



Community Assessment Survey
for Older Adults™

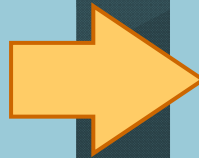
City of Novi

April 2012

CASOA™ Methods and Goals

Assessment Objectives

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



Assessment Methods

- ✓ Multi-contact mailed survey
- ✓ Representative sample of 1,000 households of residents age 65+
- ✓ 349 surveys returned; 5% margin of error
- ✓ 36% response rate
- ✓ Data statistically weighted to reflect population



Assessment Goals

Immediate

- ✓ Useful information for:
 - ✓ Planning
 - ✓ Resource allocation and development
 - ✓ Advocacy
 - ✓ Engagement

Intermediate

- ✓ Improved program mix
- ✓ Better quality programs
- ✓ More effective policies

In time, a community of elders that is

- ✓ More engaged
- ✓ More supportive
- ✓ More empowered
- ✓ More independent
- ✓ More vibrant

Needs and Strengths Assessed

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

Independent Living

ADLs, caregiver burden

Community Design and Land Use

Land use

Ease of getting to activities of daily need

Mobility

Safe and affordable, ability to get around

Housing

Suitable housing, affordable housing, home maintenance

Community Information

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, current supports

Employment & Education

Work in retirement, skill building, income

Recreation

Participation in leisure activities

Caregiving contribution

Economic contribution

Respondent Characteristics

- ✓ 40% lived in Novi for more than 20 years
- ✓ 18% had income of less than \$25,000
- ✓ Age distribution
 - ✓ 27% 55 to 59
 - ✓ 43% 60 to 74
 - ✓ 18% 75 to 84
 - ✓ 12% 85 and over
- ✓ 37% live alone
- ✓ 94% registered to vote
- ✓ 57% fully retired
- ✓ Race and ethnicity
 - ✓ 92% white
 - ✓ 8% not white
 - ✓ 1% Hispanic

Novi as a Place for Older Adults

Novi Community Readiness

74

Overall Quality of Community

Place to live and retire
Quality of services to older adults
Recommend & remain in Novi

67

Productive Activities

Volunteerism & employment
Recreational activity
Skill building & education
Social, religious & civic activity

58

Community Information

Older adult resources
Financial & legal planning

54

Community and Belonging

Sense of community
Openness & acceptance
Valuing older residents
Neighborliness & safety

64

Health and Wellness

Fitness & food
Physical, mental & preventive health care
Long-term & day-time care

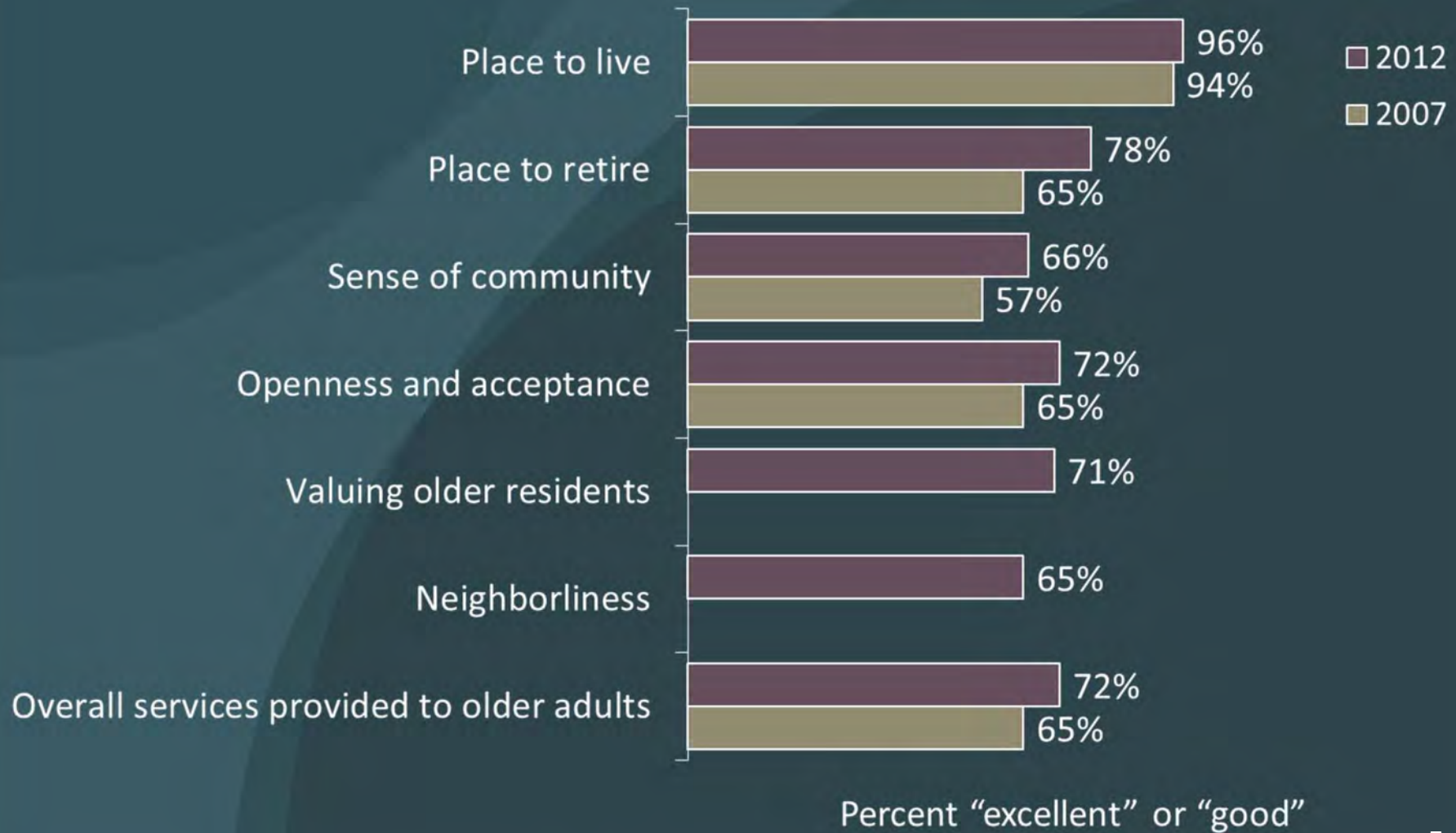
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Community Design and Land Use

Travel by bus, car & foot
Getting to places of daily activity
Variety & affordability of housing

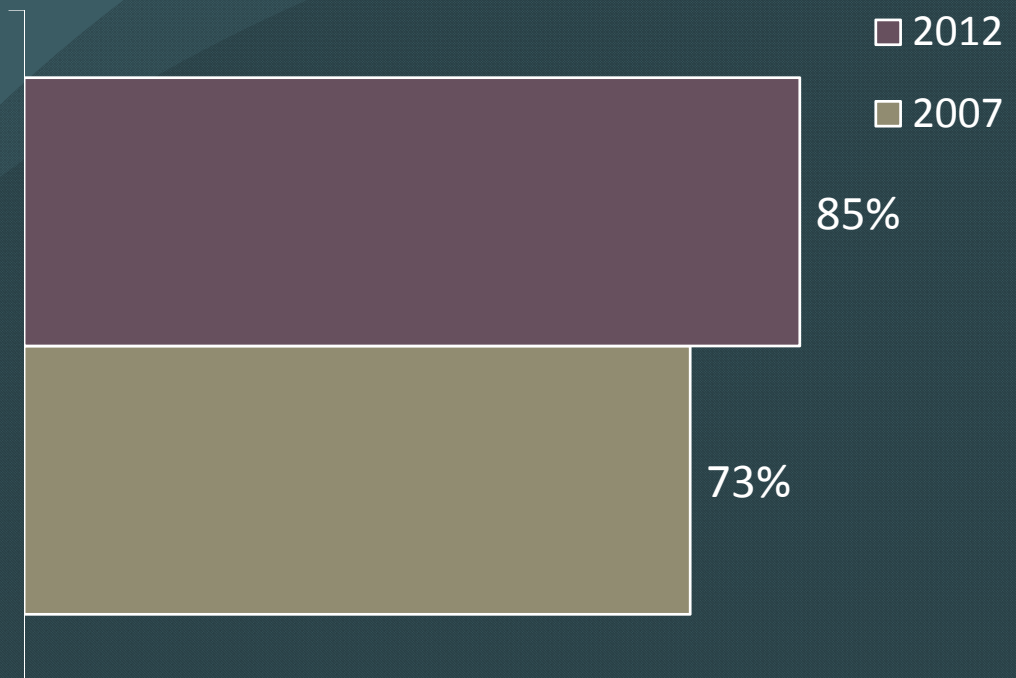
Scale: 0=Lowest/most negative, 100=Highest/most positive

Novi as a Place for Older Residents



Recommending Novi

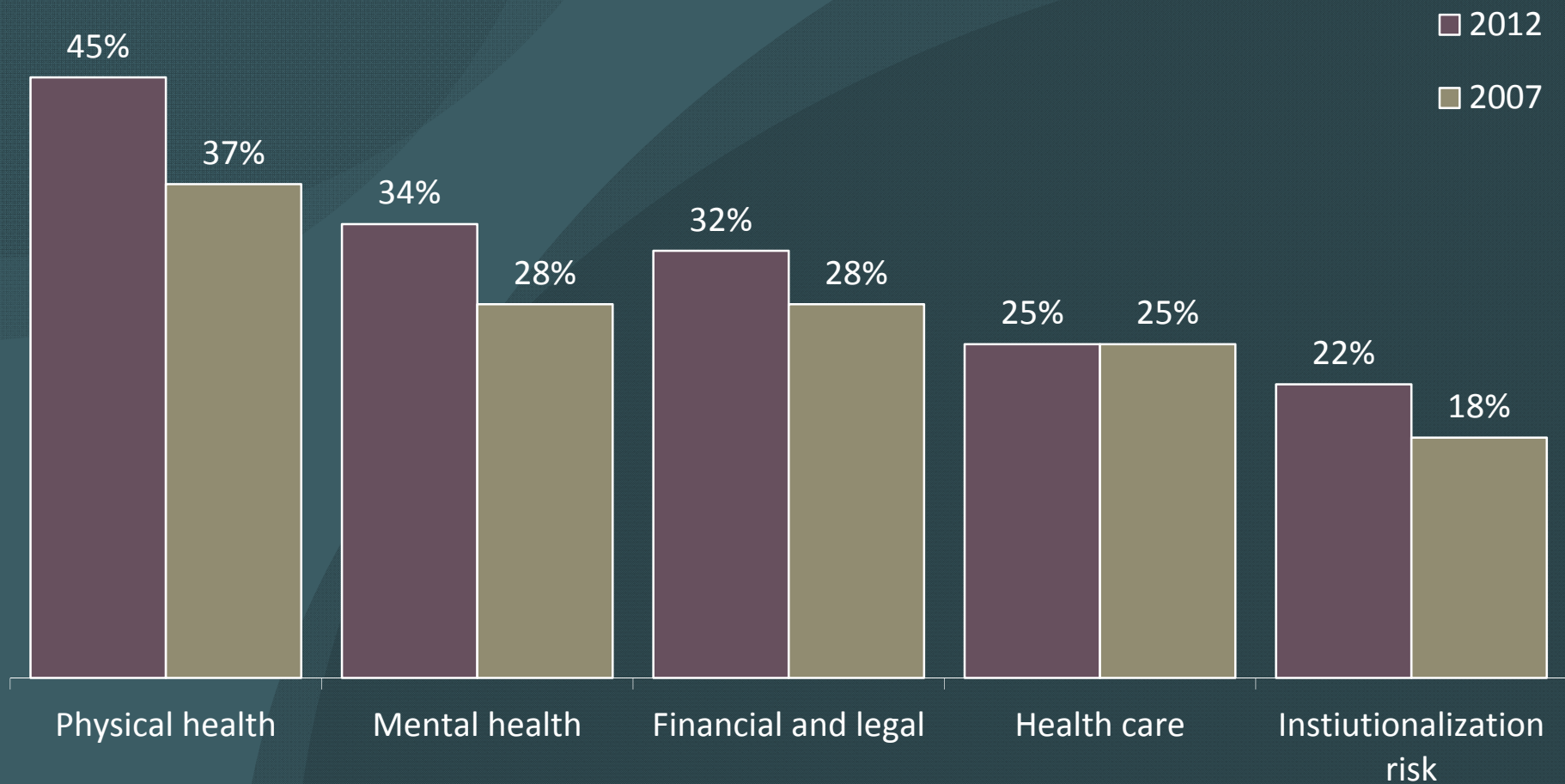
How likely or unlikely are you to recommend living in Novi to older adults?



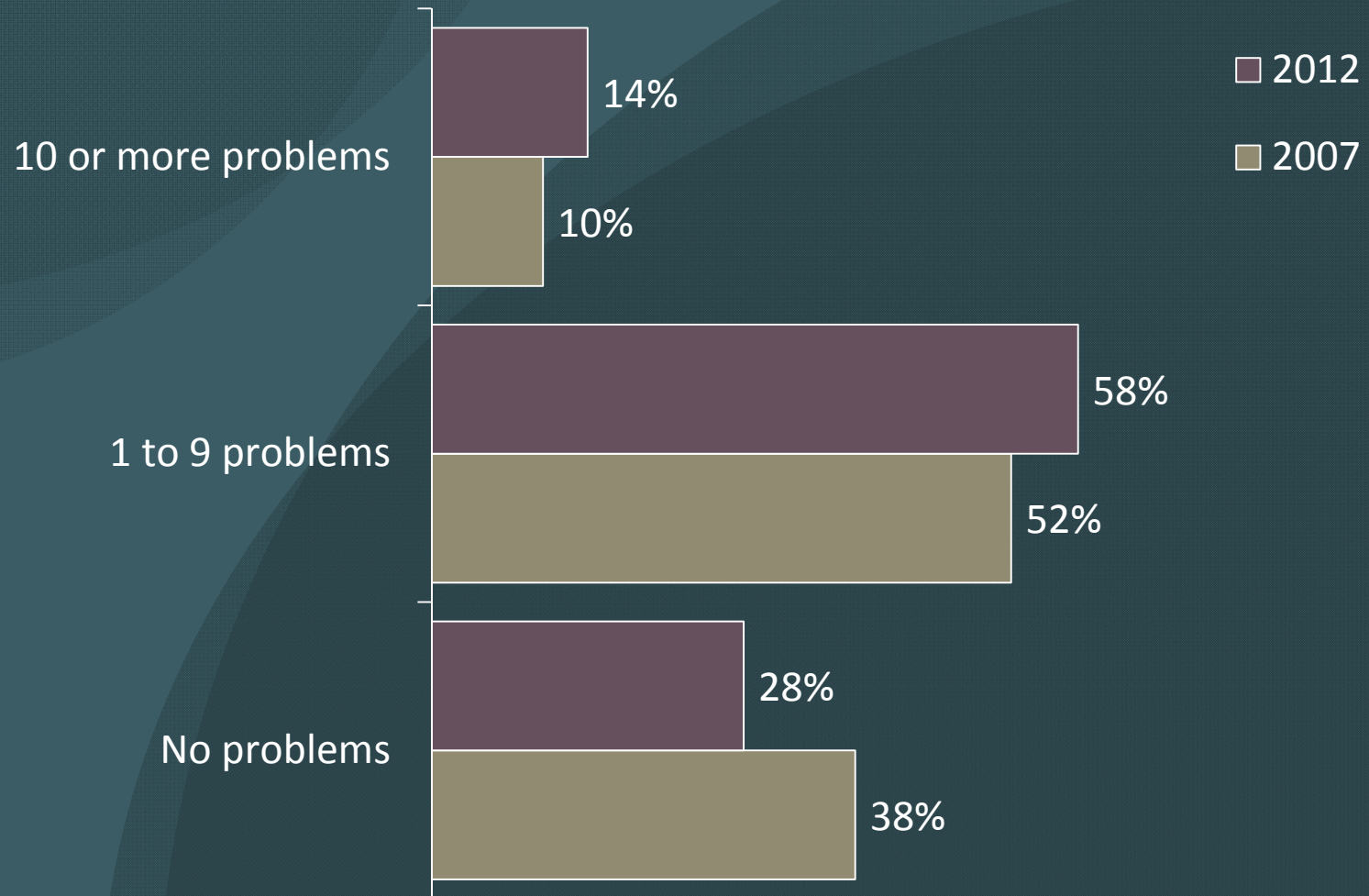
Percent "very" or "somewhat" likely

Older Adult Needs

Older Resident Needs

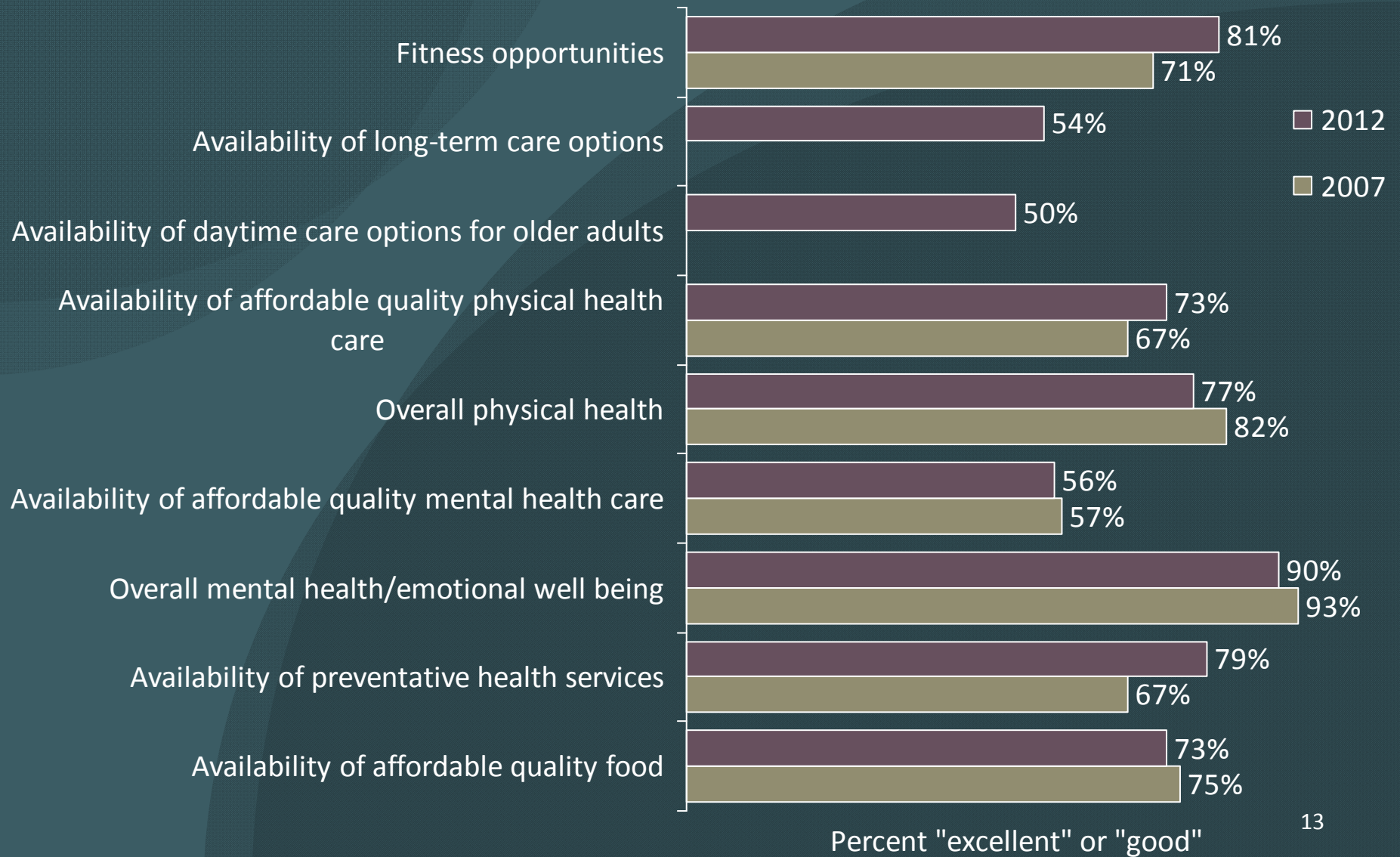


Risk Status of Older Adults

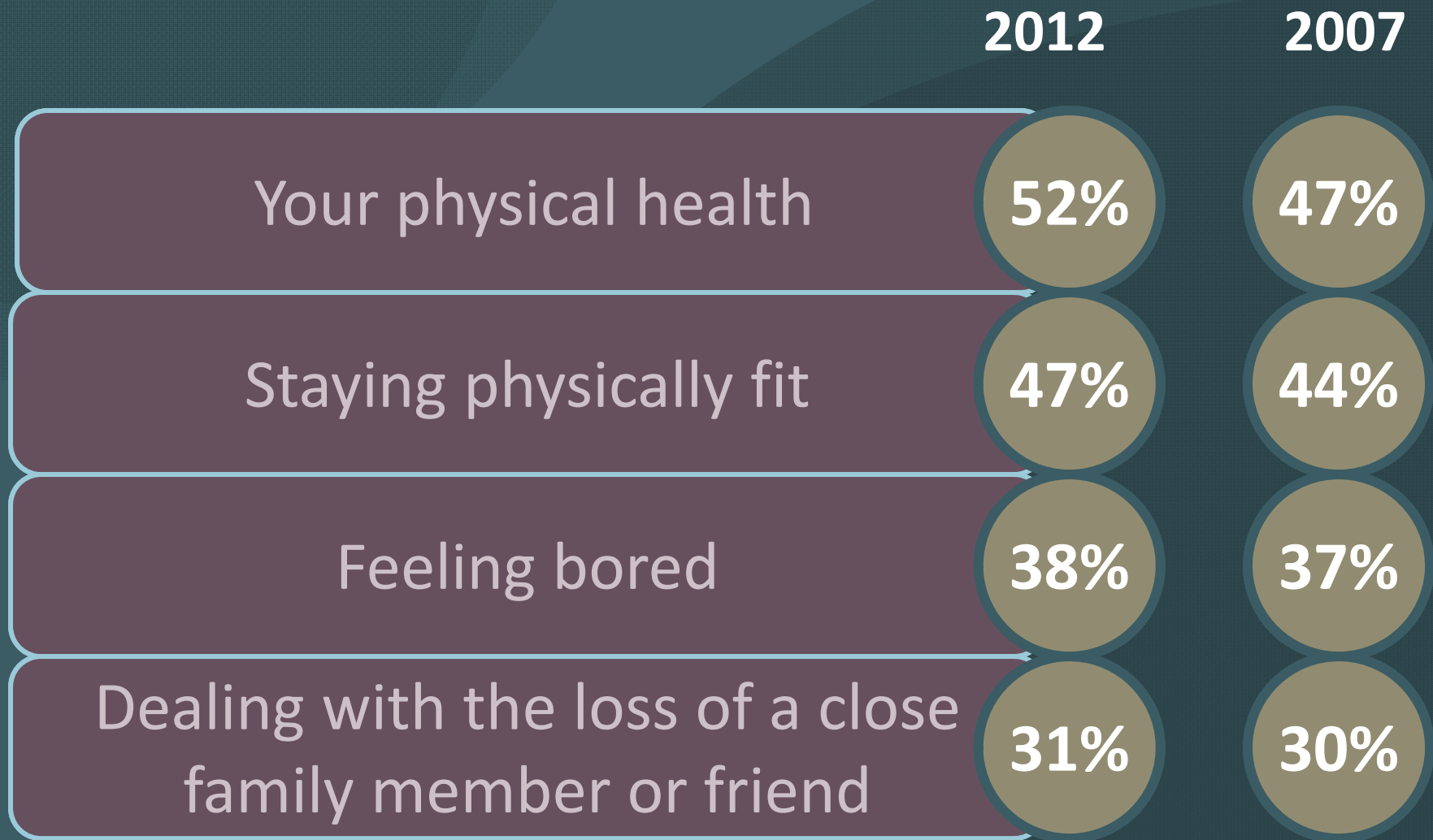


Community Needs & Strengths

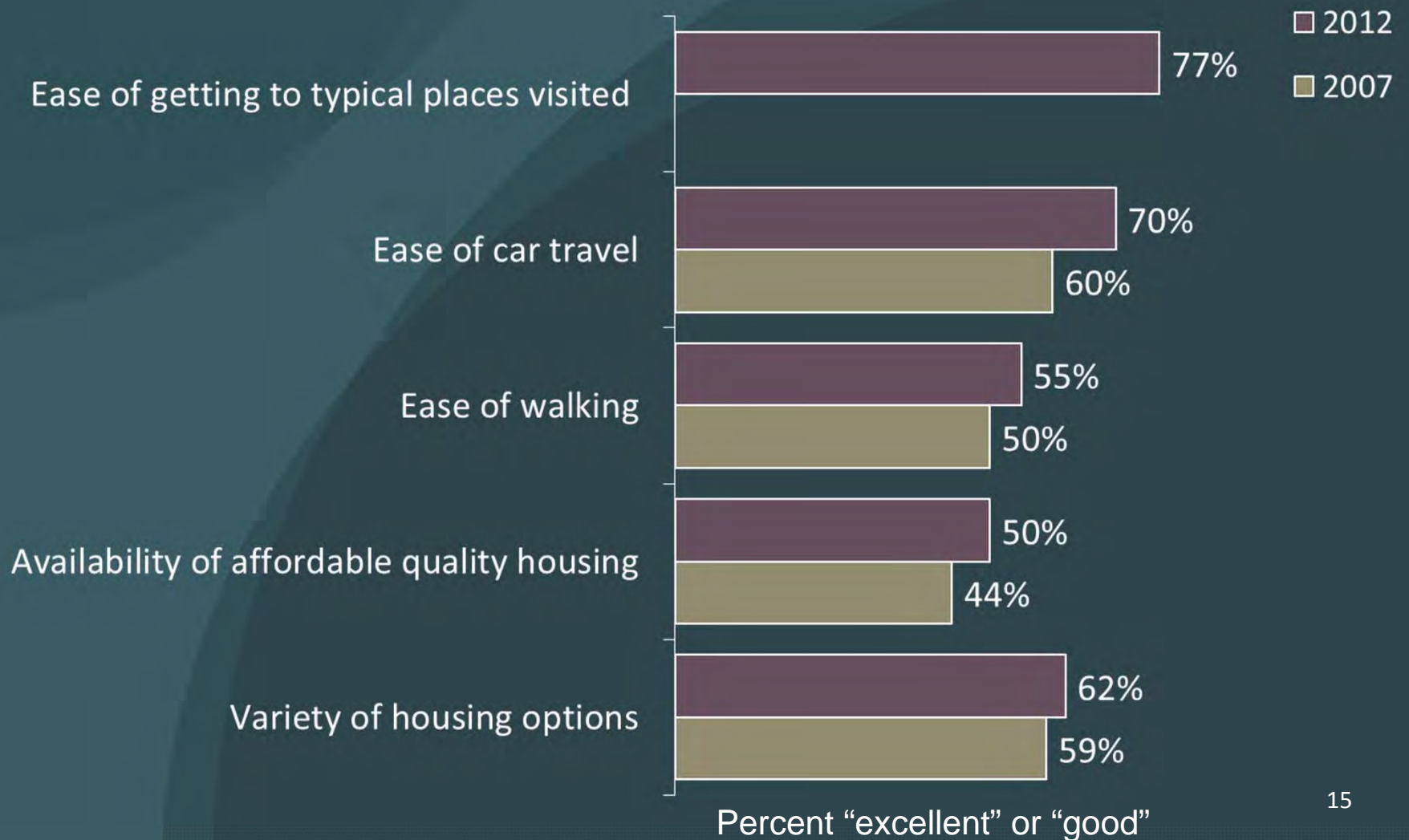
Health & Wellness Opportunities



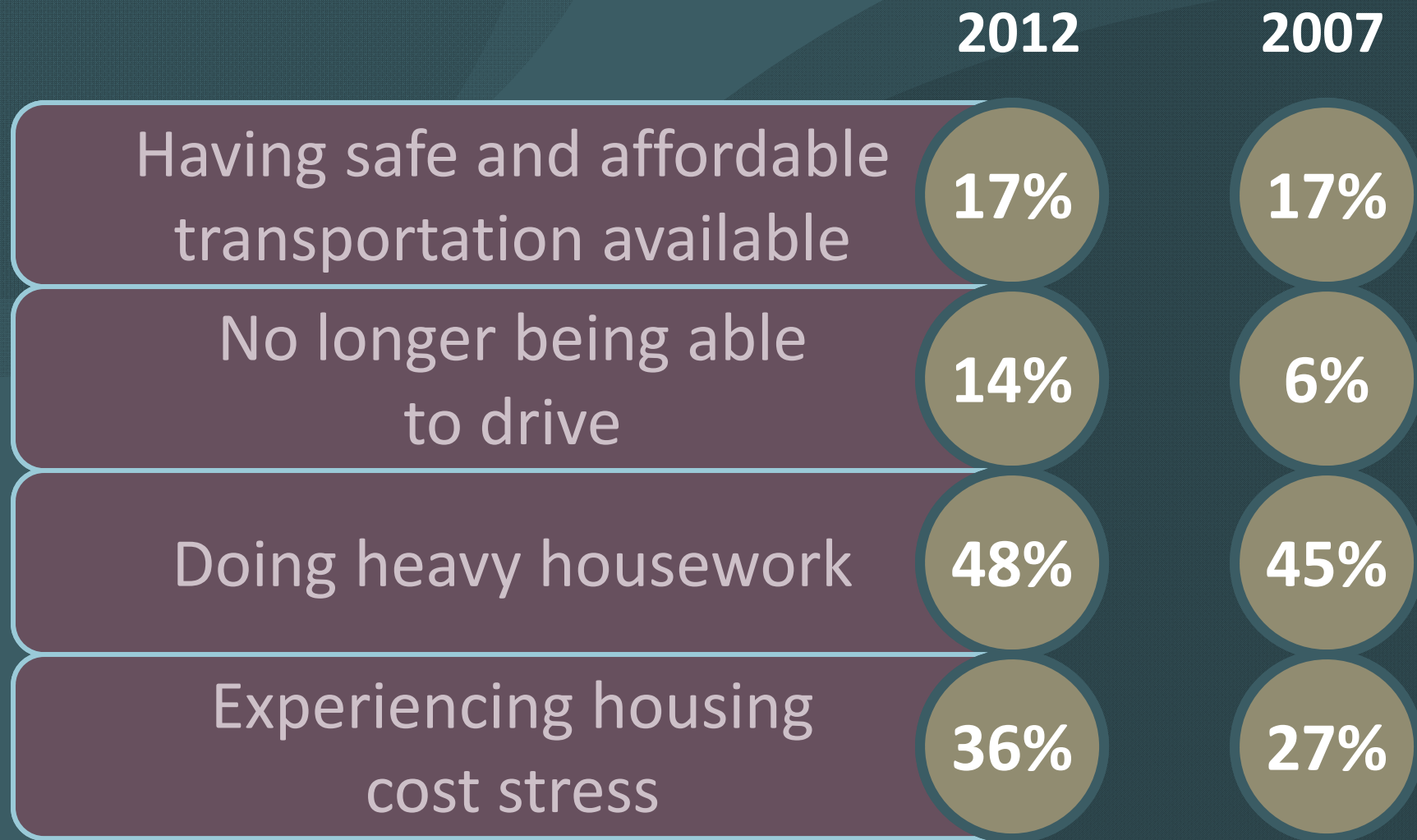
Health & Wellness Needs



Community Design & Land Use Opportunities

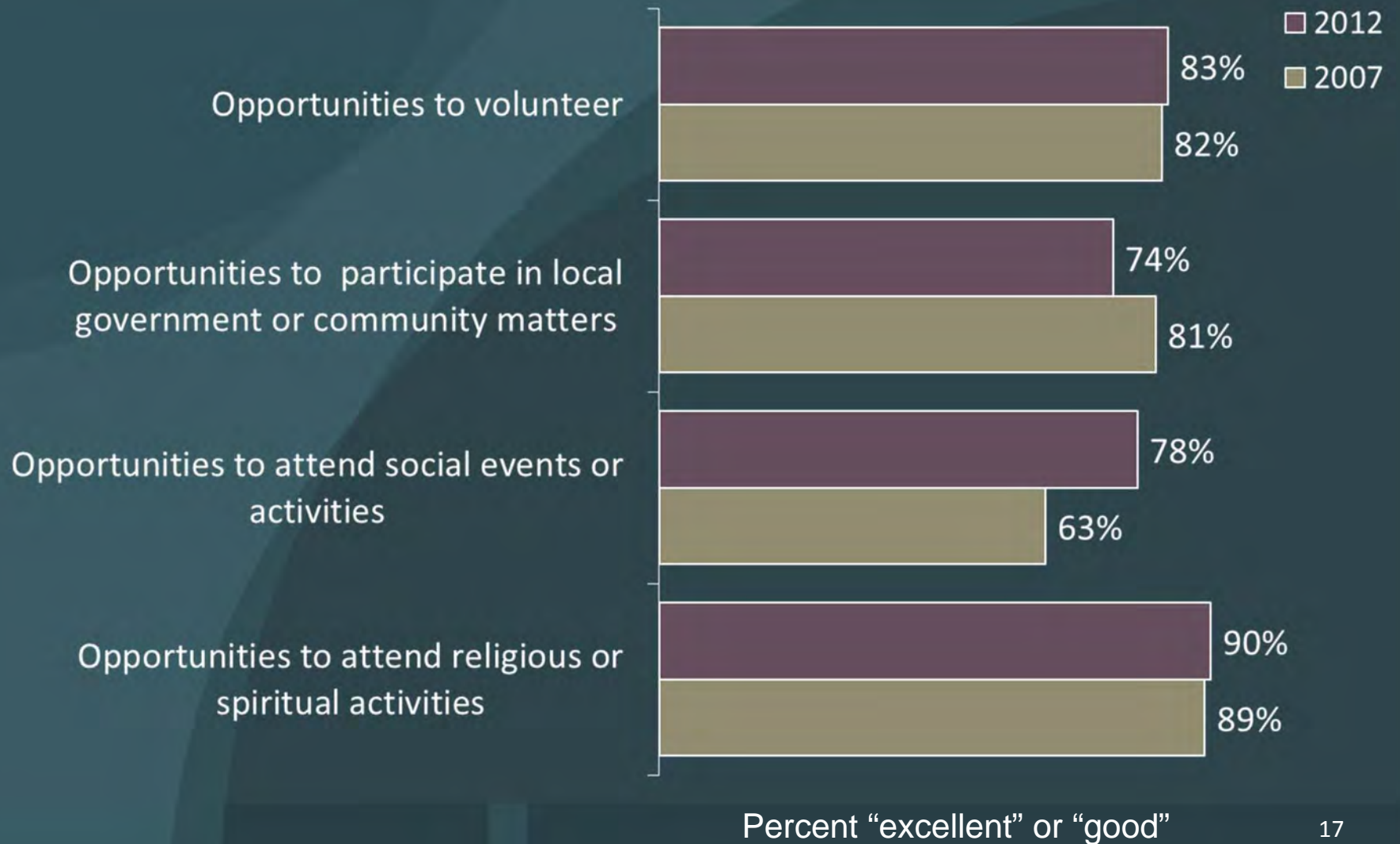


Community Design & Land Use Needs



16
Percent at least a "minor" problem

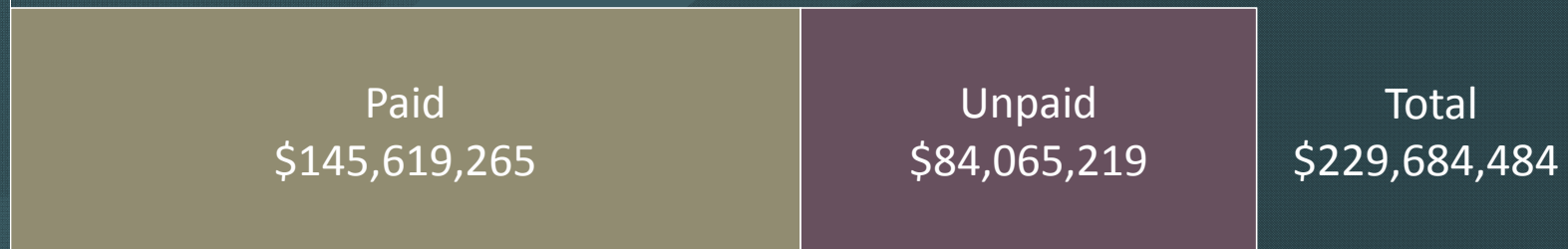
Productive Activities Opportunities



Productive Activities Needs

| | 2012 | 2007 |
|---|------|------|
| Feeling like your voice is heard in the community | 50% | 48% |
| Finding meaningful volunteer work | 28% | 23% |
| Having friends or family you can rely on | 20% | 19% |
| Feeling lonely or isolated | 23% | 23% |

Economic Contribution



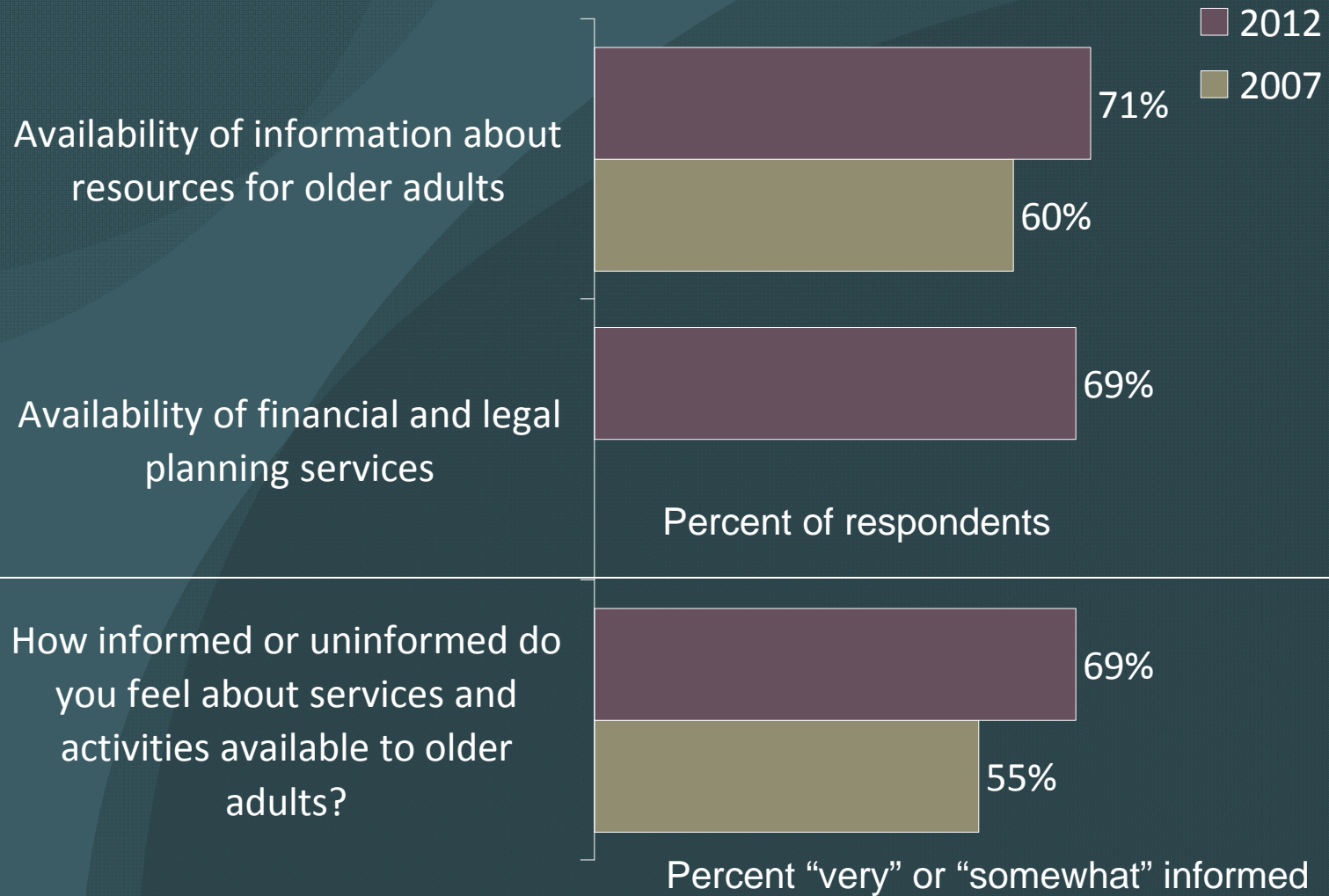
✓ Paid

- ✓ Working part-time
- ✓ Working full-time

✓ Unpaid

- ✓ Providing care to older adults
- ✓ Providing care to adults
- ✓ Providing care to children
- ✓ Providing help to family and friends
- ✓ Volunteering

Information & Planning Opportunities



Information & Planning Needs

2012

2007

Not knowing what services are available to older adults

54%

57%

Having adequate information or dealing with public programs

39%

36%

Dealing with financial planning issues

29%

27%

Dealing with legal issues

26%

23%

Recommendations

Recommendations

Opportunity: 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: Community Design and Land Use

- ✓ Consider zoning regulations that encourage affordable housing options
- ✓ Provide education/technical assistance around home financing/financial planning
- ✓ Promote senior home assessments
- ✓ Support home modification and repair services

Recommendations

Opportunity: Physical & Mental Health

- ✓ Pursue programs that will attract medical providers and facilities to the region
- ✓ Coordinate medical services across counties and Area Agencies on Aging (AAAs)
- ✓ Provide attractive fitness opportunities for older residents
- ✓ Consider community design features to promote active-living communities
- ✓ Promote access to fruits, vegetables and healthy eating choices
- ✓ Improve access to screening and mental health programs