

Age Friendly Communities: Madison

Capturing Community Input

The population of the United States is rapidly aging. **By 2030, one of every five people in the U.S. will be 65 or older.**

In the first of many steps to make our city more livable for adults age 65 and older, **Madison became part of the AARP Network of Age-Friendly Communities in 2019.** This is a part of the larger AARP Livable Communities initiative which supports the efforts of neighborhoods, towns, cities and rural areas to be great places to live for people of all ages. For more information on Age Friendly Communities: <https://www.aarp.org/livable-communities/network-age-friendly-communities/>



Surveying Madison Residents

A community survey was designed by AARP for Age Friendly Communities to help gather input on the **8 domains of livability**. The online survey was completed by **961 Madison residents** from 8/11/21 to 10/22/21. Survey promotions were sent out via AARP and Madison Age Friendly Steering Committee (various local events and newsletters).

Some Key Survey Respondent Demographics

- ⇒ Lived in Madison at least 5 years (87%)
- ⇒ 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.



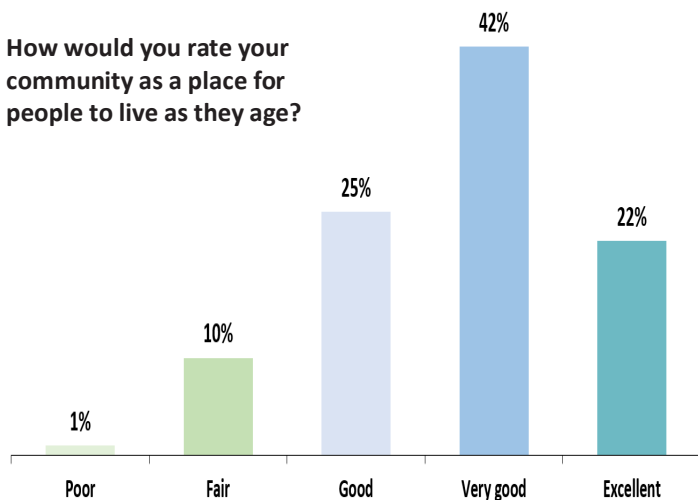
Community Listening Sessions

5 community listening sessions were also held in Fall 2021 and Winter 2022 to supplement 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).



Overall Survey Respondent Perceptions of Madison as a Community

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

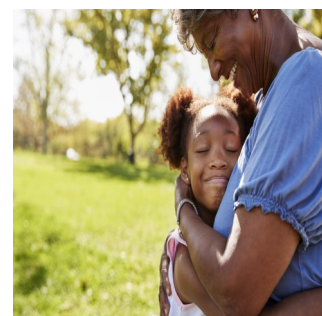


68% of respondents hope to stay in their community in future years.

91% of respondents stated it was at least somewhat important to remain in their current community as long as possible.

25%+ respondents would strongly consider relocation for improved:

- ◆ Personal safety concerns
- ◆ Distance to family
- ◆ Cost of living
- ◆ Opportunities for social interaction

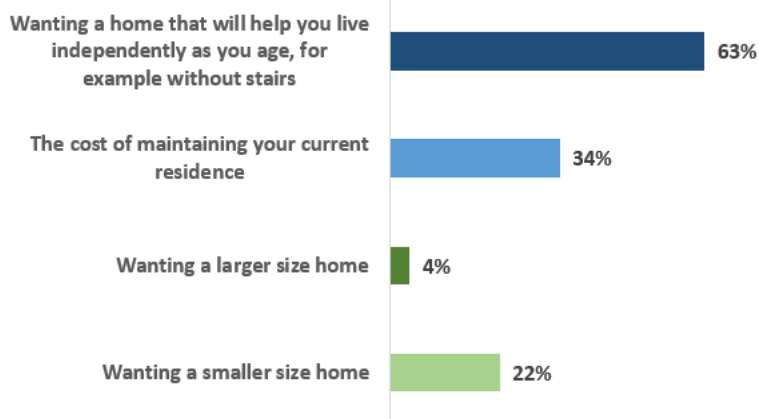


Age Friendly Communities: 8 Domains of Livability

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.

Major Factors Influencing Respondents to Move Out of Current Home



91% of survey respondents stated that it was very or extremely important to **live independently in their home as they age.**

83% of respondents **owned their own home**

37% of respondents said their **homes needed major repairs, modifications, or changes** to enable them to stay there for as long as possible



Community Identified Strengths

- ◆ Well maintained homes & properties



Community Identified Challenges

- ◆ 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

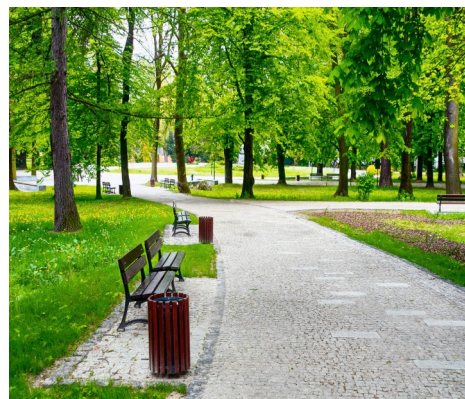
Community Identified Strengths

- ◆ Well maintained, safe parks
- ◆ Public buildings and spaces with accessible restrooms
- ◆ Benches for resting in public areas

Community Identified Challenges

- ◆ Lack of grocery stores with fresh produce, banking, and other retail within walking distance for some residents
- ◆ Need more neighborhood senior centers

64% of respondents find that Madison has **well maintained parks**

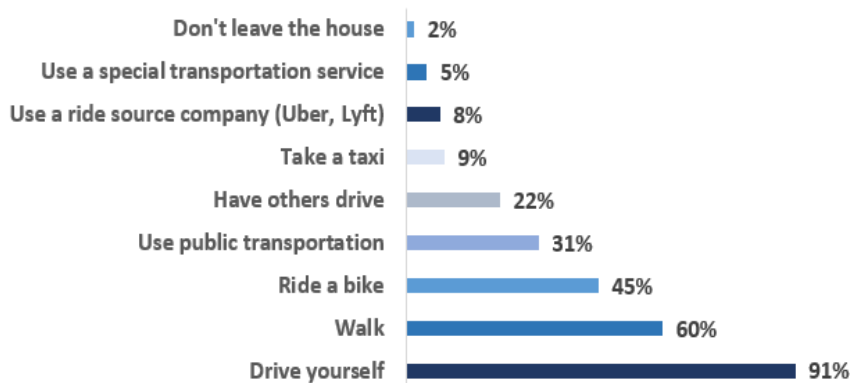


Age Friendly Communities: 8 Domains of Livability

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.

Getting Around the Community



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

- ◆ 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

- ◆ 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

Resources used to find services for older adults



Community Identified Strengths

- ◆ Free access to computers & internet in public places (78% rated as good or excellent)

Community Identified Challenges

- ◆ Lack of outreach, communications, resource lists, and services in Spanish
- ◆ Resources to increase computer/internet skills
- ◆ Resources available for visually impaired older adults

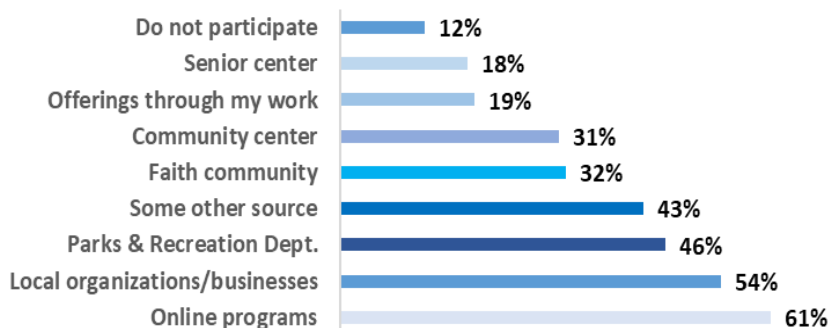


Age Friendly Communities: 8 Domains of Livability

Social Participation

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

Sources for Continuing Education/Self-Improvement



Community Identified Strengths

- ◆ 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

- ◆ 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

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

- ◆ Range of volunteer opportunities that are easy to find
- ◆ Volunteer training opportunities
- ◆ Opportunities for older adults to participate in decision making

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

Community Identified Challenges

- ◆ 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



Age Friendly Communities: 8 Domains of Livability

Health Services & Community Supports

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



14% of respondents are an **unpaid family caregiver** for an adult loved one; **54%** find it at least somewhat likely they **will be in this role in the future**. **29%** live in a **household with a person with a disability**.

92% of respondents **rated their health as good or excellent**

Community Identified Strengths



- ◆ 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

- ◆ 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

Next Steps for Madison's Age Friendly Communities

Summer & Fall 2022

The Age Friendly Communities Steering Committee will use this community survey and listening session data to prioritize which of the 8 domains of livability need further action in Madison. Based on this prioritization, an Action Plan will be developed with steps for several City of Madison departments to implement.

2023-2025

City Departments will begin implementing the Action Plan activities allocated to them. Progress on the Action Plan will be monitored by the Steering Committee and updates will be made to the Action Plan as needed to continue building on this work.

If Age Friendly Communities are important to you, we would love to involve you in our Action Planning! Reach out to John Weichelt for more information: jweichelt@cityofmadison.com or 608-267-2344.

