

2012-2017 Master Aging Plan Housing Work Group Objectives and Strategies

Goal: broad statement of what will change as a result of a program and who will be affected. Should be simple, concise, attainable and ambitious. Need not be measurable or have a deadline.

Objective: Identifies how the goal will be achieved in concrete, measurable terms. Who will change by how much, by when and how the change will be measured. Provides framework for evaluation. Ideally, goals should be SMART (Specific, Measurable, Achievable, Realistic, Time-bound).

MAP GOAL 6: Prepare Orange County for an aging population.

- **Objective 1: Orange County and the towns of Chapel Hill, Carrboro and Hillsborough will jointly develop a housing plan for Orange County's increasing older adult population.**
 - Strategy 1: Request that the county and the towns conduct a formal study that will 1) identify where older adults currently reside broken into income categories 2) identify the types of housing that older adults may need in the future, 3) identify the gaps between what exists and what older adults may need and 4) increase the amount, affordability and variety of housing options for older adults as needed.
- **Objective 2: Protect and increase the number of affordable housing options for low and middle-income older adults.**
 - Strategy 2: Look at existing regulations and policies that might prevent the development of senior housing (e.g. zoning, restrictions on ADUs, school impact fees, expanding low-income eligibility).
 - Strategy 3: Streamline the land use review process for housing options for older adults.
 - Strategy 4: Encourage and endorse partnerships that lead to the development of new housing options for older adults (e.g. commercial builders, non-profits, faith communities)
 - Strategy 5: Increase the amount of housing cost subsidies available in Orange County (e.g. rental assistance, tax credits, home ownership assistance).

MAP GOAL 2: Enable older adults to age in their place of choice with appropriate services and supports.

- **Objective 3: Identify and organize older adults who want to create intentional communities (e.g., co-housing).**
- **Objective 4: Increase the proportion of the housing stock that accommodates the needs of older adults through universal design features.**
 - Strategy 6: Recommend that the state of North Carolina 1) Develop mandatory Universal Design/visitability standards for all new housing developments and 2) incorporate universal design features into the state's Health and Safety Code for builders so that buyers can opt-in to universal design features.

- Strategy 7: Create county-level incentives or ordinances for new developers to adopt Universal Design features (e.g. financial incentives, building certification, streamlined permitting, construction permitting, construction permit fee waivers, establish a certification program to “brand” housing options meeting accessibility standards under a recognized label.)

MAP GOAL 5: Empower older adults to engage in the community through volunteerism, lifelong learning, and civic activities.

- **Objective 5: Encourage the participation of older adults and their advocates in ongoing housing planning efforts in Orange County.**
 - Strategy 8: Sponsor opportunities to facilitate conversation and advocacy about what kinds of housing Orange County residents want and need (e.g., forum, listserv).
 - Strategy 9: Educate older adults and their advocates about the need for attendance at housing related meetings.
 - Strategy 10: Create a sub-committee of the OCDoA Advisory Board on Aging to participate in the planning effort/focus on housing issues.
 - Strategy 11: Encourage town council and developers to consider older residents’ needs to age in place/age in community and not be forced out of new redevelopments.
 - Strategy 12: Ongoing community education about aging issues.