous neighborhoods, with slightly differing socioeconomic characteristics. However, in aggregate, these neighborhoods represent a single area of town that has a high concentration of senior households. Therefore, this area is primarily evaluated as a single geographic neighborhood.

Bowen Research also evaluated quality of life issues as they relate to seniors within the defined NORC. The quality of life issues evaluated included but are not limited to: quality and appropriateness of infrastructure (lighting, streets, etc.), functionality and adequacy of housing, access to transportation, quality and appropriateness of community services, and opportunities for seniors to be engaged and active members of the community. Respondents provided opinions as to where they believed the primary focus of attention should be made to improve their neighborhood and the overwhelming response was for “improving infrastructure”.

Walkability seems to be the biggest barrier to the established NORC area as it is not considered to be pedestrian friendly. Most roads in the area lack sidewalks and dedicated pedestrian/bike lanes. The most common suggestion made in the neighborhood survey was to “improve/add sidewalks” and other issues suggested to work on in this area were to “improve/widen roads”, and to “address/reduce speeding”. Even as many of the residents know the area well, as they age and vision and reaction times decrease with aging, “knowing” the area will become a challenge.

Summary Action steps identified are:

1. Expand supportive services for moderate income households.
2. Expand supportive services outreach and modify program perceptions.
3. Provide short-term housing services and develop long-term housing options.
4. Improve existing pedestrian and vehicular infrastructure.

Please contact Judi Ritter for more review of the complete report: 765-759-1121.

Summarized by:

Judi Ritter, VP Planning and Development  
LifeStream Services, Inc.  
October 5, 2010

**Livable Community for All Ages Strategic Planning Session**  
**November 9, 2010; 8:30-11:45 am**  
**Kennedy Library, 1700 W. McGalliard Ave.**  
**Facilitator: Fred Bartenstein**

**Goals** for meeting outcomes include:

- 1) We understand what progress is being made on 2010 Livable Community initiatives.
- 2) We are clear about Livable Community's future relationship to MAP.
- 3) We are clear about what Livable Community wants to do in 2011.
- 4) We have agreement of the group on next steps to be taken.

**Agenda**

**8:30 OPENING (refreshments available)**

Welcome, Introductions, Agenda

**8:45 REVIEW OF 2010 PROGRESS**

NORC Initiative, Bicycle Friendly Efforts, Caregivers in the Workplace, Public Transportation Awareness, Older Adults in the Workplace, Livable Community Marketing/Media, Geriatric Health Care, BSU-Bridging the Gap, Livable Community Project Management

Each initiative: Where does it stand? What will need to happen to continue progress in 2011? Will that responsibility spin off to one particular organization or require continuing coordination by our Livable Community partnership?

**9:30 BREAK**

**9:45 HOW SHOULD LIVABLE COMMUNITY RELATE TO MAP, GOING FORWARD?**

Which of the MAP action initiatives relate most directly to the purpose, goals, and projects of the Livable Community for All Ages partnership?

What interests of the Livable Community partnership (e.g. aging issues) need to be addressed in MAP implementation?

Are there Livable Community initiatives for which MAP is better suited to coordinate and monitor?

Are there MAP action initiatives that the Livable Community partnership wants to champion/coordinate/manage/monitor?

**10:45 DECISIONS FOR 2011**

Identify any project handoffs or terminations (e.g. to a single agency, to MAP, decision that work is essentially finished or cannot progress further).

Identify any additional initiatives Livable Community wants to address in 2011 (e.g. remaining items from the Senior Study, new data collection).

Identify the need for continuing dedicated staff for Livable Community project management.

Agree upon plans for soliciting grant applications, including who will prepare, review, and approve them.

**11:30 NEXT STEPS/ASSIGNMENTS/MEETING EVALUATION**

**11:45 ADJOURN (box lunch available)**

### 2011 Planning for Geriatric Health Care

1. Conduct a needs assessment of physicians' geriatric educational needs (include hospitalists, community-based physicians in Family Practice and Internal Medicine, and residents in Family Practice and Internal Medicine)
  - a. Develop assessment tool
  - b. Establish method of distribution
  - c. Implement assessment
  
2. Encourage development of relationship between BMH Family Medicine and Internal Medicine Residency programs and Open Door Health Services (ODHS)
  - a. Residents begin geriatric rotations with ODHS in 2011
  - b. ODHS to begin specific timeframes for seeing geriatric patients in 2011
  - c. ODHS Geriatrician (Dr. Haq) participates regularly in BMH Residents' Noon Meeting
  - d. Establish relationship with BMH Family Medicine and Internal Medicine Residents and ODHS for outpatient geropsych services
  
3. Build relationship with ODHS geriatric patients and other community service providers at the ODHS clinic (i.e. LifeStream Options Counselors, SHIP counselors)
  - a. Link patients' caregivers with LifeStream Services' caregiver programs
  
4. Begin geriatric patient education workshops at ODHS after new clinic opens
  
5. Continue encouragement of establishing a ½ day memory clinic through Clarian/BMH (like the former multidisciplinary clinic run by Dr. Dowell in the fellowship program)
  
6. Offer Geriatric-focused education through BMH Grand Rounds with CMEs
  
7. Pursue possible relationships to expand awareness of referral sources for geropsych evaluations

Accomplished	In Progress	To Do
#1 – survey completed, distributed, and data collected	#2 – Toni and Linda; #2c. to begin early 2011; #2d. Linda and Dr. Lynn from ODHS	From survey data: Jenny to work with LifeStream to promote awareness of SHIIP to physicians
	#3 – Jenny and Toni; work with local Caregiver Coalition for #3a	
	#4 – Toni and Caregiver Coalition	
	#5 – Jeanne, Linda, and Dr. Byrd	
	#6 – Linda will work with Dr. Neal to use survey data for planning in 2011	
	#7 – Caregiver Coalition	
	LifeStream developing a psych referral sheet as part of area plan	

for All Ages Project. Additionally, other agencies have agreed to take leadership roles on various components of the implementation plan. The volunteer Livable Community for All Ages Advisory Council has agreed to continue serving as the entity providing support of the project.

**C. Numerically list the goals/objectives of the Program/Project. You will be asked to analyze them in the final report.**

1. Hiring of a part-time, contract Project Manager. (See attached Job Description)
2. Identify Naturally Occurring Retirement Communities (NORCS) – implement survey process of NORC identification in Delaware County; begin service planning.
3. Begin establishment of bicycle-friendly community efforts – implement plans for expansion of community cruiser program, bike racks, and signage; develop and implement marketing campaign of initiative.
4. Work with professional agency to develop a comprehensive marketing plan for three projects.
  - a. Help businesses better provide support to working caregivers
  - b. Increase awareness and dissemination of 2-1-1 information
  - c. Increase public awareness and education about public transportation
5. Develop livable community marketing/media products and implementation plan – develop media plan to promote a Livable Community for All Ages and develop promotional media products.
6. Work with community agencies to strengthen older adults' roles in local businesses to help expand and diversify the local labor pool – work with Ball State University to develop matchmaking database of older adults and work/volunteer/mentor opportunities within local businesses.
7. Begin development of plans for three untapped recommendations derived from data of the Senior Study Project.
  - a. Work with Ball State University to develop plans for bridging gaps between the university community and Muncie/Delaware County
  - b. Work with Ball State University on university-based housing options for older adults/retirees
  - c. Work with local healthcare system to expand local healthcare provider scope to include Geriatricians, Psychiatrists, and/or Psychologists.

## **Health & Well-being**

### **Recommendation:**

Promote health and livability via increased exercise, reduced traffic congestion, and reduced automobile use by creating a bicycle-friendly community in Delaware County.

### Action Plans for Implementation:

#### Short-term:

- Install bike racks on public lands and at private businesses.
  - Examples: Senior Center (launch a pilot program here), Public Libraries, Parks, use of some parking spaces downtown for bike racks
  - Provide incentives for businesses to create space for bike racks by providing racks and promoting the business as bicycle-friendly.
  - ? bike racks could be installed by Boy Scouts
- Expand the Cardinal Greenways free bike loaner program.
  - Phase in by late 2009
  - Consider extending hours
- Increase awareness of bicycle loaner program, availability of bike racks, and bicycle-friendly businesses per promotion by Cardinal Greenways.

#### Long-term:

- State and national goal is for every citizen to live within 1-5 miles of a trail or 10 minutes from a trail, a criterion which is met in Muncie. Cardinal Greenways and White River trails are within a mile of 80% of the population.
- The transportation plan for Delaware County includes a bicycle-pedestrian plan. The federal government requires a 20-year plan, which is an ongoing dynamic process. The plan outlines with major routing and connectivity issues.
- Concept of “share the road” and “preferred county bike routes:” as roads come up for construction/repair they can be widened or designated shared.
- Cardinal Greenway expansion to be completed by 2012-2013.
- Consider an ordinance amendment to require businesses to create space for bike racks as part of their parking requirements.
- Advocate a “Complete Streets Program” for Delaware County, e.g., Bloomington
- Carmel and Bloomington are examples of local communities that have been designated bicycle-friendly.

### Funding Needs:

- Federal funds are available if the community matches 20% with local funds; See CMAQ grant

### **Congestion Mitigation and Air Quality (CMAQ) Grant Proposal**

#### **Intent**

One segment of the Senior Study Project conducted in Muncie/ Delaware County Indiana centered on developing our community as a “Livable Community for all Ages”. The Health & Well-Being Subcommittee studied making our community more bicycle-friendly and developed a strategy to improve the usage of bicycles. Our strategy is to make the usage of bicycle easier by providing bicycle racks at convenient locations around Muncie. We also would like to expand the “Bicycle Loaner” program through the Cardinal Greenways that provides the free use of a

bicycle. We believe this program will increase the usage of bicycles and reduce the usage of automobiles, which will have the added benefit of improving the air quality in Delaware County.

**Total CMAQ Grant request - \$65,967.00**

***Budget:***

➤ ***Bicycles***

Purchase 50 additional bicycles for the Cardinal Greenway bicycle loaner program, \$200.00 each

$$50 \times \$200.00 = \$10,000.00$$

➤ ***Bike Racks***

Portable heavy-duty double-sided bike rack accommodates 10 bikes, \$288.00 each



$$100 \times \$288.00 = \$28,800.00$$

➤ ***Bicycle-Friendly Signage – 16” x 16”***

To promote our community as “Bicycle-Friendly”



$$100 \times \$21.67 = \$2,167.00$$

➤ ***Marketing***

In order for this program to be successful it is important that we include a marketing program to promote the usage of bicycles in Delaware County. Promotion will include newspaper, radio, direct mail and flyers. A major part of our marketing will include partnering with the Cardinal Greenways, the longest Rails-to-Trails project in Indiana. The Cardinal Greenways has the support structure in place to assure the success of this program.

$$\$25,000.00$$