Community Livability - What Factors Matter Most to Older Adults?

Presented with insights from: National Research Center
Reliable & Accurate Insights for Informed Decision-Making

Community Engagement & Data-driven Insights

The single platform to simplify the way in which community leaders track data, engage people, and take action.
Vision, innovation, and leadership to help communities move forward. The premier provider of professional civic surveys, data analytics, and performance benchmarking analyses.
Speakers

Erin Fisher
Director, Vintage Area on Aging Chair, Colorado Association of Area Agencies on Aging

Sonya Wytinck
Chief Operations Officer, Polco

Tauhric Brown
President and Chief Executive Officer of CICOA Aging & In-Home Solutions
Community Characteristics

- What are we doing best to support older adults in our communities?
- What are the biggest challenges to helping older adults age in place?
### Objectives
- Identify community strengths to support successful aging
- Articulate the specific needs of older adults in the community
- Estimate contributions made by older adults to the community
- Develop estimates and projections of resident need in the future

### Methods
- Random sample of older adult households
- Multi-contact method mailed and online survey
- Data statistically weighted to reflect older adult population

### Goals

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<thead>
<tr>
<th>Immediate</th>
<th>Intermediate</th>
<th>Long-term</th>
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<tr>
<td>Make more informed decisions in:</td>
<td>Create and offer:</td>
<td>Support a community of older adults that is:</td>
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<tr>
<td>Planning</td>
<td>• Programs to meet community needs</td>
<td>• Healthier</td>
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<td>Resource allocation and development</td>
<td>• Better-quality programs</td>
<td>• More engaged</td>
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<tr>
<td>Advocacy</td>
<td>• More effective policies</td>
<td>• More empowered</td>
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<td>Engagement</td>
<td></td>
<td>• More independent</td>
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<td>• More productive</td>
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<td>• More vibrant</td>
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<tr>
<td>Domain of Community Livability</td>
<td>Description</td>
<td>Community Livability Topics</td>
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| Overall Community Quality     | Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to residents of all ages. | • Place to Live and Retire  
• Recommend and Remain in Community |
| Community Design              | A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing mobility options to support residents aging in place. | • Housing  
• Mobility  
• Land Use |
| Employment and Finances       | Communities that work to foster sustainable growth, create jobs and workforce training for persons of all ages, and promote equitable economies ensure older adults are able to sustain their financial well-being through retirement and not outlive their life investments. | • Employment  
• Finances |
| Equity and Inclusivity        | A community is often greater than the sum of its parts. Having a sense of community entails not only a sense of membership and belonging, but also feelings of safety and trust in the other members of the community. | • Equity  
• Community Inclusivity |
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| Health and Wellness           | The amenities available in the communities have a direct impact on the health and wellness of residents, and thus, on their quality of life overall. | • Safety  
• Physical Health  
• Mental Health  
• Health Care  
• Independent Living |
| Information and Assistance    | Government programs, policies and information assistance can support successful aging initiatives allowing older residents to remain independent contributors to community quality. | • Quality of Older Adult Services  
• Information on Available Older Adult Services |
| Productive Activities         | Productivity is the touchstone of a thriving old age. Older adults’ engagement and contribution to the community can be determined by their time spent in civic meetings and social activities or providing help to others. | • Civic Engagement  
• Social Engagement  
• Caregiving |
Community Assessment of Older Adults (CASOA)

Statewide assessments with county-level results, individual AAAs and Counties

The National Community Survey

500+ comparison cities/counties
Overall Community Quality
Overall Ratings of Communities

- 82%: Community as a place to live
- 76%: Overall quality of life in community
- 63%: Community as a place to retire
- 49%: Overall quality of older adult services
at least 7 in 10

- Would recommend their communities to other older adults
- Plan to remain in their communities through retirement
Community Livability
Community Livability Scores

- Economy: 60
- Mobility: 52
- Inclusivity & Engagement: 48
- Education, Arts, & Culture: 57
- Community Design: 60
- Utilities: 64
- Safety: 72
- Natural Environment: 74
- Parks & Recreation: 70
- Health & Wellness: 62
Community Characteristics

70% + Excellent or Good
- Ease of travel by car in your community
- Ease of getting to the places you usually have to visit
- Opportunities to attend religious or spiritual activities

60-69% + Excellent or Good
- Ease of walking in your community
- Opportunities to volunteer
Community Characteristics

Less than 30% Excellent or Good

- Availability of accessible housing
- Availability of affordable quality housing
- Variety of housing options
- Cost of living in your community
- Variety of employment opportunities for older adults
- Availability of daytime care options for older adults
- Availability of long term care options
Older Resident Challenges
CASOA™

42 specific problems faced by older adults (aggregated into 15 categories of need)
Older Resident Self Reported Challenges

More than 50% reported these challenges

- Knowing what services were available to older adults
- Doing heavy or intense housework
- Maintaining their home
- Maintaining their yard
- Having adequate information or dealing with public programs such as Social Security, Medicare, and Medicaid
- Staying physically fit
- Their physical health
Disparities in Responses

Needs tended to be greater for:
- Residents living in households with lower incomes
- Renters
- Older adults living alone
- Older adults of color
Serving Eagle, Grand, Jackson, Pitkin, Routt, & Summit Counties
Community Livability: What Matters Most

Tauhrlic Brown, President & CEO
Indianapolis, IN
About CICOA

• Indiana’s largest Area Agency on Aging (AAA)
• Not-for-profit organization
• Founded in 1974
• Serving 8 counties in Central Indiana (Area 8)
Mission

CICOA Aging & In-Home Solutions empowers older adults, those of any age with a disability, and family caregivers by providing the innovative answers, services, and support they need to achieve the greatest possible independence, dignity, and quality of life.
Community Readiness Over Time, II

Greatest Community Needs

- Housing: 45%
- Physical Health: 43%
- Information on available older adult services: 41%
- Health Care: 35%
- Mental Health: 32%
- Mobility: 28%
- Finances: 27%
- Community Inclusivity: 23%
## Quality of Community — Housing

<table>
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<tr>
<th>Characteristic</th>
<th>% Positive</th>
<th>Trend</th>
<th>Benchmark</th>
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<tr>
<td>Variety of housing options</td>
<td>40%</td>
<td>→</td>
<td>–</td>
</tr>
<tr>
<td>Availability of affordable quality housing</td>
<td>39%</td>
<td>↓</td>
<td>–</td>
</tr>
<tr>
<td>Availability of accessible housing</td>
<td>33%</td>
<td>N/A</td>
<td>–</td>
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Percent reporting excellent or good
Taking a Deeper Dive ─ Housing

Older adults experiencing housing needs

Marion

- 54%
- 47%
'They don't want us here': Company to demolish subsidized senior home in gated community

Claire Rafford
Indianapolis Star

Published 5:03 a.m. ET May 18, 2023 | Updated 9:38 a.m. ET May 18, 2023

When Judy Ellis moved into Crawford Manor over 15 years ago, she thought she'd live in the subsidized senior apartment building in Zionsville for the rest of her life.

But now as the 82-year-old Ellis looks around her cozy apartment with its wall-to-wall bookshelves, she knows she'll have to leave it soon. In fact, her home will likely be a pile of rubble by the end of next year.
Where will they go?

- 4,000 HUD-Housing units for adults age 62+
- 17 units for every 1,000 eligible seniors
- Average wait for housing - 4 months
CICOA population need

- 31 clients facing eviction
- 102 clients need rental assistance
- 2,436 calls for housing referrals
- 308 individuals age 60+ in Coordinated Entry System at Coalition for Homelessness Intervention & Prevention
# Mobility Needs

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<tr>
<th>Characteristic</th>
<th>% Problem</th>
<th>Trend</th>
<th>Benchmark</th>
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<tr>
<td>Having safe and affordable transportation available</td>
<td>42%</td>
<td>⬅️</td>
<td>📈</td>
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<tr>
<td>No longer able to drive</td>
<td>21%</td>
<td>➡️</td>
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Percent reporting minor problem, moderate problem or major problem
Community Livability Scores

Employment and Finances

Employment: 29 / 100

Finances: 55 / 100
Getting to Work
Questions & Answers
Thank You!

Get our White Paper at info.polco.us/older-adults-white-paper