



Age Friendly Communities: Madison *Capturing Community Input*

May 2022



Data Collection Overview

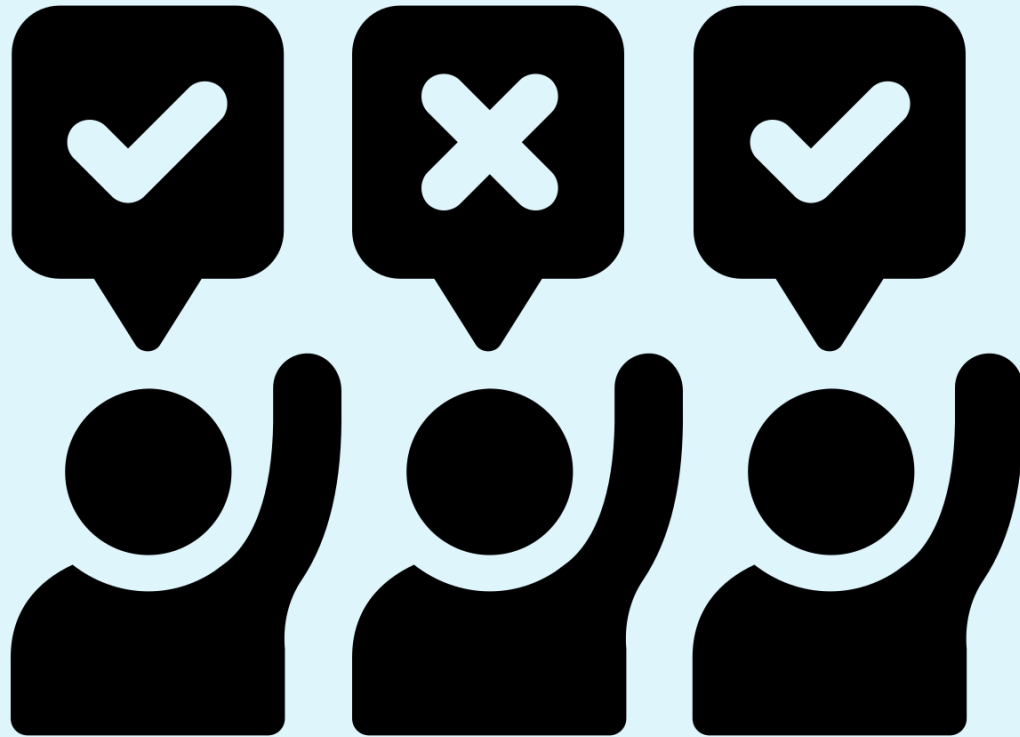
- ▶ Surveyed **961 Madison residents** between 8/11/21 to 10/22/21
 - ▶ Online survey developed by AARP
 - ▶ Survey promotions were sent out via AARP and Madison Age Friendly Steering Committee (various local events and newsletters)
- ▶ **5 community listening sessions** held in Fall 2021 and Winter 2022
 - ▶ Supplemented survey data on community strengths and challenges by reaching groups not strongly represented by those who took the survey.
 - ▶ **43 Madison residents** participated (49% Black, 28% Latinx)



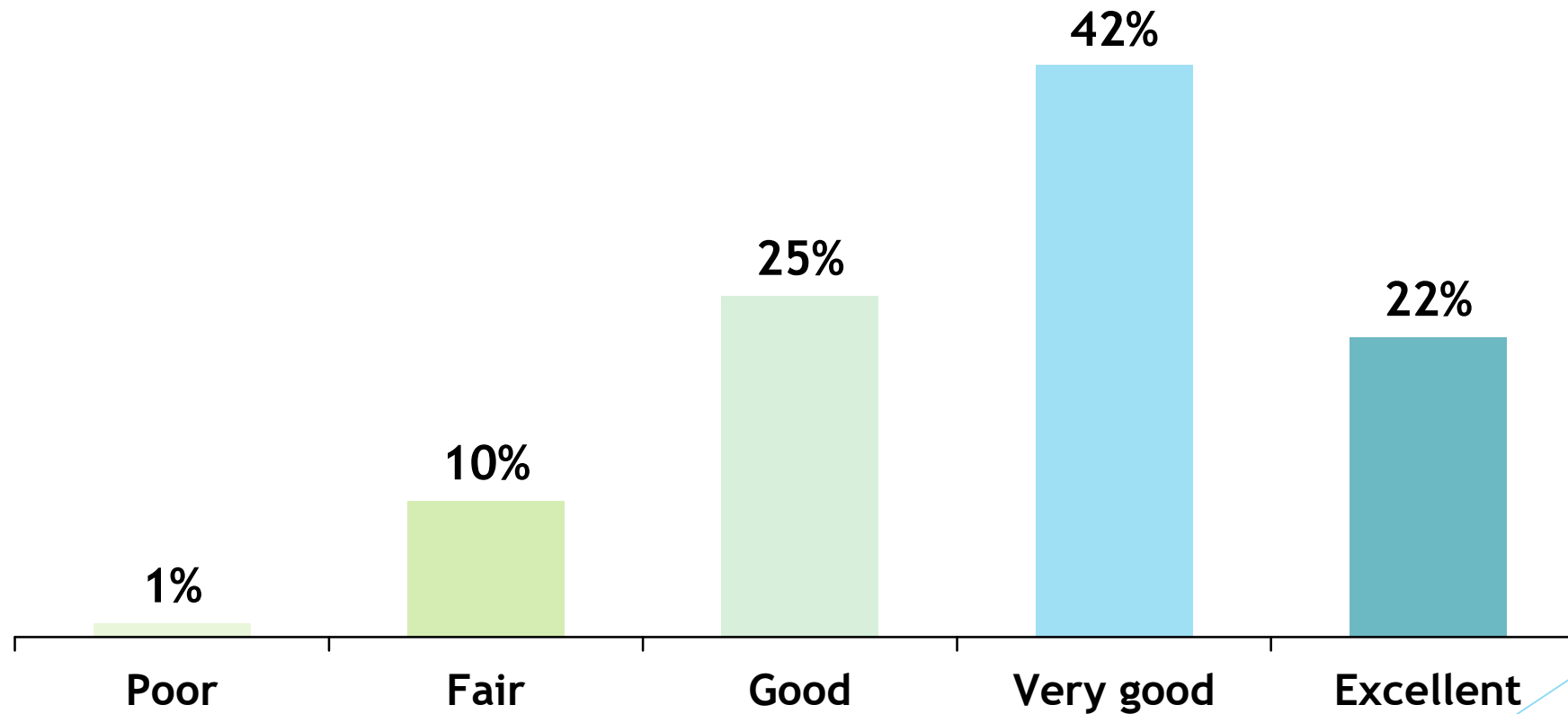
Community Survey Demographics

- ▶ Lived in Madison at least 5 years (87%) - 46% for 25+ years
- ▶ Lived in the 53704, 53703, 53705 or 53711 zip code (67%)
- ▶ Bachelor's degree or higher (80%)
- ▶ Female (71%)
- ▶ Retired (55%)
- ▶ Non-Hispanic/Latino (98%) and White (91%)
- ▶ Annual household income of \$50K or more (70%)
- ▶ Broad range of ages: 45-54 (16%), 55-64 (23%), 65-74 (43%), 75+ (17%)
- ▶ Shared household with others: 30% had other adult children, relatives or friends living with them; 9% with children under 18; 56% married or living with significant other.

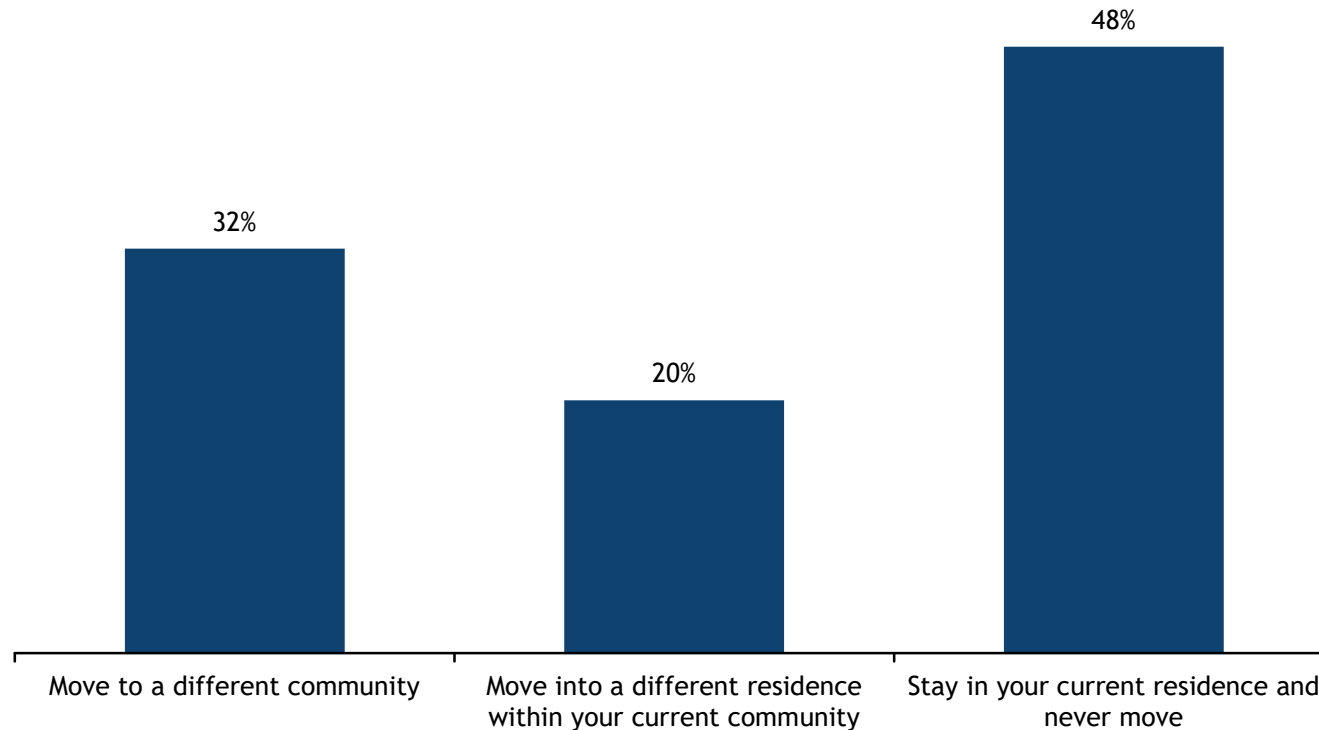
Overall Perceptions of Madison as a Community



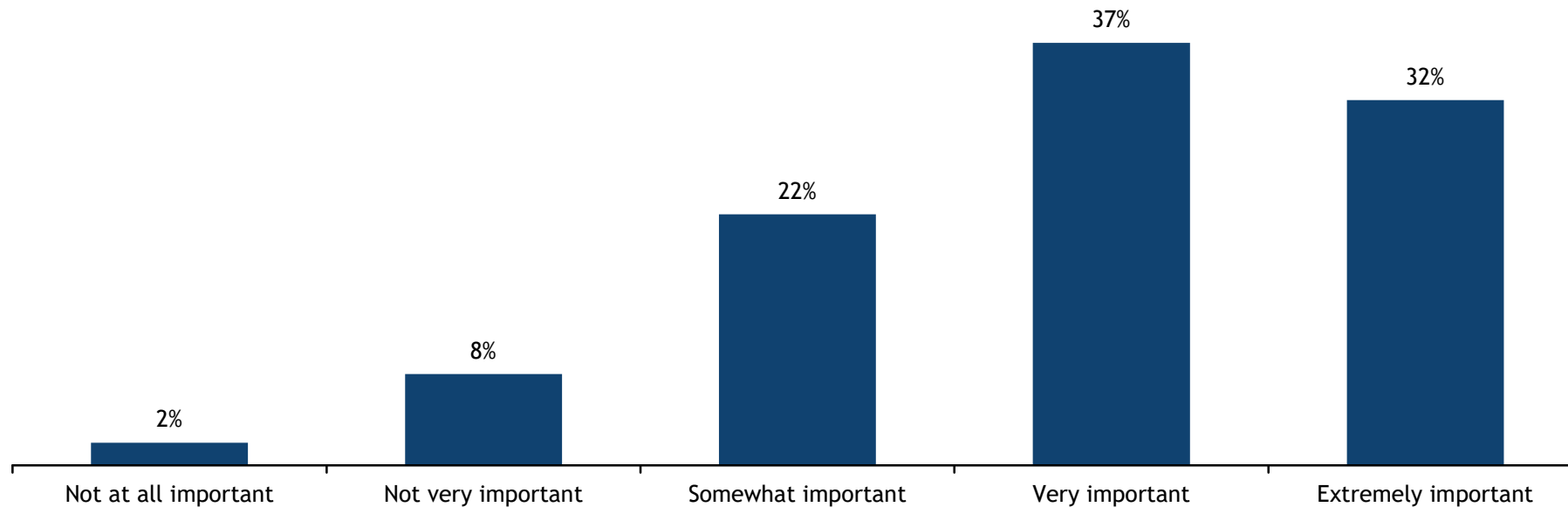
How would you rate your current community as a place for people to live as they age?



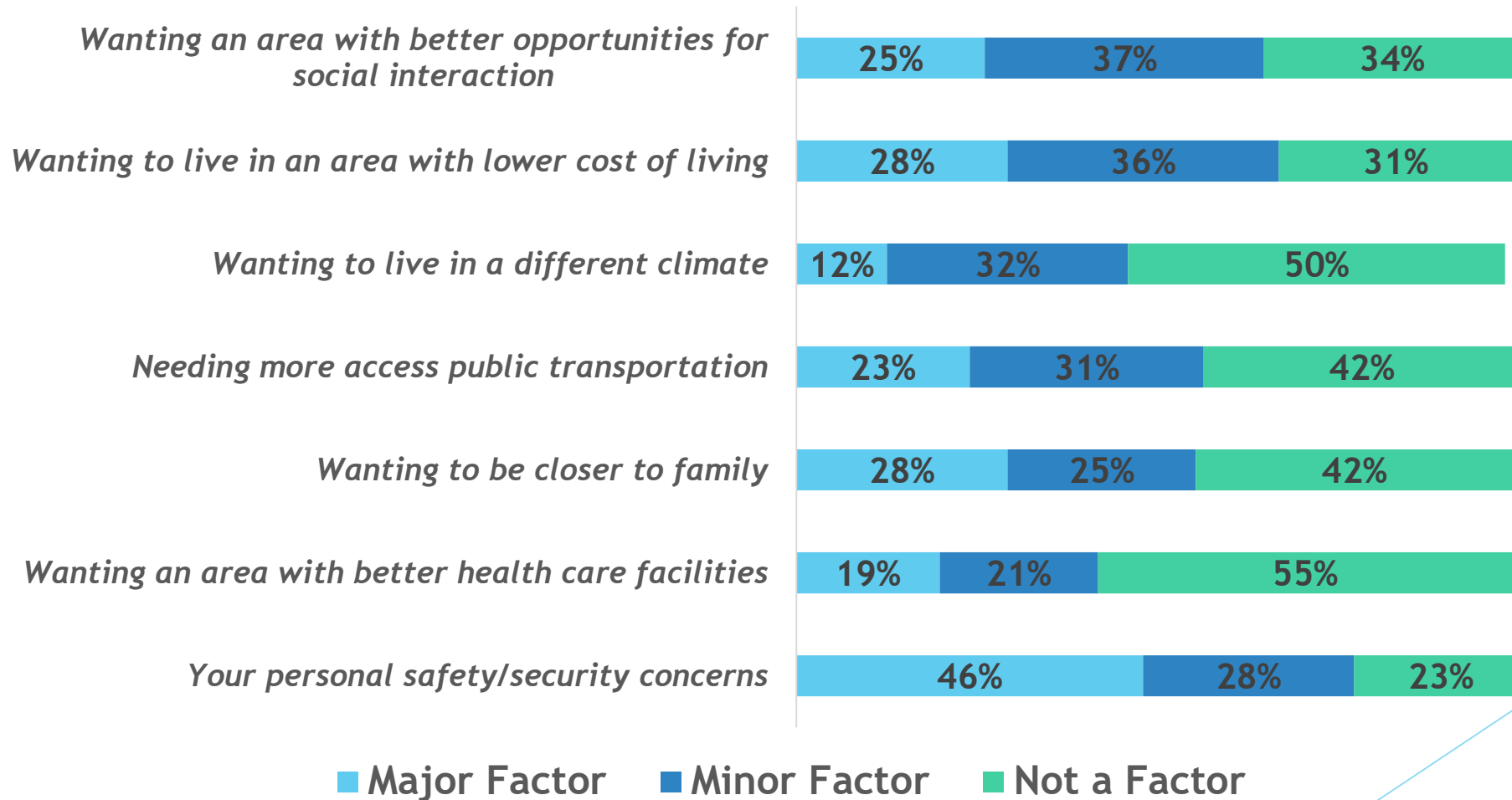
68% of Respondents Hope to Stay in Madison for their Future Years



How important is it for you to remain in your current community for as long as possible?



If you decided to move out of the community, what would factor in this decision?

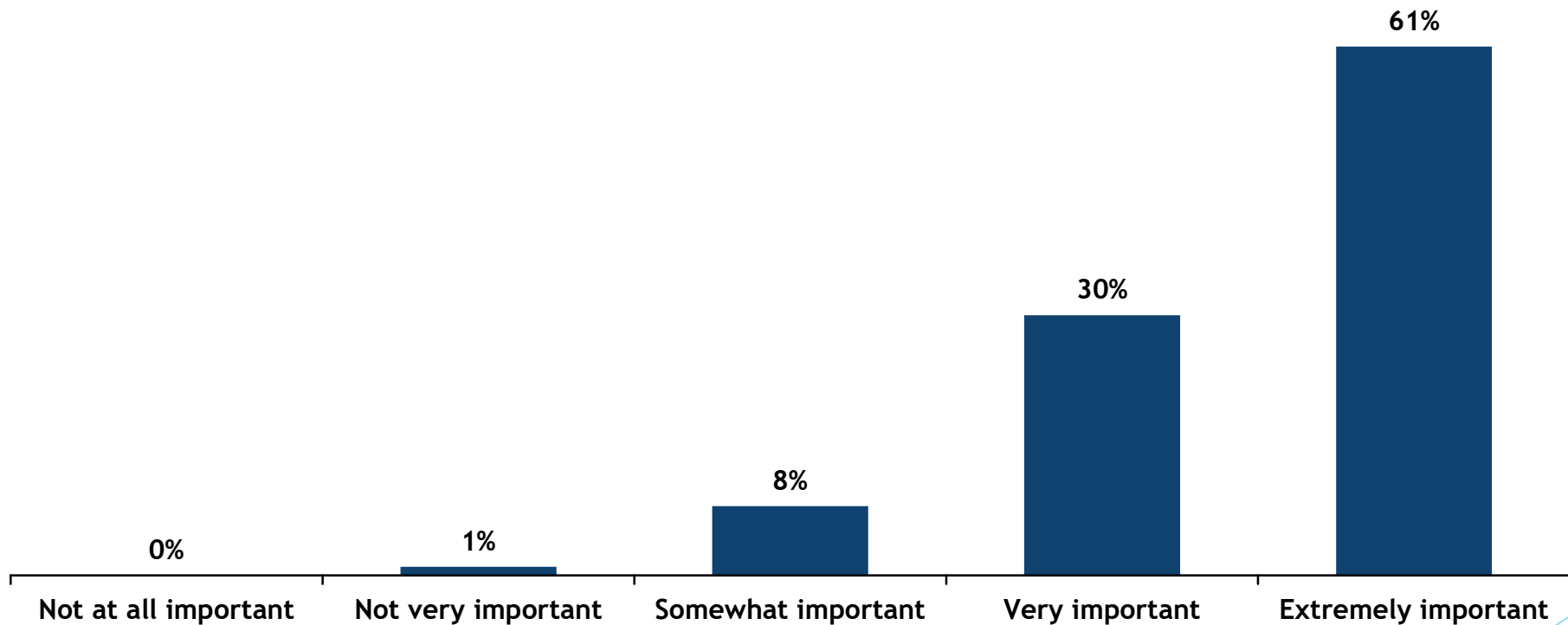


Housing

Prioritizes providing older adults the opportunity to live in their current home or community as long as possible. Communities need to have a variety of suitable housing options and support home modifications as needed.

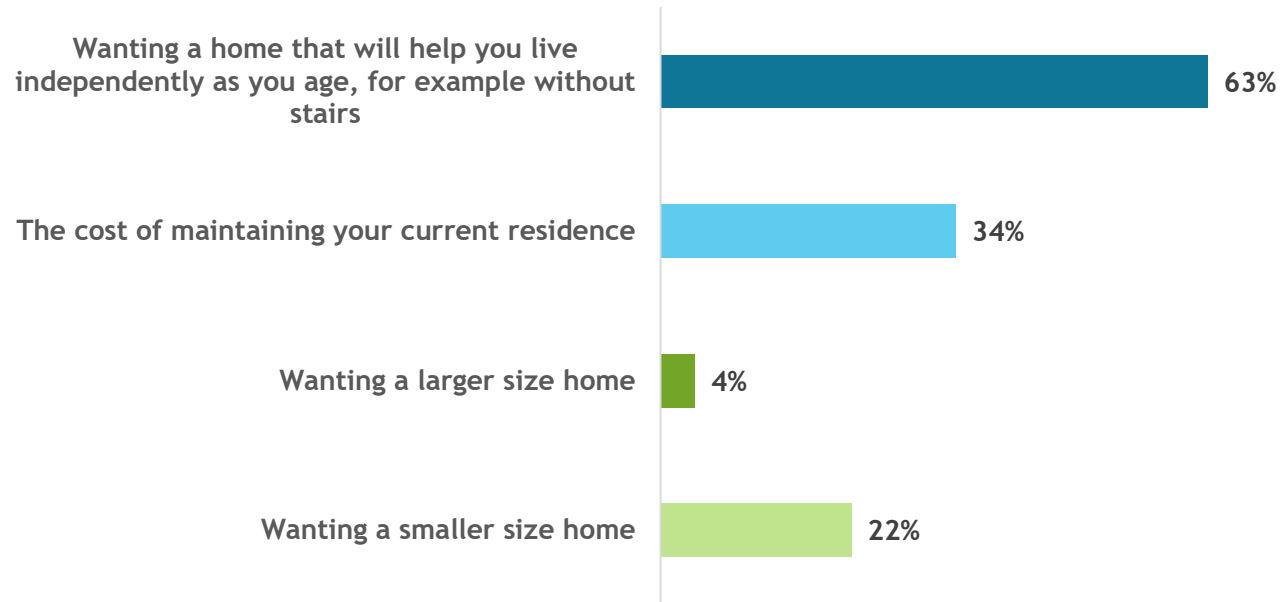


How important is it for you to be able to live independently in your own home as you age?



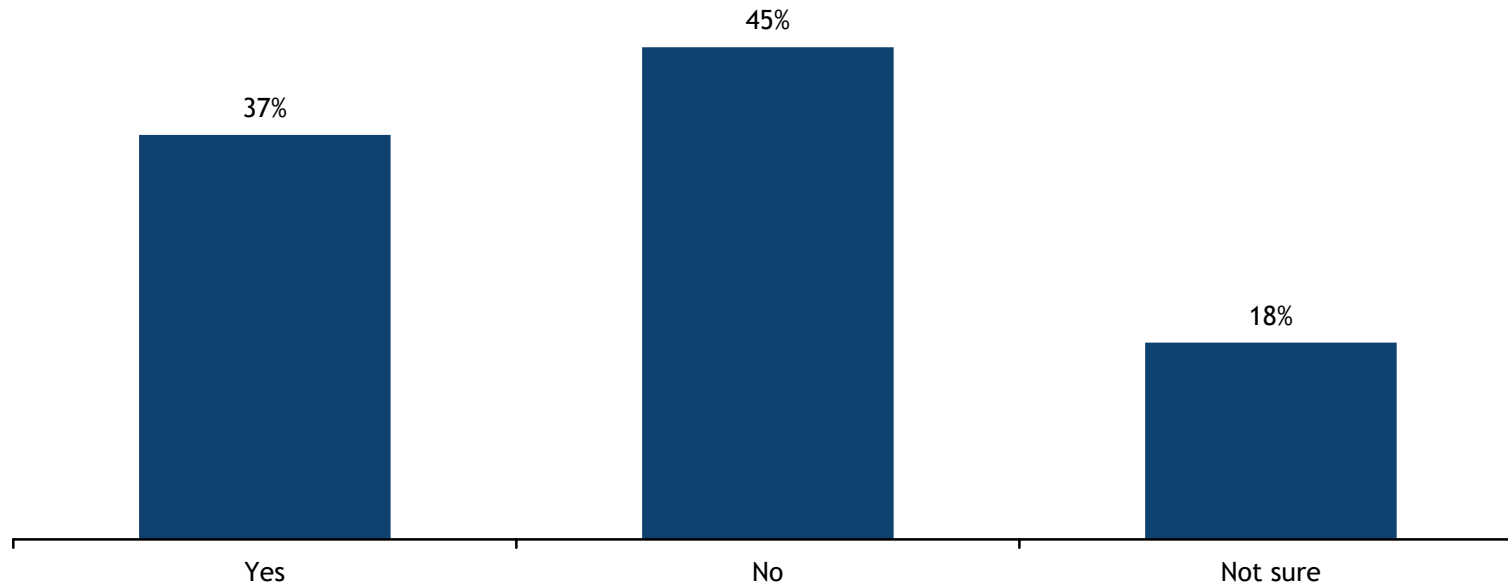
Housing

Major Factors Influencing Respondents to Move Out of Current Home



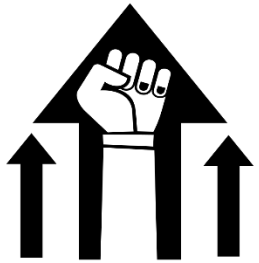
83% of respondents own their own home
64% live in a single family home

Does your current residence need any major repairs, modifications, or changes to enable you to stay there for as long as possible?



Community Identified Strengths

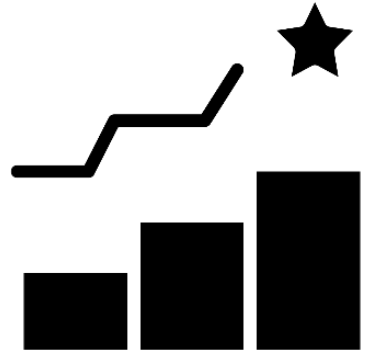
Housing



Well maintained homes &
properties

Community Identified Challenges

Housing



Affordable housing

Homes that are accessible (wider entrances, no stairs)

Well maintained, safe low-income housing

Need diverse & inclusive neighborhoods

Outdoor Spaces & Buildings

Prioritizes accessible indoor and outdoor public gathering places



Community Identified Strengths

Outdoor Spaces & Buildings



Well maintained, safe parks

Public buildings and spaces with accessible restrooms

Benches for resting in public areas

64% of respondents find that Madison has well maintained parks

Community Identified Challenges

Outdoor Spaces & Buildings



Lack of grocery stores with fresh produce, banking, and other retail within walking distance for some residents

Need more neighborhood senior centers

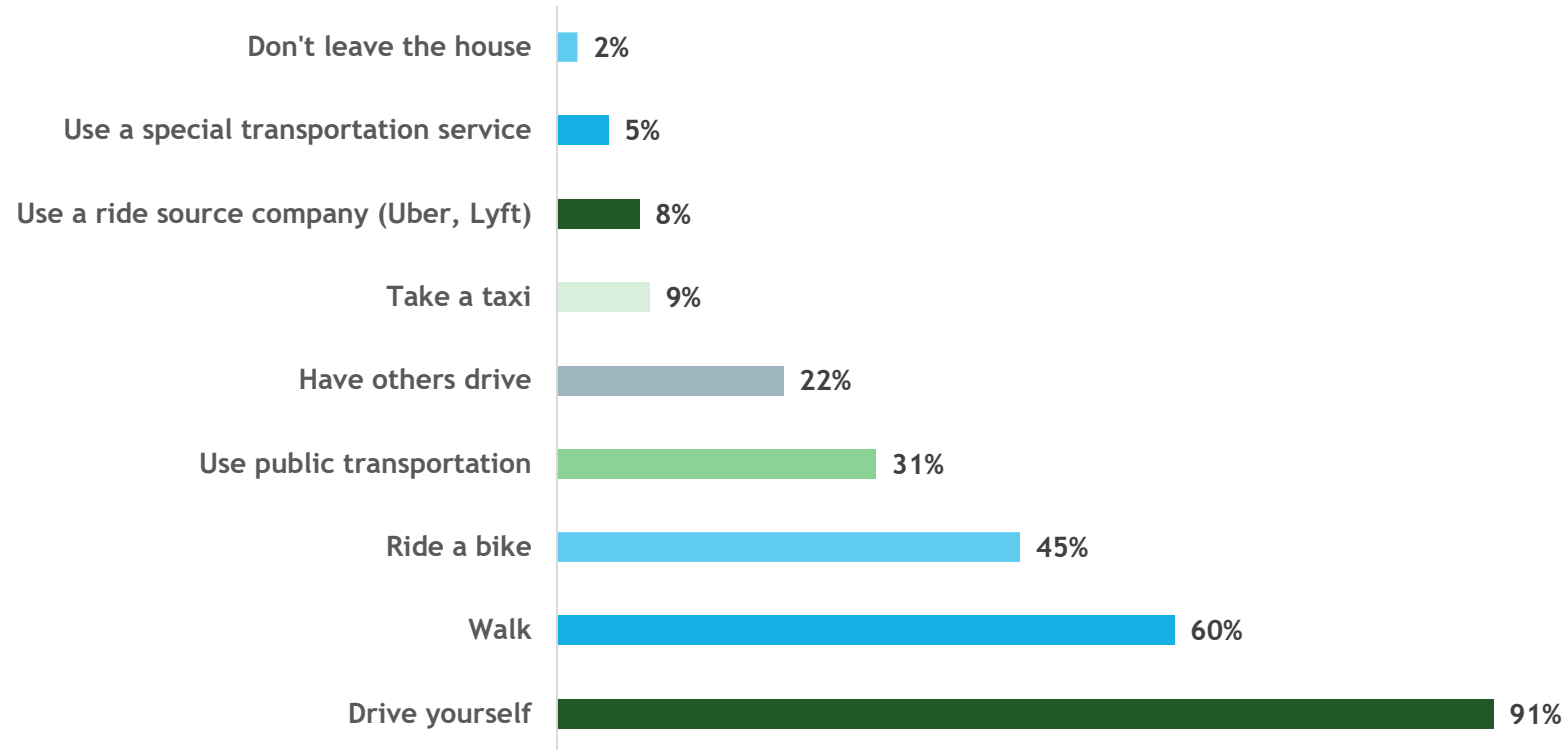
Transportation

Prioritizes access to additional transportation options besides driving (public transportation, neighborhoods safe for walking and biking, etc). Collaboration will occur with City's Vision Zero transportation team.



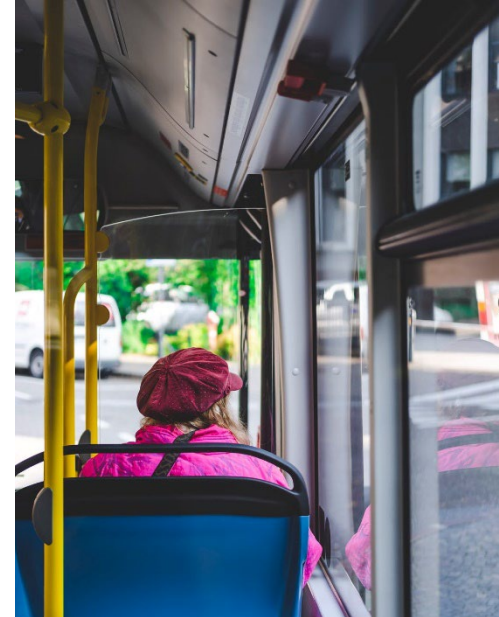
Transportation

Getting Around the Community



Transportation

- ▶ Over **60%** of respondents find that Madison has good or excellent **convenient, accessible, and affordable public transportation**
- ▶ Over **70%** of respondents find that **streets are safe & well maintained**



Community Identified Strengths

Transportation



Affordable, accessible & convenient public transportation

Well maintained public vehicles

Well maintained, accessible, well-lit, and safe streets

Safe, accessible & well-maintained sidewalks

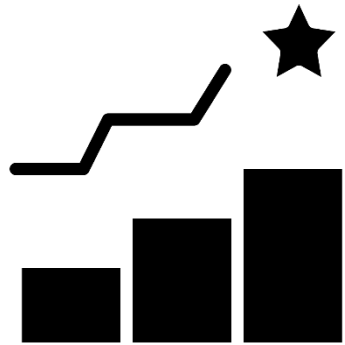
Separate pathways for bicyclists and pedestrians

Easy to read traffic signs

Affordable & conveniently located public parking lots

Community Identified Challenges

Transportation



Speed limit enforcement

Limited bus and cab access in some areas of city

Access to free transportation for older adults

Clearing of sidewalks and wheelchair ramps in winter

Bus access to cities outside of Madison

Need more specialized public transport

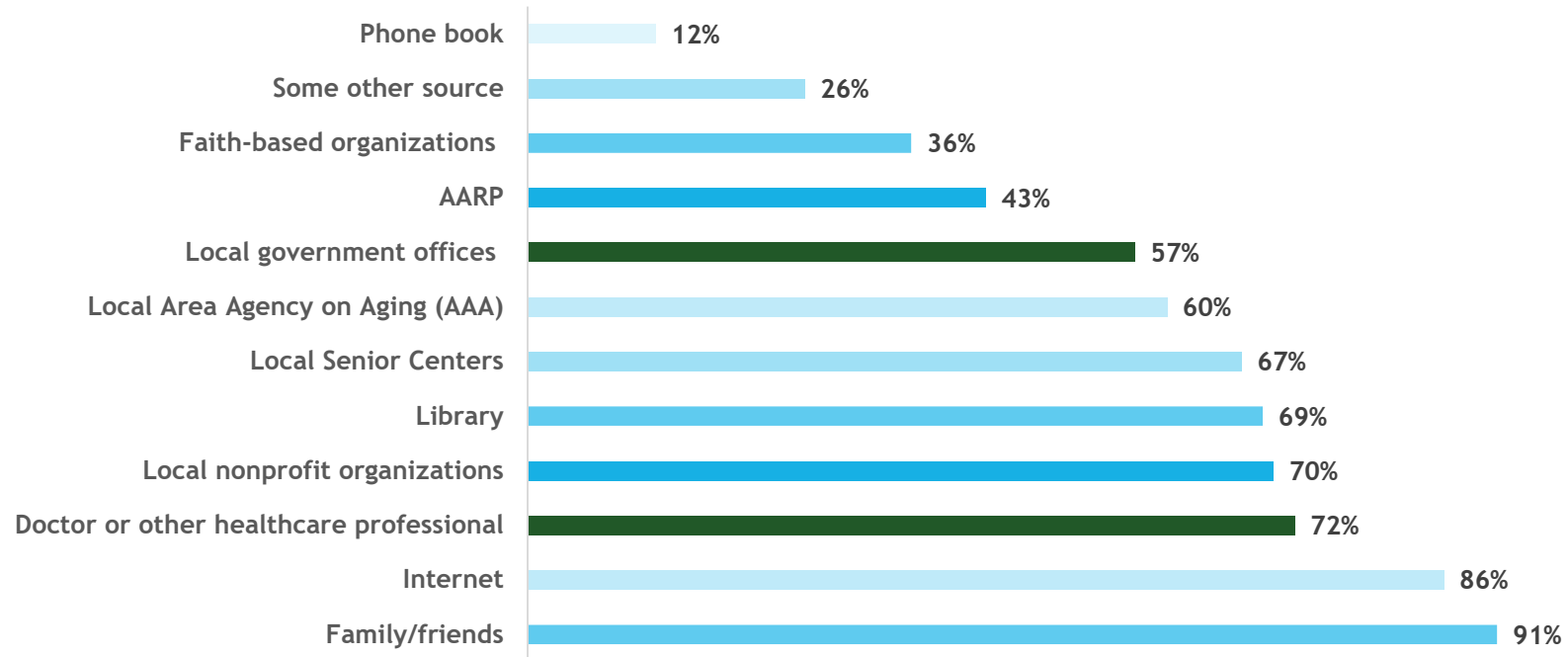
Communication & Information

Prioritizes information sharing through a variety of accessible methods for those with and without access to technology



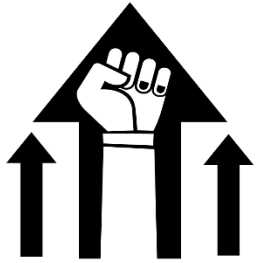
Communication & Information

Resources used to find services for older adults



Community Identified Strengths

Communication & Information

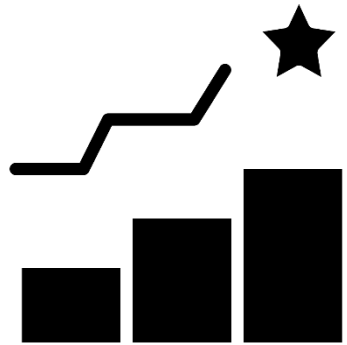


Free access to computers & internet in public places

(78% rated as good or excellent)

Community Identified Challenges

Communication & Information



Lack of outreach, communications, resource lists, and services in Spanish

Resources to increase computer/internet skills

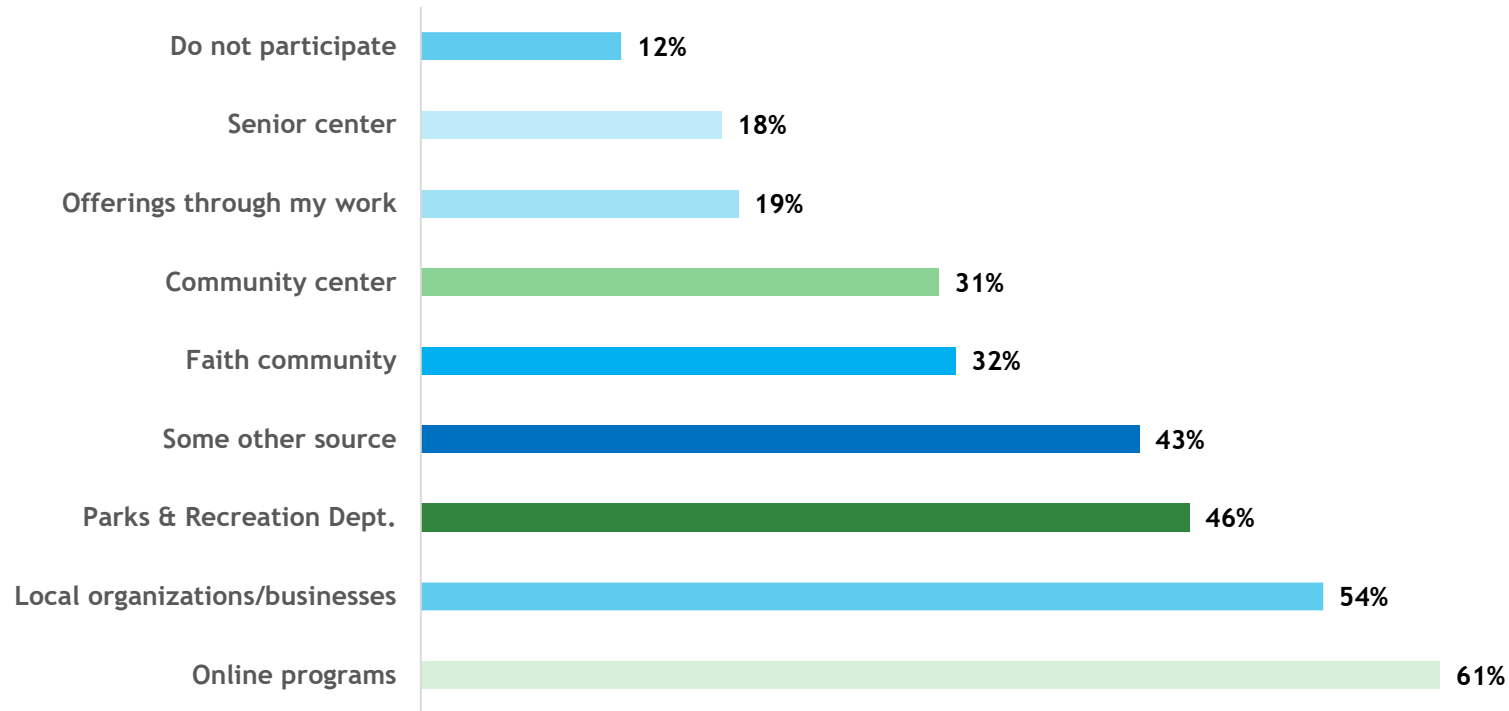
Resources available for visually impaired older adults

Social Participation

Prioritizes decreasing isolation through availability & accessibility of community social activities for older adults

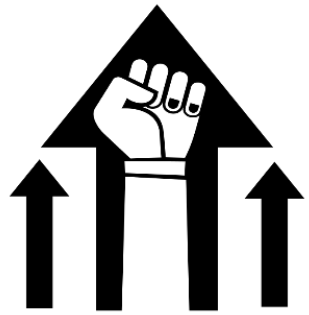


Which of the following sources for continuing education or self-improvement classes or workshops do you use in your community?



Community Identified Strengths

Social Participation



Conveniently located entertainment venues

Variety of cultural activities for diverse populations

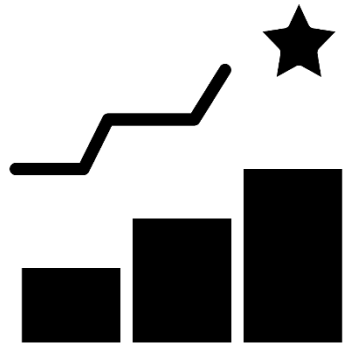
Continuing education classes or social clubs

Activities that involve both younger and older people

Libraries

Community Identified Challenges

Social Participation



Steps to address racism in a meaningful way for community cohesion

Low cost legal and social services

Avenues to build community/reduce isolation

Need more intergenerational programming focused on building community connections & supports

Respect & Social Inclusion

Prioritizes older adults feeling valued and included within their social networks

Respondents noted high levels of social inclusion:

only **4%** often felt left out or isolated & only **7%** often felt a lack of companionship.

91% of respondents had **friends or family who could help them** at any time if they were in trouble

88% of respondents had **contact with family, friends, or neighbors** outside their home many times a week or more



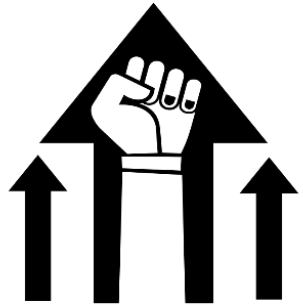
Civic Participation & Employment

Prioritizes opportunities for older adults to engage in work for pay or volunteering in a variety of ways



Community Identified Strengths

Civic Participation & Employment



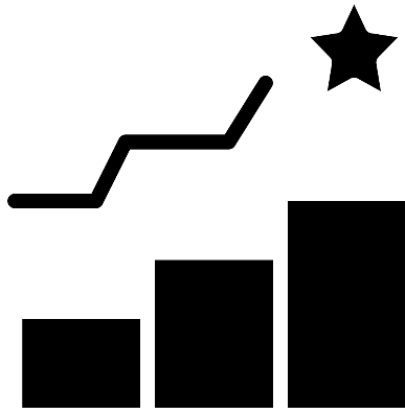
Range of volunteer opportunities that are easy to find

Volunteer training opportunities

Opportunities for older adults to participate in decision making

Community Identified Challenges

Civic Participation & Employment



Flexible job opportunities for older adults

Job training opportunities for older adults

Jobs that are adapted to meet the needs of people with disabilities

Policies that ensure adults have equal opportunity to work regardless of age

71% of those still working hoped to **continue working as long as possible**

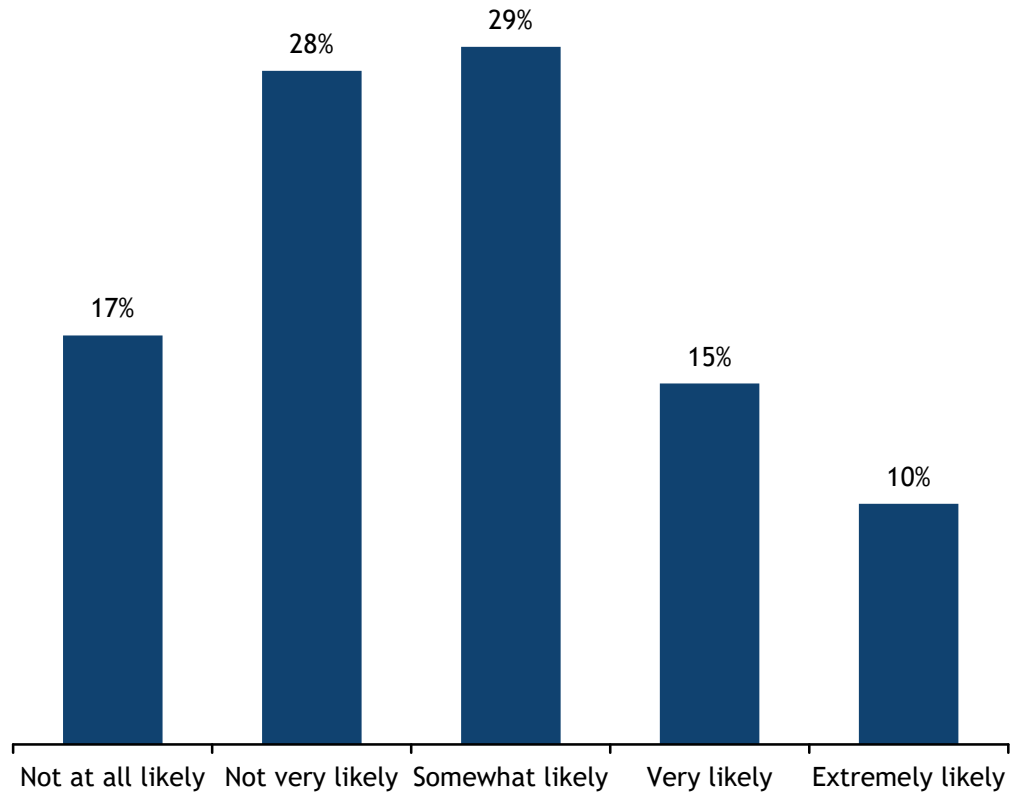
Healthcare & Community Supports

Prioritizes access and affordability of quality healthcare services available in the community and in the home



Healthcare & Community Supports

How likely is it that you will provide unpaid care to an adult loved one in the future?

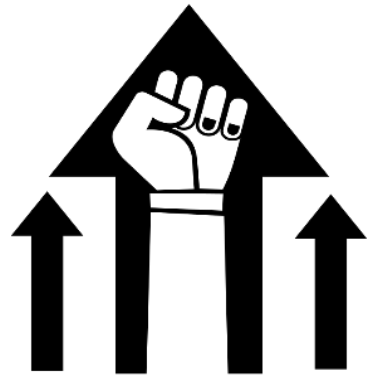


14% of respondents are currently in the role as an unpaid family caregiver for an adult loved

29% live in a household where either themselves or their spouse or partner has a disability

Community Identified Strengths

Healthcare & Community Supports



Respectful and helpful healthcare professionals

Variety of medical specialists

Helpful clinic/hospital answering services

Conveniently located health & social services

Affordable health & wellness programs/classes

Well maintained hospitals

Conveniently located emergency care

Community Identified Challenges

Healthcare & Community Supports



Lack of Spanish speaking providers (medical, mental health providers, case managers/resource navigators)

Lack of racial and ethnic diversity in medical providers

COVID has caused increased concerns for health and strain on healthcare resources

Lack of access to medical and mental health services for low income older adults

More in home care programs needed

Questions & Overall Takeaways

