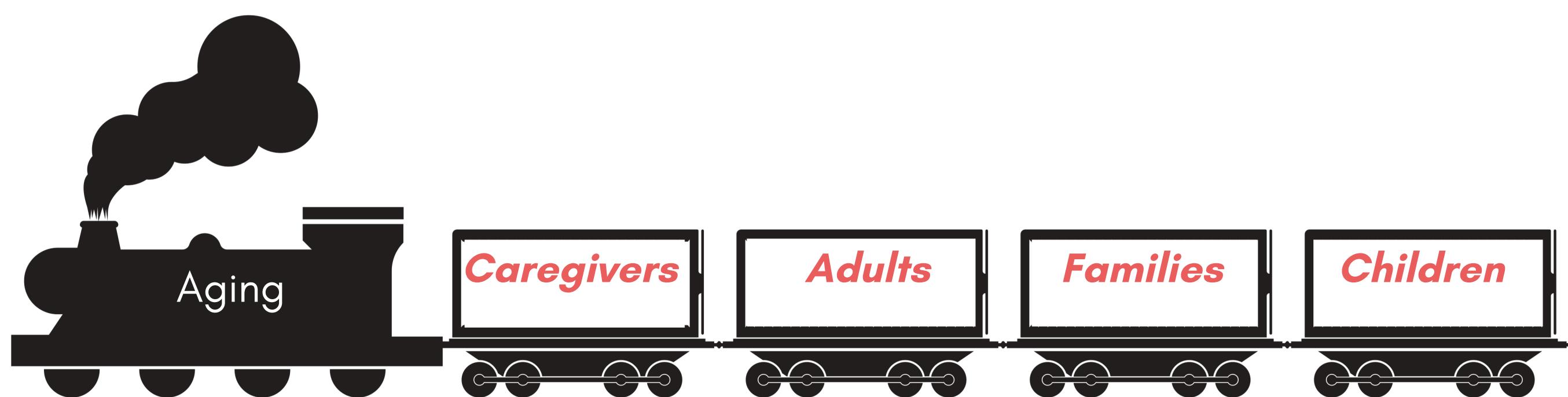




Aging & The **RIPPLEFFECT**



Aging creates the opportunity to make our communities more **livable for everyone**. The process of aging is a **shared, continuous journey** that includes children, caregivers, women, men and older adults. By investing in age-friendly services & infrastructure, a **ripple effect** is created that makes living easier, safer and more supportive for all passengers. All of us can ride the **aging train**.



The ripple effect is when a **single planning intervention** creates **multiple benefits** for many **different groups**, far beyond its original purpose.

Think of an example where a single action could generate ripple effects. Sample examples are listed for reference:

Senior Technology Training:

Tech lessons for older adults → Job creation through teaching staff → less caregiver strain → stronger older adults

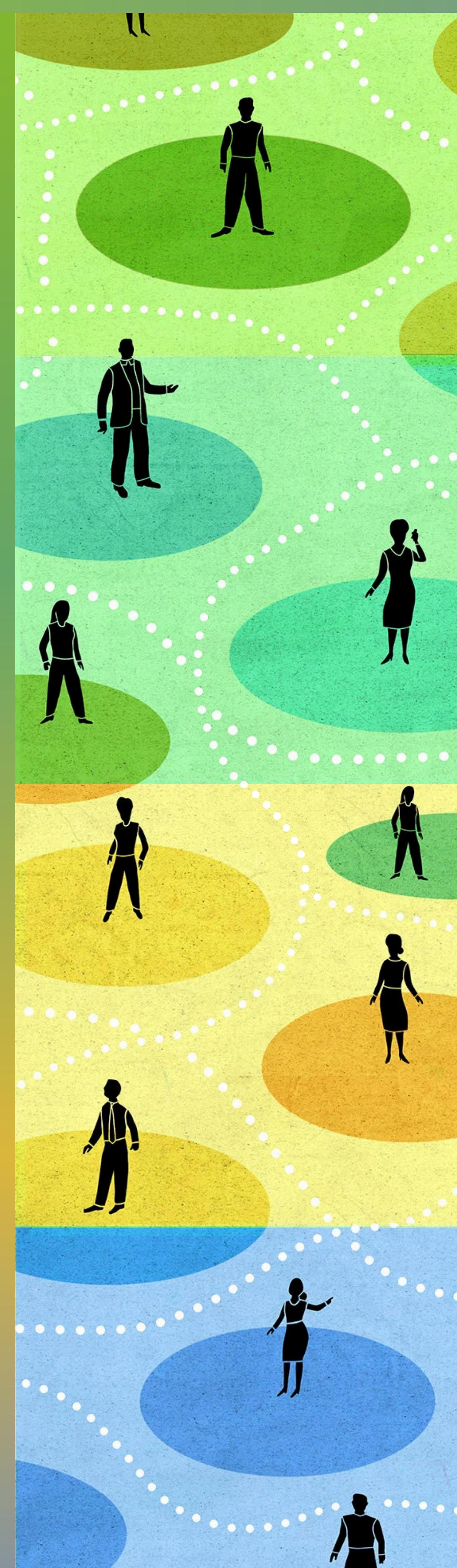
Pop-up grocery bus:

Grocery bus in neighborhoods → fewer food deserts → more equitable access → increased dignity + choice → more inclusive cities

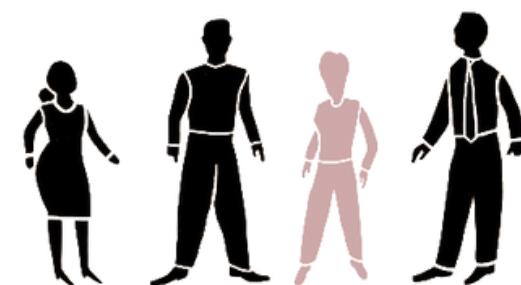
Health & Services:

Older adults renting out unused rooms in their homes → reduced loneliness → improved mental health → stronger community bonds





Paradigm *SHIFT*



The **INVISIBLE USER**

The Invisible User activity supports participants in developing a **sharper awareness** of how planning language shapes who is recognized in policy and practice. By examining commonly used “**neutral**” terms, participants learn how everyday wording can be refined to better reflect the **diverse lived experiences** of **women** and other **marginalized groups**.

After an initial in-depth session on the **need for paradigm changes in planning**, participants are asked to identify instances of neutral or generalized wording which may exclude some invisible users. The activity invites participants **to draw on their own professional experiences** to see how planning language and practice could **become more inclusive**.

Engaging in group-based discussions, based on their professional experience, opens up space to see what invisible users certain terms may unintentionally create and why.

Examples may include:

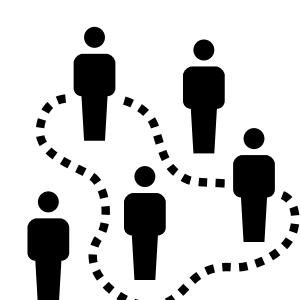
- **Commuters** prioritizing 9–5, while obscuring night-shift workers, caregivers traveling off-peak
- **Households** treating care as an internal, private matter, obscuring the spatial and time burdens placed on caregivers
- **Families** centering heteronormative, two-parent households

In the final step, participants discuss how language can remain professionally **neutral** while better **encompassing more users**.

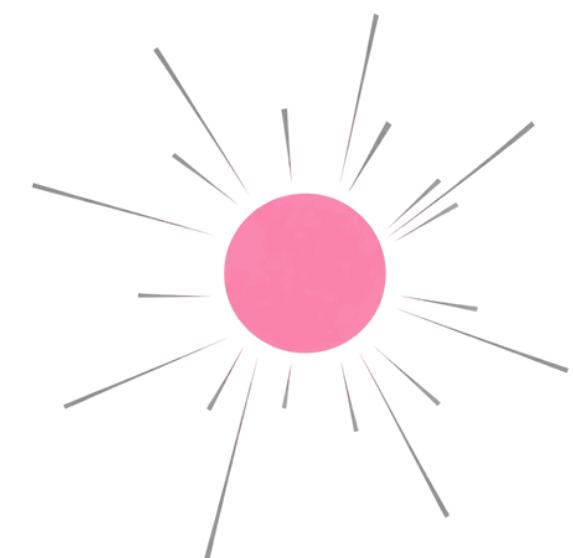
The exercise aims to create a shared space where planners **learn to detect neutrality**, identify **invisible users**, and practice language that more fully represents the range of people who live, work, and move through our communities.



Politically Contested ENVIRONMENTS



The Third TABLE



The Third Table helps participants practice collaboration in situations where different groups might hold differing priorities and unequal influence, mirroring real politically contested planning environments.

In this activity, each table will identify one real or plausible planning case where focusing on **a universal factor, such as aging**, could be used as a strategic entry point to advance broader livability goals in a politically contested environment.

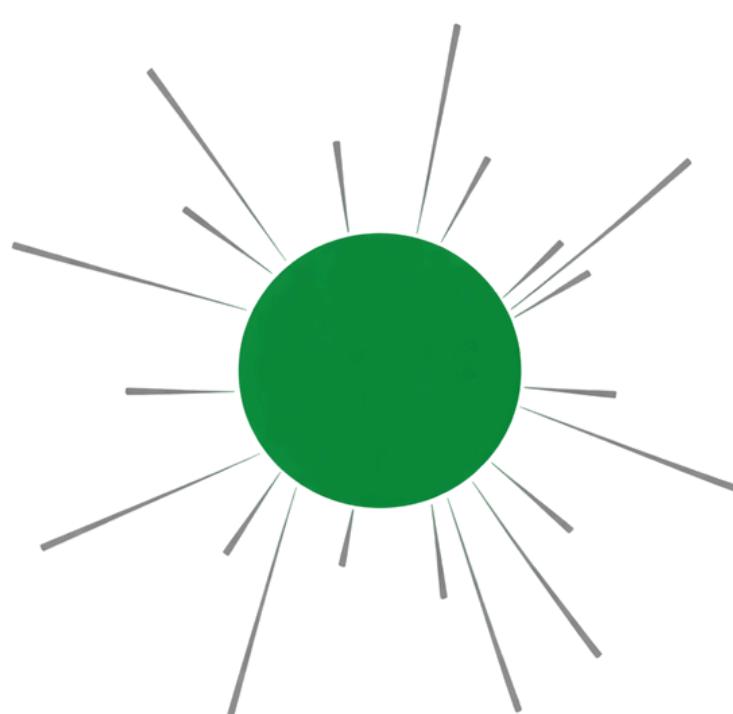
The case could involve competing perspectives among:

- **Government:** policy, risk, political constraints
- **Developers/Private Actors:** costs, development interests
- **Community Members:** daily needs, equity, lived experience

Working together, each group will explore how universal entry points such as **aging** can become a shared **starting point for collaboration** across various stakeholders.

Rather than focusing on conflict, the discussion should center around the language, framing, and strategies that helped move conversations forward and build common ground.

At the end of the activity, each table will share a short 2–3 sentence example describing the contested context, the universal entry point, and how this framing led to a constructive, win-win outcome—demonstrating how planners can turn political complexity into opportunities for inclusive progress.



Developed under the guidance of:
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