

August 19, 2019

Mr. Darrin Wasniewski
Associate State Director- Community Outreach
AARP Wisconsin
222 West Washington Ave., Ste 600
Madison, WI, 53703

Dear Mr. Wasniewski,

It is with pleasure that I write to you today to announce our intention of pursuing admission into the World Health Organization (WHO) and AARP's Network of Age-Friendly Cities and Communities Initiative.

The City of Madison's mission to provide the highest quality service for the common good of our residents and visitors clearly overlaps with the goals of WHO's Age-Friendly Cities and Communities. The City of Madison is committed to creating a community where all can thrive and feel safe. My vision for the City of Madison will move forward as we collaborate with community stakeholders and therefore I see great value in the AARP Network.

As we prepare for the rapidly growing aging population, my Administration is committed to advancing public and aging policy goals within WHO's eight established domains of livability by:

- Increasing age friendly outdoor spaces and buildings
- Increasing accessibility and affordability of transportation and housing
- Providing ease of access to adequate medical and long-term care services and supports that help aging adults stay healthy and age in place, protect against abuse, neglect, and financial exploitation; and
- Provide activities to ensure social participation and inclusion in an effort to keep seniors active and engaged in the community.

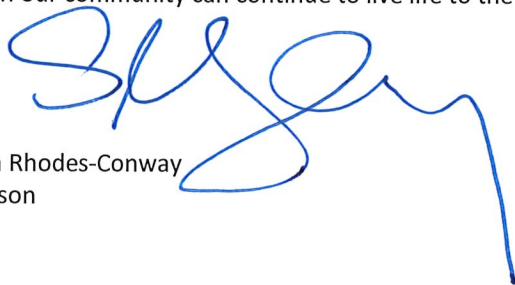
As we participate in the AARP and WHO network of age-friendly communities, it is the intent of the City of Madison to:

- Include diverse perspectives and voices of older adults through active engagement in the initiative
- Secure a council resolution to work toward becoming age-friendly
- Create an action plan that truly reflects the needs of older residents in our community
- Commit to measuring our progress, reviewing action plan outcomes and reporting them publicly

We look forward to working with AARP WI staff and resident volunteers to ensure our community has the necessary infrastructure in place so that we can all enjoy aging with respect and dignity. We will strive to ensure that every aging adult in our community can continue to live life to the fullest as part of a healthy and vibrant community.

Sincerely,

Mayor Satya Rhodes-Conway
City of Madison





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
- 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.

NAME: Sally Jo Spaeni

POSITION: Senior Center & Senior Services Manager

EMAIL ADDRESS: sspaeni@cityofmadison.com

TELEPHONE NUMBER: 608-267-8652

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

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.

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

