



## Membership Application

To join the **AARP Network of Age-Friendly States and Communities**  
and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email [livable@aarp.org](mailto:livable@aarp.org)
- If you need additional space for answering the questions you may add an additional sheet of paper

### Section 1: COMMUNITY DETAILS

**APPLICATION SUBMISSION DATE: 8/20/2019**

**NAME OF THE COMMUNITY: Madison**

**STATE: Wisconsin**

**POPULATION SIZE: 248856**

**PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: 15.9% [39638]**

**NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: Mayor Satya Rhodes-Conway**

**OFFICE ADDRESS OF THE SIGNER: 210 Martin Luther King Jr Blvd, Room 403, Madison WI 53703**

### Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States and Communities

- The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work — it is not the responsible AARP staff member.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Please describe the named person's role in the city or community's age-friendly initiative:**

Sally Jo Spaeni is Madison's Senior Center & Senior Services Manager. Sridevi Mohan is an Epidemiologist with Public Health Madison and Dane County. Their role in the City of Madison's age-friendly initiative as the point persons is to work to engage City staff, area businesses, residents and community stakeholders in the process of becoming an age-friendly community. They will work with representatives from each of these categories to educate others on the value of an age-friendly community, create focus groups, and set goals for recommended policy changes that support increasing accessibility to the eight domains of livability within Madison. They will communicate initiatives and progress to the community and oversee that progress remains on track to completion. Sally Jo stays abreast of current trends in aging by remaining an active member of the National Council on Aging, the American Society on Aging, AARP, Active Aging, Inc., Wisconsin Association of Senior Centers & National Association of Nutrition and Aging Services Programs. Additionally, she staffs the City of Madison Committee on Aging which is comprised of community members appointed by the Mayor who are well versed in topics relevant to aging adults. Sally Jo and Sridevi are working closely with Downtown Madison Inc.'s President, Jason Ilstrup to reach community stakeholders. Sally Jo and Sridevi will co-lead this effort. Together with Jason Ilstrup they will pull together key stakeholders from City of Madison agencies and community that directly influence the eight domains of livability, which include Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, and Community Support and Health Services to work on this initiative collectively.

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses

into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit [AARP.org/Livable-Subscribe](https://www.aarp.org/Livable-Subscribe).

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### Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

**1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.**

Older adults are projected to outnumber kids for the first time in U.S. history by 2035 (78 million to 76.7 million under 18). In the State of Wisconsin (WI), the population aged 65 and older is projected to increase from 780,000 residents in 2010 to over 1.5 million by 2040, a 30-year increase of more than 758,000. Currently, 1 in 6 individuals in WI is 65 and older. By 2040 that ratio will change to 1 in 4. The City of Madison has a population of 248,856 residents, of which 15.9% are age 60 and above and is projected to increase in the coming years. Through our proposed age-friendly cities initiative, we will work collectively with various city departments, elected officials, service providers, academia, healthcare systems, community based organizations and community members to create a thriving and inclusive community for all ages. We will create an age-friendly action plan and a shared vision with specific goals and objectives under the eight domains of livability. We will utilize a results-based accountability framework to achieve our results. City of Madison ordinances and codes require that each public space is maintained in compliance with minimum code and regulation requirements. We will strive to influence all public agencies to go “beyond compliance” and create a community where all people can thrive. We will target all eight domains of livability and encourage all services to implement policy and system-level changes that support the age-friendly Madison initiative. We will start “at home” by initially working with City agencies that influence those domains of livability by working together and then work out into the greater community partnering with the private and non-profit sectors and our residents to implement changes that increase age-friendly livability. Our role will be to convene, advise and assist others in achievement of identified goals that support aging in place and enhance overall well-being and quality of life. We will create intergenerational and social opportunities in the community as research shows health can be positively impacted by these relationships. Madison Mayor Rhodes-Conway has voiced her support for this initiative and as such we will work together to make City of Madison a thriving community for all. Our action plan will be a roadmap, not a destination.

**2) How will the community engage and involve older people in the process of becoming a more age-friendly?**

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We will engage older adults in our community in a variety of ways to inform and implement our age-friendly initiative. We plan on conducting a senior needs assessment through the AARP survey, focus groups, town hall meetings and open mic sessions. After completing a comprehensive Age-Friendly Survey with the help of AARP, we will recruit several focus groups comprised of people 55 and older to help assess the status of our community, provide meaningful feedback and recommend prioritized changes. Representatives from each ethnicity and all socioeconomic levels in our community will participate in our survey and focus groups. The community will be engaged through grass roots efforts utilizing trusted members of our community to lead and represent older adults from all walks of lives. We will engage with seniors at community centers, over 55 housing complexes, condo associations, food pantries and meal sites, faith-based organizations, elder services networks, public housing, special events for seniors to understand their needs and ideas for an age-friendly community. We will focus our efforts with an equity lens to make sure that communities of color, low-income populations and other under-represented populations (i.e. Hmong, LGBTQ+, LatinX, immigrant population, differently-abled) of older adults are truly represented in these efforts so that their voices are heard in shaping our cities age-friendly initiative. We want to be engaged with community members throughout the process from initiation through implementation and beyond to ensure sustainability. Older adults will help in shaping our work and guide this initiative by taking on roles in the leadership/steering committee as well as in implementation efforts. We will not duplicate any efforts and will begin with an environmental scan of all assessments done in the City of Madison on older adults to inform our work and then begin planning for data collection.

**3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.**

We will form a age-friendly community leadership or steering committee, with the help of Darin Wasniewski, AARP Associate State Director. Once we conduct the survey of older adults age 55+ as well as focus groups, we will use the information to inform the City of Madison Age-friendly action plan. We will work as an integrator and convener by building new partnerships with community members, community-based organizations serving older adults, Downtown Madison, Inc and other organizations to engage the private sector, University and Healthcare systems. We will strengthen partnerships with various City departments such as Parks, Traffic Engineering, Transportation, Health, Community Development, Planning etc. Together we will create, implement and sustain an ongoing plan to support the older and aging population add more life to years and not just years to life.

#### Section 4: NETWORK MEMBERSHIP

- Your answers to the following questions will help us complete your membership in the global age-friendly network and better enable us to understand how to support the network.

#### 4) How do you hope to contribute to the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

The City of Madison in partnership with AARP, hopes to contribute to the AARP network of Age-friendly States and Communities by creating an age-friendly Madison that works across sectors to proactively create and implement policies around the eight domains of livability that will not only benefit our growing older population but populations across the life span. We will share our process, outcomes/impact, lessons learned and failures with other communities by presenting at the ASA/AARP conferences, acting as a resource to the WHO Global Network and AARP age-friendly network so others can benefit from our experience. City of Madison hopes to demonstrate how local government can work together breaking down silos not only within the city departments and divisions but across region, County and State government to expand services, avoid duplication and enhance the level of services to its residents. City of Madison will strive to create a community that works for all ages and help older adults age with grace and dignity. We will serve as a mentor for other communities striving for the same as our population is aging progressively nationally.

#### 5) What motivated your community to join the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

Older adults are seeking ways to maximize their physical, mental, and social well-being to remain independent and active as they age. Older people provide a wealth of experience, knowledge, continuity, support and love to younger generations. If we are to reap the benefits of the many contributions that seniors make to their families, communities and nation, and to curb health care costs associated with chronic disease, healthy aging must move to the forefront of the social policy agenda. Much like the rest of the nation, Madison's older population is growing and projected to grow rapidly over the next two decades. According to the Wisconsin Poverty Report Summary: 2017 "Poverty rates fell for children but rose for elders in 2017. Older Wisconsin residents (aged 65+), who are more likely to be out of the workforce, saw their poverty rates rise from 9.0% to 9.5% in 2017." The January 2015 Housing Needs Assessment Dane County and Municipalities report states that "Housing issues for seniors will continue to grow as the population ages and Baby Boomers retire." The City of Madison is motivated to join AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age Friendly Communities because we are a progressive city that always seeks to provide the best for the citizens in our community. Although Madison is already ranked #2 on the AARP Livability Index for mid-sized communities, not everyone has equitable access to the eight domains of livability. Hence, we are motivated to create inclusive environments, policies and systems that help all older adults thrive and as a City be prepared for the exponential growth of aging adults in the years ahead. Advocacy for older adults and the desire to help all aging adults age with grace and dignity along with cohesiveness among all generations are priorities for us. The desire to break down silos of service provisions and work together for common good of all is another priority that this initiative would help us achieve. Being recognized by the AARP and WHO as a designated Age-Friendly

Community will give us more credibility in creating policy and system-level changes and the changes that will occur will help serve all residents and be sustainable.

**6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi. As an example of an image, here's ours:**

*Will send an email with attachment to [livable@aarp.org](mailto:livable@aarp.org)*

