

MEMORANDUM

TO: Common Council
Michael P. May, City Attorney

FROM: Heather Allen, Common Council Legislative Analyst

DATE: September 10, 2013

RE: **COMMON COUNCIL LEGISLATIVE AGENDA
DEMOGRAPHIC CHANGE WORK GROUP UPDATE**

OVERVIEW

On February 2013, the Common Council of the City of Madison passed a resolution (Legistar No. 28543) outlining its 2013-2014 Legislative Agenda. The Council formed two work groups with the goal of developing and implementing policies in 2013-2014 focused on “finding alternative sources of revenue for the City and the effects of shifting demographics in the city of Madison.” This memorandum provides an overview of the work conducted by the Demographic Change Work Group through August 2013.

The Work Group members are Alder Lauren Cnare (District 3), Alder Anita Weier (District 18), Alder Matt Phair (District 20) and Alder Scott Resnick (District 8), Common Council President Pro Tem. Alder Resnick is chair of the Work Group. The Work Group held its initial gathering in April of 2013 and has conducted six meetings total. The Work Group focused on a specific demographic issue or topic at each meeting. The following section outlines the information and takeaway messages from each meeting.

MEETING HIGHLIGHTS

1. Overview of Demographic Trends

First Meeting (April 2013)

Presented by Aaron Olver, Director of Economic Development Division, City of Madison

Aaron Olver, Director, Economic Development Division presented an overview of trends in the city of Madison. He noted that while personal income in Madison is growing (more than the rest of the county), the population in Madison is growing more slowly than the rest of Dane County. Madison is not capturing its ‘fair-share’ of growth or net new construction; a larger share of construction is happening in neighboring cities. Lower levels of growth in new construction results in lower allowable increases in the property tax levy. The poverty rate is increasing in Madison for all age groups, especially children.

The White population is older on average than other races (in the city of Madison). The average age of Whites is 37.6, the average age of African Americans is 27.9 and the average age of Hispanics in Madison is 25.1.

Mr. Olver explained that the fastest growing industries in Madison are research (biological, physical, and engineering) and software publishing. There is also a trend indicating that both high-income jobs

(management and computer/math occupations) and low-income jobs (food, service, and personal care occupations) are growing. However, there is limited growth of jobs in the middle-income range.

Takeaway

The group decided to meet monthly and to focus each meeting on the areas of inquiry defined in the January 2013 Legislative Agenda Memo: youth and education, economic opportunity and equality, public participation for immigrants, communities of color and low-income families, workforce development, young families and seniors.

2. Ideas from Age-Friendly Cities

Second Meeting (May 2013)

Presented by Heather Allen, Common Council Legislative Analyst, City of Madison

Heather Allen presented an overview of the aging population in Madison along with policy tools to better serve seniors. Ms. Allen noted that this is an important area of inquiry because over 21% of the population in Madison will be seniors in 2035. Ms. Allen also noted that, while the official poverty numbers for seniors in Madison are low compared to other age groups, other measures identify reason for concern. Nationally, a significant number of senior households cannot meet their basic needs and age in place with dignity. According to the Elder Economic Security Index, 45% of households (age 65 or better) fell at or below the Elder Economic Security Index poverty measure.

Chattanooga, Portland and Seattle are leading age-friendly cities. They have all conducted strong outreach campaigns to engage citizens in efforts to become age-friendly. Chattanooga, Tennessee benefited from collaboration with Partners for Liveable Communities. The results of years of engagement, planning and implementation resulted in improved walkability, access for those with limited mobility, recreation opportunities, lifelong learning, as well as arts and culture to attract and retain seniors. Portland conducted extensive conversations with community members which resulted in a focus on complete and connected neighborhoods, transportation and quality housing. Seattle has advanced a new development which creates a senior-friendly housing community at a major transportation hub, with diverse mixed-use community amenities and green design.

Takeaway

Community engagement is critical for developing senior services that meet the goals of local residents.

Age-friendly city features can be incorporated into all areas of City governance:

- Community Design and Planning
- Arts, Culture and Lifelong Learning
- Housing
- Workforce Development
- Transportation and Mobility
- Local Leadership
- Health and Wellness
- Civic Engagement and Volunteer Opportunities
- Sustainability
- Public Safety and Services
- Equity of Opportunity

3. Understanding Demographic Change

Third Meeting (June 2013)

Presented by Dave Long, Researcher, UW-Applied Population Lab

Dave Long provided an overview of demographic change resources including the following websites: Local Employment Dynamics, Info USA data, Neighborhood Indicators, American Community Survey. He also demonstrated interactive online tools created by Applied Population Lab: UW Extension Food Security, Get Facts, and Net Migration.

The Neighborhood Indicators project provides a variety of demonstration and administrative data at the neighborhood scale. After five years the project has meaningful trend data. The maps and data tools can be customized to provide information for neighborhoods, planning districts, census blocks, the city of Madison or the region. One of the significant advances of the work of the Applied Population Lab (APL) is establishing data sharing agreements with the Madison Metropolitan School District and others to share data that is not available publicly.

APL also has a partnership with Public Health Madison & Dane County (PHMDC). APL's Health Geographer, Bill Buckingham works with PHMDC one day a week to help the department differentiate health and social characteristics of specific populations. For example, this partnership has developed local maps based on the number of people accessing BadgerCare.

Takeaway

Applied Population Lab works with non-public data and incorporates it into Neighborhood Indicators so as to protect privacy and other critical information, but share information on general trends, including measures such as kindergarten preparedness, parents' educational attainment, student mobility. It also works with public databases, notably the U.S. Census. Socio-economic data is based on small samples. While it is useful for larger areas and the city as a whole, there is limited utility at the neighborhood level especially at one-year intervals.

4. Current and Future Work for Seniors in Madison

Fourth Meeting (June 2013)

Presented by Christine Beatty, Senior Center Director, City of Madison

Christine Beatty noted at the outset of the meeting that the Demographic Change Work Group is a great effort to address demographic shifts.

The leaders in the aging community define successful aging in three ways: engage older people, help seniors avoid disease and disability, and stimulate cognitive and physical functions. Madison's Senior Services goals are: to help seniors live as independently as possible, maintain and improve health and well-being, and reduce the isolation of seniors.

The coming demographic shift of a growing senior population is sometimes portrayed as a "pig in a python," the bulge in the population pyramid which represents the senior population. But this concept misses the large pre-senior population. Madison's pre-senior population (55-64) jumped by 79% in ten years. There is a large number of people growing older and living longer. Eleven percent of seniors in Wisconsin are living in poverty (when you factor in health care). Minorities are a growing portion of the senior population and are projected to make up approximately 28% of the elderly population by 2030.

September 10, 2013

Demographic Change Work Group Update

The Senior Services Division has a wide range of programming at the nationally accredited Senior Center and other locations including: teams of senior volunteers working in schools to improve physical exercise and nutritional learning and choices, modern dance classes, Parkinson’s Disease training for professionals, and an award winning program for LGBT senior adults (“Gay and Grey” Discussion Group).

Takeaway

Going forward there are a variety of ways the Common Council and City agencies can support aging in Madison. Common Council could send relevant issues to the Committee on Aging as they are a valuable sounding board and remind ourselves that senior adults are a resource. In order to capture the value of senior volunteers and senior knowledge, we will need appropriate staffing. We may need to consider how special treatments for seniors can be incorporated into city planning, traffic engineering, etc. Finally, the Common Council could also advance efforts to establish a community conversation on serving seniors. Less than half of people surveyed by the National Council on Aging believe that their community is doing enough to prepare for the future needs of the growing senior population.

5. Race to Equity: The Project to Reduce Racial Disparities in Dane County

Fifth Meeting (July 2013)

Presented by Erica Nelson, Project Director, and Torry Winn, Wisconsin Council on Children and Families

The Race to Equity Project examines racial disparities in health, education, child welfare and criminal justice. The first phase of the project is setting the baseline. Later phases of the project will highlight best practices and promising solutions to reduce racial disparities. Ultimately the goal is to create a structure for ongoing collaboration and improvement in meaningful outcomes on key measures for African Americans in Dane County.

Locally, poverty and inequality pose challenges similar to those faced by communities across the nation, yet some critical measures indicate that inequality is worse in Dane County than in other parts of the nation. Fifty-four percent of all Dane County African Americans lived below the poverty line in 2011 (8.7% for Whites). The Dane County African American poverty rate is nearly twice the rate of poverty among African Americans nationwide. African American children in Dane County are worse off than other African Americans in Wisconsin, or in other parts of the country.¹

The Wisconsin standardized test scores (WCKE) for 2012 indicated that 86.2% of African American third graders are not proficient in reading. Reading levels going into fourth grade are critical for mastering other subjects. African American children are 15 times more likely to be in foster care than White children in Dane County. School attendance and suspension rates are also significantly worse for African Americans. Overall, these trends may reinforce disparities in our communities if they remain unaddressed.

Takeaway

We need to approach these issues comprehensively with a need a two-generation strategy. The community should focus on workforce development, transportation, job training, jobs and housing. If jobs are not

¹ Analysis by an Alder was inconsistent with the data presented by Wisconsin Council on Children and Families (WCCF) as to the level and extent of racial inequality. This is especially important in light of the project’s stated goal of “setting the baseline.” Through the use of a single year “snapshot” that has a very high level of disparity, the WCCF is more likely to find improvement over time.

available to high school graduates, there is less value in graduating. There are social advantages of increasing economic equity. Inclusion of all groups (racial, language, age, sexual preference, etc.) strengthens all of the city's institutions. We need to improve access to opportunity. The future of the city and the county are tied to our ability to embrace diversity.

6. Promoting Equity with Economic Tools

Sixth Meeting (July 2013)

Presented by Heather Allen, Common Council Legislative Analyst, City of Madison

In recent decades, median wages in Wisconsin have declined and unemployment has worsened, though trends vary by demographic group. Numerous studies indicate that efforts to reduce these disparities, and increase the economic well-being of the most disadvantaged members of society can improve individual outcomes and promote sustained economic growth.

There are a variety of economic tools that municipalities have employed to address disparities which can be grouped into three broad categories:

1) Reducing Costs for Low Income Families and Individuals

Municipalities can help to reduce costs for low-income families and individuals by offsetting major expenses such as housing, transportation, health care, and child care. For example, Madison has a robust award-winning transit system which could be reviewed to ensure the system meets the needs of low-income workers working 2nd or 3rd shift jobs in non-traditional work centers. Additionally, Madison has an opportunity to help reduce residents' healthcare expenses by supporting the efforts of community groups and Public Health Madison & Dane County to facilitate enrollment in federal health exchanges.

2) Increasing Access to Work

Supporting workforce development through job training, education, connecting employers with disadvantaged employees and improving access to digital resources can help improve employment rates for disadvantaged groups. Local purchasing programs can also contribute to increased employment, and Madison has an existing local purchasing preference policy which could be promoted. Finally, the City of Madison could enhance the educational and professional opportunities for adults without high school diplomas by increasing support to Omega School.

3) Helping Families Increase Financial Assets

Municipalities help families grow assets by offering financial education, safe and affordable financial products and support for accessing tax credits. These efforts may include: creating and promoting low-cost transaction and savings products through "Bank On" campaigns, efforts to prevent foreclosure, and providing municipal IDs for banking purposes.

CONCLUSION

The Demographic Change Work Group has investigated major demographic trends and tools to monitor and track these trends at different scales for Madison. The Work Group delved deeply into issues related to seniors and racial and economic opportunity and disparities. In the coming months the Work Group will continue to explore the remaining topics of youth and education, public participation for disadvantaged communities, workforce development, and young families. Finally, the Work Group will recommend policy changes to the Common Council based on the information shared at the ongoing meetings.