Department of Planning and
Community & Economic Development
Community Development Division

Older Adult Services 2024 Funding Process

City of Madison Community Development Division

Older Adult Services Funding Process

GOAL: Create the necessary conditions for older adults in Madison to successfully age in place. Encompassed within the goal of ensuring that "Individuals and families at risk or in crisis can access services to meet immediate and/or basic needs" is the desire to see that **older adults have services and activities that can help them avoid disease and disability, maintain high physical and cognitive function, and reduce social isolation.**

CITY INVESTMENT IN OLDER ADULT SERVICES WILL:

Support programs and activities that benefit low and moderate income individuals/familes, those who identify as Black, Indigenous, or People of Color (BIPOC), people who identify as LGBTQIA+, and/or Limited English Proficient (LPE) individuals.

Connect vulnerable and marginalized residents with resources designed to avoid homelessness or other crisis situations, promote household stability, and maintain personal independence.

Create the necessary conditions for older adults in Madison to successfully age in place.

Provide a structure for funding allocations based on type and level of program services.

On the Rise

Highest rates of social isolation

Digital Divide
Especially among low-income and marginalized groups

Growing demographic
Large voting block - and growing

COVID
Higher infection rates, hospitalizations, and mortality compared to other age groups

On the Descent

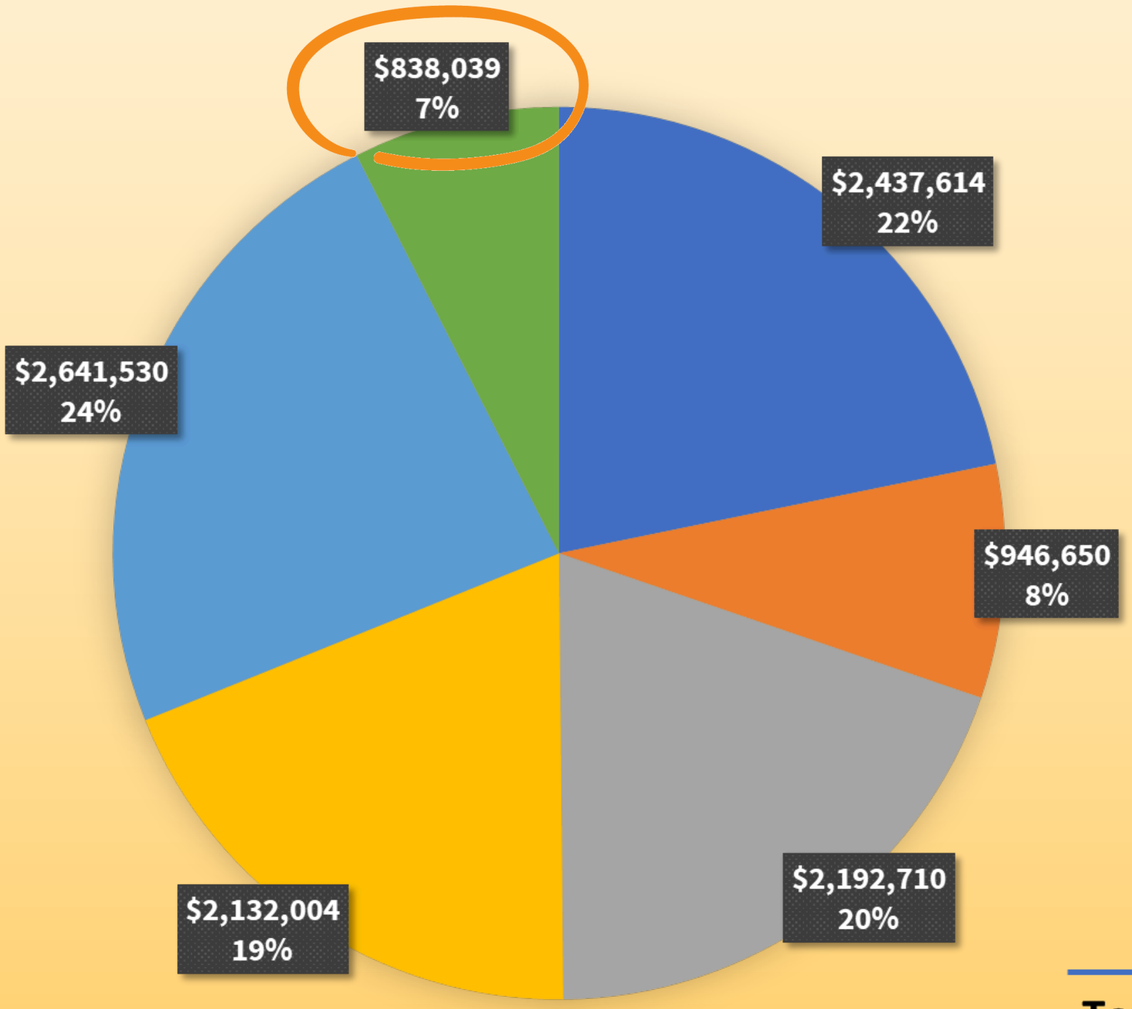
Health Equity
Health disparities among older adults, particularly among marginalized and low-income pop., continue to widen

Housing Security
The lack of affordable housing options for older adults remains a critical issue, with many older adults facing housing instability and homelessness

Least amount of funding
Least amount of funds available when compared to similar service areas at the City

$838,039

Projected 2025 General Fund-supported Community Agency Contracts:



- Homeless Services & Housing Stability
  $2,437,614
- Neighborhood Support
  $946,650
- Employment & Career Development
  $2,192,710
- Crisis, Intervention & Prevention
  $2,132,004
- Child & Youth Services
  $2,641,530
- Older Adults & Aging
  $838,039

Total: $11,188,547

TIMELINE

2015 — Forward Community Investment Analysis

2016 — Older Adult Services Funding Process + 115k for SE Asian Older Adults

2019 — Age Friendly Madison

2020 — COVID-19

2023 — 7.5% Increase to Current Contracts

2023 — COALESCE Cohort Formed

2023-24 — EQT BY DESIGN Consultancy

What are Older Adults saying about services?

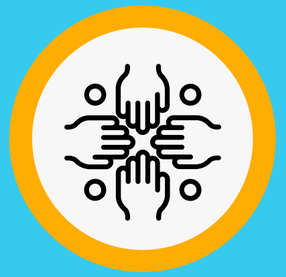
- Staff Diversity
- Transportation Challenges
- Culturally Relevant Programming
- Information Distribution
- Support Providers serving BIPOC/LGBTQ+
- LGBTQIA+ Services
- Language Access

EQT By Design highlights areas of growth to pursue within older adult services

OLDER ADULT SERVICES
RANGE OF PROGRAMMING

Case Management Services

Culturally Relevant Services

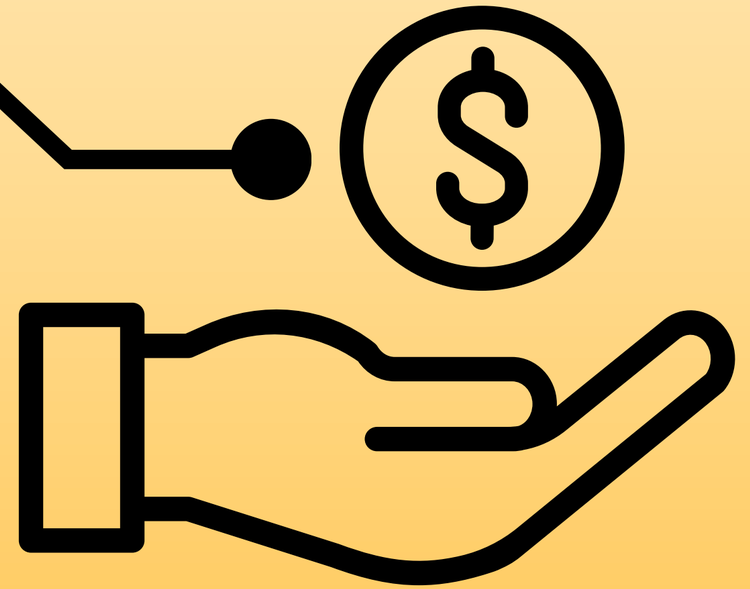


Information, Outreach, and Referral Services

Home Chore Services

Funds Available

$838,039



Transportation Challenges

What are Older Adults saying about services?

EQT BY DESIGN RECOMMENDATIONS

Addressing Transportation Challenges

An Invite to Place-Based Programming + Equity Priority Mapping

Priority Areas

The goal of the Equity Priority map is to identify Census block groups in Madison where targeted investment, resource and inclusion strategies, and service delivery can have the greatest impact on promoting equity and addressing systemic barriers.

Priority Areas Continued

- Incorporates race/ethnicity + Income levels
  - Not used in isolation
  - Important to community members, also used elswhere as best practice
- Just because an area isnt listed does NOT mean everything is perfect
  - everyone deserves access to resources for a fulfilling life.
    - Economic status or background can create disparities in accessing these resources.
- This is a tool, and NOT the whole picture. Data has limitations.

Priority Areas Continued

Far West

West

Southwest

Nearwest

South

Downtown

Near East

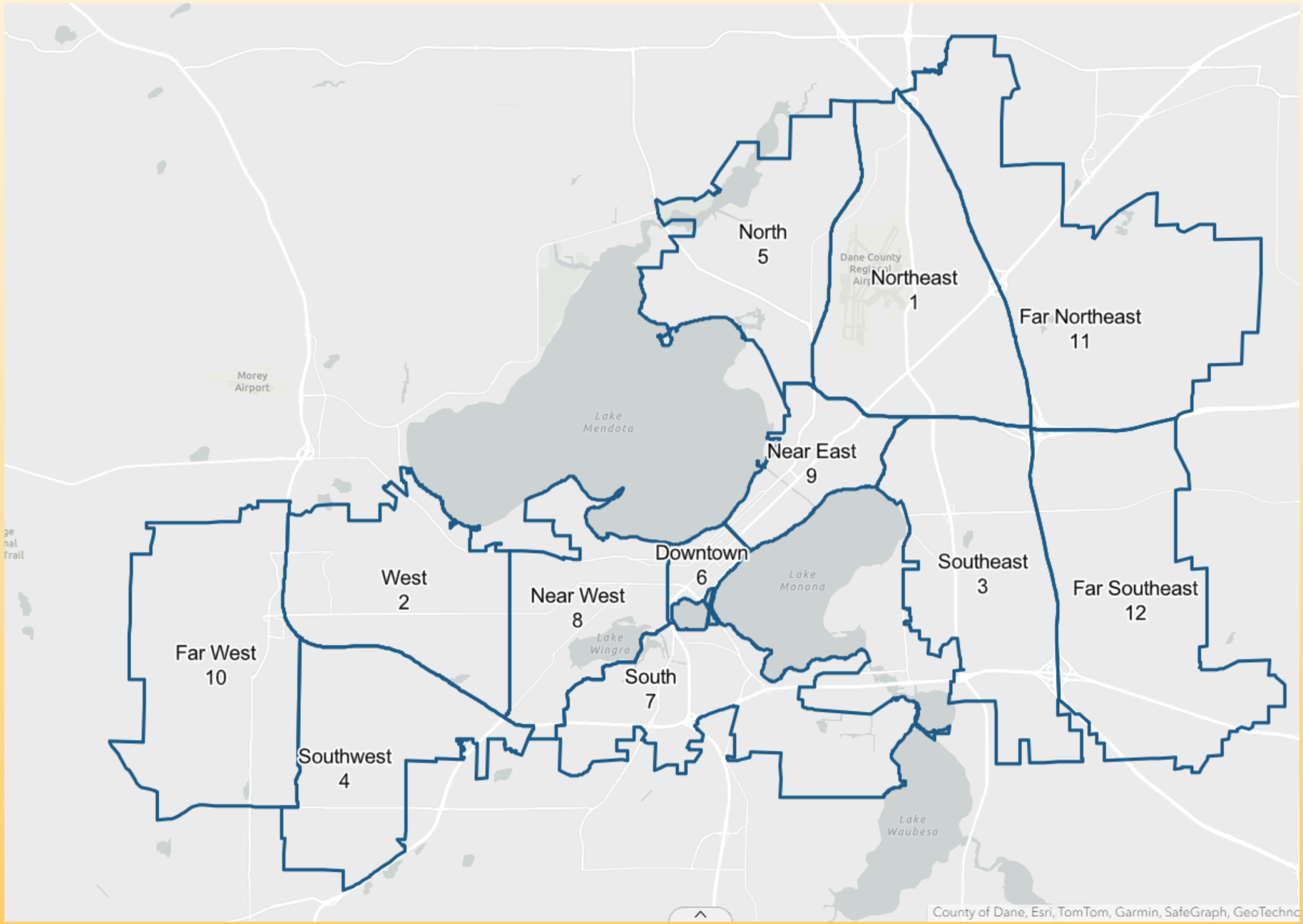
North

North East

Far Northeast

South East

Far Southeast


North
5
Northeast
1
Far Northeast
11
Near East
9
Downtown
6
West
2
Near West
8
Southeast
3
Far Southeast
12
Far West
10
South
7
Southwest
4
Morey Airport
Lake Mendota
Lake Monona
Lake Wingra
Lake Waubesa
Dane County Regional Airport
County of Dane, Esri, TomTom, Garmin, SafeGraph, GeoTechnc

Neighborhood Level

- Far West
- West
  - Walnut Grove
  - Oakbridge Condominiums
  - Midvale Heights
- Southwest
  - Allied
  - NewBerry Heights
  - HighPoint Estates
  - Maple-Prairie
  - Glacier Ridge
- Nearwest
  - Rocky Bluff
- South
  - Bridge-Lakepoint
  - Brams Addition
  - Burr Oaks
  - Leopold
  - Indian Springs
  - Moorland-Rimrock
- Downtown
  - Capitol Neighborhoods
  - Monona Bay
  - Near Brittingham Apartments
- Near East
  - Sherman Terrace
  - Eken Park
  - Worthington
  - Marquette
- North
  - Kennedy Heights
  - Vera Court
- Northeast
  - Westchester Gardens
  - Norman Acres
  - Reidgewood
- Far Northeast
- South East
- Far Southeast

Transportation Challenges

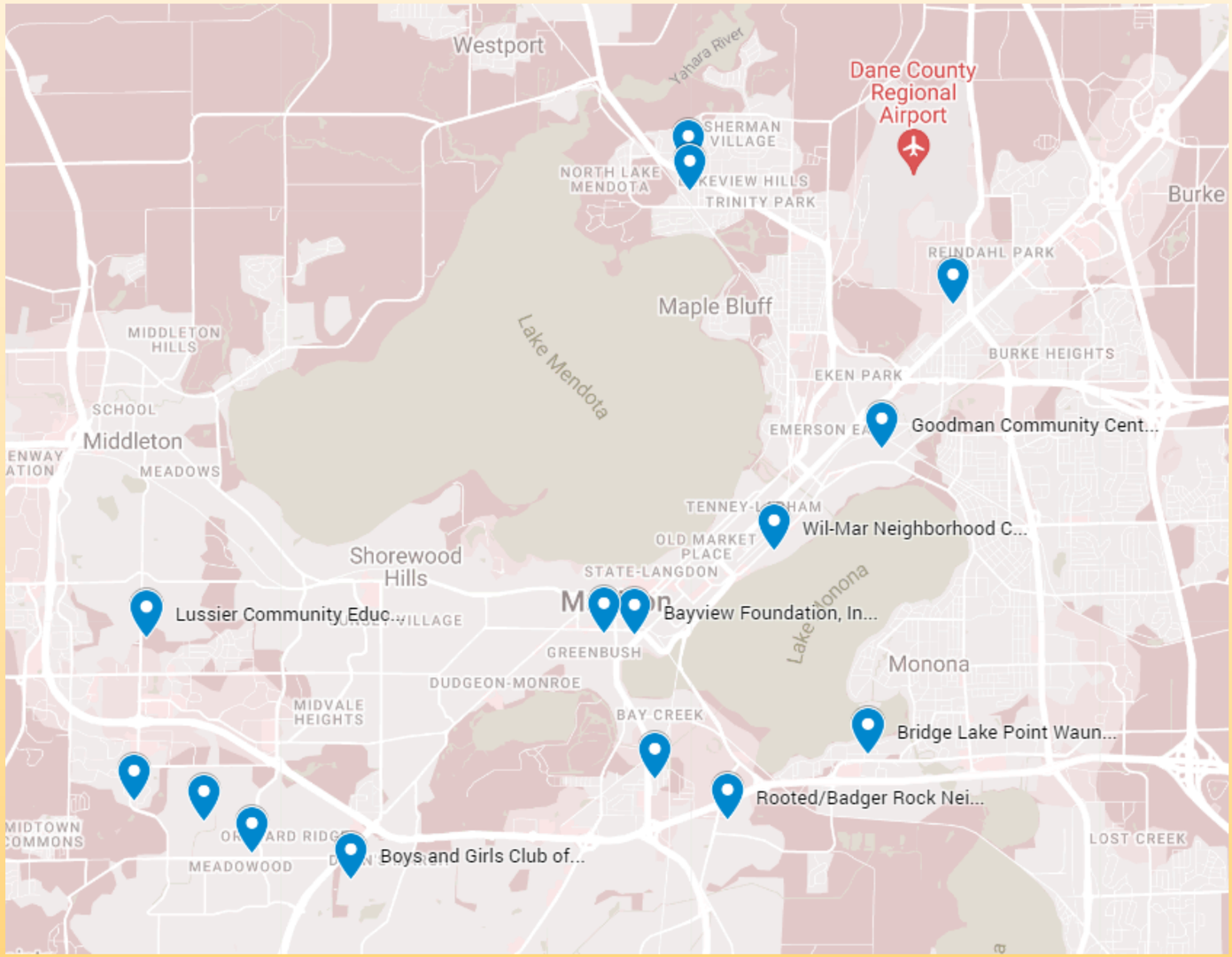
EQT BY DESIGN RECOMMENDATIONS

Addressing Transportation Challenges

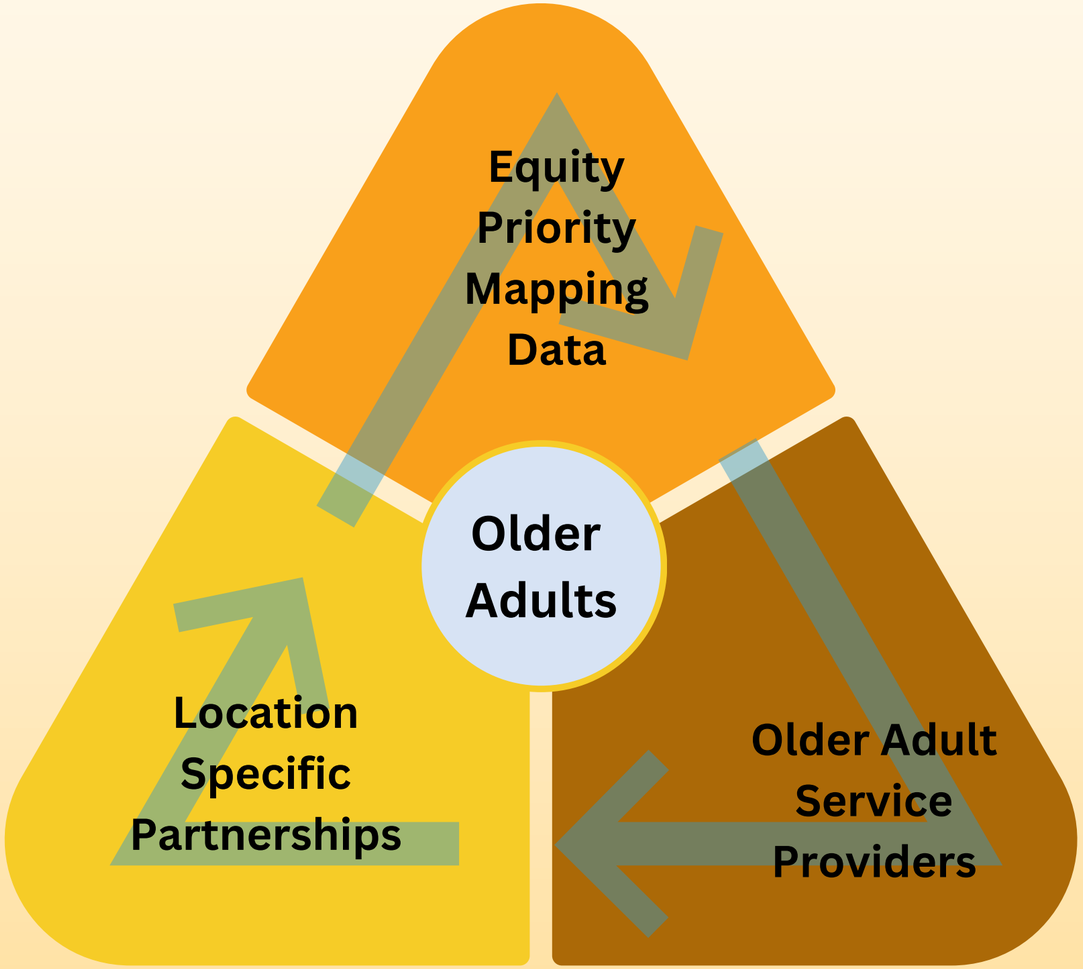
An Invite to **Place-Based Programming** + Equity Priority Mapping

15 Neighborhood Centers

- Lussier Community Education Center
- Goodman Community Center
- Rooted/Badger Rock Neighborhood Center
- Bayview Foundation
- Boys and Girls Club of Dane County - Taft
- Boys and Girls Club of Dane County - Flemming
- Bridge Lake Point Waunona Neighborhood Center
- East Madison Community Center
- Elver Park Neighborhood Center
- Kennedy Heights Community Center
- Meadowood Neighborhood Center
- Neighborhood House Community Center
- Theresa Terrace Neighborhood Center
- Vera Court Neighborhood Center
- Wil-Mar Neighborhood Center



Centering Older Adults



Strategy to Address Transportation Challenges

Bring the programming to older adults **where they are**

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Timeline	DATE
Introduce Older Adults Policy Paper to Common Council	5/7/24
Finance Committee	5/13/24
Common Council Approval	5/21/24
Publish RFP	5/24/2024
Older Adult Services RFP Workshop	6/05/2024
DEADLINE FOR SUBMISSION OF PROPOSALS	7/1/2024
Applicant Presentations	8/28/2024
Committee on Aging Meeting - Finalize Funding Recommendations	9/25/2024
Resolution with Funding Recommendations Introduced to Common Council	10/8/2024
Finance Committee Action	10/14/2024
Common Council Action	10/29/2024
Applicants notified of Funding Allocations	10/30/2024
Anticipated contract start date	1/1/2025

THANK YOU!

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