



AGENDA
AD HOC COMMITTEE ON DIVERSITY
Friday, May 13, 2016 @ 11:30 a.m.
Council Conference Room, 10th Floor, City Hall

Councilmember Carol Wood, Chair
Councilmember Patricia Spitzley
Councilmember Jody Washington

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of Minutes
 - April 22, 2016
5. Action/Discussion:
 - A. Discussion – Age Friendly Communities
 - B. City Attorney Update on the Human Rights Ordinance Chapter 297 Amendments
6. Other
 - A. Updates on Participants in the Committee
7. Adjourn



MINUTES/NOTES
AD HOC COMMITTEE ON DIVERSITY
Friday, May 13, 2016 @ 11:30 a.m.
Council Conference Room, 10th Floor, City Hall

Call to Order

The meeting was called to order at 11:35 a.m.

Committee Members

Councilmember Carol Wood, Chair
Councilmember Patricia Spitzley- excused
Councilmember Jody Washington-absent

Others Present

Sherrie Boak, Council Staff
Stephen Purchase
Guillermo Lopez
Andy Kilpatrick, City of Lansing Transportation
Jim Bale
Tammy Lemmer, TCOA
Mark Dotson, Deputy City Attorney – arrived at 11:42 a.m.

Introductions

Minutes

Minutes moved to next meeting.

PRESENTATION – Age Friendly Communities

Council Member Wood presented a quick introduction on the Committee focus to look at policies that deal with our diverse population, and be cognoscenti when asking those questions. The group received handouts titled *The Longevity Economy* handout and the *Age –Friendly Lansing*.

Mr. Kilpatrick gave an overview of the presentation which focuses on age groups and changes in emphasis of getting the younger generation to come to Lansing but the focus is also getting the older generation to stay engaged in the community.

Council Member Wood asked Ms. Lemmer about TCOA statistics and any increase over the years utilizing the services. Ms. Lemmer stated they ironically just finished a needs

assessment, and there was a 20-30% increase in Ingham County specifically. Certain services funded thru State and Federal has a growing wait lists since not a lot of funds.

Mr. Kilpatrick continued with the program over view of Age Friendly. AARP is an affiliate and encouraged a focus on Cities and Communities. The City of Lansing is the 3rd City in the State to participate. They provide the assistance to get thru the program, which is a 5 year program. In this first year, gathering data, review the data for demographics; hold community input sessions, with area built in environment which includes social and communications, health support.

Mr. Lopez asked if the data provided numbers for different diverse communities. Mr. Kilpatrick says they do have data from census, but do not sure if there are broken down specifically by ethnicity.

Mr. Kilpatrick moved onto the *The Longevity Economy* briefly, and then went onto update where the sessions have been held so far. The first one was at Allen Center and they hope to have 4-6 over the next months. There is a desire to reach all communities for a diverse input. Mr. Lopez suggested Action of Greater Lansing and Immigrant & Refugee Resource Collaborative, Council Member Wood recommended Cristo Rae.

Ms. Lemmer stated TCOA would be willing to host.

Council Member Wood asked Mr. Bale to research with AFCIO and UAW for a host and participation with their retirees. Council Member Wood then suggested to Mr. Purchase to assist in the coordination of hosting with the Realtors Association and invite developers.

Ms. Lemmer asked if universal design coming into focus in Lansing, which is build the property accessible not build it or adapt when needed. Mr. Purchase stated there was a code change a few years ago that addresses these multi-family homes, but nothing focused on single family homes yet.

Council Member Wood asked Mr. Dotson if there would be any interest of doing some data gathering for having Cooley Law School to host. Mr. Dotson stated he thinks they would be willing to host, and he could provide contact info for the "60 Plus Clinic".

The group continued to offer suggestions to Mr. Kilpatrick including sororities & fraternities who can invite their members, and they can be the host and we bring in the speaker.

The group will follow up on their suggested organizations and report back. Ms. Lemmer referenced emailing a brochure from the State *Communities for Living* and this might be able to be incorporated with them also.

Mr. Purchase noted that recently the grandparents participation has decreased at EC3. Ms. Lemmer suggested RSVP of Lansing coordinates with bringing in inter-generational into the classroom. It was noted that RSVP just received a grant and are working on revitalizing.

Mr. Kilpatrick reiterated that the City joined in August 2015 and have a year to compile the data, but can go into September or October 2016 to collect data. Year two will be focused on the development plan. Mr. Kilpatrick offered to compile an outline of what the hosts of the input sessions can expect and set up.

Human Rights Ordinance Update

Ms. Lemmer referenced state outlines on bullying that she read from her email dated May 3, 2016. "Bullying" or "harassment" is any gesture or written, verbal, graphic, or physical act (including electronically transmitted acts – i.e., cyberbullying, through the use of internet, cell phone, personal digital assistant (pda), computer, or wireless handheld device, currently in use or later developed and used by students) that is reasonably perceived as being dehumanizing, intimidating, hostile, humiliating, threatening, or otherwise likely to evoke fear of physical harm or emotional distress and may be motivated either by bias or prejudice based upon any actual or perceived characteristic, such as race, color, religion, ancestry, national origin, gender, sexual orientation, gender identity or expression; or a mental, physical, or sensory disability or impairment; or by any other distinguishing characteristic, or is based upon association with another person who has or is perceived to have any distinguishing characteristic. "

Mr. Dotson suggested taking out the word "verbal", and was comfortable with "reasonable person" but it should address the person who did the harm, possibly "reasonable perceived". Council can ask the focus to be on the person doing the acting or can ask the focus on the person that is being acted upon. Council Member Wood stated that the person doing the action will say "it was not intended that way". Mr. Dotson, if language was "intended to", the questions would be as peers of judges of fact, do we think that was intended by what was done. More "pro-intended" is because if we go with "reasonable", it will include conduct that was not intentional but irresponsible. Ms. Lemmer "directed at another person that causes ...". Mr. Purchase referenced the draft ordinance, page 5 lines 4-7 that the notion of intent is important, depending on how constructed is how it is determined if they are liable. Mr. Purchase asked Mr. Dotson to consider "bullying" as a broader sphere and not tied to a place per say. Look at what is "harassment".

The group should send info to Council Staff who will then forward to Mr. Dotson, who in turn will review with Council Member Wood to start review of the process, including the establishment of the Hearing Officer.

Council Member Wood stated she will contact East Lansing to talk to them about their Boards and how they appoint, what training they provide and what is the number of complaints they have they received.

It was noted that earlier in discussions HRCS was asked about the number of complaints they have received, and they stated 3, but it was brought to Council Member Wood's attention that there was another complaint that was not followed up on. The group should discuss if this complaint be looked at now.

Mr. Lopez suggested Council Member Wood research any ordinances that might be still be on the books that are not active, and he was asked to provide a list of suggestions to staff.

Other

Mr. Lopez provided updates on Cristo Rey Event, a golf fund raiser for Amigos Des Los Campesinos De Michigan and Tournament of Friendship.

Ms. Lemmer noted TCOA is having a golf outing.

Adjourn

Adjourn at 12:40 p.m.

Submitted by, Sherrie Boak, Council Office Manager

Approved by Committee on May 27, 2016

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MINUTES
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Call to Order

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Committee Members

Councilmember Carol Wood, Chair
Councilmember Patricia Spitzley-excused
Councilmember Jody Washington

Others Present

Sherrie Boak, Council Staff
Guillermo Lopez, Lansing School District
Mark Dotson, Deputy City Attorney
Griffin Rivers
Judi Harris, St. Vincent
Stephen Purchase
Mary Ann Prince
Tammy Lemmer, Tri County Office on Aging
Rafael Marivez, MSU and Sparrow
Lance Langdon, 911 Center Director
Eric Webber, President Fire Fighters Union
Mr. Marivez

Introductions

Minutes

MOTION BY COUNCIL MEMBER WASHINGTON TO APPROVE THE MINUTES FROM MARCH 11, 2016. MOTION CARRIED 2-0.

Human Rights Ordinance

The Committee started the review of draft #4 dated April 22, 2016.

Mr. Langdon arrived, so the Committee moved to the 911 Center presentation.

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PRESENTATION – Director of the Ingham County 911 Center
Council Member Wood informed Mr. Langdon why he was invited.

Introductions were made by the members of the Committee.

Mr. Langdon began with the emphasis of informing the public of the critical need for “Location of Emergency” because some calls are not made from the exact location of the incident, and some cell phone locations are not identified as the specific location either due to the tower. Therefore the public needs to understand that 911 will continue to ask for the location of the emergency.

Mr. Langdon talked about the advantages of signing up with SMART911 which is a free service and provides dispatch operators with important information that they can pass along to the EMS staff.

Ms. Harris asked if their online registration for SMART 911 offers an option to note what the caller’s language is or second language is. Mr. Langdon confirmed they can create a profile and share whatever information they wish. The beginning process of the profile they are asked what language they want to complete it in, however he would have to double check to see if there is an option later in the profile that allows for a second language category. There is an option that allows them to state that 911 will need an interpreter. It will take 2-3 minutes for 911 to obtain an interpreter if one is needed.

Mr. Marivez asked questions on the number of bi-lingual employees, number of employees who are interpreters, and their recruiting processes. Mr. Langdon stated they do not have any bi-lingual employees, and they use an interpreter hotline where they can assistance within 2-3 minutes. The center is constantly recruiting thru job fairs, and Ingham County job postings, however it is hard to get applicants. The job requires 12 hour shifts, mandatory overtime, and they provide service 365 days a year. They have made attempts to obtain employees who are military veterans or the handicapped and they are not getting those applicants either. Mr. Marivez offered his assistance. Mr. Webber suggested they work with Michigan Works. The group also suggested to Mr. Marivez that they add “bi-lingual preferred” to the posting.

Ms. Prince asked if 911 Center was at one location and the number of employees. Mr. Langdon confirmed they are all in the same place, and they currently have 4 dedicated and other staff for overflow per shift. Ms. Prince then invited everyone present to an interfaith event on May 1st at the United Methodist Church from 3pm – 5 pm.

Council Member Washington asked where someone can apply for jobs, and Mr. Langdon informed the group of the website, 911.ingham.org, and stated they are currently filling 7 vacant positions. There are currently 12 applicants that have made it through the process from the original applications of 37. There is a rate of 2 out of 5 staying in the position.

Mr. Rivers asked about the recruitment of minorities, and Mr. Langdon agreed they are looking for more to apply.

Mr. Webber questioned Mr. Langdon background. Mr. Langdon stated he was and EMT Lieutenant, the Director of dispatch center in East Lansing prior to the Ingham County 911 Center, is EMS Manager certified and has the job experience. Mr. Webber than asked what the turnover rate is and if they have considered shift schedule changes. Mr. Langdon stated there

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is a 20% turnover rate, and the union contract dictates the 12 hour shifts. He has approached the union on a change, however the union didn't want. Most overtime is 4 hours, but he prefers to allow them only 2 hours. Mr. Webber then asked if 911 advertises their jobs outside of Ingham County, and Mr. Langdon acknowledged they have presented at Baker College and Oakland Community College where they are creating dispatcher classes. Mr. Marivez suggested creating one bi-lingual position in each shift.

Council Member Wood asked if 911 Center employees belong to the CARES program to offer assistance for stress training. Mr. Langdon confirmed they do, and also do training with the 911 Institute.

Council Member Wood explained a complaint the many in the neighborhoods voice when call in the 911 Center regarding drug dealing in the area. A very common response from the operators has been "how do you know it is a drug deal." Mr. Langdon stated he would address this matter with the dispatch operators.

Council Member Wood concluded by suggesting everyone present provide Mr. Langdon with their business cards and invite him to their events.

Human Rights Ordinance –Continued

Council Member Wood referred everyone to page 20 that addressed the investigation and hearing phase, noting that at the last meeting Dr. Jackson Johnson noted she had a concern with the existing Ordinance that she recently reviewed and therefore wanted it addressed before the amendments were adopted.

Mr. Dotson confirmed he spoke to Dr. Jackson Johnson and she was not she was objecting to the whole concept, and did get a commitment that her department will be involved with process. They will accept the complaint and then do a preliminary investigation. If it goes any further then the hearing officer will be assigned. Council Member Wood added to the details that HRCS will not be the hearing officer, nor is it the recommendation from Law that the City Attorney office be the hearing officer either. So Law is looking at leaving the terminology and continue to work with HRCS and the Committee Chairperson at the potential of hiring and representation of a hearing officer. Therefore the Committee at this time is looking for a motion adopt Draft #4, but not place on a Council agenda until the hearing officer option has been determined.

Mr. Purchased pointed out that another unanswered question the group had was the definitions of bullying and the confirmation of those. Council Member Wood agreed that Mr. Abood was also supposed to be looking into that, and Mr. Dotson did not have an answer on that, therefore this topic will be addressed by Law at the May 13th, 2016 meeting. Mr. Dotson asked that Mr. Purchase submit the language to Ms. Boak and she can forward to Mr. Dotson.

Council Member Wood informed the Committee that the Committee on Public Safety will be meeting onsite at 3200 S. Washington on May 6th at 6:30 p.m.

Mr. Lopez presented a financial update on the recent Cesar Chavez event, with a total cost in kind and expense \$1,018.99.

Other

Ms. Lemmer stated that the TCOA is developing a 3 year plan.

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Mr. Webber stated that on May 23, 2016 the Detroit Lions alumni will play in a benefit basketball game against the Lansing Fire Fighters at Johnson Field House.

Adjourn

Adjourn at 12:58 p.m.

Submitted by, Sherrie Boak, Council Office Manager

Approved by Committee on _____

Age-Friendly Lansing

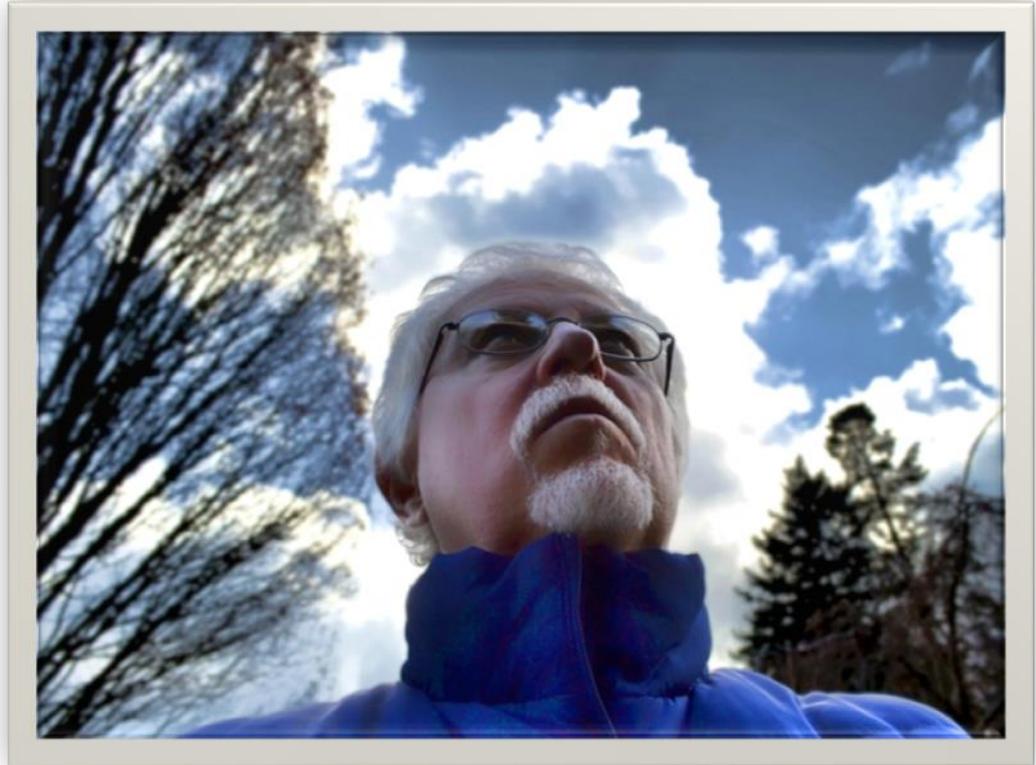


Karen Kafantaris
AARP Associate State Director

We're entering a time of **profound and permanent change** to the demographic composition of America.



Every day **10,000**
Boomers reach age 65.



By 2030 America will have
twice as many people over the age of 65
as we have today.

Age-Friendly Collaborating Cities



35 Cities from 22 Countries



AMERICAS

- Argentina, La Plata
- Brazil, Rio de Janeiro
- Canada, Halifax
- Canada, Portage La Prairie
- Canada, Saanich
- Canada, Sherbrooke
- Costa Rica, San Jose
- Jamaica, Kingston
- Jamaica, Montego Bay
- Mexico, Cancun
- Mexico, Mexico City
- Puerto Rico, Mayaguez
- Puerto Rico, Ponce
- USA, Portland
- USA, New York

EUROPE

- Germany, Ruhr
- Ireland, Dundalk
- Italy, Udine
- Russia, Moscow
- Russia, Tuymazy
- Switzerland, Geneva
- Turkey, Istanbul
- UK, Edinburgh
- UK, London

AFRICA

- Kenya, Nairobi

SOUTH-EAST ASIA

- India, New Delhi
- India, Udaipur

EASTERN MEDITERRANEAN

- Jordan, Amman
- Lebanon, Tripoli
- Pakistan, Islamabad

WESTERN PACIFIC

- Australia, Melbourne
- Australia, Melville
- China, Shanghai
- Japan, Himeji
- Japan, Tokyo

Credit: BC Ministry of Health

An Age-Friendly Community Is

“an inclusive and accessible environment that promotes active aging”

“emphasizes enablement rather than disablement”

“is friendly for all ages, not just age-friendly”

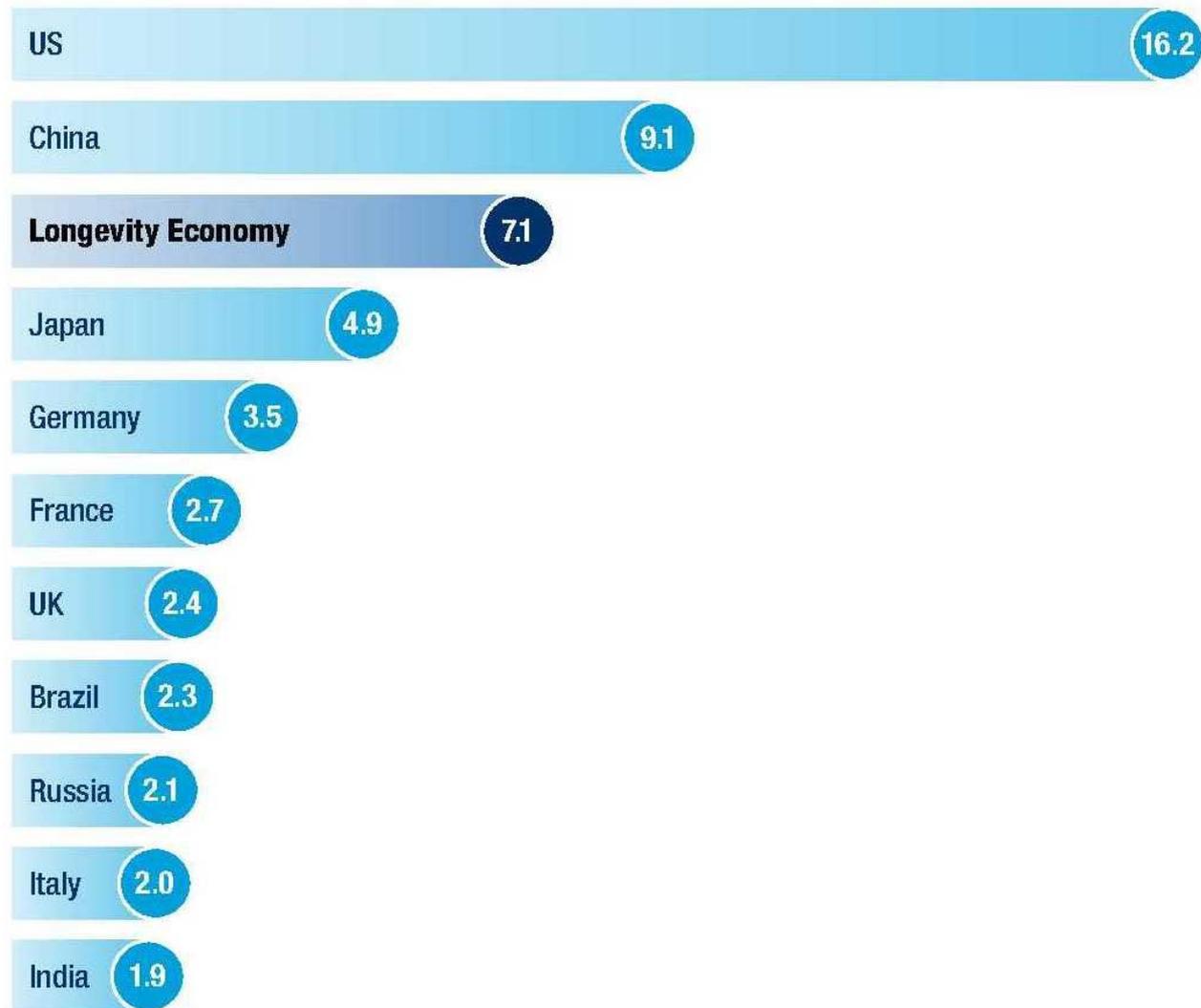
As defined by the WHO

Older Adults are Assets to the Community



Fig. 2: The Longevity Economy on a global scale

The Longevity Economy in global perspective (2012 GDP, \$ trillions)

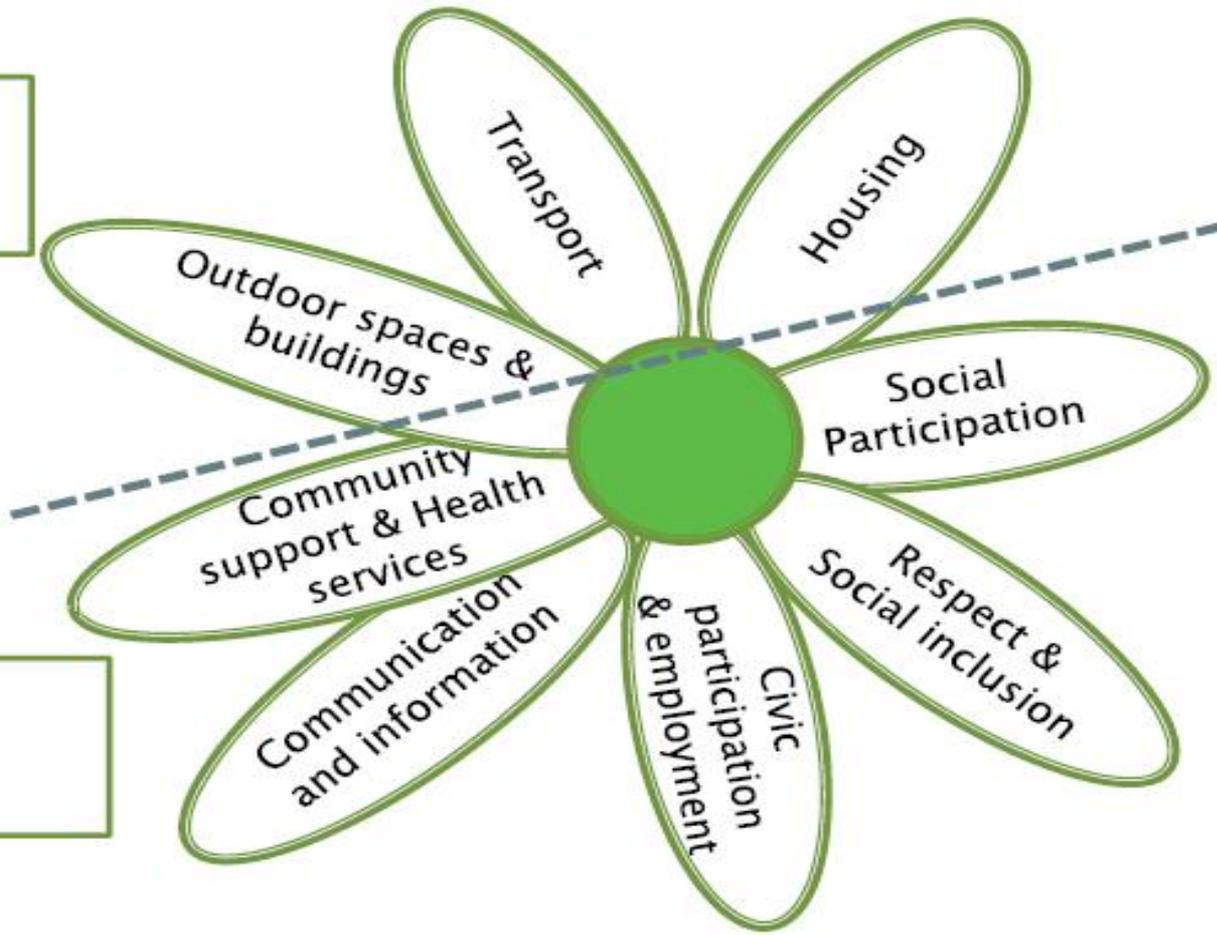


Source: Oxford Economics

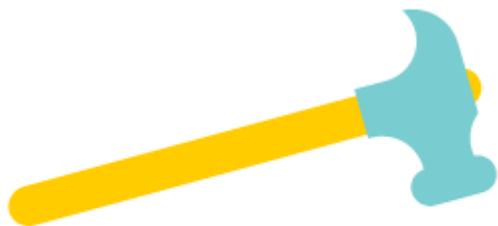
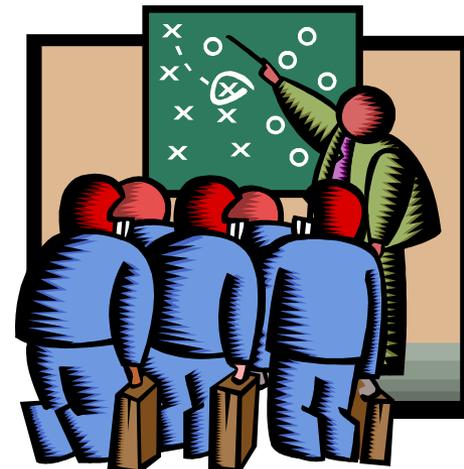
An Age-Friendly Community: Eight Domains

Built Environment

Social Environment



How Does the Program Work?



Implementation



Who Need To Be At The Table?

Elected officials

Key agency staff:

Planner, Public Works, Bike/Pedestrian coordinator

DOT representative

MPO Representative

First responders

PTA's

School department staff and/or school board members

Main Street Organizations

Chamber of Commerce

Downtown Development group

Rotary Club/Lions & Other Groups

Disability Community

Major employers in the community

Tourism Bureau; Heritage Society & Museums

Health community: Hospitals, YMCA's, Disease groups

NGO's that are engaged in the issue

Representatives of Community Foundations

Neighborhood Associations

Library staff

Senior Center Leadership

Area Agencies on Aging/Orgs who work with or serve seniors

Colleges/Universities in the community

Smart Growth & Environmental groups

Older Adults from the Community

Individuals representing all Cultures and Ethnicities including LGBT

How Else Can I Be Involved?

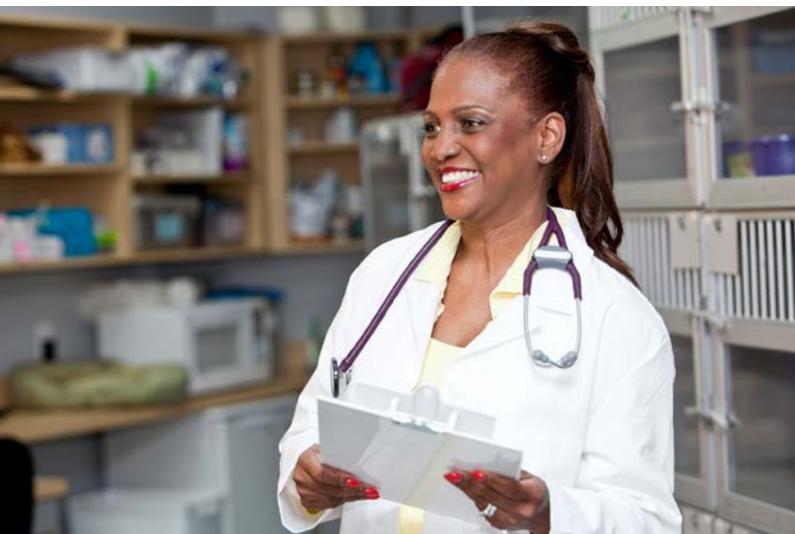
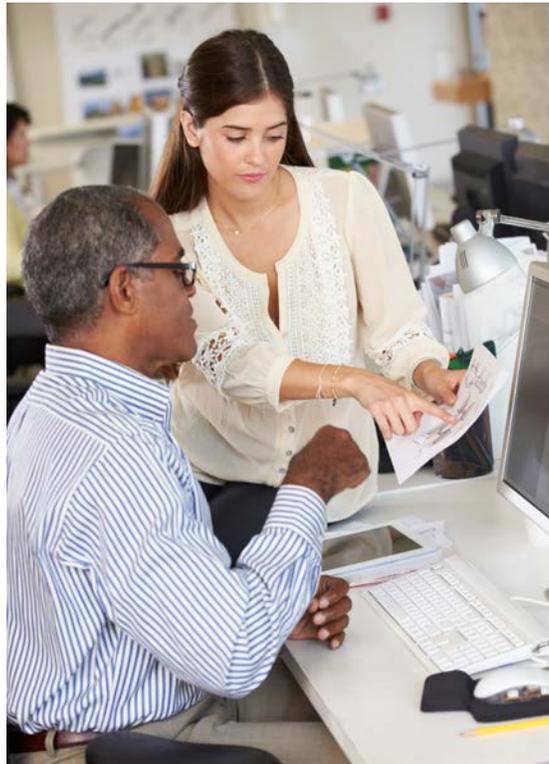
- **Participate/Attend Age-Friendly Events/Meetings**
- **Participate on a Steering and/or Work Group Committee**

Thank you!

Karen Kafantaris
kkafantaris@aarp.org
517-267-8916

The Longevity Economy

Generating economic growth and new opportunities for business



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Understanding the Longevity Economy	7
A distinctive consumer profile	9
Changing preferences.....	9
Size and impact	12
Bolstering the larger economy	15
Boosting labor-force participation.....	16
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Introduction

A powerful new force is changing the face of America, composed of 106 million people responsible for at least \$7.1 trillion in annual economic activity—a figure that is expected to reach well over \$13.5 trillion in real terms by 2032.¹ This is the Longevity Economy, representing the sum of all economic activity serving the needs of Americans over 50 and including both the products and services they purchase directly and the further economic activity this spending generates. This population of older workers and retirees represents both a transformative force by itself, expected to account for more than half of US GDP by 2032 (see box on page 5), and a net national asset—a fast-growing contingent of active, productive people who are working longer and taking the American economy in new directions.

The growing population over 50 represents both a transformative force by itself and a net asset—a fast-growing contingent of active, productive people who are working longer and taking the economy in new directions.

Along the way, the Longevity Economy is upending conventional wisdom about how aging affects the overall US economy, and the country. Rather than lengthening extreme old age, the 30 years added to lifespans in the 20th century have resulted in a longer middle age—extending the period when workers are at their most productive and creative, and representing a major, often untapped resource.

Rather than being a burden to society, these older people will continue to fuel economic activity far longer than past generations had, and those born after them will continue the trend. They already inject some \$4.6 trillion a year in spending on consumer goods and services, including health care, into the overall economy, according to research by Oxford Economics. That figure rises to \$7.1 trillion when we add the effects of this direct spending as it circulates through the economy (these consequential results are called “induced economic effects”).² This activity provides employment for nearly 100 million Americans. In addition, the Longevity Economy is a huge source of charitable giving, contributing nearly \$100 billion annually to a variety of causes and concerns, which represents nearly 70% of all charitable donations from individuals.³

1 Oxford Economics calculations, discussed in footnote 2. All figures in this report are in constant 2011 dollars unless otherwise noted.

2 Oxford Economics calculations. Non-health consumer spending estimated using the Bureau of Labor Statistics's Consumer Expenditure Survey of spending by consumer units, with a reference person over age 50 and scaled for underreporting using data from the Bureau of Economic Analysis's National Income and Product Accounts. Excludes all spending on rent or imputed rent. Health care spending estimated using data from US Centers for Medicare and Medicaid Services National Health Expenditure. Full domestic economic impact of this spending, including direct, indirect, and induced impacts, is calculated using the IMPLAN software package.

3 Rovner, Mark. 2013. “The Next Generation of American Giving: The Charitable Habits of Generations Y, X, Baby Boomers, and Matures.” Blackbaud. August 2013. https://www.blackbaud.com/nonprofit-resources/generational-giving-report?utm_source=infographic&utm_medium=website&utm_campaign=NextGenReport&utm_content=footer

A profile of the Longevity Economy

By any measure, the Longevity Economy is already one of the most significant contributors to overall US economic activity. By 2032, it is projected to make up about 52% of US GDP (see Fig. 1);⁴ already, it accounts for roughly two-thirds of employment as well as wages and salaries in the US (see Table 1). The tax receipts that result from the economic activity generated by over-50 Americans' spending alone account for nearly half of federal tax revenue, and over half of state and local tax revenue (see Table 2).⁵

Fig. 1: Growth of the Longevity Economy

% of US GDP accounted for by the Longevity Economy

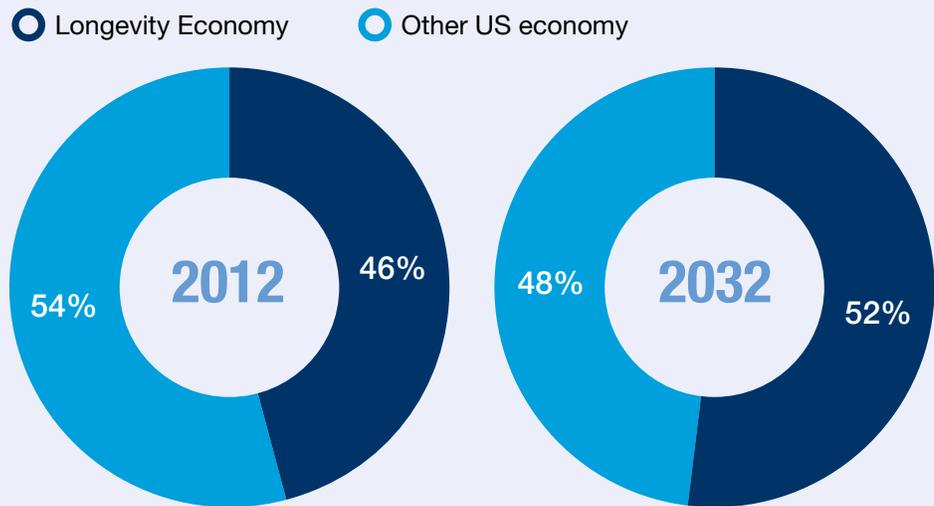


Table 1: Size of the Longevity Economy

	GDP	Employment	Wages & Salaries
Longevity Economy	\$7.1 trillion	98.9 million	\$4.5 trillion
% of US economy	46%	69%	65%

Table 2: The Longevity Economy and taxes

	Federal taxes	State & local
Generated by Longevity Economy	\$987 billion	\$761 billion
% of total taxes	47%	56%

Source: Oxford Economics

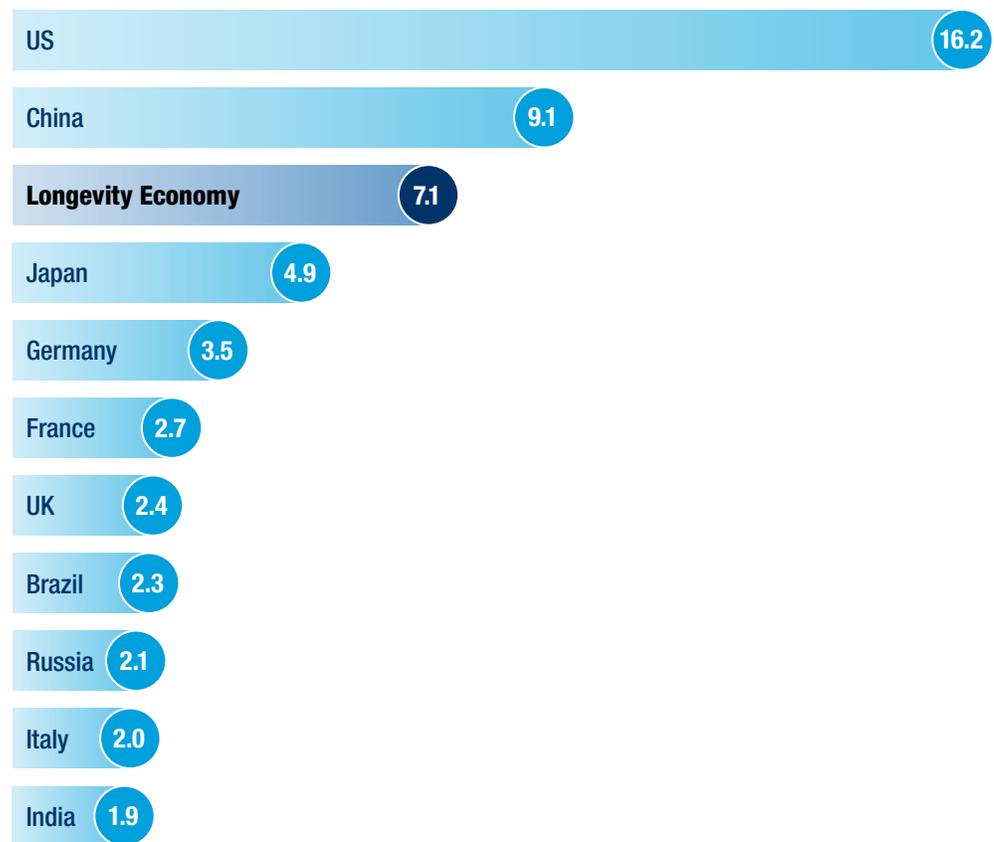
4 Figures calculated prior to the Bureau of Economic Analysis's July 31, 2013 revisions to historic GDP.

5 Includes federal, state, and local taxes generated by the economic impacts attributable to the Longevity Economy, not necessarily taxes paid by those over the age of 50.

The Longevity Economy is a factor of far greater magnitude than just a collection of age-specific workers, consumers, and retirees. In the aggregate, the Longevity Economy is larger than any other country’s economy, except those of the United States and China (see Fig. 2). Indeed, it has many of the characteristics of a healthy and growing national economy: Over-50 Americans have already sparked a transformation in products and services as businesses tailor more of their offerings to meet the needs of this population—improvements that then become standard for other consumers. Its role in sparking economic growth extends beyond this, however. It is a source of new ideas and trends, of new business models and new technologies, and of entrepreneurship and investment. Moreover, as more aging Americans choose to remain in the workforce longer, they will continue to increase potential economic output.

Fig. 2: The Longevity Economy on a global scale

The Longevity Economy in global perspective (2012 GDP, \$ trillions)



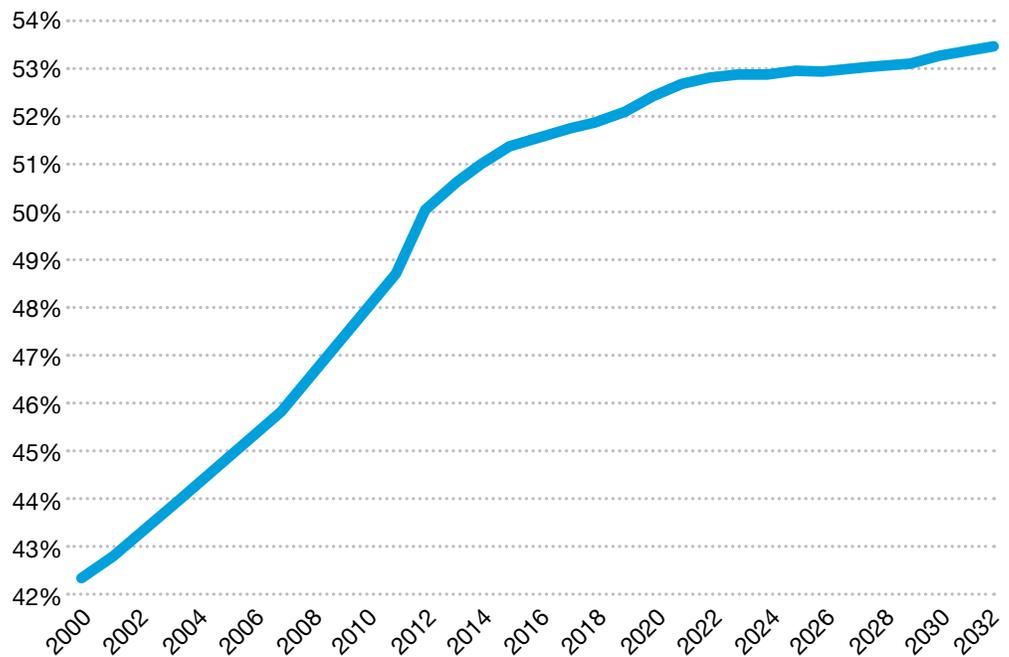
Source: Oxford Economics

Much attention has been directed at the cost of supporting an older and less active population. In reality, however, the challenge is for the US economy to determine how to make the most of a growing over-50 contingent, many of whom are just reaching peak productivity. Older Americans are a vibrant group, driven to keep working and contributing to the economy either by financial need or simply the desire to stay active and feel fulfilled. Their growing presence will be not only a net gain for the overall American economy, but also a crucial opportunity for businesses.

Understanding the Longevity Economy

Understanding the Longevity Economy starts with the over-50 population itself. In 2000, Americans over 50 comprised 42% of the over-25 population; in 2013, that proportion reached 51%, and it is expected to grow to 54% by 2032 (see Fig. 3). The Longevity Economy is not a passing phenomenon—longer life spans will result in a consistently large over-50 population even after the Baby Boomer wave has crested.

Fig. 3: Proportion of the working-age population by age segments
Over-50s’ share of the over-25 US population, forecast from 2010



Sources: Oxford Economics, US Census Bureau

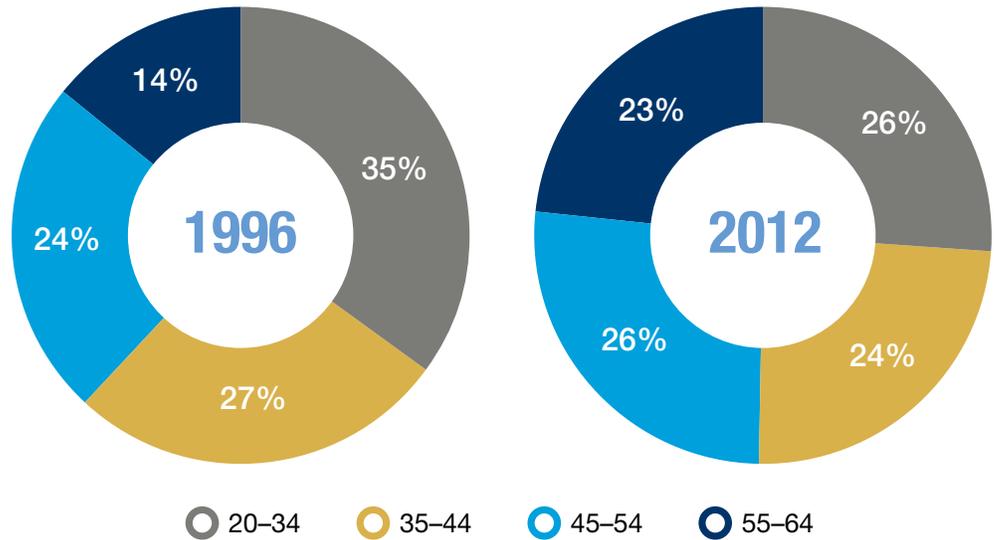
These people are altering long-held preconceptions about the career and life patterns of older workers and retirees. According to the Ewing Marion Kauffman Foundation, which studies and encourages American entrepreneurship, people in their 50s and 60s start businesses at nearly twice the rate of those in their 20s. This is, in part, out of necessity, since entrepreneurship tends to rise during recessions and “lifetime” employment among people over 50 is declining—but it is also because they have the capital, the credit, and, often, a wealth of experience that younger workers lack.⁶ Almost one-quarter—23%—of new US businesses started in 2011 were launched by entrepreneurs between the ages of 55 and 64, up from 14% in 1996 (see Fig. 4). Entrepreneurs aged 45 to 54 accounted for an additional 26% of 2011 start-ups. By contrast, the much larger 20- to 34-year-old bracket contributed 26% of new ventures.⁷

6 Stangler, Dane. 2009. “The Coming Entrepreneurship Boom.” Ewing Marion Kauffman Foundation. June 2009.

7 Fairlie, Robert W. 2013. “Kauffman Index of Entrepreneurial Activity: 1996-2012.” Ewing Marion Kauffman Foundation. April 2013.

Fig. 4: Composition of new entrepreneurs by age group

% of new ventures, by age group of founder



Sources: Oxford Economics and Fairlie (2013)

The Longevity Economy will continue to supply a substantial number of workers as well. A survey conducted by Merrill Lynch⁸ in 2013 found that 71% of pre-retirees would like to include some work in their retirement years, with most seeking flexible arrangements—on the job part-time, remotely, or with the ability to mix periods of work with periods of leisure. Some will continue to work because they are not financially prepared for retirement, others because they want to. Nearly half of all respondents in the Merrill Lynch survey said they plan to work for the “stimulation and satisfaction” it affords, rather than for the paycheck. The figure rises to nearly 70% for those with over \$250,000 of investable assets.

In addition, just over half of respondents said they are planning to begin “encore careers,” once they retire, that combine continued income, greater personal meaning, and social impact. These jobs typically are paid positions, often in public-interest fields such as education, the environment, health, government, social services, or non-profits. A 2011 MetLife Foundation/Civic Ventures study found that nearly 9 million people between the ages of 44 and 70 were in an encore career, and an additional 31 million were interested in pursuing one.⁹

⁸ Merrill Lynch. 2013. “Americans’ Perspectives on New Retirement Realities and the Longevity Bonus.” Merrill Lynch Wealth Management. May 6, 2013. <http://wealthmanagement.ml.com/wm/Pages/Age-wave-Survey.aspx> (accessed May 15, 2013).

⁹ Civic Ventures. 2013. “Encore Career Choices: Purpose, Passion, and Paycheck in a Tough Economy.” The MetLife Foundation and Civic Ventures. November 29, 2011. <http://www.encore.org/files/EncoreCareerChoices.pdf> (accessed May 17, 2013).

A distinctive consumer profile

Whether starting businesses or launching second careers, today's over-50 population have more accumulated wealth than their predecessors and make distinctive work-life and consumption choices. The economic clout of the over-50 population, in fact, is enormous. As a group, they control almost 80% of US aggregate net worth. The average wealth of households headed by people over 50 is nearly \$765,000, compared with \$225,000 for those headed by 25-to-50-year-olds.¹⁰

The over-50 population controls almost 80% of US aggregate net worth; the average wealth of households headed by people over 50 is almost three times the size of those headed by people aged 25 to 50.

People over 50 contributed \$3.0 trillion to consumer spending, excluding health care, in 2012, representing approximately 51% of spending by all over-25 consumers. This represents per-capita expenditures of \$28,200 annually. In 2032, consumer spending by Americans over 50 is forecast to increase by 58%, to \$4.6 trillion, while spending by those aged 25–50 is forecast to grow by only 13%, from \$2.9 trillion to \$3.2 trillion.¹¹

In addition, the Longevity Economy is driving the growth and direction of the health care industry. In 2012, it accounted for roughly \$1.6 trillion in health care spending, representing about 73% of the national total. In real terms, its health care consumption is forecast to increase 158% by 2032, to \$4.0 trillion, accounting for nearly 79% of the US total.¹² This vast expansion is likely to translate into a large increase in the demand for particular types of services, such as home health services and aging-in-place technology.

Changing preferences

The preferences of the Longevity Economy are shifting in other ways (see Fig. 5). It is bringing into its orbit industries that traditionally have not considered people over 50 to be major contributors to their revenue streams. In real terms, spending by those over 50 on food and clothing decreased 11% and 35%, respectively, from 1990 to 2010, while their expenditures on non-necessities such as recreation and education grew by 23% and 90%. In 1990, people over 50 spent an average of \$2,200 on clothing and \$7,000 on food; by 2010, those figures had dropped to \$1,460 and \$6,280, respectively.¹³ Another difference is that in the Longevity Economy, people like to “age in place.” Nearly 90% of seniors say they want to stay in their own home as they grow older; even after they need day-to-day assistance or ongoing health care, 82% would still prefer to stay at home, according to AARP.¹⁴

10 Oxford Economics calculations using data from the Federal Reserve Board's 2010 Survey of Consumer Finances. http://www.federalreserve.gov/econresdata/scf/scf_2010.htm.

11 Oxford Economics calculations using Consumer Expenditure Survey and the National Income and Product Accounts data and US Census Bureau population projections, and projecting forward per capita categorical spending growth rates from 2007-2011. See footnote 2 for additional explanation.

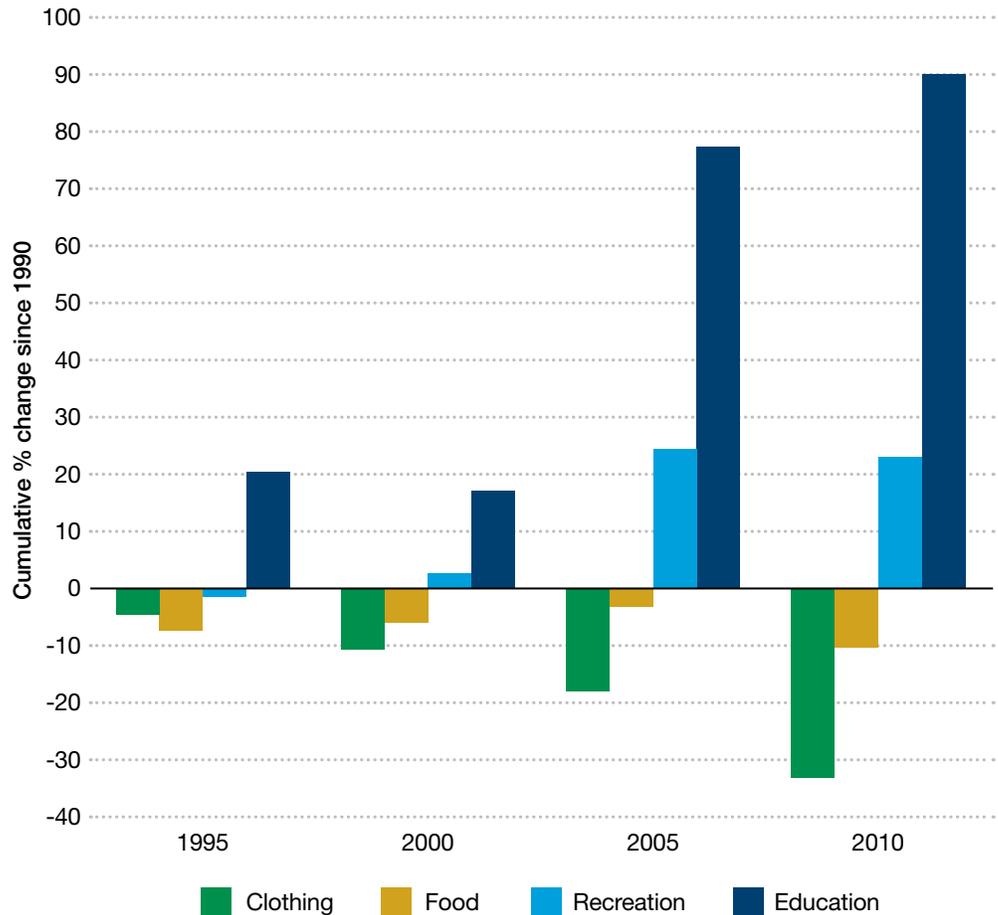
12 Oxford Economics calculations using National Health Expenditure data from the US Center for Medicare and Medicaid Services and US Census Bureau population projections and projecting forward per capita categorical spending growth rates from 2007-2011.

13 Inflation-adjusted data from the US Bureau of Labor Statistics Consumer Expenditure Survey.

14 Cited in In Your Home. “Facts and Statistics for Staying in Place.” <http://www.ihusa.com/AginginPlaceFacts-Data.htm>.

Fig. 5: Changing spending patterns of older Americans

Change in per person spending by over-50 Americans since 1990



Source: Oxford Economics calculations based on Consumer Expenditure Survey data.

Today's over-50s are more tech-savvy than their predecessors. They are heavy users of the Internet and social networking and they spend more online than either Gen X or Gen Y consumers.

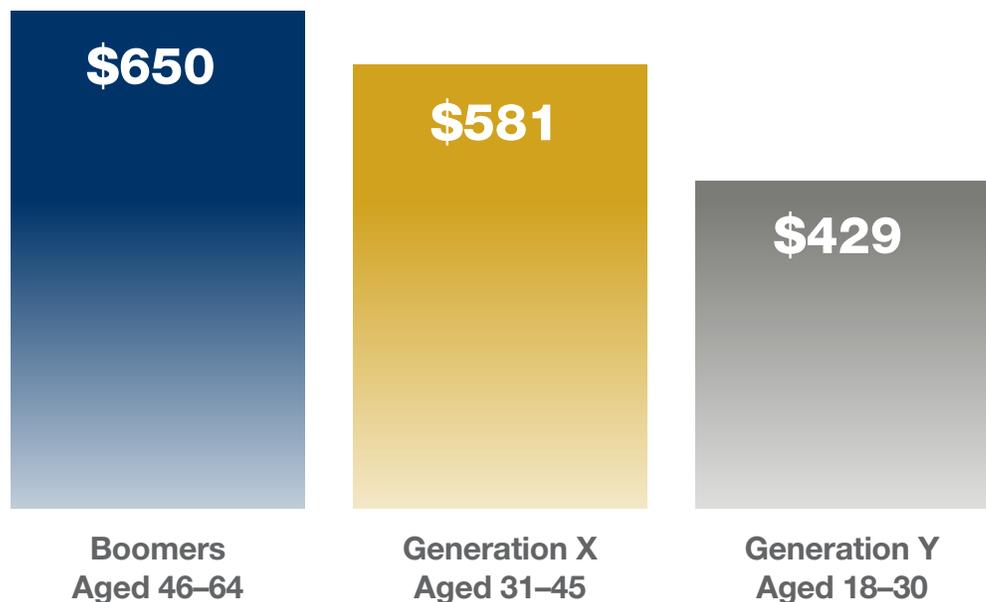
Technology, too, plays a large role in the Longevity Economy. Today's over-50s were the first generation to grow up with consumer electronics, computers, and the Internet. As a result, they are more technically savvy than their predecessors. A March 2000 survey by the Pew Internet and American Life Project found that only 36% of respondents aged 50–65 and 12% of those over 65 had used the Internet; by August 2012, these numbers had risen to 85% and 58%, respectively.¹⁵ People over 50 also heavily use social networks, with over 71% of those between the ages of 50 and 65 and 59% of people over 65 making daily visits to social network sites, driven in part by their participation in social causes and advocacy.¹⁶

15 Pew Internet and American Life Project. 2013. Internet Usage Trend Data Spreadsheet. [http://www.pewinternet.org/Trend-Data-\(Adults\)/Usage-Over-Time.aspx](http://www.pewinternet.org/Trend-Data-(Adults)/Usage-Over-Time.aspx)

16 Google. 2013. "American's 50+: From analog pioneers to digital voyagers."

The Longevity Economy also has an outsized impact on technology spending. According to Forrester Research, in 2010, people aged 46-64 comprised approximately 25% of the total population, but accounted for over 40% of technology purchases.¹⁷ They shop online with a frequency similar to that of younger consumers, but they spend more (see Fig. 6). Those between 46 and 64 spent an average of \$650 online over a three-month period, compared with \$581 for Gen X (people born between 1965 and the early 1980s) and \$429 for Gen Y (those born from the early 1980s to the early 2000s).¹⁸ The share spent by the older cohort has surely only increased since 2010, and will continue to increase, as more Americans with years of experience shopping online age into the cohort. Greater average expenditures, coupled with their growing share of the total population, have pushed online spending by people over 50 to nearly \$7 billion per year.¹⁹

Fig. 6: Technology spending in the Longevity Economy
Average online spending by age group (over three months)



Source: Oxford Economics and Bulik (2010)

17 Bulik, Beth Snyder. 2010. "Boomers—Yes, Boomers—Spend the Most on Tech." AdAge Digital. October 11, 2010. <http://adage.com/article/digital/consumer-electronics-baby-boomers-spend-tech/146391/>

18 Bulik, Beth Snyder. 2010. "Boomers—Yes, Boomers—Spend the Most on Tech."

19 Nielsen. 2012. "Boomers: Marketing's Most Valuable Generation." The Nielsen Company and BoomAgers LLC.

Size and impact

The Longevity Economy is defined not just by the large number of Americans over 50, and their spending habits and work-life preferences, but also its substantial effect on the larger American landscape. The Longevity Economy is responsible for nearly 100 million jobs and generates over \$4.5 trillion in wages and salaries, almost \$1 trillion in federal taxes, and over \$750 billion in state and local tax receipts per year (see Tables 1 and 2).

The Longevity Economy is responsible for nearly 100 million jobs and generates over \$4.5 trillion in wages and salaries.

The Longevity Economy's impact on industry

The Longevity Economy is refuting the conventional wisdom that consumers over 50 spend less. In fact, they spend more than any other age group, and will increasingly challenge businesses to win their attention.

People over 50 outspend the average consumer across most categories, and the economic activity they generate affects all sectors of the US economy. They dominate spending in 119 of 123 consumer packaged goods segments,²⁰ as well as across all health care categories. They are responsible for over 75% of all prescription drug spending, for example.²¹ The Longevity Economy also encompasses close to \$90 billion of spending a year on cars—28% more in absolute terms than for buyers under 50. Not only do they buy more new cars, but they spend more on the cars they buy.²²

Companies like Humana, UnitedHealthcare, and Aetna are acquiring start-ups that focus on helping people to live independently. Some 138 private-equity deals over the past 10 years focused on acquisitions of companies serving the over-50 market, and a subset of venture-capital firms are now concentrating on opportunities in this sector as well.²³

The Longevity Economy's impact extends to a far broader range of industries, however, reflecting over-50 Americans' spending on dependents including children, grandchildren, and even their own parents. Altogether, grandparents spent approximately \$52 billion in 2009 on direct purchases and gifts for their grandchildren. This includes nearly \$17 billion on education, over \$10 billion on children's clothing and apparel, \$4 billion on travel and recreation, nearly \$6 billion on toys, and over \$2.7 billion on baby items.²⁴

20 Nielsen. 2012. "Boomers: Marketing's Most Valuable Generation."

21 Esterhuizen, Eben, and Sellitti, Alicia. 2011. "Which Stocks Have the Biggest Exposure to Aging Baby Boomers." The Motley Fool. January 7, 2011. <http://www.fool.com/investing/general/2011/01/07/which-stocks-have-the-biggest-exposure-to-aging-ba.aspx> (accessed August 2, 2013).

22 Horovitz, Bruce. 2010. "Big-spending Baby Boomers Bend the Rules of Marketing." *USA Today*. November 16, 2010. http://usatoday30.usatoday.com/money/advertising/2010-11-16-1Aboomerbuyers16_CV_N.htm (accessed August 2, 2013)

23 PitchBook Newsletter. 2013. "Aging Society Presents Investing Opportunities." May 20, 2013. <https://my.pitchbook.com/viewnewsletter/uyV0g-vsM5r/pe%20> <https://my.pitchbook.com/viewnewsletter/uyV0g-vsM5r/pe>

24 Francese, Peter. 2009. "The Grandparent Economy: A Study of the Population, Spending Habits, and Economic Impacts of Grandparents in the United States." <http://grandparents.com>

This enormous presence is already pushing the US economy in new directions (see box on page 12); over 200 companies serving the over-50 audience that didn't exist two years ago applied to participate in AARP's two LivePitch events showcasing health innovations. New technologies created to serve the needs and tastes of over-50s, such as remote monitoring devices and voice-recognition software, can be expected to spawn future applications serving other markets, further contributing to the overall economy (see box below).

Telemedicine, mobile health, and the anti-aging market

The Longevity Economy is fueling a new wave of start-ups, along with expansion of established industries, catering to people over age 50. Products and services sparking this growth range from personal care to innovative solutions geared to older Americans' changing life choices. Two prominent examples are the markets for anti-aging treatments and for telemedicine and mobile health, both of which have expanded rapidly in recent years and are poised for more growth.

Market researchers forecast that sales of anti-aging products and treatments will grow from about \$80 billion a year in 2009 to well over \$114 billion by 2015. This includes cosmetics with anti-aging benefits, professional services, expensive hormone therapies, new biotech products, and cosmetic surgery. Over the same period, the global market for anti-aging products is projected to grow to over \$290 billion, fueled by similar demographic trends in the rest of the developed world.²⁵

A related field, regenerative medicine, has inspired a new wave of biotech start-ups. Current research places the size of the US market at \$1.6 billion today; it is forecast to grow to more than \$20 billion per year by 2025, with 400 products available and an additional 600 in development.²⁶

Innovation sparked by the Longevity Economy also extends to more fundamental choices of over-50s, for instance their desire to age in place. Telemedicine enables family members and doctors to monitor patients without sending them to a hospital or nursing home for extended periods.

For example, a sensor-based system can be installed in the home, transmitting live data directly to doctors and family members. This data can range from tracking movement between rooms and how often a person takes medicine, to more sophisticated data collection such as sleep activity and blood sugar levels. Such a system can also be programmed to send an alert in case the person becomes confused and tries to walk out of the house in the middle of the night.²⁷

Since 2010, the mobile health market—including telemedicine, remote devices, and mobile phone apps—has grown at a year-over-year rate of about 17%; it was estimated to be worth some \$2.1 billion at the end of 2011. The market is expected to grow at nearly 22% per year from 2012 to 2015²⁸ and to account for more than \$20 billion annually by 2020.²⁹

More important for patients, their families, and the overall health care system, by delaying or eliminating the need for assisted living and nursing-home care, telemedicine can save considerable money. Four days of heart monitoring in a hospital, for example, costs around \$25,000, but a Tufts Medical Center study in 2010 found that by using telemedicine, hospitalization time and costs can be cut as much as 72%.³⁰

25 Kidela Capital Group. 2013. "Anti-aging treatments: Opportunities in immortality." December 14, 2012. <http://www.kidela.com/healthcare/anti-aging-treatments-opportunities-in-immortality> (accessed May 30, 2013).

26 Kidela Capital Group. "Anti-aging treatments."

27 Fritz, Justin. 2013. "The \$7 Billion Tech Trend Changing the Face of Healthcare." *Wall Street Daily*. March 23, 2011. <http://www.wallstreetdaily.com/2011/03/23/telemedicine-creating-wireless-healthcare/> (accessed May 30, 2013).

28 Lewis, Nicole. 2011. "Healthcare IT Spending To Reach \$40 Billion." *InformationWeek*. May 16, 2011. <http://www.informationweek.com/healthcare/electronic-medical-records/healthcare-it-spending-to-reach-40-billion/229500682>.

29 Orlov, Laurie. 2013. "Technology for Aging in Place: 2012 Market Overview." <http://www.ageinplacetechnology.com/files/aip/Market%20Overview%20Combined%2011-15-2012.pdf> (accessed May 30, 2013).

30 Fritz, "The \$7 Billion Tech Trend Changing the Face of Healthcare."

As business redesigns its products to eliminate difficulties for older people, these innovations generate new designs that are easier to use and more appealing to everyone. One example is the OXO brand of kitchen tools. Sam Farber was inspired to found OXO after watching his wife, who has severe arthritis, struggle with a standard vegetable peeler. Mr. Farber “reengineered” a peeler with a wide rubber handle that his wife could easily grip. What began as a line for a neglected consumer group became a major success with all age groups; the company quickly grew from its original 15 products to over 800 today. OXO is an example not only of an innovation that began as a design to serve the needs of the over-50 population, but also of the entrepreneurship of many such older people—Sam Farber himself had just retired, at age 66, when he founded OXO.³¹

Other, longer-established companies have seen products designed for the Longevity Economy succeed in the larger marketplace—and vice versa. When Nintendo redesigned its Wii remote to make it easier for younger children to use, the company also made the device more suitable for much older people, easing the path for over-50s into the gaming experience. Conversely, when BMW designed its 5 Series to provide better lumbar support—in part to accommodate its largest group of drivers, who are over 50—it produced a car that provides a better driving experience for everyone. Similarly, aging Baby Boomers seeking to delay the decline of cognitive abilities have helped the market for cognitive training grow from around \$600 million in 2009 to over \$1 billion today. The market is expected to grow to well over \$6.2 billion by 2020.³²

31 Tapia, Andres. 2010. “OXO Good Grips: What Is Good for Those with Disabilities Is Good for Everyone.” The Inclusion Paradox. March 25, 2010. <http://inclusionparadox.com/oxo-good-grips-what-is-good-for-those-with-disabilities-is-good-for-everyone/> (accessed August 2, 2013).

32 *The Economist*. 2013. “Commercialising neuroscience.” August 10, 2013. <http://www.economist.com/news/business/21583260-cognitive-training-may-be-moneyspinner-despite-scientists-doubts-brain-sells>.

Bolstering the larger economy

Older Americans are too often viewed as a problem rather than an opportunity—a growing population of older, less active people, increasingly dependent on social benefits, especially given the decline of employer-based pensions. According to the Social Security Administration, Social Security’s modest benefits represent approximately 39% of the income of people over 65. In fact, nearly 23% of married retirees and 46% of unmarried retirees are almost entirely dependent on Social Security.³³

For recent retirees, this dependency is, if anything, more pronounced, as older workers have difficulty securing good-paying jobs that allow them to save for retirement in the post-recession economy. According to the Bureau of Labor Statistics, the re-employment rate is only 47% for workers aged 55 to 64 and 24% for those over 65, compared with 62% for workers 20 to 54. Workers in the 55-to-64 bracket average 46 weeks to find another job, whereas 16-to 24-year-olds average just 20 weeks.³⁴

Yet the benefits received by retirees and workers over 65 spur economic activity. Social Security paid \$645 billion in old-age and survivors’ benefits in 2012, the vast majority of which was quickly spent, while Medicare distributed an additional \$574 billion, according to the Social Security Administration.³⁵ Moreover, income from purchases made by Social Security and Medicare recipients is then respent, creating a multiplier effect. A 2011 study for the Southern Rural Development Center estimated that every dollar paid out in Social Security benefits in 2009 ultimately supported \$1.80 of spending in the economy. Based on this analysis, Social Security alone is responsible for around \$1.2 trillion of economic activity.³⁶

Not only is the Longevity Economy helping to bolster the overall US economy, but Americans over 50 will also serve as a resource and safety net for their parents and children. According to a November-December 2011 survey by Ameriprise Financial, approximately 58% of Americans between 47 and 65 report that they provide some assistance to their parents, including cooking, cleaning, laundry, personal care, and transportation, as well as financial support for such necessities as groceries (22%), medical bills (15%), and utility bills (14%).³⁷ The same survey found that over 90% of this group have provided some form of financial support to their adult children (see Fig. 7). This includes helping pay for college (71%), allowing them to live at home rent-free (56%), or helping them to buy a car (53%).

The Longevity Economy is also a safety net for the younger population; more than 90% of over-50 Americans have provided some form of financial support to their adult children.

33 Social Security Administration. “2013 Social Security Fact Sheet.” Social Security Administration. <http://www.ssa.gov/pressoffice/factsheets/basicfact-alt.pdf> (accessed August 29, 2013).

34 Bureau of Labor Statistics, cited in Winerip, Michael, “Set Back By Recession, And Shut Out Of Rebound.” *New York Times*. August 27, 2013.

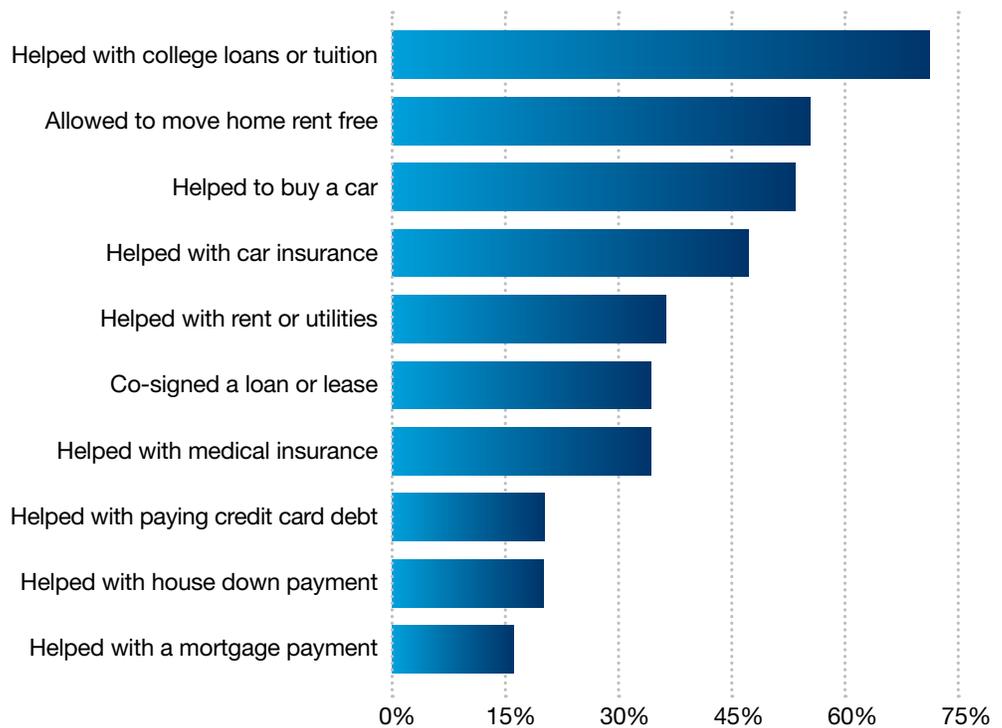
35 Social Security Administration. “A Summary of the Annual Reports of the Social Security and Medicare Trust Funds.” 2013.

36 Gallardo, Robert, and Al Myles. (CMS). 2011. “Economic Impact of Social Security in the United States.” Southern Rural Development Center. Fall 2011. This does not account for the effect of Social Security taxes.

37 Ameriprise Financial. 2012. “Money Across Generations II Study: Family First.” Ameriprise Financial.” March 27, 2012. <http://newsroom.ameriprise.com/images/20018/MAG%20Research%20Report%20Family%20First%204-27-12.pdf> (accessed September 3, 2013)

Fig. 7: Financial assistance to adult children

Parents aged 47–65 who have provided financial support to adult children



Source: Ameriprise Financial

Americans over 50 are also recipients of unpaid care, of course. Approximately 43.5 million American adults are family caregivers for someone over age 50. The economic value of the care provided to people over the age of 50 is estimated at approximately \$475 billion in 2013; at the same time, approximately 49% of unpaid family caregivers are themselves over 50.³⁸ The free care they provide to others thus substantially lowers the burden on society of an aging population.

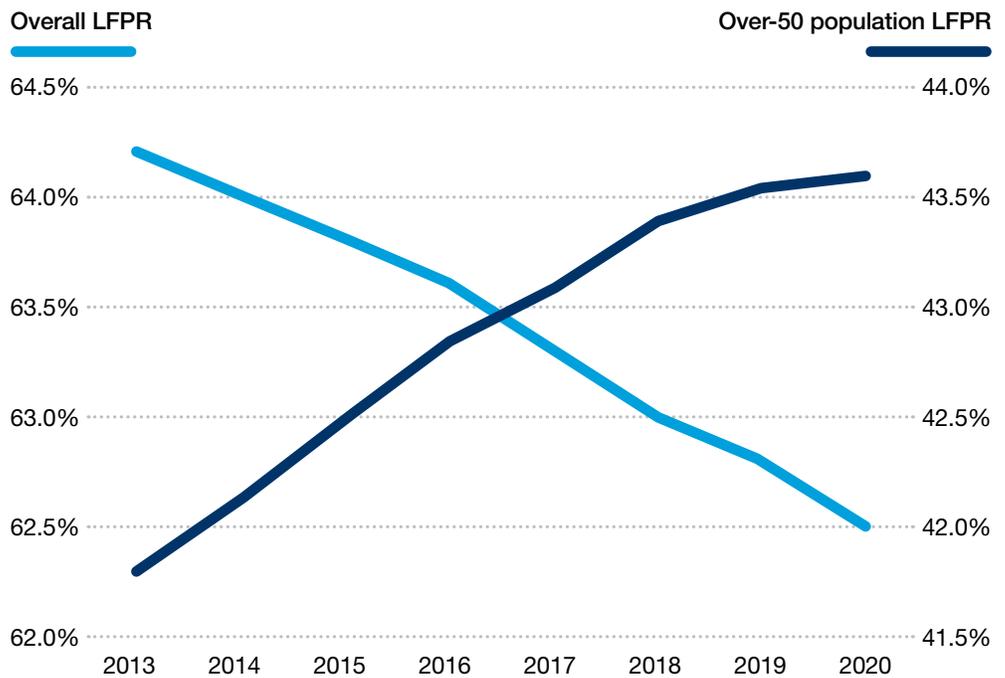
Boosting labor-force participation

Declining labor-force participation is already a recognized phenomenon in the US, having fallen from an average of 66% over the 1994–2002 period to just over 64% today. The Bureau of Labor Statistics expects the labor-force participation rate to continue to decline, reaching 62.5% by 2020. This will contribute to keeping average annual real GDP growth over the 2013–2020 period below the 3.4% rate the US experienced between 1960 and 2005. Increased labor-force participation by older workers could mitigate the trend, however. The BLS forecasts that labor-force participation for over-55 workers will rise from 41.6% in 2013 to over 43% in 2020 (see Fig. 8). Recent research suggests those numbers could go even higher as more of these workers find they either are not financially prepared for retirement or simply want to keep working.³⁹

³⁸ Oxford Economics calculations using an estimate of the number of caregivers in 2012 from the Family Caregiver Alliance (http://www.caregiver.org/caregiver/jsp/content_node.jsp?nodeid=439) and updated wage and salary data from the Bureau of Labor Statistics.

³⁹ Civic Ventures. “Encore Career Choices: Purpose, Passion, and Paycheck in a Tough Economy.”

Fig. 8: Americans over 50 in the labor force
Forecast Labor-Force Participation Rates (LFPR)



Source: US Bureau of Labor Statistics

If additional workers over age 50 were to continue working, and their labor-force participation were to exceed the baseline forecast by 2.5 percentage points, this would result in an additional \$103 billion in potential economic output in 2020. If older Americans’ participation rate were to exceed the BLS forecast by 5 percentage points, this would yield an additional \$203 billion in potential economic output in 2020.⁴⁰

A more productive workforce

This “older” economy could be more productive as well. The most important determinants of worker productivity are age, educational attainment, and previous work experience. While they often have trouble competing for jobs, older, better-educated, more experienced workers are typically more productive and earn higher hourly wages than their younger, less educated, and less experienced counterparts. Using a common measure of individual worker productivity, hourly wages, a study from the Center for Retirement Research at Boston College found that workers between 60 and 74 are paid more than the average worker aged 25 to 59.⁴¹ In 2010, the pay premium was approximately 20% for men and 10% for women. This turns on its head the conventional wisdom that an increase in the number of older workers will reduce average productivity because they are less healthy, less educated, or less up-to-date in their knowledge and skills than the young—a scenario that simply does not fit those workers who choose to or are permitted to remain in paid employment at more advanced ages.

⁴⁰ Oxford Economics forecast.

⁴¹ Burtless, Gary. 2013. “The Impact of Population Aging and Delayed Retirement on Workforce Productivity.” The Center for Retirement Research at Boston College. May 2013.

Increased labor-force participation and greater average productivity on the part of over-50 workers can also help offset the fiscal pressures faced by US social insurance programs—principally Social Security and Medicare—as the retirement of older workers accelerates. These pressures could translate into increased debt levels for the federal government, and with them, higher interest rates. The Longevity Economy could dampen this effect, not only through the decision of many older people to keep working, which delays their receipt of benefits, but through the payroll taxes generated by younger workers benefiting from the businesses, jobs, and economic opportunity the Longevity Economy helps to create.

Companies that grasp the opportunity of the Longevity Economy will enjoy a 106 million-plus market that is expected to grow by over 30% in the next 20 years.

There is anecdotal evidence that tapping the potential represented by the “longer middle age” of American workers can help address these societal challenges more directly as well. Faced with an anticipated substantial increase in the average age of its employees, BMW undertook a pilot project on one of its assembly lines that also happened to be one of its most labor intensive. The automaker staffed the line with workers averaging 47 years of age, and allowed them to recommend productivity-enhancing improvements. The project resulted in over 70 changes, many of which helped reduce wear and tear on workers’ bodies, and cost less than €20,000. These changes, while relatively simple to implement, resulted in a 7% increase in productivity.⁴²

⁴² Loch, Christoph H. et al. 2010. “How BMW is defusing the demographic time bomb.” *Harvard Business Review*. March 2010. http://www.leeftijdenwerk.be/html/pdf/How_BMW_is_defusing_the_demographic_time_bomb.pdf (accessed August 29, 2013).

Meeting the Longevity Economy on its own terms

The Longevity Economy is transforming the larger US economy. The distinctive consumer preferences, work-life choices, personal needs, and family responsibilities of Americans over age 50 are pushing the broader economy in new directions, helping to mold its profile for decades to come. Companies that are able to recognize and capitalize on this trend will enjoy a market of over 106 million that is expected to grow by over 30% in the next 20 years.⁴³ However, the demands of this market segment can be more complex than those of younger consumers. Meeting the Longevity Economy on its own terms will require important shifts in understanding and approach, including:

- **Recognizing new spending habits.** The Longevity Economy's distinct wants, needs, likes, and dislikes continue to shift, and are not always predictable.
- **Understanding the digital side of the Longevity Economy.** Companies must not dismiss technology as irrelevant to the Longevity Economy, and instead determine which technologies these customers prefer and which best support their needs.
- **Keeping ahead of health care trends.** The Longevity Economy's health care spending patterns are evolving, dictated in part by their preference to age in place.
- **Adjusting to longer working lives.** As more over-50 workers opt to stay in the labor force, employers that want to retain their skills need to accommodate their physical requirements and their preference for greater flexibility.
- **Adjusting to a multigenerational labor force.** Likewise, employers will have to create an inclusive culture that accommodates the needs of both younger and older workers.

⁴³ Oxford Economics calculations, based on US Census data.

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ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF LANSING, MICHIGAN, TO AMEND
AND RENAME SECTION 297 OF THE LANSING CODIFIED
ORDINANCES.

THE CITY OF LANSING ORDAINS:

Section 1. That Section 297 of the Codified Ordinances of the City of Lansing,

Michigan, be and is hereby amended to read as follows:

CHAPTER 297. HUMAN RIGHTS

Editor’s note – Ordinance No. 1120, § 1, adopted December 18, 2006, added a new chapter 297
to read as herein set out. Formerly, such chapter pertained to human relations and was repealed
by Ord. No. 957, 11-25-96.

297.01. – Intent.

It is the intent of the City of Lansing that no person be denied the equal protection of the laws;
nor shall any person be denied the enjoyment of their civil rights or be discriminated against
because of their actual or perceived race, color, religion, national origin, sex, age, height, weight,
marital status, physical or mental disability, family status, sexual orientation, gender identity,
veteran status or HIV status, as all forms of discrimination adversely affect Lansing citizens
and the quality of life and opportunities available to all people.

1 Nothing herein contained shall be construed to prohibit any cause of action based on any other

2 Lansing, Federal or State law.

3 (Ord. No. 1120 § 1, 12-18-06)

4

5 297.02. - Definitions.

6 As used in this Chapter, the following words and phrases have the following meanings:

7

8 Age: Chronological age as measured from date of birth.

9

10 Ancestry: The nationality, ethnicity, or family lineage from which a person is a descendent.

11

12 Bona fide occupational qualifications: Characteristics that are reasonably necessary for the
13 proper performance or evaluation of an occupation or the normal operation of a business.

14

15 BULLYING: REPEATED, PERSISTENT AND AGGRESSIVE VERBAL BEHAVIOR
16 DIRECTED AT ANOTHER PERSON THAT A REASONABLE PERSON WOULD
17 UNDERSTAND WOULD CAUSE FEAR, DISTRESS OR HARM TO THE OTHER
18 PERSON'S BODY, EMOTIONS, SELF-ESTEEM OR REPUTATION.

19

20 Contractor: A person who by contract furnishes services, materials or supplies. "Contractor"
21 does not include a person who is merely a creditor or debtor of the City, such as those holding

1 the City's notes or bonds or persons whose notes, bonds or stock are held by the City.

2

3 Discriminate/discrimination: To make a decision, offer to make a decision or refrain from
4 making a decision in whole or in part on the actual or perceived race, color, religion, national
5 origin, sex, age, height, marital status, physical or mental disability, family status, sexual
6 orientation gender identity, or HIV status . Discrimination based on sex includes sexually
7 harassment, which mean unwelcome sexual advances, requests for sexual favors, and other
8 verbal or physical conduct or communication of a sexual nature .when:

9 (i) Submission to such conduct or communication is made a term or condition or condition
10 either explicitly or implicitly to obtain employment, public accommodation or housing.

11 (ii) Submission to or rejection of such conduct or communication by an individual is used as a
12 factor in decisions affecting such individual's employment, public accommodations or
13 housing.

14 (iii) Such conduct or communication has the purpose or effect of substantially interfering with
15 an individual's employment accommodations or housing, or creating an intimidation,
16 hostile, or offensive employment, public accommodations, or housing environment.

17

18 Employee: A person, paid or unpaid, performing work duties for an employer, including an
19 applicant for paid or volunteer employment, or a participant in a training or apprenticeship
20 program.

21

1 Employer: Any person with a business located within or doing business within the corporate
2 City limits of Lansing or doing Business with the City of Lansing who employs or is seeking to
3 employ five or more employees, including any agent of that person or entity.

4
5 Employment: The act of an employee performing work duties for an employer.

6
7 Employment agency: Any person, paid or unpaid, who regularly undertakes to procure, refer,
8 recruit, or place an employee with an employer, including any agent of that person.

9
10 Familial status: The state of being in a family or functional family.

11
12 Family: Any one of the following:

13 (1) An individual who is pregnant; or

14 (2) Two or more individuals related by blood within four degrees of consanguinity, marriage,
15 adoption, or in a foster care relationship.

16
17 Functional family: A group of individuals who do not meet the definition of “family,” living
18 together as a single housekeeping unit and intending to live together as a single housekeeping
19 unit for the indefinite future. “Functional family” does not include a fraternity, sorority, club,
20 hotel, or other group of persons whose association is temporary or commercial in nature.

21

1 Gender identity or expression: A person's gender-related self-perception, appearance, or
2 behavior, regardless of that person's BIOLOGICAL sex at birth.

3
4 Harass/harassment: Physical conduct or communication directed at another person
5 intentionally for the purpose or effect of creating an intimidating, hostile, or offensive
6 environment with regard to employment, places of public accommodation, public services, or
7 housing.

8
9 HOSTILE WORK ENVIRONMENT: THIS DEFINITION ADOPTS BY REFERENCE THE
10 DEFINITION OF THIS TERM UNDER MICHIGAN LAW AND INCLUDES THAT A
11 HOSTILE WORK ENVIRONMENT EXISTS WHEN THERE IS PERSISTENT AND
12 PERVASIVE DISCRIMINATORY CONDUCT OR BEHAVIOR IN THE PLACE OF WORK
13 THAT IS UNWELCOME AND OFFENSIVE TO AN EMPLOYEE OR GROUP OF
14 EMPLOYEES, OF A PROTECTED CLASS STATUS, THAT IS SEVERE ENOUGH TO
15 DISRUPT, BEYOND A REASONABLE DEGREE, THE WORK OF THE TARGETED
16 EMPLOYEE OR EMPLOYEES.

17 Housing status: The state of having or not having a fixed residence, including, but not limited
18 to, the state of owning or renting (with or without receiving public housing assistance) a place to
19 live. This includes a person's type of dwelling or shelter, including, but not limited to, single
20 family or multiple family homes, apartments, condominiums, rooming houses, housing
21 cooperatives, hotels, motels, public or subsidized housing units, retirement homes, nursing

1 homes, and temporary or long-term shelters.

2
3 Irrelevant characteristic/irrelevant characteristics: Any status or condition which is unrelated to
4 a person's ability to:

- 5 (1) Safely and competently perform specific duties of a particular job or profession, or qualify
6 for promotion,
7 (2) Use or benefit from a place of public accommodation,
8 (3) Use or benefit from public services, or
9 (4) Acquire, rent, or maintain property.

10
11 "Irrelevant characteristics" do not include bona fide occupational qualifications but do include a
12 person's actual or perceived race, religion, ancestry, national origin, color, sex, age, height,
13 weight, student status, marital status, familial status, housing status, veteran status, political
14 affiliation or belief sexual orientation, gender identity or expression, mental or physical
15 limitation, SOURCE OF INCOME, OR SERVICES IN ARMED FORCES IN
16 SOVERIGNNATIONS.

17
18 Labor organization: Any union, committee, association, or organized group of employees that
19 exists primarily for the purpose of dealing with employment concerns, grievances, wages, labor
20 disputes, rates of pay, hours of work, or other terms or conditions of employment.

1 Marital status: The state of being single, married, separated, divorced, in a functional family, or
2 a surviving spouse.

3
4 Mental limitation: Actual or perceived disability or handicap, as those terms are defined in the
5 Michigan Persons With Disabilities Civil Rights Act, or limitation regarding mental capabilities
6 unrelated to a person's ability to:

7 (1) Perform a particular job or profession or qualify for promotion,

8 (2) Use or benefit from a place of public accommodation,

9 (3) Use or benefit from public services, or

10 (4) Acquire, rent, or maintain property.

11
12 "Mental limitation" includes, but is not limited to, developmental disabilities, psychological
13 conditions, and the use by any person of adaptive devices, aids, or medication to mitigate such
14 limitations. "Mental limitation" does not include any condition caused by the current use of an
15 illegal or controlled substance or alcohol.

16
17 National origin: The country where a person or a person's ancestors were born. Discrimination
18 against a person based on national origin shall include discrimination against nonnaturalized
19 citizens and persons for whom English is a second language.

20
21 Perceived: As used in this chapter "perceived" refers to the perception of the person who acts,

1 and not to the perception of the person for or against whom the action is taken..

2
3 Person/persons: One or more individuals, partnerships, associations, or organizations; labor
4 organizations, labor unions, or joint apprenticeship committees; businesses, companies, or
5 corporations; legal representatives, receivers, trusts, or trustees; unincorporated organizations;
6 employers or employment agencies; employees or contractors; realtors, real estate brokers,
7 salespersons, or leasing agents; the City of Lansing, agencies of the city, and any recipient of city
8 funds or any other legal or commercial entity.

9
10 Physical limitation: Actual or perceived disability or handicap, as those terms are defined in
11 the Michigan Persons With Disabilities Civil Rights Act, or limitation regarding physical
12 capabilities and human motor performance unrelated to a person's ability to:

- 13 (1) Safely and competently perform specific duties of a particular job or profession or qualify
14 for promotion,
15 (2) Use or benefit from a place of public accommodation,
16 (3) Use or benefit from public services, or
17 (4) Acquire, rent, or maintain property.

18
19 "Physical limitation" includes, but is not limited to, blindness or partial sightedness, deafness or
20 hearing impairment, muteness, partial or total absence of any body part(s), speech impairment,
21 motor impairment, and the use by any person of adaptive devices or aids to mitigate such

1 | limitations.

2

3 "Physical limitation" does not include any condition caused by the current use of an illegal or
4 controlled substance, or alcohol.

5

6 Place of public accommodation: A place open to the general public that is a facility or business
7 of any educational, governmental, nonprofit, health, day care, entertainment, cultural,
8 recreational, refreshment, transportation, or human services, financial, or other business of any
9 kind, whose goods, services, facilities, activities, privileges, or advantages are extended, offered,
10 sold, rented, leased, or otherwise made available to the public.

11

12 Public services: Goods, services, facilities, activities, privileges, or advantages extended,
13 offered, sold, rented, leased, or otherwise made available to the public through a department,
14 agency, board, or commission owned, operated, or managed by or on behalf of the state or a
15 political subdivision of the state or a nonprofit organization, including tax-exempt private
16 agencies, which receive financial support through the solicitation of the general public or through
17 governmental subsidy of any kind.

18

19 Real property: Any habitable or potentially habitable land or building, as used in this definition
20 "habitable building" includes, but is not limited to, single and multiple family homes,
21 apartments, condominiums, housing cooperatives, mobile homes or trailers, mobile home or

1 trailer parks, and tenements, including any lease or interest in real property.

2
3 Religion: All aspects of religious observance, dress, practice, and belief.

4
5 Sexual orientation: A PERSON'S SEXUAL IDENTITY IN RELATION TO THE GENDER
6 TO WHICH THEY ARE ATTRACTED; THE FACT OF BEING HETEROSEXUAL,
7 HOMOSEXUAL, BISEXUAL, OR ASEXUAL. Sex: The condition of being male, female, OR
8 INTERSEX. Discrimination based on sex includes sexual harassment, which means unwelcome
9 sexual advances, requests for sexual favors, and other verbal or physical conduct or
10 communication of a sexual nature when:

11 (1) Submission to such conduct or communication is made a term or condition either
12 explicitly or implicitly to obtain employment, public accommodation, or housing; or

13 (2) Submission to or rejection of such conduct or communication by a person is used as a
14 factor in decisions affecting such person's employment, public accommodation, or
15 housing; or

16 (3) Such conduct or communication has the purpose or effect of substantially interfering with
17 a person's employment, public accommodation, or housing, or creating an intimidating,
18 hostile, or offensive employment, public accommodation, or housing environment.

19
20 Student status: The current state of pursuing a diploma/degree at any educational institution.

1 Source of income: Any legal source from which a person obtains money.

2

3 Veteran Status: Having served in any unit of the United States Armed Forces or their reserve
4 components, including the National Guard and the Coast Guard.

5 (Ord. No. 1120, § 1, 12-18-06)

6

7 297.03. – Discriminatory employment practices.

8 (a) Except as otherwise provided, no employer shall discriminate against any other person with
9 regard to recruiting, referring, hiring, contracting, compensating, grading, classifying, promoting,
10 demoting, disciplining, terminating or otherwise restricting or conditioning terms and privileges
11 of employment.

12 (b) Except as otherwise provided, no labor organization or apprentice program shall
13 discriminate by limiting membership, conditions of membership, privileges of membership or
14 termination of membership of any person in any labor union or apprentice program.

15 (c) Except as otherwise provided, no person shall discharge, terminate, expel, or otherwise
16 discriminate against any other person because that person has opposed any discriminatory
17 practice forbidden by this chapter or has filed a complaint, testified, or assisted in any proceeding
18 regarding any discriminatory practice forbidden by this chapter.

19 (Ord. No. 1120, § 1, 12-18-06)

20

21 297.04. – Discriminatory Public Accommodation Practices.

1 (a) No person shall discriminate against any other person by withholding, denying, curtailing,
2 or otherwise limiting the full use and enjoyment of places of public accommodations.

3
4 (b) No person shall prohibit a breastfeeding mother from or segregate a breastfeeding mother
5 within any place of public accommodation where she and the child would otherwise be
6 authorized to be.

7 (Ord. No. 1120, § 1, 12-18-06)

8
9 297.05. – Discrimination in provision of public services.

10 (a) No person shall discriminate against any other person in providing information, offering
11 access, or making referrals regarding public services, or by withholding, denying, curtailing, or
12 otherwise limiting the full use of and benefit from public services.

13 (Ord. No. 1120, § 1, 12-18-06)

14
15 297.06. – Discriminatory housing practices.

16 (a) No person shall discriminate in referring, leasing, selling, renting, showing, advertising,
17 pricing, offering, inspecting, listing, or otherwise making available any real property, including
18 discrimination in providing information and receiving or communicating a bona fide offer on any
19 real property.

20
21 (b) No person shall discriminate in (a) the application, conditions, or granting of mortgages or

1 other financing, (b) the offer, conditions, or sale of home-owner or rental insurance, or (c) the
2 contracting of construction, rehabilitation, maintenance, repair, or other improvement of any
3 housing facility.

4
5 (c) No person shall refuse to lend money for the purchase or repair of any real property or insure
6 any real property solely because of the location in the city of such real property.

7
8 (d) No person shall promote any sale, rental, lease, sublease, Exchange, transfer, or assignment
9 of real property by representing that changes are occurring or will occur in an area with respect
10 to any irrelevant characteristics.

11
12 (e) No person shall indicate, communicate, or otherwise represent to another person that any real
13 property or interest therein is not available for inspection, sale, rental, or lease knowing in fact it
14 is available, including failing to make a person aware of a real property listing, refusing to permit
15 inspection of real property, and representing that a property has been sold when In fact it has not.

16
17 (f) No person shall offer, solicit, accept, use or retain a listing of real property or an interest
18 therein with the understanding that a person may be discriminated against in a real estate
19 transaction or in the furnishing of facilities or services in connection therewith.

20 (Ord. No. 1120, § 1, 12-18-06)

21

1 297.07. - Other prohibited practices.

2 (a) No person shall adopt, enforce, or employ any policy or publish, circulate, post, mail, or
3 otherwise broadcast any statement, advertisement, sign, or notice or use a form of application or
4 make a record of inquiry which directly or indirectly discriminates or indicates discrimination in
5 providing employment, public accommodations, public services, ~~or~~ housing, OR HEALTH
6 CARE.

7
8 (b) No person shall discriminate in the publication or distribution of advertising material,
9 information, or solicitation regarding employment, public accommodations, public services, ~~or~~
10 housing, OR HEALTH CARE.

11
12 (c) No person shall coerce, intimidate, threaten, harass, retaliate against, BULLY or interfere
13 with any person:

14 (1) In the exercise or enjoyment of, or on account of one's having exercised or enjoyed, or on
15 account of one's having aided or encouraged any person in the exercise or enjoyment of, any
16 right protected in this chapter; or

17 (2) Making a complaint or assisting in an investigation regarding a violation or alleged
18 violation of this chapter.

19
20 (d) No person shall require, request, conspire with, assist, BULLY or coerce another person to:

21 (1) Discriminate in any manner prohibited by this chapter; or

1 (2) Intimidate, threaten, harass, or retaliate against another person for making a complaint or
2 assisting in an investigation regarding an alleged violation of this chapter.

3
4 (e) No person shall provide false or misleading information to any authorized person
5 investigating a complaint regarding a violation or alleged violation of this chapter, or sign a
6 complaint for a violation of this chapter based upon false or substantially misleading
7 information.

8 (Ord. No. 1120, § 1, 12-18-06)

9
10 297.08. - Exceptions.

11 Notwithstanding anything contained in this Chapter, the following practices shall not be
12 violations of this chapter:

13 (a) Employment;

14 (1) This chapter does not apply to the employment of any person by his/her parent, spouse,
15 or child.

16 (2) It is permissible to discriminate in hiring and selecting between one person and another
17 based on bona fide occupational qualifications. Upon a claim of discrimination, the
18 Claimant shall have the burden of making a prima facie showing that a qualification or
19 selection resulted from a prohibited discriminatory act. An employer shall then have the
20 burden of establishing that a qualification or selection criterion is reasonably necessary
21 for the claimant to perform in the normal operation of the business. The Claimant will

1 then have the burden of showing that such qualification or criterion is mere pretext.

2 (1) It is permissible to give preferential treatment in hiring to veterans and their relatives as
3 required by federal or state law.

4 (2) It is permissible to engage in a bona fide effort to establish, maintain, or improve
5 employment opportunities for persons protected from discrimination and harassment
6 under this chapter.

7 (5) It is permissible to consider legal source of income as a bona fide occupational
8 qualification where the employment involves non-compete agreements, trade secrets, or
9 similar legally recognized restraints on employment based on source of income.

10 (b) Public accommodation and public services;

11 (1) It is permissible to restrict the use of shower or changing areas in health clubs or
12 recreational facilities on the basis of sex when separate and private shower or changing
13 areas do not exist.

14 (2) It is permissible to refuse to admit to a place of public accommodation serving alcoholic
15 beverages a person under the legal age for purchasing alcoholic beverages.

16 (3) It is permissible to refuse to admit persons under 18 years of age to a business providing
17 entertainment or selling literature or merchandise, which the operator of the business
18 deems unsuitable for minors, or which is a “sexually explicit matter” as defined by
19 Section 3 of Act 33 of the Public Acts of 1978, codified at MCL 722.673.

20 (4) It is permissible for an educational institution to limit the use of its facilities to those
21 affiliated with such institution.

1 (5) It is permissible to provide discounts on products or service to students, minors, and
2 senior citizens.

3 (6) it is permissible to restrict participation on athletic teams or in athletic events on the basis
4 of age.

5 (c) Housing;

6 (1) It is permissible to discriminate in any arrangement for the sharing of a single unit
7 dwelling, the remainder of which is occupied by the owner or a member of his/her
8 immediate family.

9 (2) It is permissible for the owner of a dwelling devoted entirely to the housing or
10 accommodation of a single sex to restrict occupancy and use on the basis of sex.

11 (3) This chapter does not require any person who does not participate in the Federal Section 8
12 Housing Assistance Program to accept any subsidy, payment assistance, voucher or
13 contribution in connection with such program, or to lease or rent to any tenant or
14 prospective tenant who is relying on such a subsidy as payment for at least part of the rent.

15 (Ord. No. 1120, § 1, 12-18-06)

16
17 297.09. - Other exceptions as required by law.

18 This chapter shall not be construed to limit rights granted by State or Federal Constitution, law,
19 rule or regulation, including but not limited to, the following:

20
21 (a) It is permissible to discriminate in employment, public accommodation, public services,

1 housing, AND HEALTH CARE based on a person's age, income level, or mental or physical
2 limitations when such discrimination is required or allowed by Federal, State or Local
3 constitution, law, rule or regulation.

4
5 (b) It is permissible for a governmental institution to restrict access to any of its facilities or to
6 restrict employment opportunities based on duly adopted institutional policies that conform to
7 Federal, State or local constitution, law, rule or regulation.

8 (c) This chapter shall not be read to prohibit or interfere with the exercise of a person's first
9 amendment rights.

10 (d) It is permissible for a religious organization or institution to restrict employment
11 opportunities, housing facilities, or accommodations that are operated as a direct part of religious
12 activities to persons who are members of or who conform to the moral tenets of that religious
13 institution or organization.

14 (e) It is permissible to limit occupancy in a housing development or to provide public
15 accommodations or employment privileges or assistance to persons of low income, over 55 years
16 of age, or who have a physical or mental limitation.

17 (f) It is permissible to discriminate based on a person's age when State, Federal, or local law
18 requires it.

19 (g) It is permissible to refuse to enter into a contract with an emancipated minor.

20 (h) Nothing in this chapter shall affect, replace, or diminish the duties, obligations, rights, or
21 remedies as otherwise provided by any union contract, collective bargaining agreement, or

1 federal, state or local constitution, law, rule or regulation, which shall control over this chapter.

2 (i) This chapter shall not be read to require an employer, whether public or private, to provide
3 benefits to UNMARRIED domestic partners in contravention of Article I, Section 25 the
4 Michigan Constitution.

5 (Ord. No. 1120, § 1, 12-18-06)

6
7 297.10. - Complaints.

8 (a) Any person claiming to be discriminated against or harassed in violation of this ordinance
9 may file with the department of Human Rights Community Services (the “Department”) a
10 complaint, in writing, setting forth with reasonable specificity the person or persons alleged to
11 have violated this chapter, the specific nature of the violation and the date(s) of the alleged
12 violation. A person filing a complaint must do so within 180 days of the incident forming the
13 basis of the complaint.

14
15 (b) To the extent permitted by law, all written complaints of discrimination in employment,
16 public accommodation, public services, and housing received by the department shall be kept
17 confidential.

18
19 (c) Upon receipt of the complaint the department shall:

20
21 (1) Be responsible for receipt, recordation, investigation, mediation, conciliation,

1 recommendation, and/or referral to the Office of the City Attorney;

2 (2) CONTACT THE CLAIMANT TO DISCUSS THEIR CONCERNS AND SCHEDULE
3 AN INFORMAL CONFERENCE (ESTIMATED TIME WITHIN 45 DAYS);

4 (3) ~~(2)~~ Ensure there are no undue burdens placed on a Claimant, which might discourage
5 filing of a discrimination complaint;

6 (4) ~~(3)~~ Commence and complete the complaint investigation, mediation/conciliation, and
7 recommendation process in a timely manner; AND

8 ~~(4)~~ Promulgate and publish rules and guidelines for processing, investigating,
9 mediating/conciliating, and recommending resolution of the complaint. (Ord. No. 1120, § 1, 12-
10 18-06)

11
12 297.11. - Investigation and hearing.

13 (a) During an investigation, the department may request the appearance of witnesses and the
14 production of books, papers, records or other documents that may be relevant to a violation or
15 alleged violation of this chapter.

16
17 (b) If the department determines that the complaint and preliminary evidence gathered indicates
18 a prima facie violation of an ordinance in this chapter, the department shall assign a person to
19 conduct a hearing (hereinafter referred to as the "Hearing Officer") within 90 days after
20 completion of its preliminary investigation. The person who is alleged to have committed a
21 violation (the "Respondent") and the claimant shall be sent by regular mail at least 14 days

1 advance, notice of the scheduled date and time of the hearing and a request for each to appear. At
2 the hearing, testimony will be taken. All testimony shall be on the record, under oath and either
3 recorded or transcribed. Both Claimant and Respondent shall be allowed to testify, present
4 evidence, bring witnesses to testify, and to cross examine all witnesses at the hearing. Technical
5 rules of evidence shall not apply.

6
7 (c) A failure of either the Claimant or the Respondent to cooperate with the department may
8 result in an adverse determination for that person at the hearing.

9 (Ord. No. 1120, § 1, 12-18-06)

10

11 297.12. Findings and recommendations.

12 The Hearing Officer shall make findings of fact based on the testimony and evidence introduced
13 at the hearing and shall recommend such relief as the hearing officer deems appropriate. The
14 Claimant and Respondent shall have the right to appeal the Hearing Officer's findings and
15 recommendations in writing within 30 days to the Director of the department. On appeal, the
16 hearing record and Hearing Officer's findings and recommendations shall be reviewed by the
17 Director of the department, who shall approve, approve with modification, or disapprove of the
18 findings and recommendations. After the Director's review, the department's findings and
19 recommendations shall be served by regular mail on the Claimant and Respondent. The parties
20 shall have 30 days to comply with such findings and recommendations, unless a different time to
21 comply is provided by the department.

1 (Ord. No. 1120, § 1, 12-18-06)

2

3 297.13. Available recommendations and remedies.

4 If a violation of this Chapter is found the Hearing officer may recommend that remedial action
5 be taken. The recommended remedies may include, but are not limited to one or more of the
6 following:

7

8 (a) Ceasing the illegal conduct cited in the complaint and taking steps to alleviate the effect of
9 such illegal conduct;

10 (b) The respondent apologize to the Claimant;

11 (c) Closure of the matter based upon a mediation/ conciliation agreement of the Claimant and
12 Respondent;

13 (d) The respondent pay damages for injury or loss;

14 (e) Hiring, reinstating, or promoting the Claimant, with or without back pay, or providing such
15 fringe benefits as the Claimant may have been denied;

16 (f) Selling or leasing of housing or dwelling unit in question to the Claimant;

17 (g) Admitting the claimant to a place of public accommodation or extending full and equal use
18 and enjoyment of said place of public accommodation;

19 (h) Paying some or all of the claimant's costs, costs incurred at any stage of review;

20 (i) Posting the explanation of and requirements for compliance with this chapter;

21 (j) Dismissing the complaint; and

1 (k) Imposing costs against a Claimant for a frivolously filed claim.

2
3 The Hearing officer shall attempt to resolve the matter by party conciliation and if unable to do
4 so, by referring it to the City attorney for prosecution.

5 (Ord. No. 1120, § 1, 12-18-06)

6
7 297.14 Conciliation Agreements.

8 In cases involving alleged violations of this chapter, the Hearing officer may have the parties
9 enter into agreements whereby the involved parties agree to take steps that will terminate
10 continued discriminatory practices and/or compensate for past and future injury. Violations of
11 such agreements shall be violations of this chapter.

12
13 (Ord. No. 1120, § 1, 12-18-06)

14
15 297.15. - Civil infraction.

16 (a) A violation of any provision of this chapter is a civil infraction and shall be prosecuted by the
17 City attorney. Each day upon which a violation occurs shall constitute a separate and new
18 violation.

19
20 (b) If the Hearing Officer determines that a violation of this chapter has occurred and the
21 Respondent does not comply with the Hearing Officer's recommendation within the specified

1 time period, either the Complainant or the Hearing Officer may refer the matter to the City
2 Attorney, County Prosecutor, the Michigan Department of Civil Rights, the United States
3 Department of Justice, Department of Housing and Urban Development, or other appropriate
4 enforcing agency.

5
6 (c) The City Attorney may commence legal action by filing and serving a complaint to obtain
7 injunctive relief or any other remedy in an effort to prevent further conduct prohibited by this
8 chapter and to remedy the effects of such conduct.

9
10 (d) A violation of a prohibited act in this chapter is designated a municipal civil infraction, is not
11 a crime, and shall not be punishable by imprisonment.

12
13 (e) Schedule of civil fines. The violation shall be according to the following schedule:

- 14 (1) First violation \$ 150.00
- 15 (2) Second violation \$ 250.00
- 16 (3) Third (or any subsequent) violation \$ 500.00

17
18 (f) Continuing violation.

19 (1) For an offense that is a single and discrete occurrence, a single violation shall accrue
20 (for example, a single act of harassment like a racial epithet). Subsequent single and
21 discrete occurrences shall result in additional violations according to the above

1 schedule (for example, two separate instances of racial epithets would constitute a
2 first and second violation).

3 (2) For offenses that are continuing in nature, rather than single and discrete, the first
4 violation shall accrue with the first day of the occurrence, and subsequent violations
5 shall accrue for each additional day of that occurrence (for example, an impermissible
6 hiring practice that continues each day on an ongoing basis).

7 (3) For continuing violations under subsection (f)(2), the day of the first occurrence shall
8 be measured from the day of service of the City Attorney's complaint.

9 (Ord. No. 1120, § 1, 12-18-06)

10

11 297.16. - Private actions.

12 Any person who is the victim of discrimination in violation of this chapter retains his or her right
13 to pursue any and all other legal action to which the person may be entitled in addition to the
14 remedies available under this chapter. Nothing in this chapter shall be construed to limit rights
15 granted under the laws of the State of Michigan or the United States.

16 (Ord. No. 1120, § 1, 12-18-06)

17

18 Section 2. All ordinances, resolutions or rules, parts of ordinances, resolutions or rules
19 inconsistent with the provisions hereof are hereby repealed.

Age Friendly Lansing

WHY we need to be Age Friendly

Lansing is aging, with the city's greatest increase in population coming from the 55-59 and 60 to 64 age brackets. Older adults are assets to our community, spending a high percentage of their income locally, and voting, starting businesses, and volunteering at high rates. If we fail to address our demographic shift, Lansing will not be as vibrant a place as it could be, and we will lose older residents.

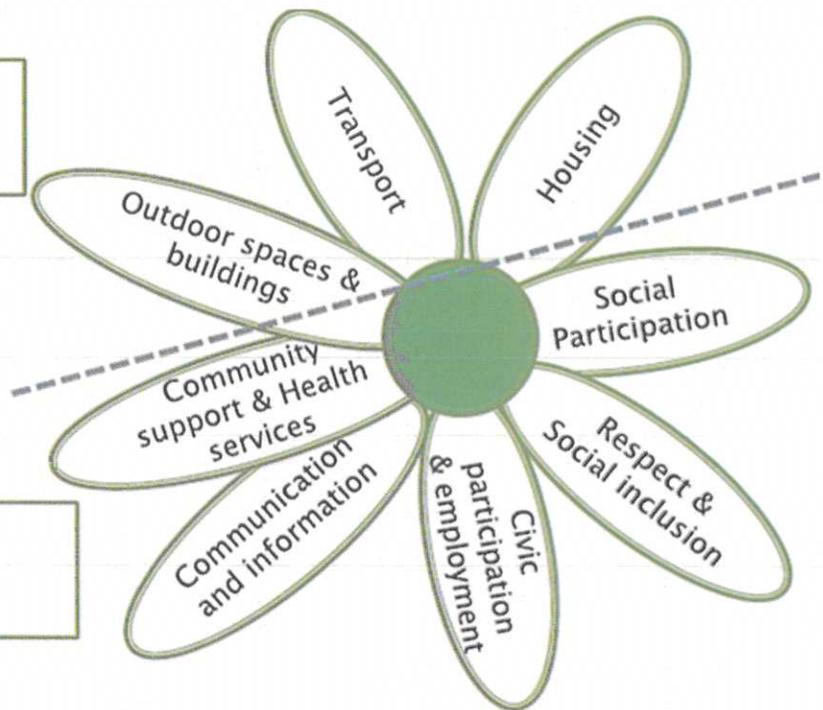
WHAT the program is

The Age Friendly Community program, an affiliate of the WHO Age-Friendly Cities and Communities program, helps develop plans for the infrastructure and support systems necessary to enable people to stay in their communities as they age.

The program emphasizes both the built and social environment and features such as safe, walkable streets; better housing and transportation options; access to key services; and opportunities for residents to participate in community activities.

**Built
Environment**

**Social
Environment**



Program Steps

Year 1: Gather data and community input
Year 2: Develop a plan
Years 3-5: Implement the plan
End of Year 5: Evaluate implementation
Update the plan

Get Involved

Participate in Age Friendly events and meetings
Serve on a steering or work group committee



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AARP[®]
Real Possibilities