Embracing An Age
Diverse Austin

AARP/WHO Network of Age
Friendly Communities

October 8, 2013
Impetus for Assessment

• Recognizing and taking action on the issue of aging
  – Local, state-wide, national, and international issue
Metro Areas with Fastest Growing Senior and Pre-Senior Population, 2000 to 2010

- Seniors (age 65 Plus)
- Pre-Seniors (age 55 to 64)
Impetus for Assessment

• Recognizing and taking action on the issue of aging
  – Local, state-wide, national, and international issue
  – Requires leadership to bring issue to the attention of the community
Live Blog: Mayor Leffingwell’s 2012 State of the City Address

By WELLS DUNIBAR, KUT NEWS

KUT News is in City Council Chambers at City Hall this afternoon, as Mayor Lee Leffingwell delivers his annual State of the City address. We’re live blogging the speech, so refresh this page for updates.

12:44pm: Wrapping up. "We can and will leave Austin a better place than how we found it, and that's saying something." And ... that's it!

12:41pm: Leffingwell issuing a call to bring together government, business, non-profits to address “one of Austin’s biggest challenges: our rapidly growing aging population.” Announces Mayor’s Task Force on Aging.

Leffingwell cites a study saying the Austin metro region has the third largest population nationwide of residents over 65 years of age. Also cites a high percentage of baby boomers, meaning more soon-to-be seniors. Personally announces he aims to raise $50,000.

12:34pm: Pivoting from creativity to "compassion." Trumpeting public service, city’s creation of “Chief Service Officer” position, Austin Corps, school tutoring programs, and help for returning female veterans.
Impetus for Assessment

• Recognizing and taking action on the issue of aging
  – Local, state-wide, national, and international issue
  – Requires leadership to bring issue to the attention of the community
  – Investment of resources to support the analysis of the needs and opportunities of older adults
Data Collection

• Demographic Data – “Macro”
  – US Census Data
  – City and State Demographer Information
Data Collection

• Demographic Data – “Macro”
  – US Census Data
  – City and State Demographer Information
  – TRENDS – What does your older adult population look like yesterday, today and tomorrow
    • Ex: The Austin-Round Rock MSA has the fastest growing population of pre-seniors (55-64) in the country and 2\textsuperscript{nd} fastest population of 65+
Seniors (65 Plus) in metropolitan Austin: 2000 and 2010

Increase of 48,092—a 53% jump

- 2000: 90,644
- 2010: 138,736
pre-Seniors (55 to 64) in metropolitan Austin: 2000 and 2010

Increase of 86,482—a 110% jump

- 2000: 78,335
- 2010: 164,817
Data Collection

• Demographic Data – “Macro”
  – US Census Data
  – City and State Demographer Information
  – TRENDS – What does your older adult population look like yesterday, today and tomorrow
    • Ex: The Austin-Round Rock MSA has the fastest growing population of pre-seniors (55-64) in the country and 2nd fastest population of 65+
  – Numbers vs. Percentages
    • The number of seniors in the community is still relatively low but the percentage of seniors as a component of the population is increasing rapidly
8.0% of 1.8 million, or 140K
18% of 3.9 million, or 700K
Data Collection (cont.)

• Characteristic Data – “Micro”
  – Utilization of local/state demographers to drill down
    • Geographic Concentration
Age 65 Plus Population Concentrations
Austin, Texas
Census 2010 Data

Percentage of Total Population Age 65 Plus
- Less than 2.5%
- 2.5% to 5%
- 5% to 10%
- 10% to 15%
- 15% Plus
Data Collection (cont.)

• Characteristic Data – “Micro”
  – Utilization of local/state demographers to drill down
    • Geographic Concentration
    • Race, Ethnicity and Income
Race and Ethnicity, 2040, Total MSA and Seniors

- White: 40.0% (Austin MSA), 44.0% (Seniors)
- African American: 5.0% (Austin MSA), 5.0% (Seniors)
- Hispanic—Latino: 42.0% (Austin MSA), 38.0% (Seniors)
- Asian: 10.0% (Austin MSA), 9.0% (Seniors)
- Other: 3.0% (Austin MSA), 4.0% (Seniors)
Distribution of Households by Income Category, 2010

- Overall, MHI = $55,744
- Seniors, MHI = $44,251
Distribution of Senior Households by Income Category, 2010

- White
- non-White

Income Categories:
- <$10K
- $10K to $15K
- $15K to $20K
- $20K to $25K
- $25K to $30K
- $30K to $35K
- $35K to $40K
- $40K to $45K
- $45K to $50K
- $50K to $55K
- $55K to $60K
- $60K to $75K
- $75K to $100K
- $100K to $125K
- $125K to $150K
- $150K to $200K
- $200K+
# Poverty Rates by Age Group, Race and Ethnicity

**Austin MSA**

American Community Survey, 2010, 1-year Estimates Series, Table B17000

## Table I: Poverty Rates (1)

<table>
<thead>
<tr>
<th>Category or Group</th>
<th>Overall Population</th>
<th>non-Hispanic White</th>
<th>African American</th>
<th>Hispanic</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Population</td>
<td>15.9%</td>
<td>9.3%</td>
<td>25.2%</td>
<td>25.6%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Under Age 5</td>
<td>22.1%</td>
<td>5.5%</td>
<td>37.3%</td>
<td>35.8%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Under Age 18</td>
<td>20.1%</td>
<td>6.1%</td>
<td>33.2%</td>
<td>32.4%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Age 65 Plus</td>
<td>7.3%</td>
<td>4.3%</td>
<td>18.7%</td>
<td>17.8%</td>
<td>12.8%</td>
</tr>
</tbody>
</table>

**NOTES:**

(1) The source for data behind this table on Poverty in metropolitan Austin is the American Community Survey, which is produced by the US Census Bureau. Data for this table are from the 2010 1-year Estimates Series. Poverty rates are calculated for only the portion of the total population that lives within a household, poverty rates are not calculated for institutionalized persons or individuals living within Group Quarters situations. The Poverty Rate is a function of total annual household income and the number of individuals within a household. The 2010 Poverty threshold for a family of four was $22,113.
Data Collection (cont.)

• Characteristic Data – “Micro”
  – Utilization of local/state demographers to drill down
    • Geographic Concentration
    • Race, Ethnicity and Income
    • Gender
Data Collection (cont.)

• Characteristic Data – “Micro”
  – Utilization of local/state demographers to drill down
    • Geographic Concentration
    • Race, Ethnicity and Income
    • Gender
  – Development of outreach tools to provide supplemental data
    • Surveys
Data Collection (cont.)

• Surveys
  – Assessment of additional data points not available in census data
    • Resources and Assets
    • Community Needs and Concerns
  – Develop questions based on interest areas your community values
    • Ex: Health, Housing and Basic Needs, Transportation, Social Engagement, Long Term Care
    • Collect basic demographic Information to identify trends
Data Collection (cont.)

• Surveys (cont.)
  – Distribution
    • Online
    • Phone
    • Interviews – Identify Target-Rich Environments (Ex: Senior Centers, etc.)

• Asset Mapping
  • Identify community resources
  • Community partners instrumental in identifying assets
  • Interviews – Identify Target-Rich Environments (Ex: Senior Centers, etc.)
Data Collection (cont.)

• Putting It All Together
  – Establishing a baseline via data
    • Census and Population data provides the big picture
    • Demographer and census drill down data identifies data characteristics and trends in your community
    • Community surveys provide insight on the resources, needs and concerns of the impacted community
    • Asset mapping can identify the distribution of resources, opportunities and weaknesses
Challenges

• Availability of macro and micro data – census information, demographer analysis, etc.
• Capacity to create a meaningful survey (adequate sample size, functional measurements, mediums for outreach, etc.)
• Uniformity of data and information from partner agencies (is the data useful, functional and up to date)
• Resources and capacity to put all the data together
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