Feasibility study

Commission on Aging May 10, 2023

Goals

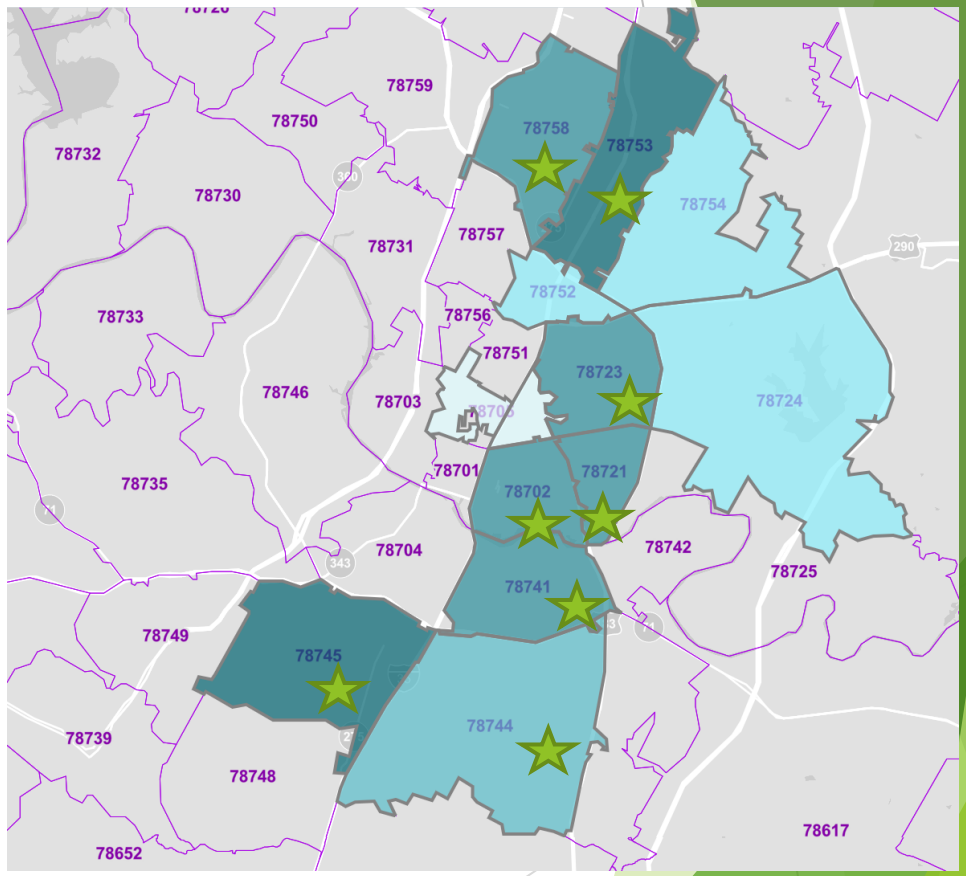
- Is RBJ the ideal location for a City project for low-income older adults?
- If not, where is the ideal location for services for low-income older adults?
- What city buildings and older adult services are available in the identified zip code?
- What services are critical to provide to older adults in the identified location?
- Is an intergenerational model the best fit for this project?
- How can the project be sustainable?
- Are partners still committed to the project?
- Has the COVID-19 pandemic impacted the need?

METHODOLOGY

- Reviewed & summarized demographic data
- Identified existing assets & mapped results
- Conducted survey with older adults
- Met with older adults at two FC sites and a Wellmed site
- Held two focus groups
- Conducted survey with recreation centers
- Spoke to community members

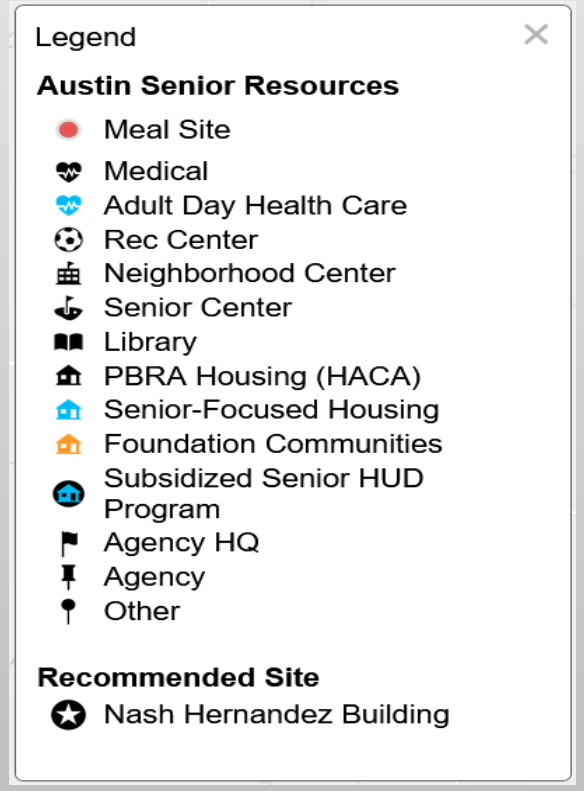
Demographics

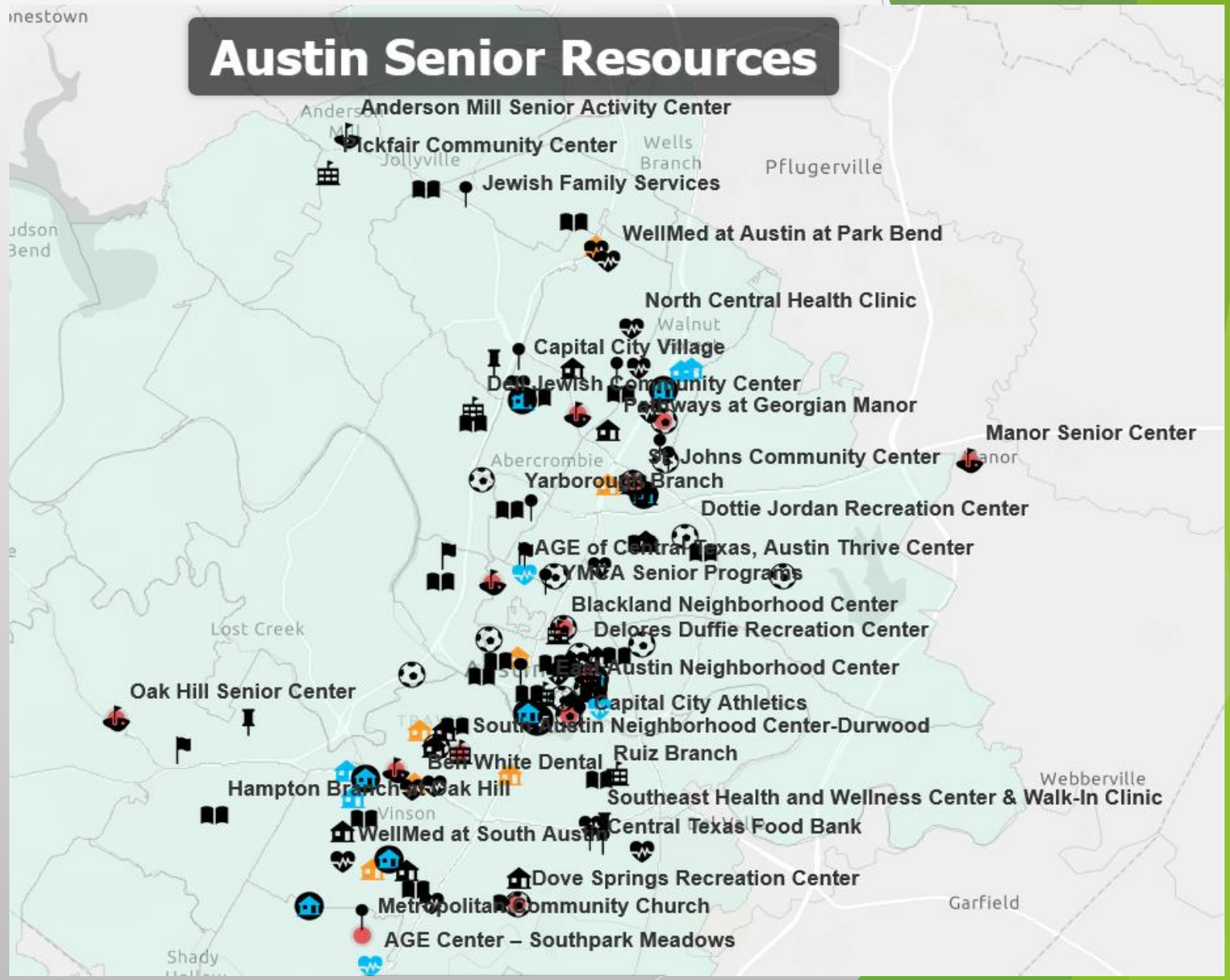
- Highest density of older adults living below 200% FPL: **78745**, **78702**, **78758**, **78753**, **78741**, **78721**, **78723**, **78744**, 78752, 78724, 78754, 78722, 78705
- Across all target zip codes:
  - Gender: 51% female, 49% male
  - Race: White alone (46%), Black or African American alone (41%), Other (13%)
  - Ethnicity*: Hispanic, Latino (63%), Not Hispanic, Latino (37%)



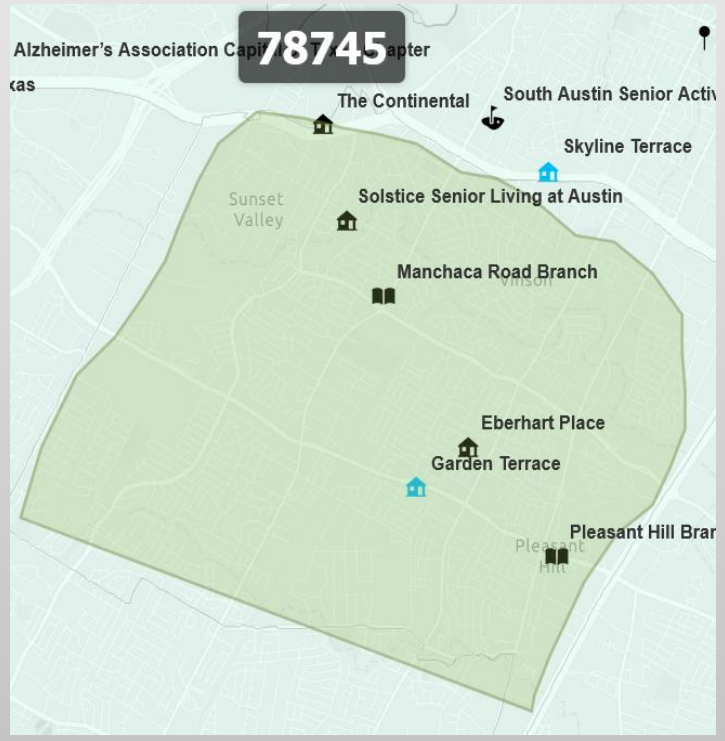
Source: Maps and tables created using U.S. Census Bureau, American Community Survey 2015-2019 estimate data
Etimated using total number of people who reported race divided by the number of people who reported their ethnicity.

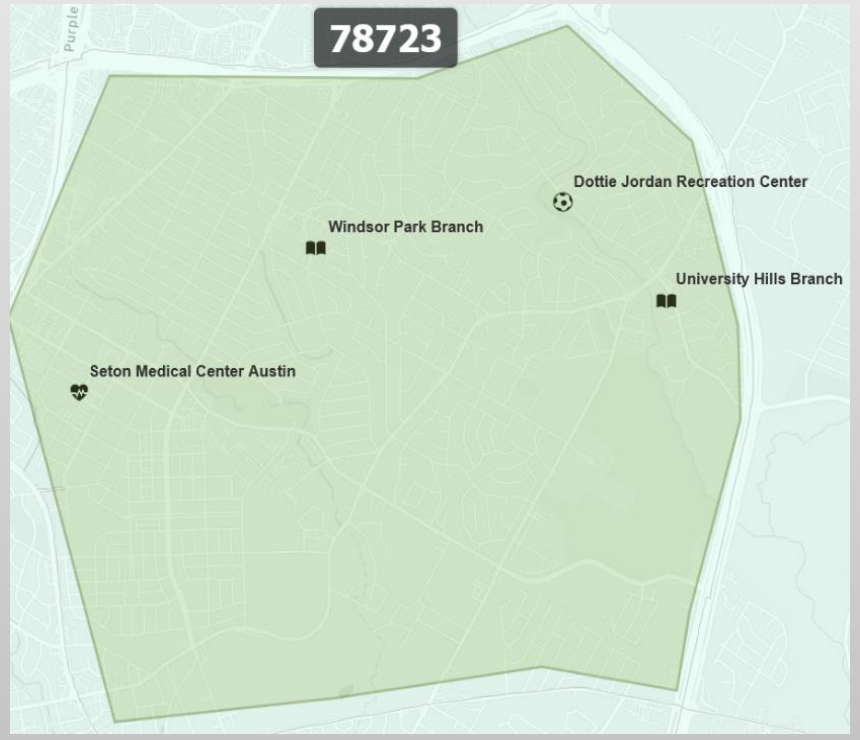
Community assets

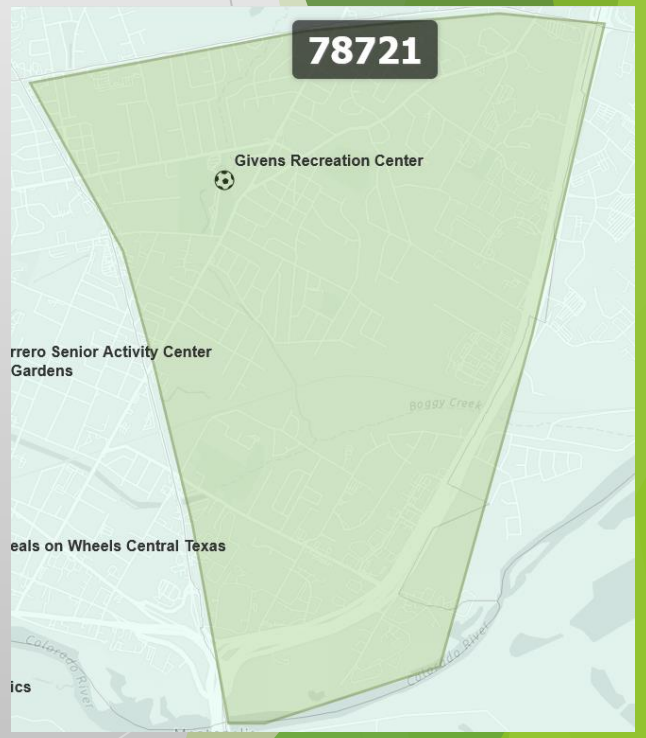




ZIP CODES WITH FEWEST IDENTIFIED SENIOR ASSETS





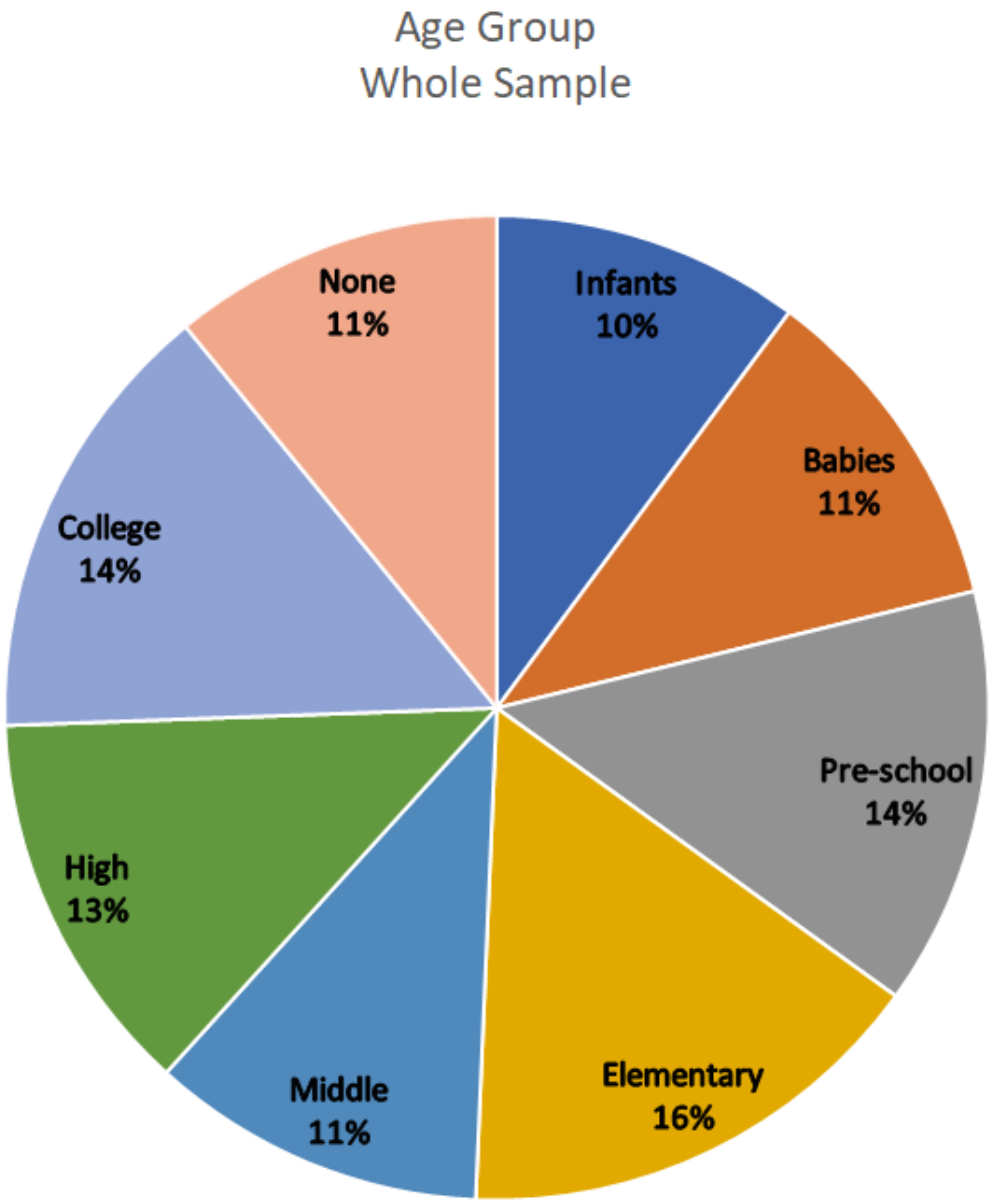


Older adult survey & Focus Groups

- 388 surveys were completed
  - Gender: Female (78%), Male (22%)
  - Race/ethnicity: White alone (54%), Black or African American alone (15%), Hispanic or Latino (15%)
  - 196 “low-income,” 96 “low-income” in target zip codes
- 2 focus groups were completed
  - RBJ Center and George Morales Dove Springs Recreation Center
  - 26 participants
  - Gender: Female (70%), Male (30%)
  - Dove Springs: All spoke Spanish, approximately 50% also spoke English

Key findings

- Older adults are craving peer to peer interaction
  - Most older adults are more interested in peer-to-peer interaction than interaction with younger people (infants thru college-age)
- Services and activities that older adults are most interested in include physical health, fun/social/recreational, education/learning classes, holiday activities, health screening, listening to live music/concerts (on a weekly basis)
  - Those who are interested in intergenerational activities are generally passionate about it and they are most interested in learning about what young people are thinking (weekly or monthly basis).
- Greatest barriers to participation: Transportation*, “don’t know about options”, location, health limitations, and mobility/access-related issues
- There are recreational and activity centers that have the capacity to increase services, if allocated additional funding – i.e., There is also opportunity to increase programming at RBJ as the complex is expanded


Age Group
Whole Sample
None
11%
Infants
10%
Babies
11%
Pre-school
14%
Elementary
16%
Middle
11%
High
13%
College
14%

Recommendations

OVERALL:

- Invest in building out the capacity to deepen older adult services at existing sites
- Assess and invest in the transportation infrastructure to support the needs of older adults
- Increase communication with older adults about available programs using their preferred communication mechanisms

Recommendations

- RBJ: It is in high target zip code for low-income seniors, 78702 is not the highest zip code for child-care needs. RBJ may be open to discussion about on-site child care center.
- IDEAL LOCATION:
  - Maps: The central zip codes (78723 and 78721) have fewer overall senior services. There is also a lower concentration of centers in 78723, 78744, and 78745. 78745 has no center and 78721 has only one senior service that happens to be a center.
  - Population density: 78745 has the highest number of seniors 65+ living below 200% of FPIL (followed by 78753 and 78758) and pre-seniors 55+ living at 200%(followed by 78753 and 78758).
  - Poverty: Highest zip code for poverty 78745 followed by 78702, 78753 and 78758
  - 78745 is the most ideal location for increasing older adult services. AGE is building a center there
- INTERGENERATIONAL LOCATION: 78753 has high number of seniors/pre seniors, high rate of poverty and is considered a child-care desert

RECOMMENDATIONS

- CRITICAL SERVICES: Invest in services of most interest to older adults: Field Trips, Games, Physical Activities (exercise, movement) and Dance were mentioned most frequently followed by Technology. Share accessibility of physical activities.
- INTERGENERATIONAL MODEL:
  - Recommend a tiered approach, provide convenient transportation to child-care centers and schools to assess interest then explore intergenerational location.
  - Explore addition of intergenerational activities at senior centers including opportunities for conversations with older children.
- SUSTAINABILITY: Local Foundations have expressed interest in continuing to support older adult services and are looking for opportunities for public/private partnerships
- PARTNER COMMITMENT: Partners are committed to continuing with their commitments to services. They are not location specific

Recommendations cont.

COVID: Older adults report feeling isolated and want to socialize with friends

- However, fear of not knowing who is vaccinated and so afraid to interact with others
- Some interest in self-care, support groups

Recommendations:

- Communicate all safety protocols in place to older adults
- Create opportunities for peer to peer socializing.i.e. coffee meet ups

QUESTIONS

Older Adults 200% or Below Federal Poverty Income Level

Table 1. Comparison of estimated number of older adults living below 200% FPL by zip code in 2019				
Zip code	55-64	65-74	75+	Total
78702	1384	937	756	3077
78705	191	103	24	318
78721	930	489	519	1938
78722	342	117	134	593
78723	1590	938	744	3272
78724	795	394	348	1537
78741	1959	915	692	3566
78744	1929	704	581	3214
78745	2937	1979	1328	6244
78752	986	596	382	1964
78753	2461	1751	517	4729
78754	762	439	311	1512
78758	1990	973	657	3620
*Target zip codes for further analysis highlighted in green.				

Zip code characteristics (expanded)

Table 2. Zip codes by older adult (65+) characteristics (ordered from highest to lowest density of older adults by characteristic)

# Living Below Poverty	Living Below Poverty + Disability	Dual Eligible	Living Alone
78745	78753	78702	78745
78702	78758	78753	78702
78758	78745	78745	78723
78753	78721	78721	78753
78741	78702	78723	78758
78721	78741	78758	78752
78723	78723	78724	78741
78744	78752	78744	78754
78752	78724	78741	78744
78724	78744	78752	78721
78754	78754	78754	78722
78722	78722	78705	78724
78705	78705	78722	78705

*Highlight colors are meant to be used to locate the same zip code across characteristics included in the table. The zip codes are ordered from highest to lowest population density within each column.

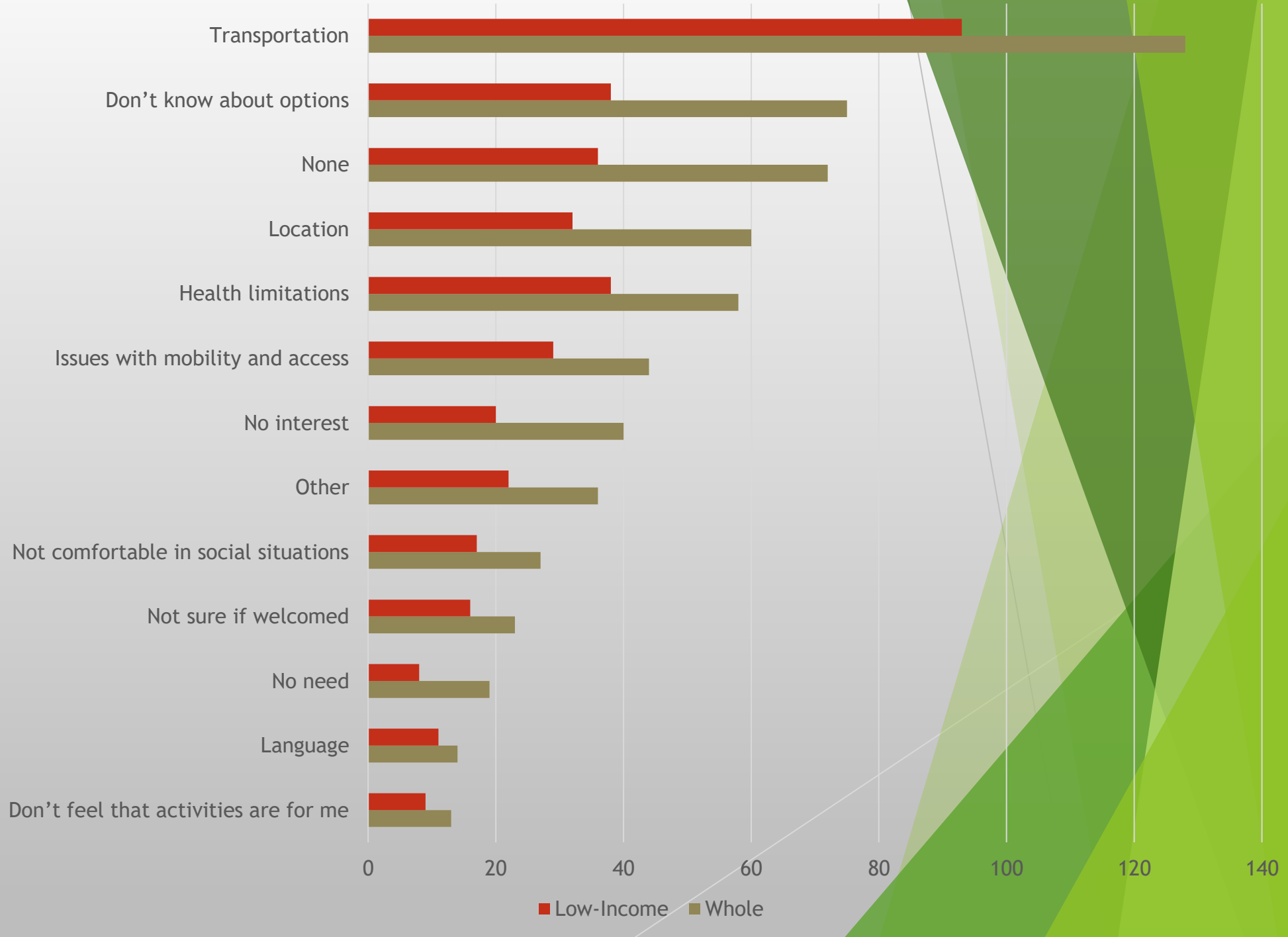
Service access (most important to older adults)

Whole Sample (N=388)	Low-Income Sample (N=196)
Healthcare	Healthcare
Learning about available programs, services	Transportation/Basic needs (Food, rent, utilities)*
Transportation/Basic needs (food, rent, utilities)*	Learning about available programs, services
Social interaction	Social interaction
Mental, emotional support	Mental, emotional support
Spiritual, religious support	Spiritual, religious support
Technology	Technology
Home repair	Home repair
*Average rating was equal for both items	

Service & activity interests

	Whole Sample (N=388)	Ave	Low-Income Sample (N=196)	Ave
TOP 5	Physical health	3.07	Physical health	3.01
	Fun/social/recreational	3.03	Fun/social/recreational	2.98
	Education/learning classes	2.82	Holiday activities	2.84
	Holiday activities	2.78	Education/learning classes	2.81
	Listening to live music, concerts	2.74	Health screenings	2.81
BOTTOM 5	Sharing cultural experiences, traditions with pre-school through college young people	1.92	Sharing cultural experiences, traditions with pre-school through college young people	1.98
	Playing, nurturing babies	1.83	Holding, feeding babies	1.96
	Holding, feeding infants	1.82	Playing, nurturing babies	1.95
	Mentoring preschool through college young people	1.78	Helping preschool through college young people with homework	1.83
	Helping preschool through college young people with homework	1.76	Mentoring preschool through college young people	1.83

Barriers


Transportation
Don’t know about options
None
Location
Health limitations
Issues with mobility and access
No interest
Other
Not comfortable in social situations
Not sure if welcomed
No need
Language
Don’t feel that activities are for me
0
20
40
60
80
100
120
140
Low-Income
Whole

How older adults get their information

1. Word of mouth
2. Senior/Community/Neighborhood Center
3. Austin Senior Programs & Services
4. Website
5. Television
6. Social Media
1. AARP
6. Newsletter
7. Medical Professional
8. Faith-based Organizations/Newspaper (tied)
9. Radio
10. Other

Childcare deserts

78702, 78721, 78723, 78745, and 78758 are **not considered child care deserts**
78744 and 78753 have **25-33 childcare seats** per one hundred children of working parents
78741 has **15-25 childcare seats** per one hundred children of working parents