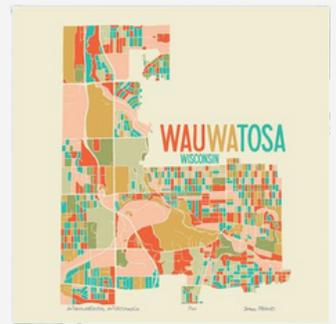

2023-2026

WAUWATOSA AGE-FRIENDLY ACTION PLAN



Letter from the Mayor



May 3, 2023

Amber Miller
Associate State Director,
AARP Wisconsin
222 W. Washington Ave.
#600
Madison, WI 53703

Dear Ms. Miller

On behalf of the City of Wauwatosa, I am proud to present our 2023-2026 City of Wauwatosa Age-Friendly Community Action Plan. Our Action Plan is based on information gathered from 439 city residents who answered questions related to the eight domains of livability in our Age-Friendly survey. Additionally, the Wauwatosa Senior Commission shared feedback and valuable insight that contributed to the development of the plan.

Wauwatosa is a strong community made up of residents who care about the city and contribute to its vibrancy. The community has an abundance of organizations that work collaboratively to help keep residents connected and informed. Our Action Plan draws on the strengths of these residents and organizations to further the reach, and to ensure that all who live, work, and play in Wauwatosa are given the opportunity to fully participate in civic life.

The Wauwatosa Health Department will provide leadership for this multi-year initiative we are calling Age-Friendly Tosa. The steering committee for Age-Friendly Tosa is made up of volunteers representing city residents, staff from the Health, Development, and Parks departments, Milwaukee County Aging and Disability Services, Hart Park Senior Center, and St. Camillus Retirement Community.

Our plan focuses on three of the eight AARP Age-Friendly Domains of Livability. Housing, Respect and Social Inclusion, and Communication were chosen as priority areas based upon the survey data we received and the AARP Livability Index Score.

By working on our Action Plan, we will continue to strengthen our community partnerships, build new ones, and advance equity in our community. We are excited and committed to making Wauwatosa a community in which all residents find meaningful inclusion at all stages of their lives.

Sincerely,

Dennis R. McBride
Mayor, City of Wauwatosa

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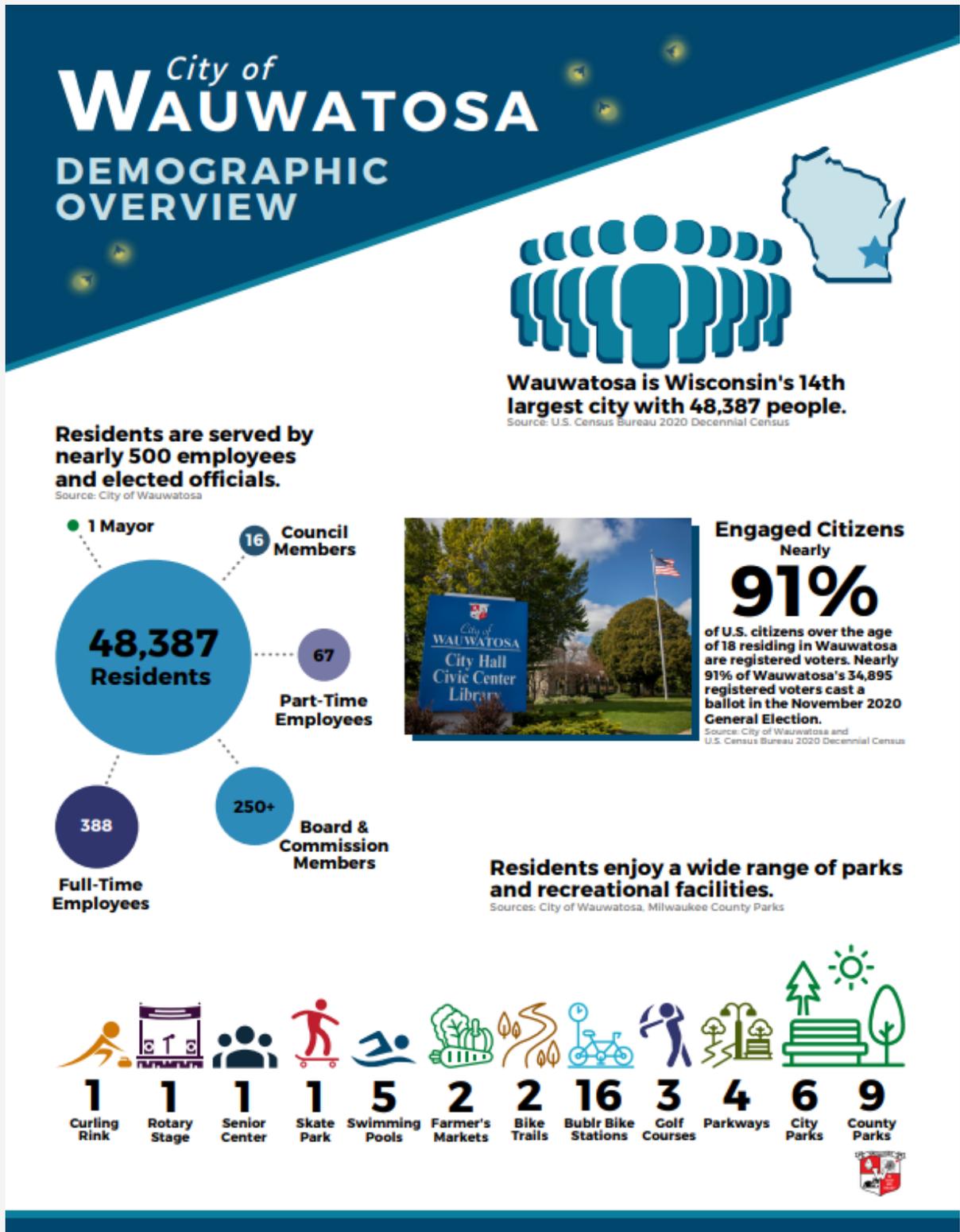
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Wauwatosa Community Profile

In general, the Wauwatosa population is educated, healthy and well connected to community resources and services. While this may be the case for many, the city can only deem itself healthy when its most vulnerable have equitable access to health care, affordable and accessible housing, safe neighborhoods, education and recreational opportunities.



Wauwatosa Community Profile

DEMOGRAPHIC CHARACTERISTICS

City of **WAUWATOSA**

Wauwatosa's population has a median age of 37.9 years, younger than both the state and national median ages.

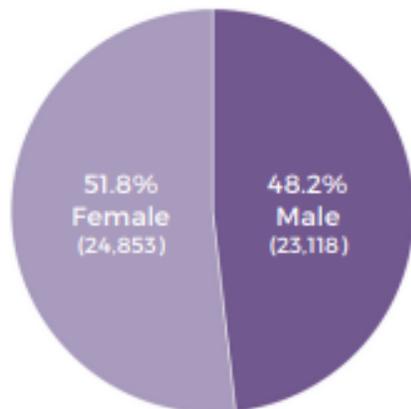
Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



Median Age: 37.9 years. Wisconsin median: 39.5 years. United States median: 38.1 years.

There are 93 men for every 100 women living in Wauwatosa.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



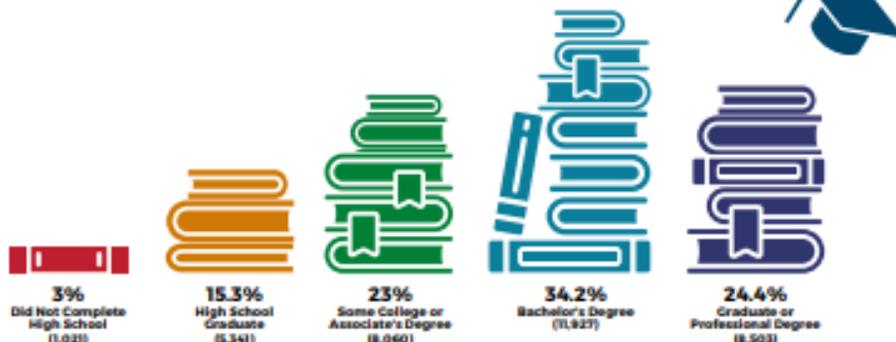
81.4% of Wauwatosa residents are non-Hispanic white, while 18.6% are of another race or ethnicity.

Source: U.S. Census Bureau 2020 Decennial Census



Wauwatosa is an educated community, with 58.6% of adults holding a Bachelor's degree or higher.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



Educational Attainment of 34,852 Wauwatosa Residents 25 Years and Over



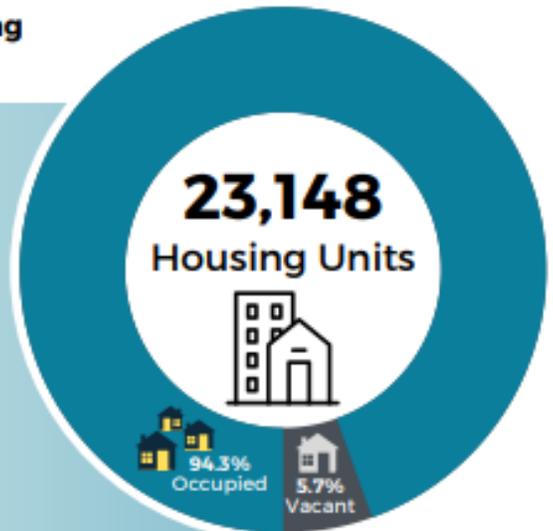
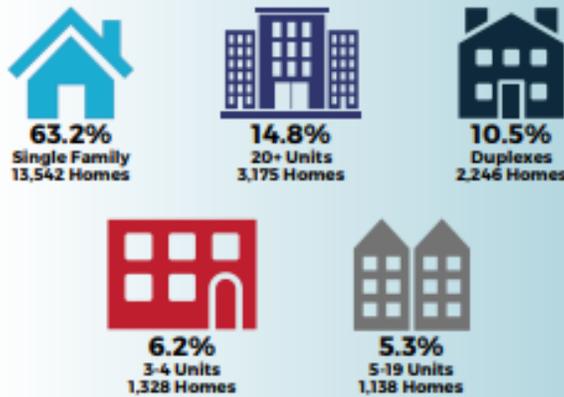
Wauwatosa Community Profile

HOUSING CHARACTERISTICS

City of **WAUWATOSA**

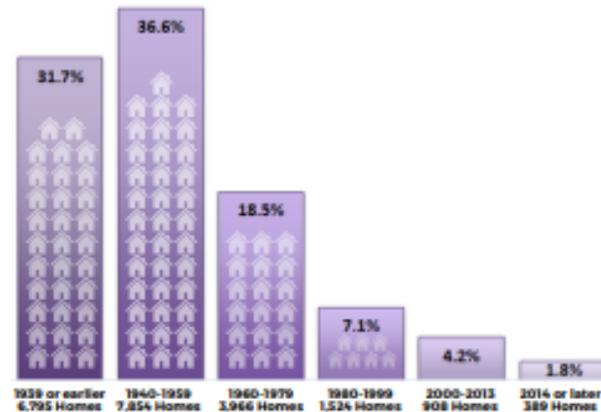
Wauwatosa has a range of different housing styles and densities.

Source: U.S. Census Bureau 2020 Decennial Census and 2019 ACS 5-Year Estimate



Most homes are older, with 31.7% built before 1940 and only 6% since 2000.

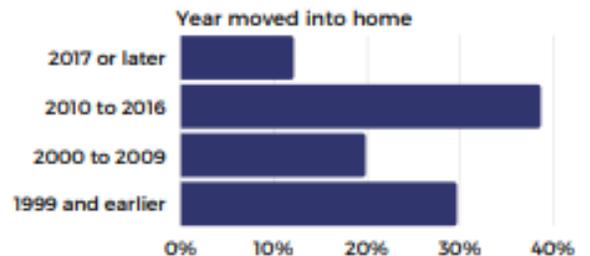
Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



Source: U.S. Census Bureau 2019 ACS 5-Year Estimate

Wauwatosa residents tend to stay here, with nearly 50% of people moving in more than ten years ago.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



Wauwatosa has a median home value of \$242,800 and a median gross rent of \$1,116.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



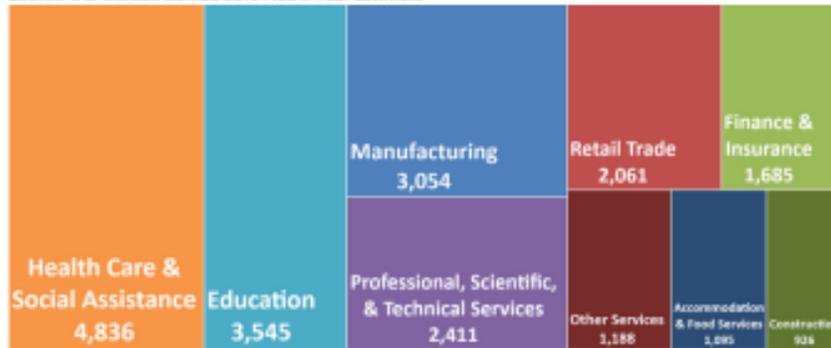
Wauwatosa Community Profile

EMPLOYMENT CHARACTERISTICS



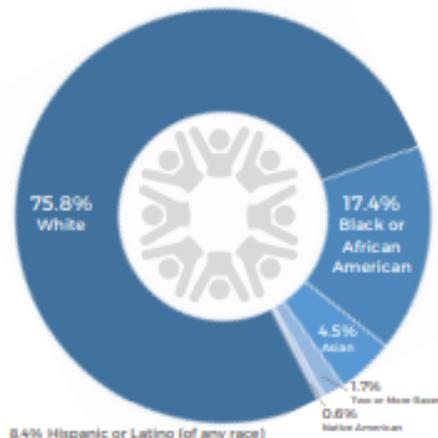
Wauwatosa residents work in many industries, with Health Care, Education, and Manufacturing employing 44% of residents who are in the workforce.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



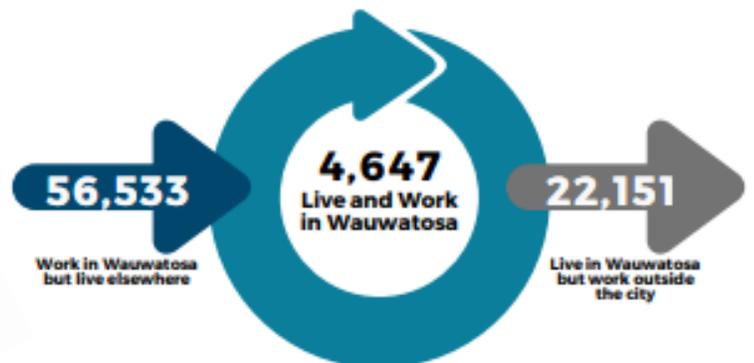
Wauwatosa's workforce is more diverse than its residents.

Source: U.S. Census Bureau 2019 LEHD data



More than 56,000 workers come to Wauwatosa to work, but do not live in the city.

Source: U.S. Census Bureau 2019 LEHD data



7.6% of all workers are Wauwatosa residents, while 32.0% reside in the City of Milwaukee, 3.7% in West Allis, and 3.5% in Brookfield.

Wauwatosa has higher incomes than Milwaukee County and Wisconsin, with a median household income of \$82,392.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



Introduction to the Plan

The purpose of Age-Friendly Tosa is to strengthen and build on the attributes of our community which include:

- Cultural and spiritual opportunities
- Commerce and entertainment
- Connectivity of neighbors
- Educational and recreational opportunities
- Intergenerational connections
- Wide-range of choices and options for living
- Sustainable natural and built environment
- Celebration of each other's differences

Through these efforts we will develop an Action Plan which will:

- Engage community leaders, city staff, and city officials
- Expand communication engagement efforts including printed and online material
- Nurture inclusion of diverse groups within the community, including people with disabilities, people of all ages, people of all races and ethnicities, people of all sexual orientations and gender identities, people of all income levels, and people whose first language is something other than English
- Collaborate with existing committees and groups, neighborhood associations, city departments, and the general public to advance the use of an age-friendly lens into city's strategic plan, housing plan, major projects, education, transportation, and recreational offerings
- Advocate for and create a space for a community in which the quality of life is enhanced for people of all ages, abilities, and backgrounds
- Contribute to the reduction in all forms of discrimination by creating a more welcoming community

Age-Friendly Tosa will enhance the ability of our residents to find meaningful inclusion at all stages of their lives.

Age-Friendly Steering Committee and Community Partners

Thank you to the many partners and community members for your participation, dedication and support during the development of the Age-Friendly Tosa Action Plan.

Action Plan Development Team

Julie Alexander, Community Living Transition Specialist, Independence First; Wauwatosa Commission for Persons with Disabilities; Joint Housing Committee

Kari Allison, Public Health Specialist, Wauwatosa Health Department

Maureen Badding, All-City Read; Wauwatosa Neighborhood Association Council (NAC)

Mary Cook, Community Volunteer

Kathy Ehley, Former Mayor, City of Wauwatosa; Community Volunteer

Paulette Enders, Director, Wauwatosa Development Department

Rosemary Fox, Equity and Inclusion Commission; Joint Housing Committee

Kristen Hecht, Volunteer Coordinator and Communication Specialist St. Camillus; Wauwatosa Senior Commission

Lou Hull, Community Volunteer

Alex Krutsch, Supervisor of Forestry and Grounds, Wauwatosa Parks Department

Dain Maddox, Chair, Wauwatosa Senior Commission; Joint Housing Committee

Julia Nesheiwat, Public Health Nurse, Wauwatosa Health Department

Carmen Pangilinan, Public Health Strategist, Wauwatosa Health Department

Katherine Riebe, Tosa Together; Wauwatosa Sustainability Committee

Bekki Schmitt, Community Programs Supervisor, Milwaukee County Aging and Disability Services

Kosta Zervas, Director Hart Park Senior Center, Wauwatosa Rec Department

Housing Action Team

Kelly Gaglione, Director of Mission Initiatives and St. Camillus Serves, St. Camillus

Dr. Leslie Martin, Wauwatosa Board of Health

Alderson Joe Phillips, Alderson, Wauwatosa Common Council; Executive Director, Luther Manor Foundation

Karl Schreiber, CDBG Housing Rehab Program Manager, Wauwatosa Development Department

Amanda Wisth, Manager of Community Benefit and Impact, Froedtert Health

Respect and Social Inclusion Action Team

**Alyssa Burckle, Fitness Director West Suburban YMCA
Lee Clay, Wellness RN, St. Camillus**

Laurie Fels, Adult Librarian, Wauwatosa Library

Katy Groh, Executive Director, West Suburban YMCA

Laura Laurishke, Administrative Support Specialist, Wauwatosa Police Department

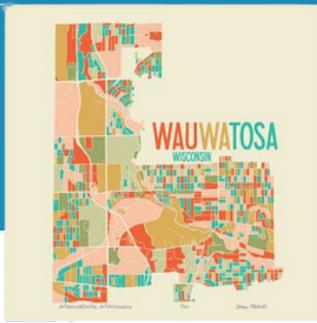
Robin Luther, Wauwatosa Neighborhood Association Council; Tosa Together; Community Volunteer

Sonja Phillips, Social Worker, Wauwatosa School District

Amanda Wisth, Manager of Community Benefit and Impact, Froedtert Health

Cody Xiong, Community Outreach Specialist, Wauwatosa Fire Department

COMMUNITY PARTICIPATION



In February of 2022, Wauwatosa was officially accepted into the Age-Friendly Network. A steering committee was formed and began meeting in March of 2022. Intentional effort was made to create a steering committee with diversity of age, gender, race, background, and thought. Their first task was to create the purpose statement to guide the work of Age-Friendly Tosa.

The Steering Committee then took on the task of administering the community wide survey, which ran from April - May 2022. Each member of the steering committee shared the survey within their networks in order to reach a broad audience. The Health Department advertised the survey on social media as well as on flyers shared electronically and in paper copy throughout the City. The survey itself was provided to the community both in electronic and paper form. Paper copies were available for completion at the Hart Park Senior Center, Wauwatosa Library, and Wauwatosa Health Department. A total of **439 surveys** were completed.

Survey Details

SURVEY DEMOGRAPHICS

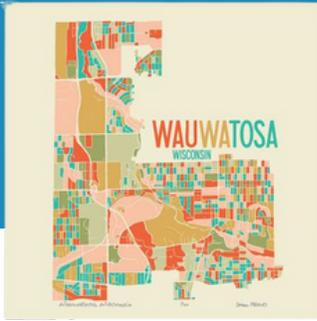
- 95% have lived in Wauwatosa 5 years or more
- 64% have lived in Wauwatosa at least 25 years
- 66% have lived in their current residence at least 15 years
- 87% live in single-family homes
- 72% were female
- 84% have a Bachelor's Degree or higher
- 97% were White, 98% non-Hispanic
- 50% were retired
- 88% have an annual household income of \$50,000 or more

AGE

REPRESENTATION

- Range: 45-91
- Median Age: 67
- Mode (occurred the most): 69
 - 40's: 8%
 - 50's: 23%
 - 60's: 40%
 - 70's: 24%
 - 80's: 3%
 - 90's: 0%

COMMUNITY PARTICIPATION



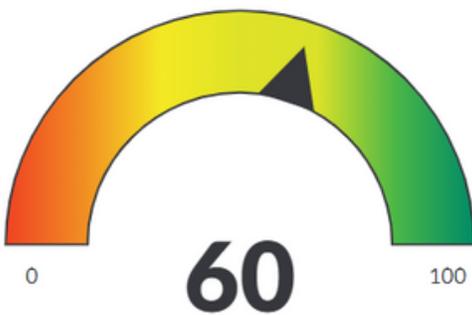
Data was analyzed and a report was created by a Master of Public Health student. The Steering Committee examined the findings and looked for the areas in which the most need was identified. They further discussed in which domains they felt they had a realistic ability to create partnerships to make change in the community. They also used the AARP Livability Index Scores as a guide while making decision.

After considering survey results, Livability Index Scores, and spheres of influence, the Steering Committee decided to concentrate on the following domains:

Housing Respect and Social Inclusion Communication

All of the Steering Committee members are participants on the three action teams that correspond with our priority areas. Additional community partners participate in the Housing and Respect and Social Inclusion Action Teams.

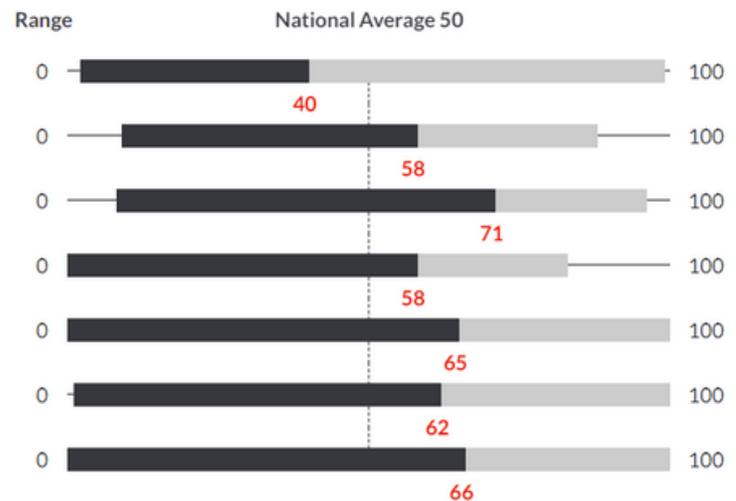
The Health Department is taking the lead on coordinating the Steering Committee and Action Team meetings, and will ensure monitoring of the implementation of the plan.

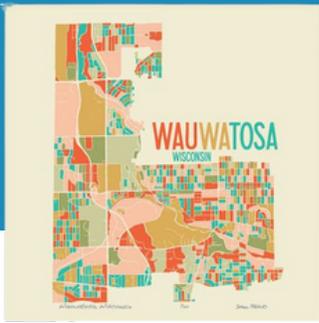


Overall Livability Score ⓘ

The overall livability index score for Wauwatosa, Wisconsin is 60. This is in the top half of communities in the U.S.

- Housing ⓘ
- Neighborhood ⓘ
- Transportation ⓘ
- Environment ⓘ
- Health ⓘ
- Engagement ⓘ
- Opportunity ⓘ





PRIORITY AREA: HOUSING

Challenges

- Households that can affordably own a home earn approximately 50% more than renter households.
- More households with higher incomes occupy housing that is affordable to lower income levels, leaving it unavailable to those with lower incomes.
- Low-income renter households live in housing that exceeds their price range.
- Housing stock is old and lacks accessibility features.
- Limited availability of undeveloped sites requires new housing to be delivered on redevelopment sites at a higher density.

Trends



Since 2020, home values have increased by 24% and rent by 20%



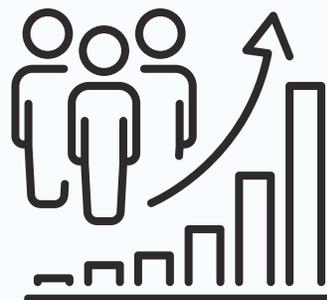
Affordability is the leading housing related concern of residents.



Nearly 70% of existing housing stock is over 60 years old.



Approximately 1 in 4 households are cost burdened - meaning they spend more than 30% of income on housing-related costs.



The population in Wauwatosa has been growing and is predicted to continue to grow. This growth is likely to require 1,500 to 2,200 new housing units by 2040.

PRIORITY AREA: HOUSING

Vision Statement: Wauwatosa will be a community with housing available for people of all ages, income levels, abilities, and backgrounds.

Goal 1

Work collaboratively to find solutions that build healthier and more accessible neighborhoods, and to draw attention to housing issues within the city.

Strategy	Timeline
1.1 Plan and host a housing summit in Wauwatosa with community stakeholders.	By December 31, 2025
1.2 Work together with new and existing partners to advance efforts, support efforts, and share information about expanding housing options in Wauwatosa which will result in more affordable housing.	By December 31, 2026
1.3 Create and share a list of comprehensive resources related to housing issues for all Wauwatosa residents.	By December 31, 2024
1.4 Provide and support educational opportunities to the community about how housing impacts our physical, mental, social, and community health.	Up to five times per year.

PRIORITY AREA: HOUSING

Goal 2

Wauwatosa will serve more residents through its newly expanded Home Repair Program.

Strategy	Timeline
2.1 Work collaboratively to extend the reach of this recently expanded program. Work with community partners to identify opportunities to market the program more widely.	Up to ten times per year.
2.2 Share other resources related to home repair with the community at-large.	Ongoing

PRIORITY AREA: HOUSING

Goal 3

To ensure the needs of older adults, people with disabilities, new residents, and any other resident who may need extra assistance are taken into consideration, Wauwatosa will enhance emergency preparedness and response efforts, and increase community awareness around emergency preparedness.

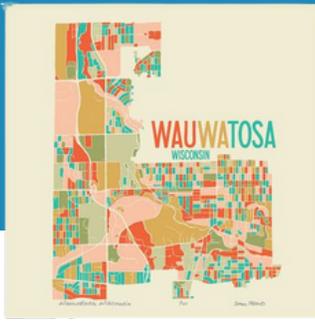
Strategy	Timeline
3.1 Integrate into current plans, ways to effectively reach and communicate with residents who have distinct needs in an emergency.	By December 31, 2024
3.2 Encourage community members to sign up for the Wauwatosa RAVE alert system which provides residents and visitors with real-time communications about emergencies and other situations that impact life in Wauwatosa.	By December 31, 2026
3.3 Collaborate with Milwaukee County Office of Emergency Management to provide presentations to the community on emergency preparedness.	Two times per year.

PRIORITY AREA: HOUSING

Goal 4

Wauwatosa will increase opportunities for yard work and snow shoveling assistance to residents who are unable to manage these tasks independently by either implementing or enhancing programs that assist with these tasks.

Strategy	Timeline
4.1 Research other communities to see if there are programming models that may be replicated locally.	By December 31, 2023
4.2 Work with NAC and other community organizations to seek out volunteers or those who will work for pay to provide yard work and snow shoveling assistance. Connect these groups to create a larger pool of available helpers.	By December 31, 2024
4.3: Work with organizations that provide volunteer assistance for yard work to help increase the volunteer pool, so that more assistance will be available locally.	By December 31, 2016



PRIORITY AREA: RESPECT AND SOCIAL INCLUSION

Social Connection: Background

- Social isolation is an objective measure of the number of contacts that people have.
- Loneliness is a subjective feeling about the gap between a person's desired levels of social contact and their actual level of social contact.
- Research has found that better social connectedness was associated with lower risks of subsequently diagnosed depression and anxiety.

Social Connection: Challenges

- Social isolation, loneliness and lack of social connection pose serious public health risks that affect a significant portion of the adult and youth population.
- People who experience social isolation and loneliness are at increased risk to develop cardiovascular disease, depression, dementia and are at a higher risk for falls.

Risk Factors



Youth under 18 and adults over 50 are at higher risk for social isolation and loneliness.



Living alone

Residential stability



Disability status, includes physical disabilities, cognitive impairment or limited mobility.



Transportation status - people without affordable, accessible transportation



Marginalized identity



Approximately 1 in 5 Wauwatosa adults who completed the AARP Age-Friendly survey reported feeling a lack of companionship.

36% of Wauwatosa residents aged 65 and older live alone



30% of Wauwatosa residents aged 65 and older have a disability

PRIORITY AREA: RESPECT AND SOCIAL INCLUSION

Vision Statement: Wauwatosa will be a place that welcomes all and creates opportunities for inclusion and belonging for all.

Goal 1

Support the community in promoting and enhancing meaningful social relationships and work to increase social connectedness across the life course.

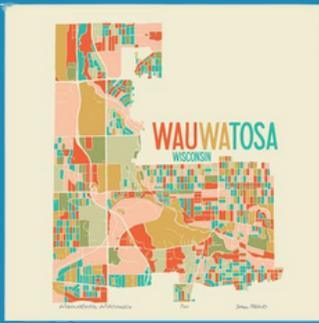
Strategy	Timeline
1.1 Work with Wauwatosa schools and colleges to create and implement intergenerational opportunities for social connection.	By December 31, 2025
1.2: Work with community partners to create new promotion strategies for existing resources within the community.	By December 31, 2023
1.3: Work collaboratively with the community to identify and offer programming and opportunities that will build connection among participants.	Ongoing

PRIORITY AREA: RESPECT AND SOCIAL INCLUSION

Goal 2

Work to reach those who have limited social connection or who are deeply disconnected.

Strategy	Timeline
2.1 Support the building of infrastructure that allows for personal connection, such as "buddy benches"	By December 31, 2026
2.2 Reach out to Wauwatosa Home Delivered Meal (Meals on Wheels) recipients with specific messaging and opportunities for further social engagement.	By March 1, 2024
2.3: Research and identify best practices for connecting with people who are deeply disconnected and who may be experiencing mental health challenges. Share findings with city staff who interact with residents who are disconnected.	By December 31, 2023
2.4: Work collaboratively with community partners to enhance the digital navigation classes offered to community members.	By December 31, 2026



PRIORITY AREA: COMMUNICATION

Challenges

- Many of the service providers in the community have eliminated the provision of paper copy newsletters to keep residents informed.
- Budget restraints have often led to the elimination of paper copy newsletters and mailings.
- Many area older adults have expressed preference to receiving information in paper form rather than electronically.
- Access to broadband infrastructure alone is not enough to solve the digital divide for Wauwatosa residents. Targeted strategies for internet adoption, device access, digital literacy and affordable service are critical to make broadband and technology available for all.

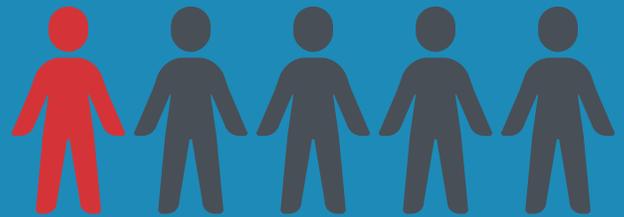
Trends



14% of residents surveyed for the 2021 Community Health Assessment indicated improving communication with the public and easier access to information as the most important issue that needs to be addressed in Wauwatosa.



14% of Wauwatosa households do not have access to high speed, low cost internet services.



20% of residents surveyed for the 2021 Community Health Assessment cited poor communication from local government as the most significant barrier to health in Wauwatosa.

Lessons Learned

We all can identify the negative effects of disconnection during the pandemic.

Age-Friendly Tosa is dedicated to bridging this communication divide.



PRIORITY AREA: COMMUNICATION

Vision Statement: Wauwatosa will be a city that offers equitable communication options for all residents.

Goal 1 Create more opportunities for communicating with the public using existing structures and identifying possibilities for new ones.

Strategy	Timeline
1.1 Create environmental scan of existing communication channels and use data to identify gaps.	By June 30, 2024
1.2 Create and distribute a newsletter which focuses on age-friendly resources and information for residents.	By December 31, 2025
1.3 Work with the City's Communications staff to identify potential opportunities to share information.	By December 31, 2023
1.4 Work with community partners to revive and update the City's Block Watch Program so that it includes a component for sharing information.	By December 31, 2026

PRIORITY AREA: COMMUNICATION

Goal 2

Create opportunities for residents to learn how to access and adopt digital methods of communication, while reducing affordability barriers.

Strategy	Timeline
2.1 Pursue and implement OATS (Older Adults Technology Services) programming from Senior Planet somewhere within the City.	By June 30, 2024
2.2 Support and enhance the Hart Park Senior Center's intergenerational technology services.	By December 31, 2025