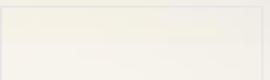


Designing to meet the needs of today's seniors

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SENIOR CENTERS ARE NOT WHAT THEY USE TO BE

- To stay relevant senior centers must adjust to the changing needs of their customers
- The emphasis is on living healthier, longer lives
- Today's senior center is a vibrant, action-packed combination of fitness center, volunteering headquarters, transportation hub, dining locale and counseling center.

One of the greatest misunderstandings about senior centers is that they serve one generation

BILLERICA TWO KEY SEGMENTS

1: YOUNG OLD: 60-79

2020: 8569

2040: 9778

14% increase in population size

2: OLD OLD: 80+

2020: 1785

2040: 3807

113%

FROM 2020 to 2040: 60 plus age group move from 10,354 to 13,585 (24% of the population to 32%)

**The challenge is to have rich programming that appeals to
both generations**

Once you get clients in the door, the programs offered need to satisfy a holistic mind, body, and soul approach to wellness for all age groups

SOCIAL INTERACTION KEY FOR OLDER GROUP

- Strengthening the soul through social interaction is important. Multifunctional social spaces are necessary to promote formal and informal interaction.
 - Rooms with tables for impromptu card games, meetings, or meals are key
 - Weekly lunches continue to be popular with the older group

DESIGNING FOR THE BOOMER

- “With a cappuccino and wine bar, comfy leather chairs and outdoor concerts and dances, there’s nothing “senior center” about this place. In fact, it bills itself as a premiere 50+ club”

REBRANDING

- From a “senior center” to an “active-adult center”
- Boomers don’t want to be associated with traditional perceptions of aging
 - To this generation, the word “senior” is synonymous with “passive” and “boring,” which is the exact opposite of their desires for activity and excitement.

