

Demographic Change and the City of Madison

Interim Findings and Recommendations

Demographic Change Work Group
2014





Overview of Presentation

Common Council Legislative Agenda

Demographic Change Work Group

Areas of Inquiry

Research Approach

What We Learned

Interim Recommendations and Discussion





A Legislative Agenda for the City of Madison

Why do this?...

Why Now?...





City of Madison Common Council 2013-2014 Legislative Agenda

- ✓ Alternative Revenue
- ✓ Demographic Change

4/3/2014



Demographic Change Work Group

Alder Cnare

Alder Phair

Alder Resnick

Alder Weier





BUSINESS
INSIDER

***“MINORITY REPORT:
America Will Be Defined By These
Huge Demographic Shifts”***

By Kristen Lewis and Sarah Burd-Sharp





Demographic Change Work Group Areas of Inquiry

Connecting Youth
(especially Youth of Color)
to Educational and Economic
Opportunities





Demographic Change Work Group Areas of Inquiry

Improving Access:
Building Pathways to Equality and Success
Through Economic Policies and
Participation in Public Decisions





Demographic Change Work Group Areas of Inquiry

Attracting Young Families to Madison





Demographic Change Work Group Areas of Inquiry

Improving the Quality of Life for Seniors





Demographic Change Work Group Methodology

- Meet with Experts, Discuss, Conduct Research
- Evaluate Tools and Solutions from Other Cities
- Select Policies Based on Opportunity & Need
- **Gather Feedback from Community**
- Present to Madison Common Council for

Adoption





Demographic Change Work Group What we Learned

Poverty on the rise – especially for children



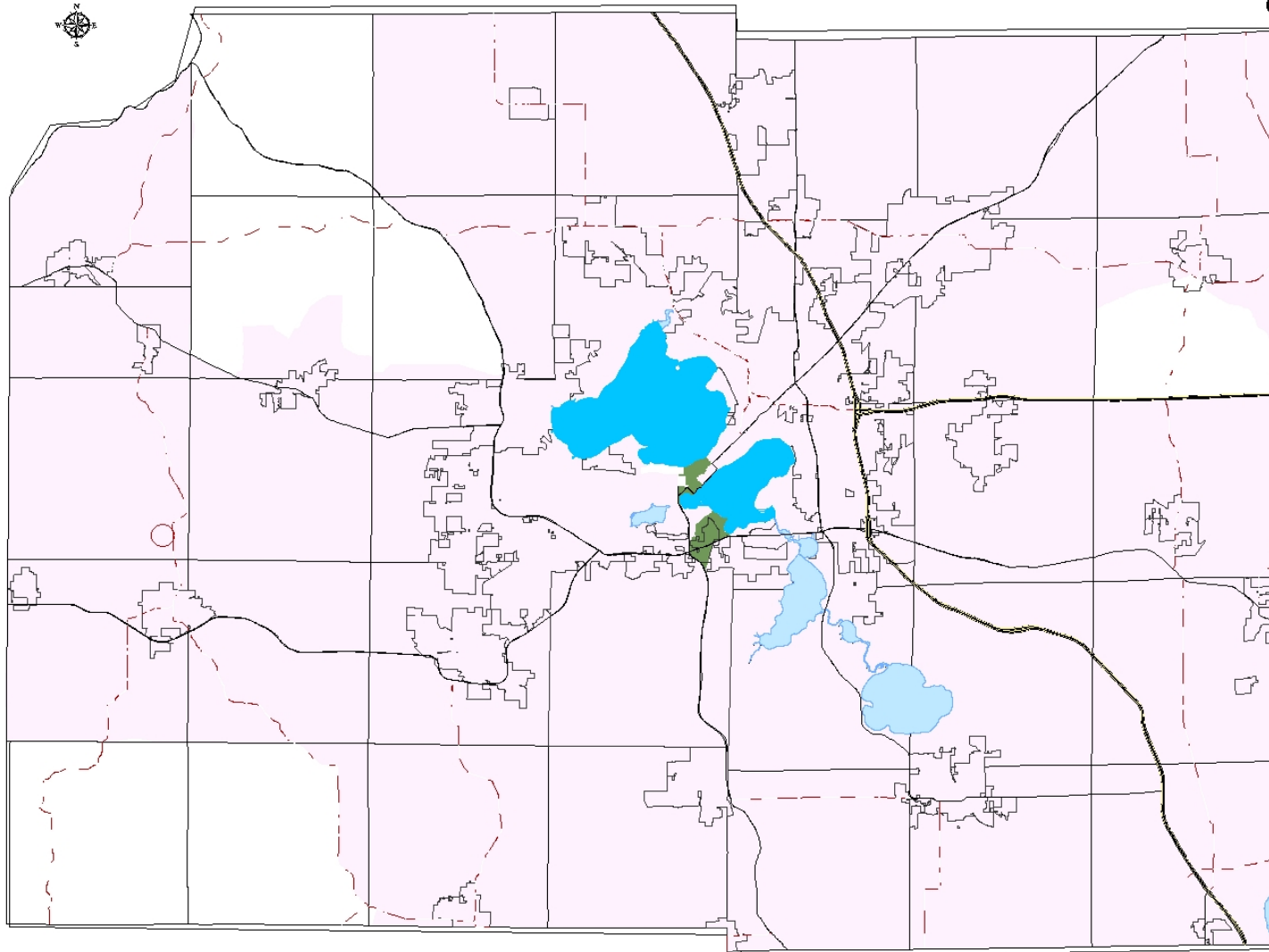


Demographic Change Work Group What we Learned

Poverty in childhood can have lasting detrimental effects on health and lifetime outcomes.



**Housing + Transportation
Costs as Percent of Income
80% Area Median Income
Dane County 2009**



Legend

**Housing+Trans Costs
for 80% AMI**

- 33% - 45%
- 46% - 92%



**Opportunity Mapping
September 2013**

Capital Area RPC
GIS Team

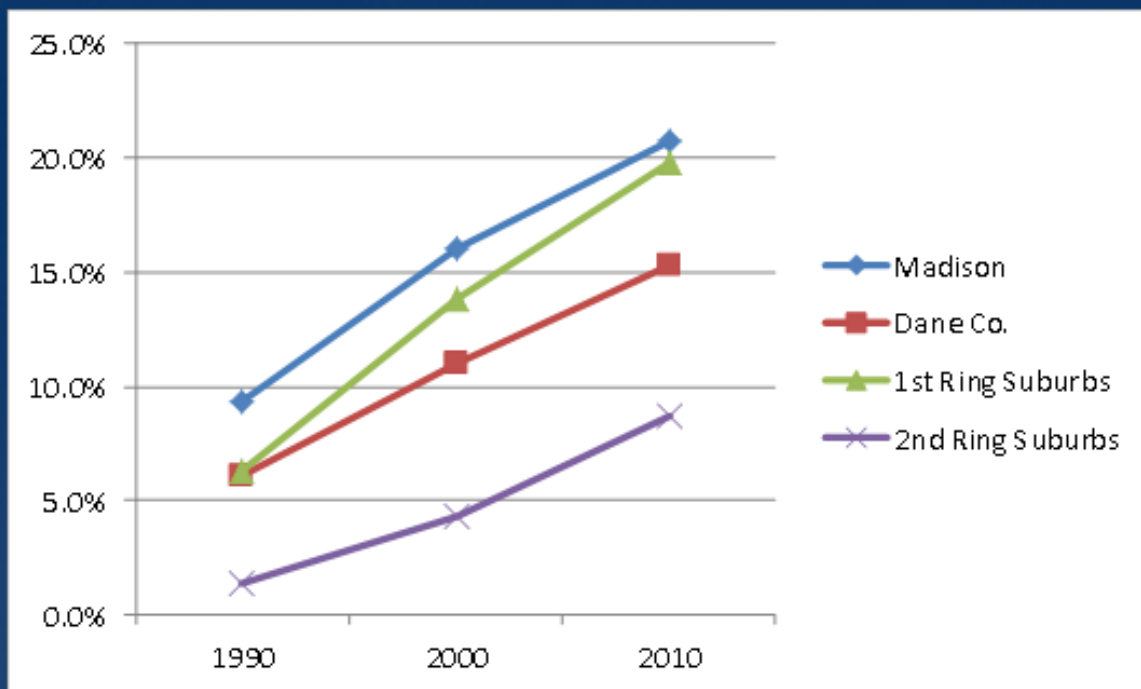
Source: Center for
Neighborhood Technology &
US Census American
Community Survey



Demographic Change Work Group

What we Learned

Diversity is on the rise in Madison, Dane County and across America.





Demographic Change Work Group What we Learned

Growing gaps related to education,
wages, unemployment.



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What we Learned

Full Employment Levels by Demographic Group WI 2011

African American	66.7	Asian/Pacific Islander	87.2
< high school	73.7	Some college	87.5
16-24 yrs	75.5	Female	87.9
Hispanic	79.4	25-54 yrs	88.5
High school	82.9	White	88.8
Male	86.1	55 yrs and older	90.6
All	86.9	Bachelor's or higher	93.7





Demographic Change Work Group

What we Learned

Inequity threatens growth and stability.

“Make no mistake: the savage inequality America is experiencing today is deeply dangerous.”



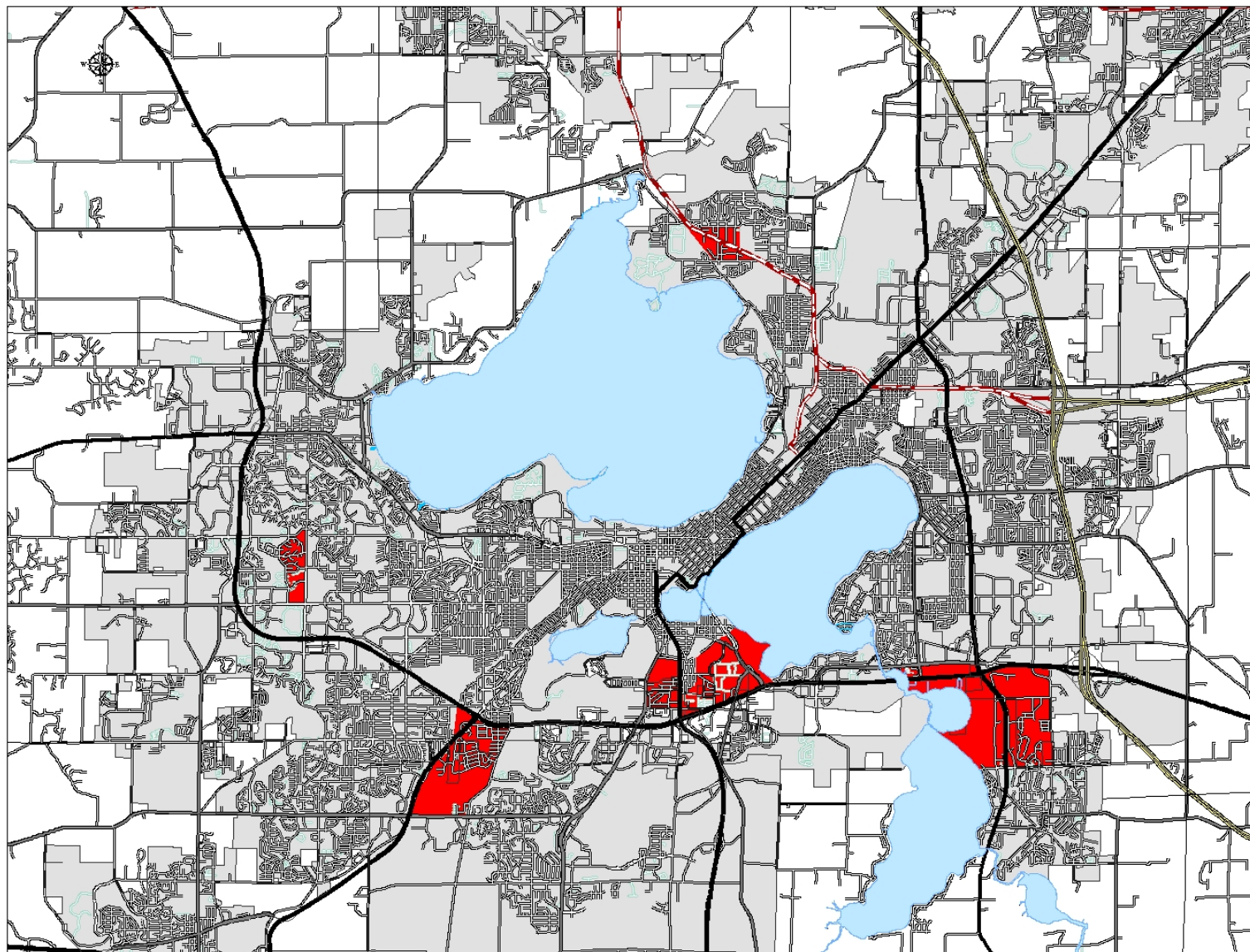


Demographic Change Work Group What we Learned

Racial disparities in Dane County in poverty and education pose significant challenges for future generations.



Multiple Barriers to Opportunity Are Present in Certain Locations Across Madison



Barriers to Opportunity Madison 2011

Legend

BlockGroups_2010
Thresholds Exceeded

6 - 8



Opportunity Mapping 2013

Capital Area RPC
GIS Team

Source:
CARPC
US Census, ACS





Demographic Change Work Group What we Learned

Disconnected youth may face a lifetime of challenges.





Demographic Change Work Group What we Learned

Seniors can become isolated
leading to dire health
consequences.



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What we Learned

“Recent Retirees will need \$220,000 for health care costs”

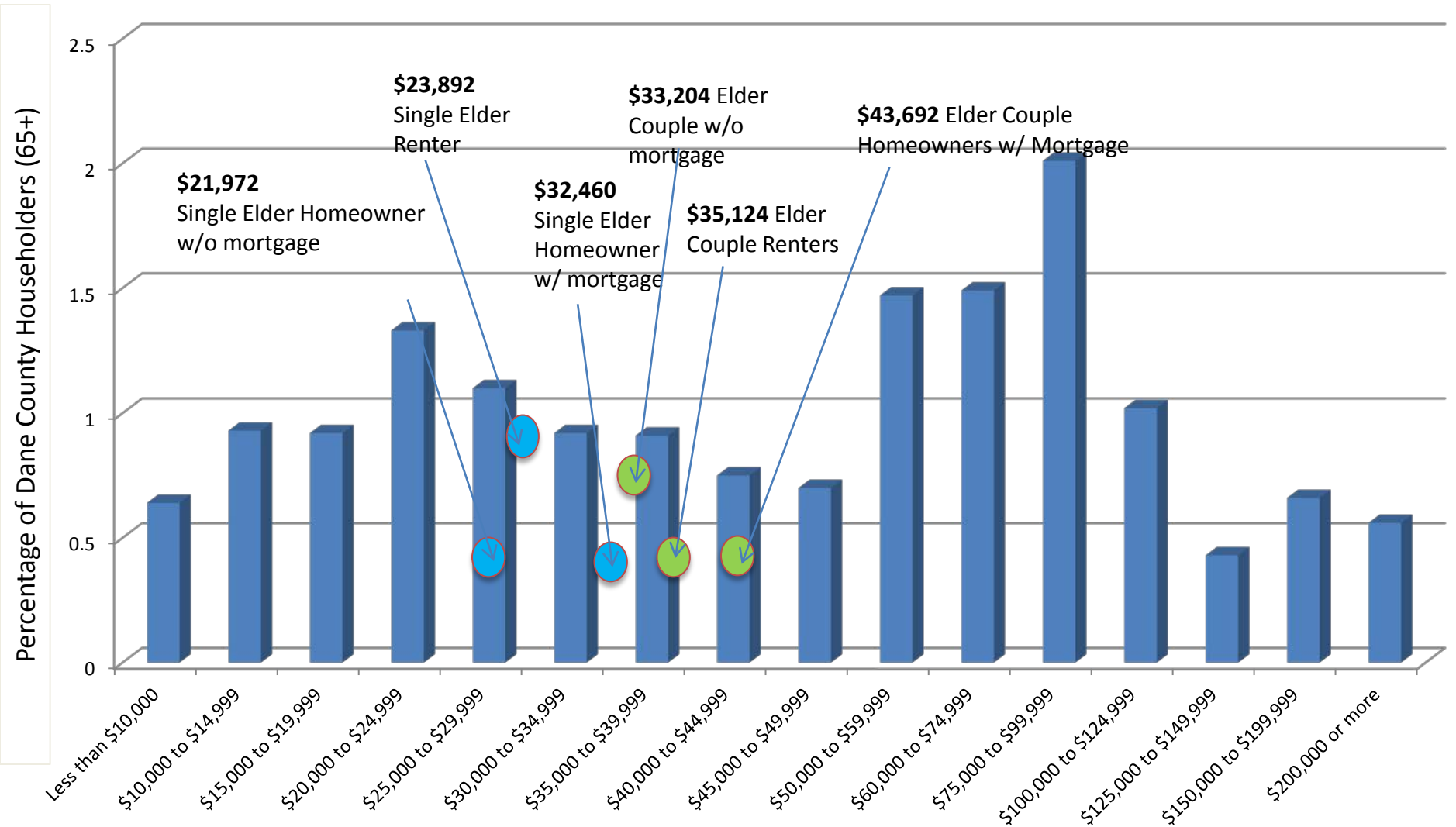
“Seniors Lose 31 Percent of Their Buying Power Since 2000”

“Younger Seniors Are Burning Up Their IRAs”



Elder Economic Security in Dane County

Economic Security Levels for Dane County Householders (65+)



Source: U.S. Census Bureau, 2007-2011 American Community Survey



Cities investing in seniors are more desirable destinations.

"There's no doubt about it – Chattanooga is an ideal city for seniors..."

Chattanooga is quickly becoming a favorite destination for energetic baby boomers seeking active retirement lifestyles."



Goals	Strategies
Reduce Expenses	Cut costs for major expenses, housing, transportation, health care, child care, in particular embrace the opportunity provided by Federal Health Care Reform
Increase Access to Work	Help workers stay competitive and build skills, provide education for good jobs, connect workers with economic centers , anchor institutions and regional opportunities, target the demographic groups with the highest unemployment.
Help Families Grow Assets	Improve access to high quality financial information, education and counseling, increase access to income boosting supports and tax credits, connect residents to safe, affordable financial products and services that reduce costs and facilitate savings, create opportunities to build savings and assets, protect consumers in the financial marketplace





Recommendation #1

Support the development of a housing project for seniors designed for public transit and pedestrian access with a portion of affordable units.





Recommendation #2

Conduct a livability assessment in partnership with neighborhood communities for each Aldermanic district in support of the ongoing efforts to assess equity.



Recommendation #3

Strengthen career opportunities for disadvantaged Madison youth ages 16-24 through both City of Madison internship programs and community partnerships, with a special focus on youth of color and low-income youth.





Next Steps

Coordinate with committees to gain feedback

Share approach and

build support among community partners

Refine action steps

What we're asking for from you:

Input on the recommendations and actions

Commitment to working with Demographic Change

Work Group and engaging in the effort

