



City of Cambridge
Department of Human Service Programs
51 Inman Street, Cambridge, Massachusetts 02139, 498-9076

DEC 12 2 37 PM '85

To: Robert W. Healy
From: Jill Herold *JH*
Subject: Response to Awaiting Report Item

Date: December 12, 1985

Reference:

In response to awaiting report item 24 of August 5, 1985 it should be noted that the Department of Human Services and its Council on Aging continue to support the efforts of Cambridge Living Options for Elders (CLOE) and the Health Task Force as they proceed in developing a plan for a Continuing Care Retirement Community for Cambridge.

Community and Youth Services
498-9037/9072
Council on Aging/Elderly Services
498-9039

Recreation
498-9028
Community Learning Center
547-1589

CONTINUING CARE RETIREMENT COMMUNITIES:
A PROSPECTIVE MODEL FOR CAMBRIDGE

1. THE CCRC CONCEPT:

Continuing Care Retirement Communities (CCRCs) are a type of group housing oriented to the combined needs of older people and offering a continuum of services to support a lifestyle of relative independence. Health services often comprise some of the on-site services, as well as the inclusion of an on-site nursing facility. Varying levels of personal assistance are offered to residents, as well. These services range from receiving one prepared meal daily to having the full assistance of a personal care attendant in one's unit. The CCRC model enables the entering resident to remain in the community throughout his or her life, maintaining his or her opportunity for optimal interdependence. While financial structures may vary from community to community, CCRC living may entail a down payment and monthly fee and, in some cases (under the Life Care contract), this entrance fee may become part of the resident's estate, upon his or her death. With a range of supportive services on premises, the CCRC model is designed to fill the gap between full institutionalization and living alone.

2. DEMAND AND NEED IN CAMBRIDGE:

Market and needs analysis of the Cambridge elder community has underlined the necessity for a supported living option such as the CCRC, in order to enable elders to remain in the community. A Market Analysis, undertaken in June, 1984 by Gerontological Services, Inc. for Cambridge Living Options (CLOE), provides evidence that elders have a significant demand for retirement housing with supportive services.

The market survey, taken from a sample population of 3,000 which included both a random elder sample and a sample of CLOE, Harvard and MIT retired staff and alumni (to assure a distribution of responses for higher income levels) yielded a high interest in an assisted living facility. If no income criteria is used, the survey indicated that three-fifths, or 61.6% of the sample was interested in moving into assisted housing. Based on the target area population estimate of 65+ (65,104), there would be about 40,100 interested persons. Meeting just 5% of this market demand would indicate a demand for 2,000 units. Of the 34.2% of study respondents who have income over \$20,000 (representing the private pay market necessary to support lower income residents), 51% would be interested in moving to a proposed retirement facility.

It is estimated, in the analysis, that 18-25% of the population over age 65 is in need of supportive living. Of the 11,700 income eligible households, the low estimate of 18% would suggest a real need for 2,100 units of congregate housing among persons with incomes over \$20,000 per year. If the 51% interested would choose the proposed facility, then 1,074 units could be filled. If only 20% of the target market moved to the facility, then 420 units could be filled.

Need: The need for a facility of this kind in Cambridge has been clearly indicated in a plan for Cambridge entitled "Meeting the Needs of the Elderly", which was developed in 1978. Findings of the needs assessment support the conclusion that the combination of increasing chronic disability over age 64 and limited housing options in Cambridge place stress on the need for planned long term care which encompasses assisted independent living.

3. EXISTING RESOURCES:

Cambridge long-term care resources for the elderly are generally comprised of either fully institutional settings, limited congregate housing options which are geared to the more independent elder, and community-based services such as the VNA, Windsor House Geriatric Day Care Services, Somerville-Cambridge Elder Services and proprietary home care companies. There presently exists in Cambridge no single setting of group independent living such as the CCRC which would combine a full range of services from minimal assistance through skilled nursing care and which addresses the long-term nature of the health care needs of the elderly.

4. OBJECTIVES:

Based on needs assessment and market analysis clearly indicating the need in Cambridge for supported independent group living, the establishment of a Continuing Care Retirement Community has been proposed. In order to develop this vital resource in our community, the three following major requirements must be satisfied:

--Community Backing-- steps have been taken by the City which demonstrate its interest in investigating the prospects for a CCRC in Cambridge and the City Council has ordered the designation of a committee to address this need. The establishment of a CCRC in Cambridge is a significant undertaking and it requires the serious commitment of the community. The imperative for a Continued Care Retirement Community in our city is clear and the support of Cambridge community leaders is encouraged.

--Land Site-- securing land in Cambridge suitable for proposed complex and with the capacity for housing and skilled nursing facilities is a significant challenge. Some possibilities are presently under consideration.

--Sponsorship and Capital-- there are numerous ways in which the development and sponsorship of such a venture can be approached. Several private developers have indicated an interest in a project of this kind and it is also not uncommon for a CCRC to be sponsored by a non-profit organizations which hire proprietary companies to manage the facility. A variety of non-profits have been considered and companies such as Mediplex have been approached. Other possibilities under consideration are city collaboration with community agencies and development through a hospital corporation.

Financing options are also under review, as they relate to the various approaches to development. Under a non-profit approach, bond financing may be utilized.



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
TEL. 498-9011

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

December 12, 1985

To the Honorable, the City Council:

In response to Awaiting Report No. 22, a communication from Oliver Cox of the Council on Aging regarding the concept of a continuing care retirement community, I submit a memorandum from Jill Herold, Assistant City Manager for Human Services, outlining a prospective model for implementation of such facilities in Cambridge.

Very truly yours,

Robert W. Healy
City Manager

S-875

Re: Response to Awaiting Report Item No.
22 on developing a plan for a Continuing
Care Retirement Community for Cambridge.

12/16/85

Placed on File -

In City Council,

December 16, 1985

12/16/85

C. Wolfe requested

that this item

be referred to the

Planning Dept.

#22- Be placed
on File