

MEMORANDUM



TO: RANDY AULER, PARKS, RECREATION & FORESTRY
DIRECTOR

FROM: RACHEL ZAGAROLI, SENIOR SERVICES MANAGER

SUBJECT: NATIONAL RESEARCH CENTER-COMMUNITY ASSESSMENT
RESULTS OF OLDER ADULTS, NOVI, MI

DATE: DECEMBER 3, 2007

To prepare better for our aging senior population, the City of Novi recently conducted a Community Assessment Survey for Older Adults (CASOA) through the National Research Center, Inc. The statistically valid survey was randomly mailed to 1200 city residents which had a survey response rate of 50%. Dr. Miller, President of the National Research Center, presented an overview of the survey results at the November 26 Council Meeting. Dr. Miller also administered the CASOA to Arvada, CO, Dallas, TX, Delhi Charter Township, MI and Walnut Creek, CA. Composite findings of the survey are attached for your review.

In brief, the main objectives of the survey were to:

- Identify community strengths in Novi of serving older adults
- Articulate the specific needs of older adults in the city
- Develop estimates of and projections older adult resident needs into the future

The assessment captured the perspective of Novi's older residents demonstrating widespread agreement that seniors are generally satisfied with the current quality of life in Novi. In fact, 93% of respondents rate Novi as a good to excellent place to live and 65% rate Novi as a good to excellent place to retire. The city is doing a good job of providing opportunities to older residents, but there are limitations to continued success that need to be addressed before the full force of the growth of older adults hits. For example survey data reveals that 24% feel there is a moderate to major problem with their voice not being heard in the community and 14% feel it's a major to moderate problem finding interesting recreational or cultural activities to attend. In addition, 32% of respondents felt there is a lack of information provided on services provided to seniors.

In order to prepare for the aging senior population, a Senior Services Strategic Plan has been finalized in conjunction with staff, community focus groups, stakeholders and research and data from national and local resources, including the results from the CASOA. This plan includes trends, an organizational analysis, critical issues and strategic priorities related specifically to the boomer and senior population. The plan will serve as a roadmap for future development to better serve seniors in Novi and will be soon distributed and be used as a resource for future planning.



CASOA

Community Assessment Survey for Older Adults

Novi, Michigan Summary of Findings November 2007

Prepared by:

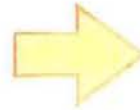


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Community Needs and Strengths

Assessment Objectives

- Identify community strengths and weaknesses
- Articulate the specific needs of older adults in community
- Develop estimates and projections of resident need in the future



Assessment Methods

- Multi-contact mailed survey
- Representative sample of older resident households
- 564 surveys returned; 4% margin of error
- 50% response rate
- Data statistically reweighted to reflect population



Assessment Goals

Immediate

- Provide useful, information for: Planning
- Resource allotment, development and leverage
 - Advocacy efforts
 - Stakeholder engagement

Long-term

- Empowered communities
- Vibrant older adult populations

Community Needs and Strengths

Health and Wellness

Physical health

Overall health status, nutrition, fitness, falls, days institutionalized

Mental health

Overall mental health, depression, confusion or forgetfulness

Health Care

Medications, affordable health insurance

Safety

Violent crime, property crime, fraud or scam, environmental hazards

Independent Living

ADLs, caregiver burden

Community Design and Land Use

Land use

Convenience of services and activities of daily need

Mobility

Safe and affordable, ability to get around

Housing

Suitable housing, affordable housing, home maintenance

Information and Planning

Information

Services for older adults, Social Security and Medicaid, planning, legal, financial

Productive Activities

Civic Engagement

Volunteerism, civic attentiveness, voting

Social Engagement

Social activities, social support, proximity to friends and family, current supports, neighborliness

Employment & Education

Work in retirement, skill building, income

Recreation, Arts & Culture

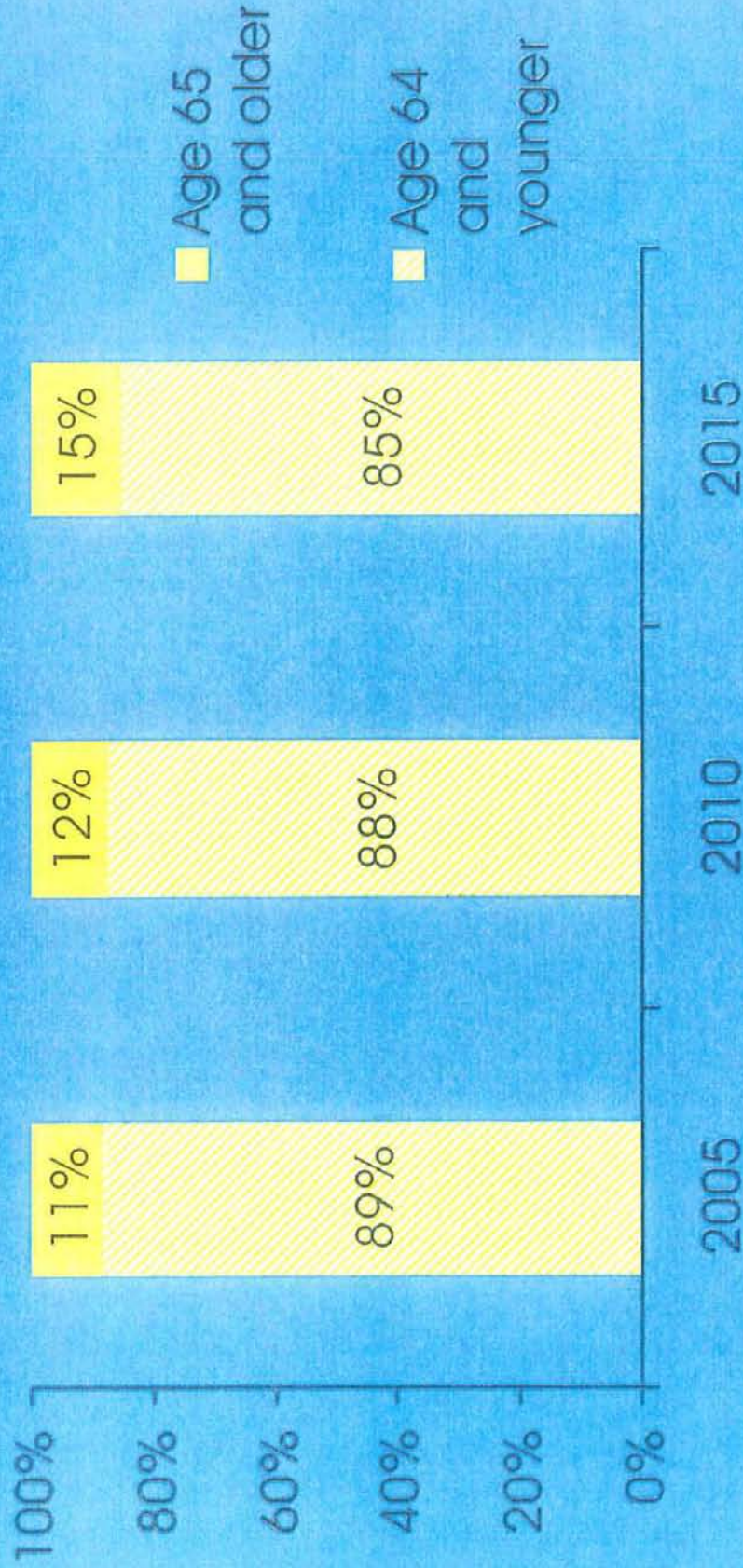
Participation in leisure activities

Caregiving contribution

Economic contribution

Population Projections

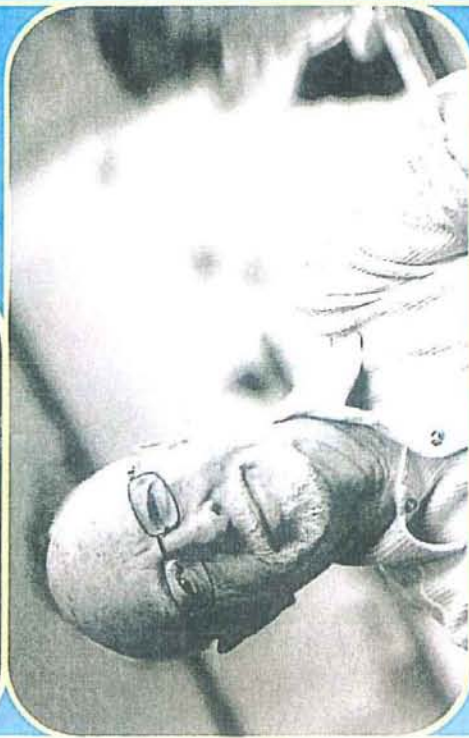
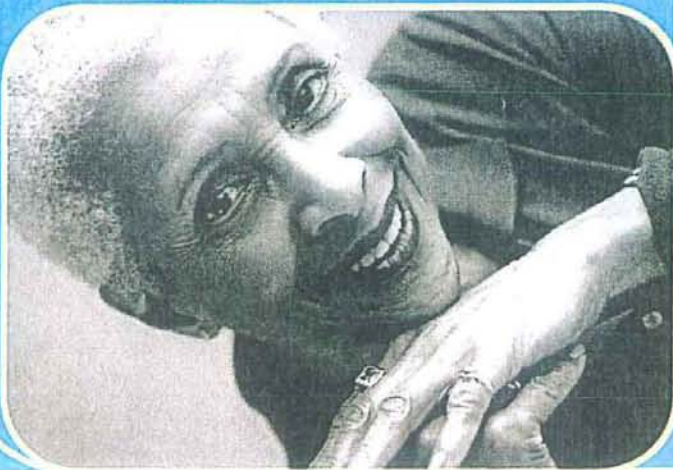
Older Adult Portion of the Total Population of The City of Novi, Current and Projected



CASOA

Community Assessment Survey for Older Adults

Characteristics of Residents



Survey Sample

- 45% lived in Novi more than 20 years;
- 21% had 2006 household income under \$25,000
- 31% 55-59 years old
- 36% 60-69 years old
- 33% 70 +
- 32% live alone
- 94% registered to vote
- 50% fully retired
- 32% working full time for pay

CASOA

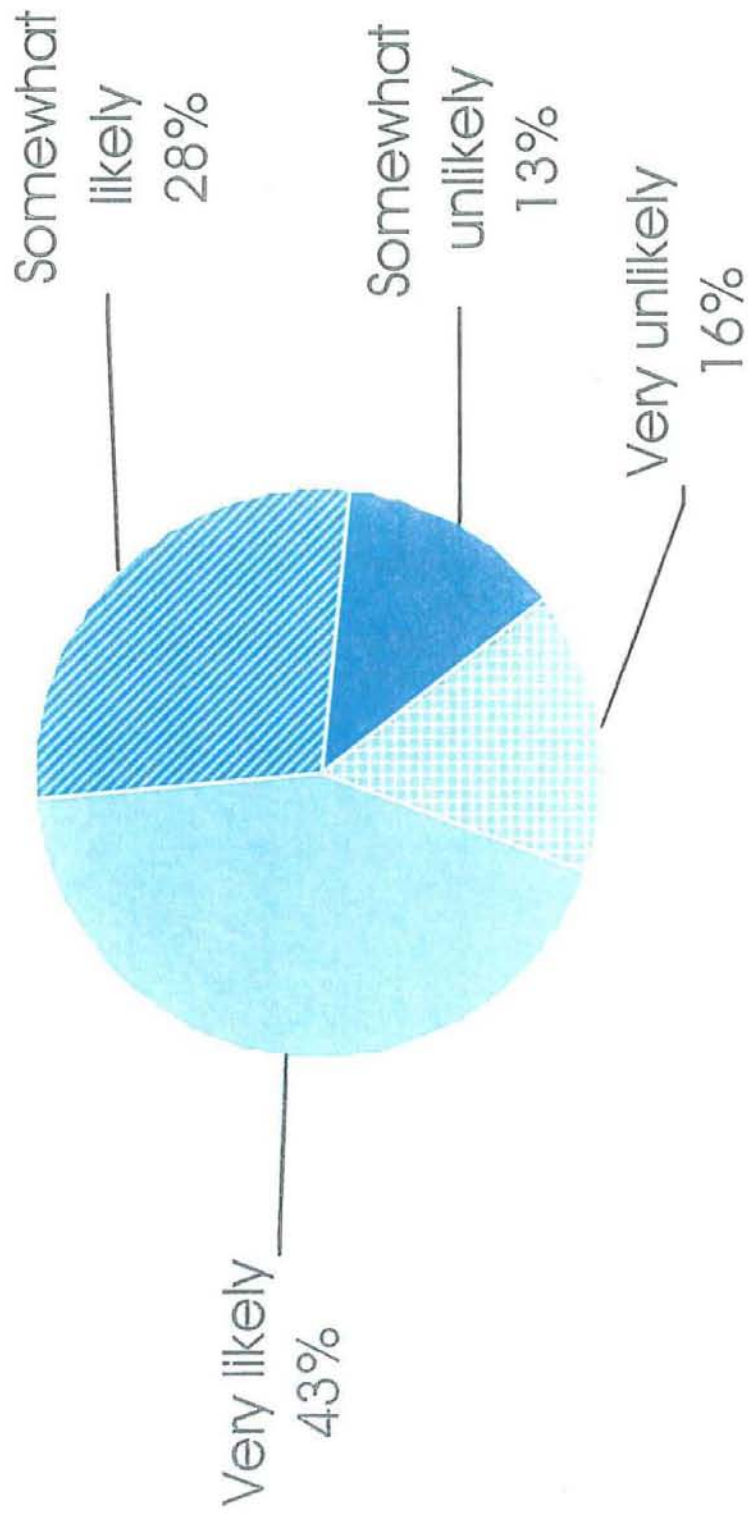
Community Assessment Survey for Older Adults

Quality of Community



Likelihood or Remaining in Novi

How likely or unlikely are you to remain in the community throughout your retirement?



Community Ratings for Novi

69

Quality of Community

Place to live (78)
Place to retire (59)

.....
Quality of Services (57)

76

Community Land Use and Design

Land use, mobility, housing

71

Health and Wellness Opportunities

Physical health, mental health, health care, safety

63

Opportunities for Productive Activities

Social engagement, civic engagement, employment and education, recreation, culture and arts

50

Community Information

Information, planning

Scale: 0=Lowest/most negative, 100=Highest/most positive

Older Adult needs in Novi

Area of need	Percent with need	Number affected in 2005 (n=4,564)*	Number affected in 2010 (n=5,694)*	Number affected in 2015 (n=7,367)*
Civic engagement needs	80%	3,652	4,556	5,895
Information and planning needs	56%	2,540	3,169	4,100
Housing needs	35%	1,610	2,009	2,599
Physical health needs	32%	1,459	1,820	2,355

* For the population age 65 and older. Source: Southeast Michigan Council of Governments (SEMCOG) 2030 Regional Development Forecast (RDF) Population by Age Group by Community, September 2002

CASOA

Community Assessment Survey for Older Adults



Opportunities

Conclusions and Recommendations

Opportunity 1: Civic Engagement

- ✧ Increase participation of older residents in local governing and community decision-making
- ✧ Actively promote senior volunteerism
- ✧ Consider community design and land use policy to “build community”

Opportunity 2: Information and Planning

- ✧ Increase public awareness of programs and services
- ✧ Develop a clearing house for all services offered to seniors in community
- ✧ Offer information and planning activities on a large-scale

Conclusions and Recommendations

Opportunity 3: Housing

- ✧ Consider zoning that encourages affordable housing options
- ✧ Develop programs that reduce housing costs
- ✧ Partner with developers and builders to provide affordable senior housing

Opportunity 4: Physical Health

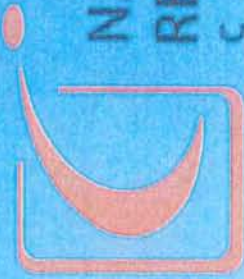
- ✧ Actively promote good health practices
- ✧ Provide attractive fitness opportunities
- ✧ Promote active-living communities
- ✧ Promote access to healthy eating choices



CASOA

Community Assessment Survey for Older Adults

Thank You!



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