Becoming Age-Friendly

2017 Southern New Hampshire Planning Commission

Funded by: Tufts Health Plan Foundation

Contributions: AARP & NH DOT, Manchester Health Dept

Collaboration: EngAGING NH, MRACOA, NHSCOA, SNHU, InTown Manchester, Alliance for Healthy Aging, and SNHPC Communities

Becoming Age-Friendly

Southern New Hampshire Planning Commission
Project Considerations

How are our communities preparing to serve the needs for the growing senior population?
Project Considerations

How can our region attract young adults?

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Project Considerations

Do resident seniors/millennials realize the programs, services, and age-friendly businesses within their community and their region?
Project Considerations

Are there synergies and opportunities between these two populations?
Project Considerations

How can our region better unite to create collective solutions?

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Project Overview

Phase I: Community Assessments
– Review of town assets, opportunities and roadblocks regarding community infrastructure and programming for Millennials and Seniors

Phase II: Community and Business Pilot Programs
– Work with up to 3 SNHPC communities and 10 Businesses to utilize their assessment and create an Age-Friendly Strategic Plan

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Phase I Project Tasks

1. **Organized stakeholder team** from interested communities and agencies to guide Phase I Assessments

2. **Worked with existing agencies** to better coordinate age-friendly work (MRACOA, AHA)

3. **Researched case studies** for Age-Friendly Communities in Massachusetts, Maine, and Vermont (*NH – none to date*)

4. **Completed Community Assessments** identifying assets, opportunities and road blocks within four targeted land use areas

5. **Surveyed SNHPC’s community** residents on needs

6. **Organized an Age-Friendly Public Forum** to share findings
Getting the Word Out

• Dovetailed with Existing Efforts
• Manchester Public TV
• Postcard Distributions
• Meetings and Talking it Up
• Facebook, Twitter, Web-Site Links
• Phoned Community Champions
• Union Leader’s “Silver Linings”
Assessments and Surveys

- **Community Conversations** – Stakeholder input
- **Resident Surveys** – partnered with AARP and based questions on their 8 domains of livability
- **Home-Building Industry Survey** - partnered with Alliance for Healthy Aging
- **Business Assessments** - partnered with SNHU, InTown Manchester, and local business organizations
- **Library Assessments** - partnered with MRACOA and their “Mystery Shoppers”
Scheduling 14 Community Assessments
Providing Incentives

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Community Assessments

Library, Police & Fire Dept., Historic Soc., Parks, Planning, Town Admin., Church, Civic, Senior/Com. Center, YMCA, Volunteers, Residents, etc.

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Community Assessments – Conversation Focus Areas

- Transportation, Accessibility, & Connections
- Housing (Trends, Needs, Diversity, & Zoning)
- Recreation & Engagement
- Businesses/ Economic Development

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Community Assessments – Additional Research

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Assessments and Surveys

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Background Information:
What is your age?
Background Information:
Where do you live?

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Senior Services

Are in-home services/assistance available in your community?

- Yes
- No
- Unsure
What concerns you the most about aging in your community?

Transportation

- Millennials: 57% 71%
- Seniors: 50% 51%

Recreation

- Millennials: 50% 51%
- Seniors: 47% 47%

Medical Services

- Millennials: 24% 47%
- Seniors: 47% 50%

Housing

- Millennials: 29% 47%
- Seniors: 47% 50%

Accessible Services

- Millennials: 24% 37%
- Seniors: 29% 37%

Family

- Millennials: 10% 29%
- Seniors: 29% 44%

Jobs

- Millennials: 10% 44%
- Seniors: 29% 44%

"We need more transportation and housing options; once that is worked out, everything else falls into place” - Weare Resident

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What We Heard – What Works Well

1. Transportation Services

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Southern New Hampshire Planning Commission
What We Heard – What Works Well
Transportation Services

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How would you rate your community’s transportation options if you were unable to drive?

“If you don’t drive, you can’t exist in this town.” – Most Communities

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"If it wasn’t for the duplex we bought in Hooksett, we couldn’t have moved here."

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family Units</td>
<td>62,821</td>
</tr>
<tr>
<td>2-4 Units in Structure</td>
<td>16,302</td>
</tr>
<tr>
<td>5+ Units in Structure</td>
<td>21,180</td>
</tr>
<tr>
<td>Mobile Homes and Other Housing Units</td>
<td>1,920</td>
</tr>
</tbody>
</table>
If your home has multiple levels or outdoor entry steps, have you considered modifying your home so that you could “age in place”?

Not sure

Yes

No

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Whether you wanted to move into your first home or into a smaller home, does your community offer appealing alternatives?

- Yes
- No
- Unsure

“I own a big home, I’m 66 years old. NH has nothing for me; it’s so expensive.”

“I’d love to keep living here, but there aren't really very many affordable options for younger adults.”
Why isn’t there more housing diversity?

As NH’s demographics change, do you see a need to build more diverse housing (smaller homes for seniors, rental units for millennials)?

Home-Building Industry Survey

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Why do you think there isn’t more diversity in housing?

- Zoning Restrictions
- Regulatory Challenges
- Community Attitudes
- Land Availability
- Labor Costs
- Funding Issues
- Fear of Change
- Not market-driven

There is diversity in housing

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Home-Building Industry Survey

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What We Heard: 3. Recreation and Social Engagement Programs That Work

- Unique partnerships
- Allowances to utilize venues
- Libraries, and Parks & Recreation Departments have become community centers
- Community champions
Communication: How do you find info about community services and events?

<table>
<thead>
<tr>
<th>Method</th>
<th>Senior Percentage</th>
<th>Millennial Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Websites</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>Email</td>
<td>31%</td>
<td>49%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>25%</td>
<td>59%</td>
</tr>
<tr>
<td>Flyers</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Radio</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Newsletters</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2%</td>
<td>13%</td>
</tr>
<tr>
<td>Community TV</td>
<td>8%</td>
<td>13%</td>
</tr>
</tbody>
</table>
What We Heard – What Works Well

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What We Heard – What Works Well

AUBURN VILLAGE CRIER

May 2017

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Longmeadow Church Breakfast

Please come to the May breakfasts, the last ones until September, at Longmeadow Church. In May, they are on the 6th and the 20th from 6:30 - 10:00 am. The breakfasts are the 1st and 3rd Saturdays of each month from September until May at Longmeadow Congregational Church, 4 Wilson’s Crossing Rd. Where else can you meet your old friends, catch up on town gossip and enjoy an “all you can eat breakfast”, of French toast, English muffins, eggs your way, pancakes, sausage, bacon, home fries, homemade beans and muffins, and beverages for a donation of $6 for adults, $3 for children 6-12 and under 5 free! We look forward to seeing you and your friends in May!

Avon39 Walk to End Breast Cancer

Every 2 minutes a woman is diagnosed with breast cancer, 85% of those diagnosed have no family history of breast cancer. Help my team crush breast cancer! We registered for the Avon39 Walk to End Breast Cancer and need your help. Please donate at http://info.avon39.org/goto/michylundercier Thank you, Tara Velt

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“Once you’re out of the school system, you have no idea what is going on.”

- We really need one place to find out what is happening in town
- No senior center
- No shops or place to meet with friends
- Not enough meeting space
- We cannot expand
What We Heard: What Works Well –
4. Businesses and Economic Development

“Local businesses are generous”-several community sessions

• Bedford’s business district is located conveniently near highway; this helps to separate businesses and residents, which in-turn avoids NIMBY complaints
• “Chamber of Commerce does a lot with the community. They try to foster future leadership among millennials in building relationships.”
• Central business districts in Manchester, Derry, Bedford, Hooksett, and Goffstown
“Nothing here attracts millennials. There’s not much to do here. We have Manchester and Concord nearby for that.” – Millennial, Hooksett

- Lack of public water and sewer limits business development
- Minimum area zoned to allow for businesses
- Lack of comprehensive economic development strategies such as a corridor plan
- Access to economically active areas like Boston via rail service could improve NH’s workforce and livability
- Lack of high-paying jobs in region

“Not in my back yard is alive and well in …”
Assessments and Surveys

- **Community Conversations** – Stakeholder input
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Collaborations: Access Portsmouth

Taking the mystery out of accessibility in historic Portsmouth, NH

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4 Things to Look for on Site Visits

• Is parking accessible to entry?
• Can you get into the door?
  – 32” wide, has flat surface or ramp
• Can you use the facility with ease?
  – Tables spaced apart
  – Paths free of obstructions
• Is the bathroom accessible?
  – Flat entrance, sufficient area
  – Elevator-accessible if on different level
Collaborations: Access Portsmouth

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Business Survey / Partnership with SNHU

SNHPC staff working with students and willing businesses to conduct age-friendly business surveys.

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Elm St. Business Assessment: Which of the following accessible features does your business provide?

- Flat entryway: 87.50%
- Wheelchair accessible: 81.25%
- Easy-to-open doors: 68.75%
- Non-slip surface: 56.25%
- Wide aisles: 56.25%
- Parking: 87.50%
- Elevator: 31.25%
- Tactile surfaces: 6.25%
- Easy-to-read signage: 68.75%
- Braille signage: 18.75%
- Accessible bathroom w/ bars: 68.75%
Assessments and Surveys

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Library Assessment

- Libraries visited: Auburn, Bedford, Goffstown, Hooksett, Manchester East, Manchester West and New Boston
- Assessments by “secret shoppers”
- Surveyors rated libraries on accessibility, amenities, technology and how their programs cater to seniors and millennials
Library Assessment – Which accessible features does the library provide?

- Flat entryway
- Wheelchair accessible
- Non-slip surface
- Transportation Options
  - Delivery of library books
  - Curbside book-drop
  - Tactile surfaces
  - Easy-to-read signage
  - Braille signage
- Accessible bathroom w/ bars
Library Assessment - Amenities

- Bicycle storage
- Outdoor benches
- Indoor benches
- Table/book holder in bathroom
- Bag hook in bathroom
- Complementary food or coffee
- Suggestion Box
- Diaper changing table
- Computers
- Computers with vision enhancement
- AED defibrillator
- Chairs with arms
- Large print book selections

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Library Assessment – What programs does your library offer that might attract seniors?

Movies
Book clubs
Arts/crafts
Board games
Knitting
Concerts
Tax assistance
Info on scams
Speakers
Chair yoga
Library Assessment – What programs does your library offer that might attract millennials?

• Speakers on various topics including family health, parks and rec programs, state agency updates

• Family and intergenerational activities such as children summer reading family program events

• The ability to access databases from home

• Time-savers such as quick picks for books, current movies, online books/audio books
Community Forum

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Project Overview

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Phase II: Community and Business Pilot Programs
– Work with up to 3 SNHPC communities and 10 Businesses to utilize their assessment and create an Age-Friendly Strategic Plan
Phase II Overview

- **Moving Forward**: from assessment to strategic planning
- **Outreach Plan**
  - Present findings to municipal decision-makers
- **Work with Stakeholders** on determining pilot communities and businesses
- **Guiding Businesses & Communities to Become More Age-Friendly**
  - Age-Friendly Strategies
  - Recommended actions (short-term & long-term)
Phase II Pilot Program Process

- Establish Sub-Committees for Communities and Businesses – Process Input i.e. Develop Applications
- Outreach: Solicit Community & Business Participation
- Communities & Businesses Apply
  - 3 Communities
  - 10 Businesses
**Age-Friendly Community Tools**

**AARP Livable Communities**

- Livable Home Page
- About Us
- Housing
- Getting Around
- Tool Kits & Resources
- Age-Friendly Network
- Livability Index
- A-Z Archive

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**Helping Secure Drinkable Water in Flint**

To ensure that the city’s long-toxic water is finally lead-free and safe to drink, residents need to have the water pipes to their homes replaced. AARP Michigan has been taking to the streets to make that happen. PLUS: How to Effectively (and Respectfully) Help a Community in Crisis. Read »

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*Search Livable Communities*

Enter a keyword (topic, name, state, etc.)

Find: 

... or go directly to our A-Z Archives

Find subject-based lists and links about housing, transportation, placemaking, walkability, economic development, social engagement and more

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**Becoming Age-Friendly**

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Example Communities & Businesses
What are they doing to become age-friendly?

Rural Example: Newport, Vermont

**Population Under 5,000**

**Action Plan Items:**
1. **Town Information**
2. **Outdoor Spaces and Buildings**
3. **Transportation**
4. **Job Opportunities**
5. **Health Services**
6. **Housing**
7. **Caregiving**
8. **Social Participation – Social Inclusion, Education Opportunities, and volunteering**

70% of NH Communities have populations of 6000 residents or less
Example Communities & Businesses
What are they doing to become age-friendly?

Suburban Example:
Auburn Hills, Michigan

Population Under 21,000

Goals/Action Items:

- Design an age-friendly housing guide
- Increase bus & ridership programs
- Increase number of intergenerational programs
- Establish a "Time Bank" through which participants can exchange services
- Establish a "neighbors check on neighbors" program
- Increase the marketing of Auburn Hills events and make the city’s website more accessible
- Partner with stores to provide deliveries for homebound residents

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Example Communities & Businesses
What are they doing to become age-friendly?

Urban Example: Salem, Massachusetts

Population Under 43,132

Goals:

• Evaluate the safety and walkability of sidewalks and intersections
• Improve access to information among older residents
• Promote “Age-Friendly” business environments
• Promote relationships between generations to offset negative stereotypes and stigma related to aging
• Create city-wide volunteer opportunities for all Salem residents.
Becoming Age-Friendly

Resources:

SNHPC: (www.snhpc.org)
AARP Livable Communities: (aarp.org)
Alliance for Healthy Aging:
EngAGING NH
Manchester Health Department
Tri-State Learning Collaborative on Aging
Tufts Health Plan Foundation
Thanks to our stakeholders, participants and of course the programs funders.
Phase II Pilot Program Invitation

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