



Next Generation Senior Living

Rose Villa Forges a Path

ROSE
VILLA

PRESENTED BY



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ROSE VILLA SENIOR LIVING

SUPPORTING OLDER ADULTS TO LIVE THE LIFE OF
THEIR OWN CHOOSING



THE DETAILS



- Not-For-Profit Life Plan Community (CCRC) in Portland, OR
- Established in 1960
- Single site
- 22 acres above the Willamette River
- 300-ish residents
- 170 staff

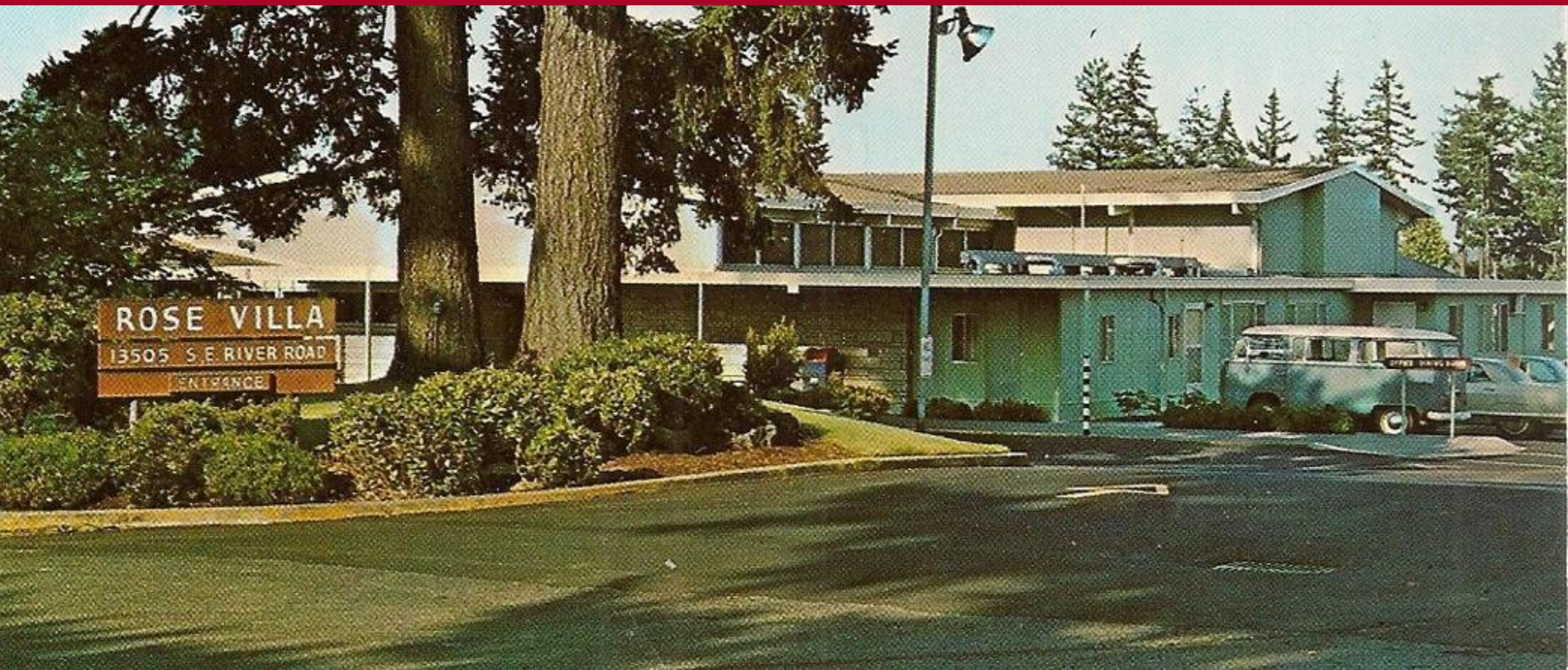
THE HISTORY



In 2006, slow slide to financial trouble:

- Physical plant obsolete
- Infrastructure failing
- Declining occupancy
- Aging population
- Negative net margin
- Spending Entrance Fees on operating expenses
- Disengaged, uninformed Board
- Passive staff and managers

... IN OTHER WORDS, PERFECT!
NEVER WASTE A CRISIS



HISTORY & MISSION INFORMS PHYSICAL DESIGN



- Each neighborhood is unique
- Walking trails connect everything
- There is a real identity to each place
- “Downtown” Rose Villa is amenity-dense and accessible to all
- Everyone values having a front door and a back door
- People over cars

LIFESTYLE GUIDES DESIGN





Classic Cottages - 103

Mid-century Modern American design featuring front and back yards. No two are alike!

REDEVELOPMENT PHASE 1

CONSTRUCTION 2014 - 2016





Main Street Apartments - 35

Loft-style apartments above amenities surrounded by garden neighborhoods.



Pocket Neighborhood Cottages - 40

Clusters of homes surrounding common garden spaces.

REDEVELOPMENT PHASE 2

CONSTRUCTION 2018 - 2019





North Pocket Cottages - 18

Extension of the Pocket Neighborhood Cottages.



Garden Grove - 10

Homes nestled next to our lush two-acre community garden just above the Willamette River.



The Creative Arts Building (CAB) - 2

Imagination and originality culminate in a working artist space topped with loft living.



The Oaks Zero Energy - 12

Homes modeled for sustainability that produce as much or more energy than they consume.

REDEVELOPMENT PHASE 3

CONSTRUCTION 2020 - 2021





Schroeder Lofts - 35

A continuation of Main St. in the urban hub of campus, inspired by street lofts found in the Pearl District of Portland



Trillium Townhomes - 6

Our second zero-energy neighborhood built to passive house standards.



Madrona Grove Supportive Living

Person-directed care in a supportive living environment. Two neighborhoods, one on each of two floors. Each neighborhood is 16 residents in two households of 8 residents each.



Rosebud Preschool

Enriching the lives of residents and children through intergenerational programming integrated into nursing care.



ROSIE

Greywater reclamation system used for toilet flushing and irrigation.

THE NEIGHBORHOOD

Legend

- CAB Lofts
- Classic Cottages
- Garden Grove
- Main St. Apartments
- North Pocket Cottages
- Pocket Cottages
- The Oaks Zero-Energy
- Schroeder Lofts
- Trillium Townhomes
- Madrona Grove



IT'S REALLY ALL ABOUT COMMUNITY



HOW DOES THIS FEEL?



The words our residents use....

- Choices
- Inclusive
- Welcoming
- Human-scale
- Just like home
- Not institutional
- Able to live my values
- Interesting
- Alive
- Caring

SOCIAL ENVIRONMENT

- Zero energy neighborhoods
- Native plant landscaping
- Backyard Habitat certification
- Environmental services
- Comprehensive food scrap compost program
- “Rosie” – grey water reclamation system



COMMUNITY IS WHY WE'RE HERE



- No “nursing home ghetto”
- Fully inclusive
- Licensed neighborhoods built with same outdoor values of ALL neighborhoods
- Intergenerational
- MANY areas of campus run entirely by residents

PRINCIPLES OF PARTNERSHIP

- We do not segregate by diagnosis
- Everyone rises to their highest ability together
- Every resident has the right to be every place on campus
- Person-centered does not value safety above autonomy
 - (Sorry, adult children!)
- Decide on the level of risk you are comfortable with – be explicit
- Put licensed neighborhoods in the center of everything
 - ...a little social engineering never hurt
- Support the resident, don't control them
- Don't design or operate to the lowest common denominator
- All staff, in all positions, receive dementia (and lots of other) training.





THE CORE OF COMMUNITY

This is a chance to mindfully, thoughtfully walk the path with each other.

We are all on the same road.

Part of the journey is seeing, loving, helping those who function differently.

That is a gift and a blessing *received by the helper*. Segregating people by diagnosis or ability robs us of that gift and limits our ability to grow.

GENERATIONAL CHANGE



Many (not all!) Baby Boomers arrive with a different mindset than their parents did

- Go straight to the top
- Advocate for what you want
- Loudest voice wins
- My home is my castle
- “Administration” is The Man – Stiff The Man

GENERATIONAL CHANGE

Re-orientation to community living is helpful

- What does collaboration look like?
- Work the “chain of command.” Please.
- Hearing your opinion does not equate to doing what you say
- Living closer together requires compromise
- Hey, we’re on the same team!



TODAY'S SENIORS



- Many can be so work-identified that they are unsuccessful at redirecting their energy to other things.
- Challenge is to help them channel their (considerable) expertise and energy to causes/work/organizations OUTSIDE their neighborhood.
 - Where they can be leaders
 - Where they can make a difference
 - Where they will build community for themselves **and each other**

AND WHAT ABOUT STAFF?

- COVID exhaustion
- Economic and political fears
- Constant understaffing
- Resident expectations



CARE FOR THE CAREGIVER

Pay as much attention to staff space as resident space

What were the COVID pain points?

- One roll of TP at cost per person per day
- Staff-only laundry rooms
- Generous, proactive COVID sick pay
- Free food and weekly take home dinners



CARE FOR THE CAREGIVER

Remember when we used to have FUN?

- Clobber COVID Day
- Staff Olympics
- Massage chair
- Fridge full of ice cream and popsicles during the summer
- Rose Villa Vikings





THANK YOU!