



Age-Friendly Roanoke 2019 Neighborhood Survey Key Findings

Report to Roanoke City Council

Oct 10, 2019



Community Partners





AARP Age-Friendly City Initiative



AFC Initiative Timeline

- | | |
|----------------|---|
| 2015 | Senior Quality of Life Survey |
| 2017 | City Proclamation supporting AFC initiative |
| 2018 | City receives AARP designation as AFC
Council presentation on Sr. QoL survey results |
| 2018/19 | AFC Neighborhood Survey |
| 2019/20 | Next Steps - AFC Action Plan |



What We Wanted to Know

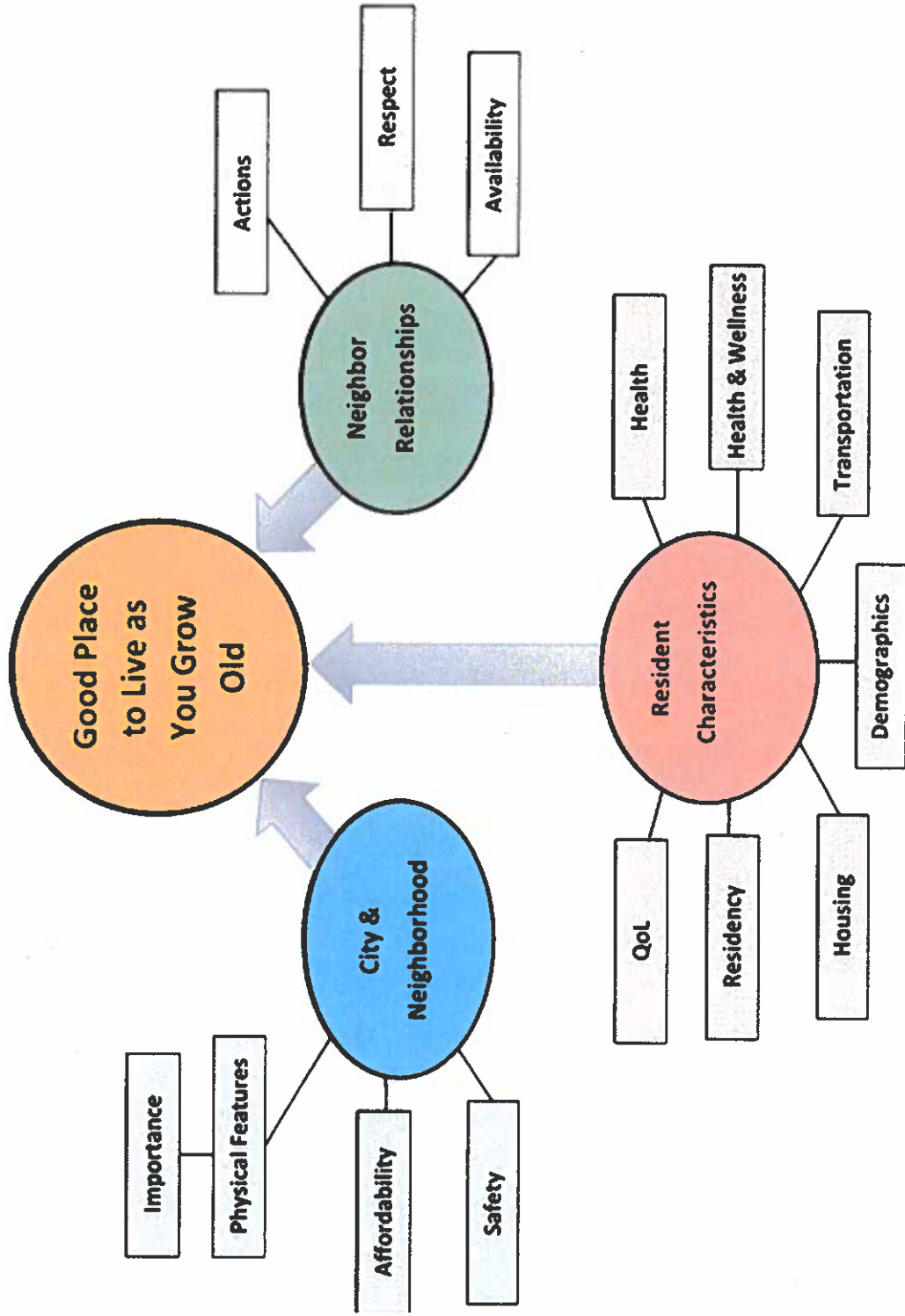
Is the City of Roanoke a good place to live and grow old?

What should the City and community partners focus on to ensure it is a good place to live and grow old?





AFC Neighborhood Survey Model





Survey FAQs

Conducted Oct. 2018 – Feb. 2019

- Confidential
- 85 questions
- Online & paper surveys
- Incentives offered



City residents age 45+

- 623 participants
- 45-96 years; average 61 years
- 72% White, 24% Black
- 58% annual household incomes >\$30,000
- Represented 45 of 49 City neighborhoods



Findings

Roanoke IS a good place to live and grow old!

	Excel- lent	Very Good	Good	Fair	Poor
How would you rate the City of Roanoke as a place for people to live as they grow old?	16.8	39.8	26.7	13.7	3.0
	Total 83.3%				



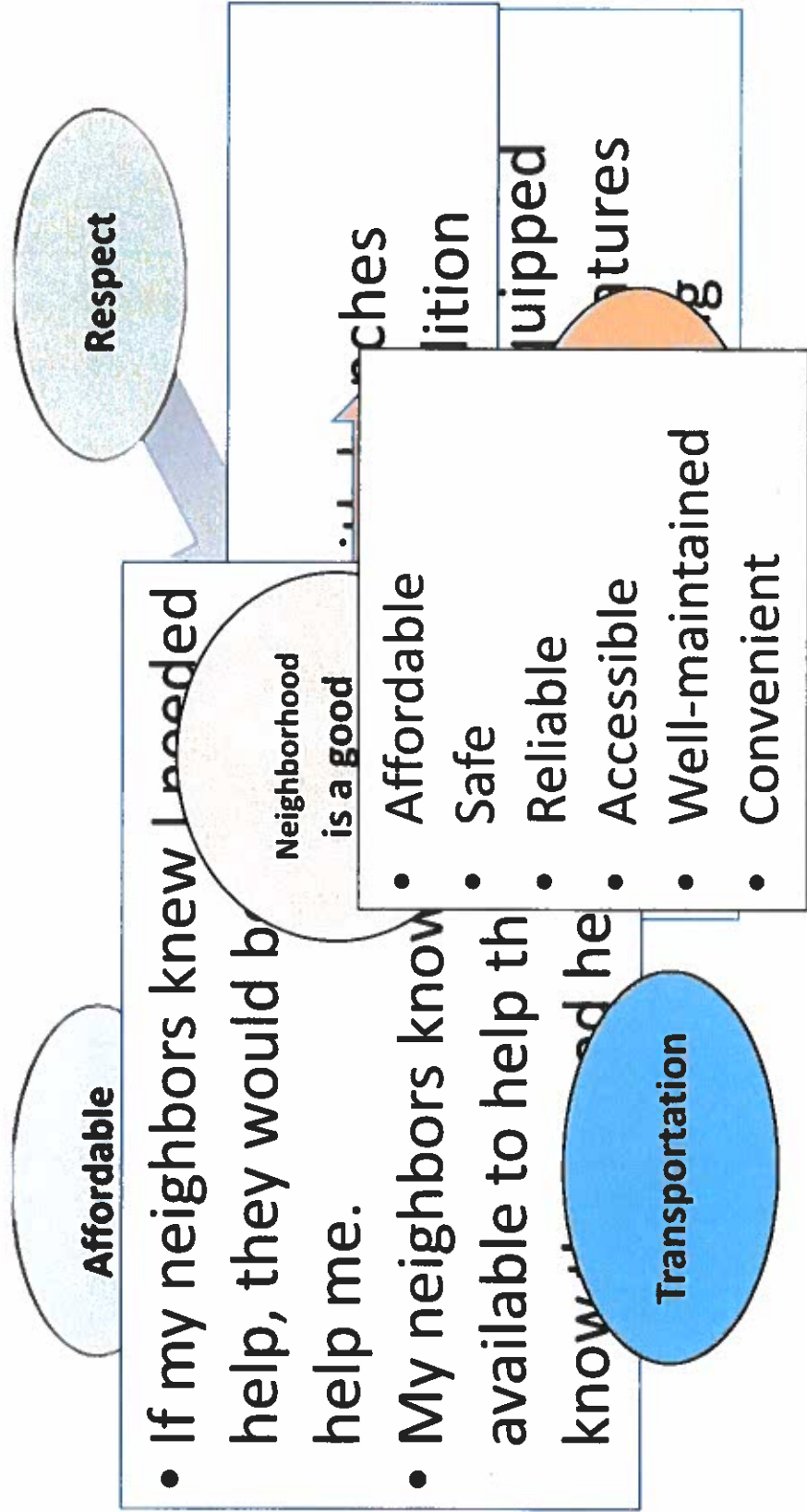
Findings: Most Important City Features

Rank	Focus	Features
1 - 5	Roadways	<ul style="list-style-type: none"> • Well-maintained streets • Easy to read traffic signs • Enforced speed limits • Sidewalks in good condition • Well-lit, safe streets and intersections
6 - 11	Public Transportation	<ul style="list-style-type: none"> • Reliable • Safe • Services for riders with special needs • Affordable • Well-maintained • Accessible
12 - 13	Public Spaces	<ul style="list-style-type: none"> • Public parking • Accessible buildings
14	Roadways	<ul style="list-style-type: none"> • Audio/visual pedestrian crossings
15	Housing	<ul style="list-style-type: none"> • Accessible



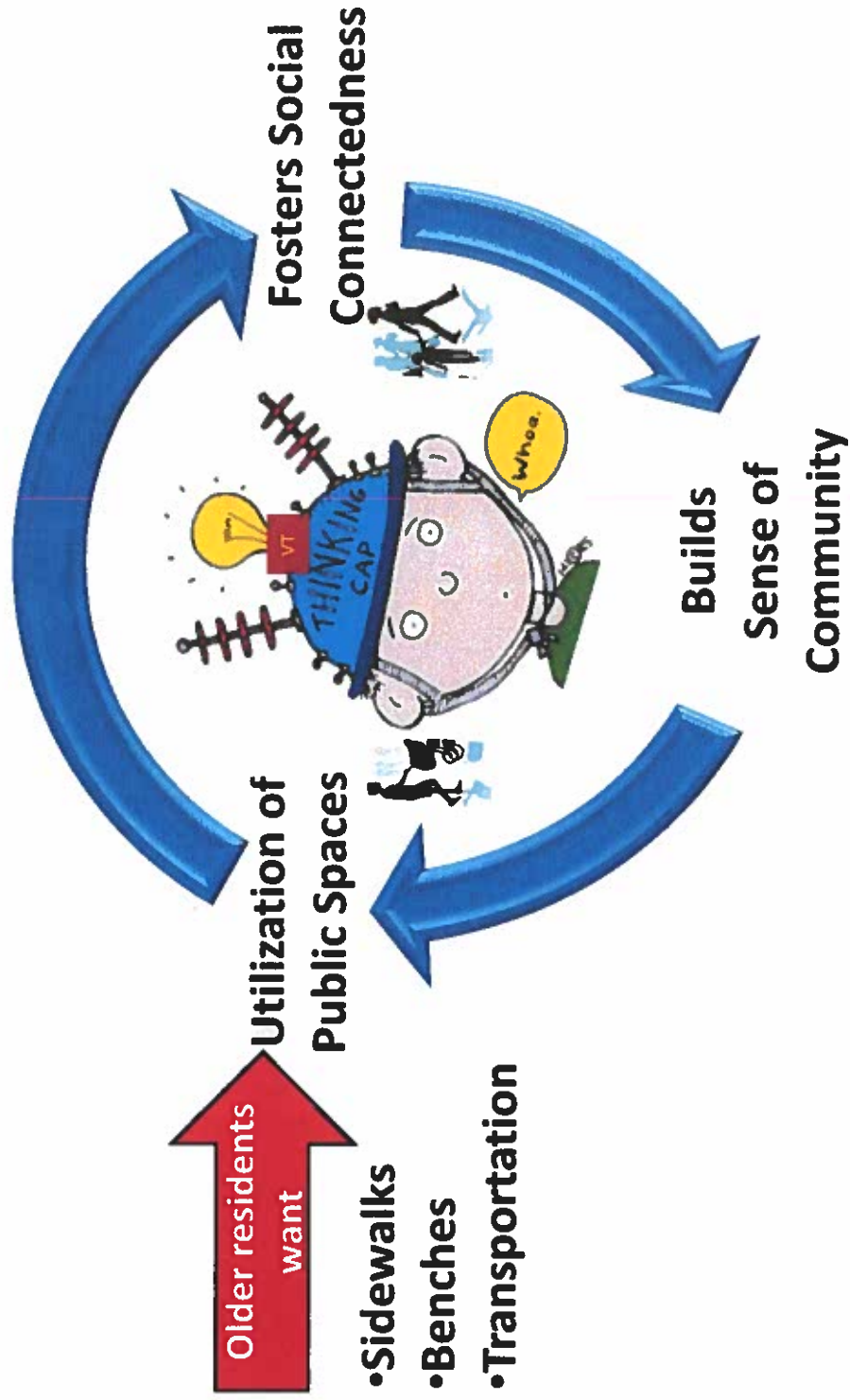
Predictive Findings

What makes Roanoke a good place to live and grow old?





Findings Align with 40 Years of Research





Key Considerations in Moving Forward

#1 Neighborhood matters

If the neighborhood is a good place to live and grow old, the City is a good place to live and grow old.



Neighborhood location does not predict whether or not the City is a good place to live and grow old.

#2 Income matters

Low income residents rate the City lower as a good place to live and grow old than high income residents.



Older residents tend to live on fixed low incomes and live in all City neighborhoods.



Participant Comments

walking center housing spaces activities people public places stores
 neighborhood city better police routes good stops
 transportation single walk sidewalks parking homes
 affordable help bus seniors area bike streets safe handicapped taxes
 downtown older intersections need roanoke street live
 drivers stop traffic lighting lanes free
 elders grocery

ACTION PLAN



- Listen to older residents.
- Engage community partners.
- Build on current programs within neighborhoods and the City.
- Select indicators that are meaningful and can demonstrate efforts are moving forward.



Comments, Questions, or Concerns?

Q&A



For more information contact

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