

# Live Beyond Expectations Community Engagement Summary

ARC's Advisory Committee on Aging  
January 25, 2023

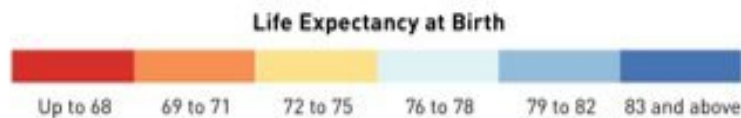
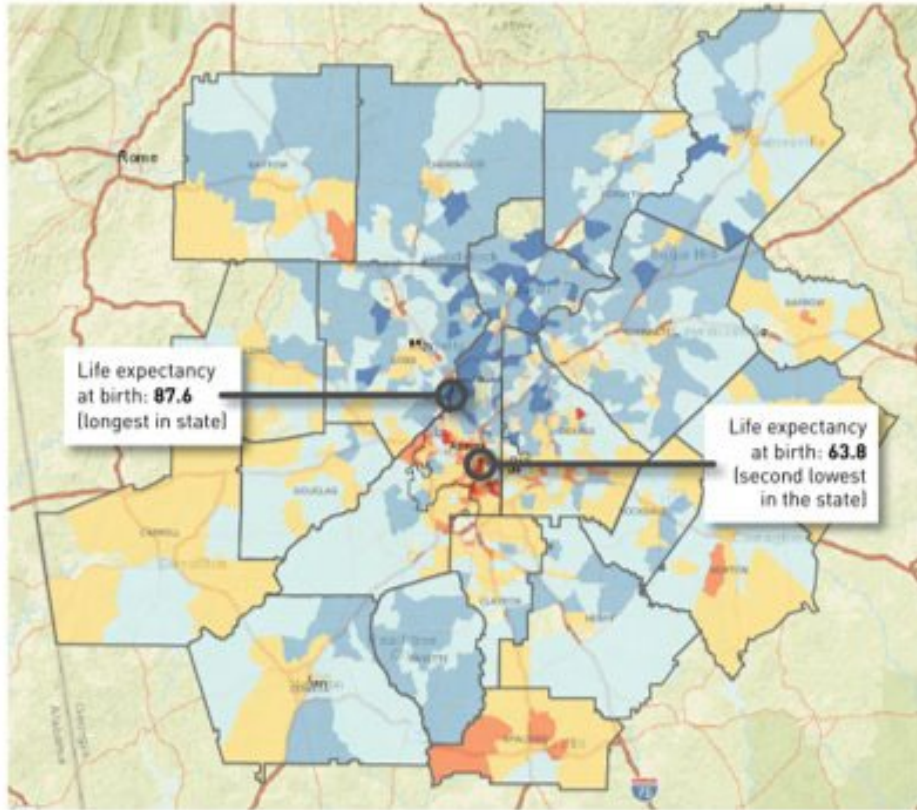


# Agenda

- Background + Implementation Process
- Findings By County
  - Client mapping
  - Focus group summary
  - Community voting results
- Discussion



# Live Beyond Expectations Background



Source: U.S. Small-area Life Expectancy Estimates Project, 2010-2015

**The Goal:** ... implement a strategic framework, designed to identify and address inequities that create disparities in life expectancy.

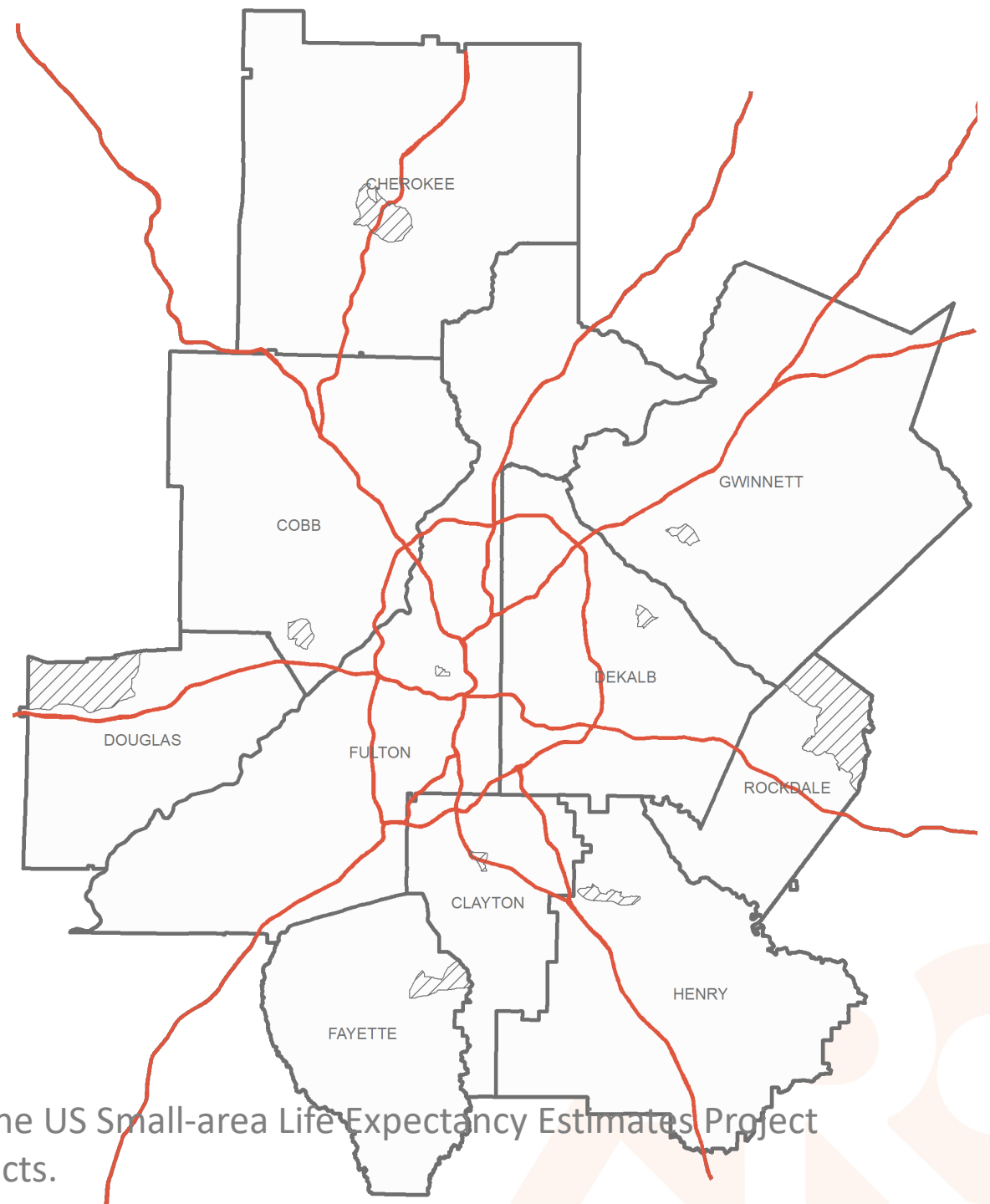
## **Process:**

- Identify and reduce inequities that create disparities in life expectancy and quality of life
- Build organizational and community awareness of disparities
- Build capacity to address disparities

More info: [www.atlantaregional.org/lbe-2020-2025](http://www.atlantaregional.org/lbe-2020-2025)

# Place-Based Engagement:

## Focus on Lowest Life Expectancy Tracts\*



\*\*Note we are still using the 2010 census tracts until the US Small-area Life Expectancy Estimates Project (USLEEP) data is updated to match the 2020 census tracts.

# Place-Based Implementation Process

- Mapped client addresses in relation to three lowest LE tracts and senior centers
  - Met with senior services to review and discuss outreach
- Hosted focus groups in each lowest LE tract
  - Community partner helped recruit participants
  - Paid participants \$100
  - Followed same format and questions for each
- Collaborated with community partners to host community engagement event
  - Attended existing community events and/or co-hosted events that provided value residents
  - Used interactive voting tool



# Focus Group Questions

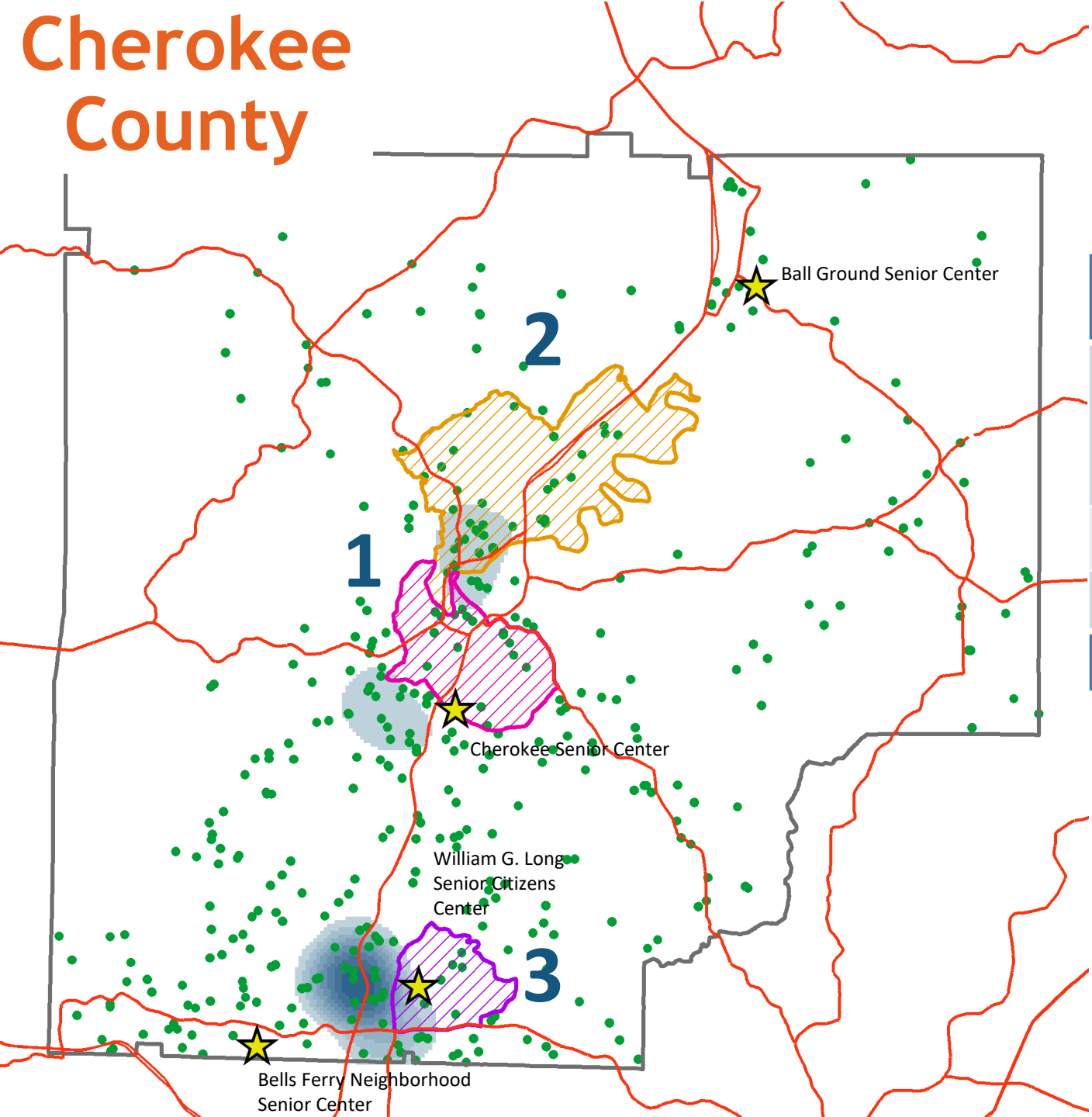
- What are your favorite parts about living in your neighborhood?
- What are the cons of living in this neighborhood for you?
- What do you call this area? (we will provide a map)
- What is needed for you to have a good life?
  - *Do you have specific examples or ideas of ways to meet those needs?*
- What barriers exist for you living your healthiest life?
- What are your dreams for the future?
- Is there anything else you would like to say about your community?



# Community Results



# Cherokee County



Cherokee County is home to 47,877 people 60 years or older.

In FY21 the Provider Network served 551 clients\* in Cherokee County.

In FY22 the Provider Network served 629 clients\* in Cherokee County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30115, 30114	Phillip Landrum Memorial Hwy & Hickory Flat Hwy	75.6 years	1,351	28	20	-29%
2	30114, 30107	Canton/Keithsburg	76.0 years	1,657	46	52	+13%
3	30188	Arnold Mill	77.1 years	1,488	9	8	-11%
			Total	4,496	83	80	-4%

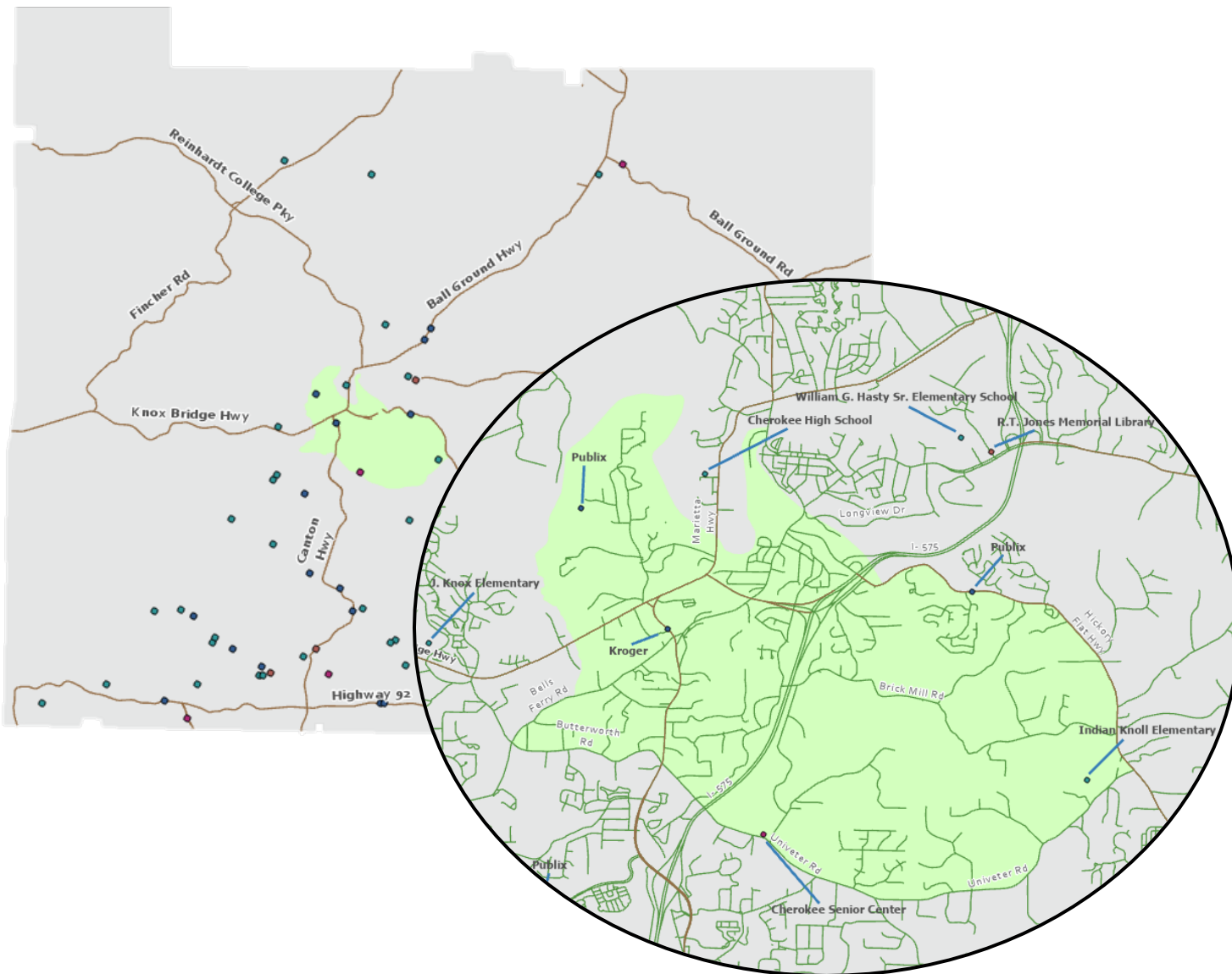
## Legend

- One Provider Network Client
- Many Provider Network Clients
- Census Tract with Low Life Expectancy
- Senior Center

\*Clients include those receiving Material Aid in FY22, Respite Care in FY22, Congregate Meals in FY22, Home Delivered Meals in FY22, Personal Care Services in FY22, Homemaker Services in FY22, or Transportation Services in FY22.



# Cherokee Group Themes



Diverse community, specifically Latino population, is a plus

Traffic and generally lacking transportation infrastructure

- Streetlights, sidewalks, better highway exits would be good

Lack of communication between service providers

- A central location to distribute resources would be ideal

Better and more affordable broadband access

Education system is overloaded

- students and teachers are unwell mentally and physically

Bigger companies bringing jobs to Canton/Cherokee County

- Live, work, play "microcommunities"

# Cherokee Voting Event

- Attending MUST Ministries' mobile food pantry in target census tract (early Feb)
- Will likely use drive-through adaptation of tool, so may not get age data but will get large sample size.



# Cobb County

Cobb County is home to 129,879 people 60 years or older.

In FY21 the Provider Network served 1,061 clients\* in Cobb County.

In FY22 the Provider Network served 775 clients\* in Cobb County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30126, 30168	Veterans Memorial Highway/ Mableton Parkway	73.2 years	972	16	14	-13%
2	30106, 30127	James Heights/ Clay Road	73.8 years	711	15	15	0%
3	30060, 30069, 30080	South Cobb Dr & Atlanta Rd SE	73.9 years	420	2	2	0%
Total				2,103	33	31	-6%

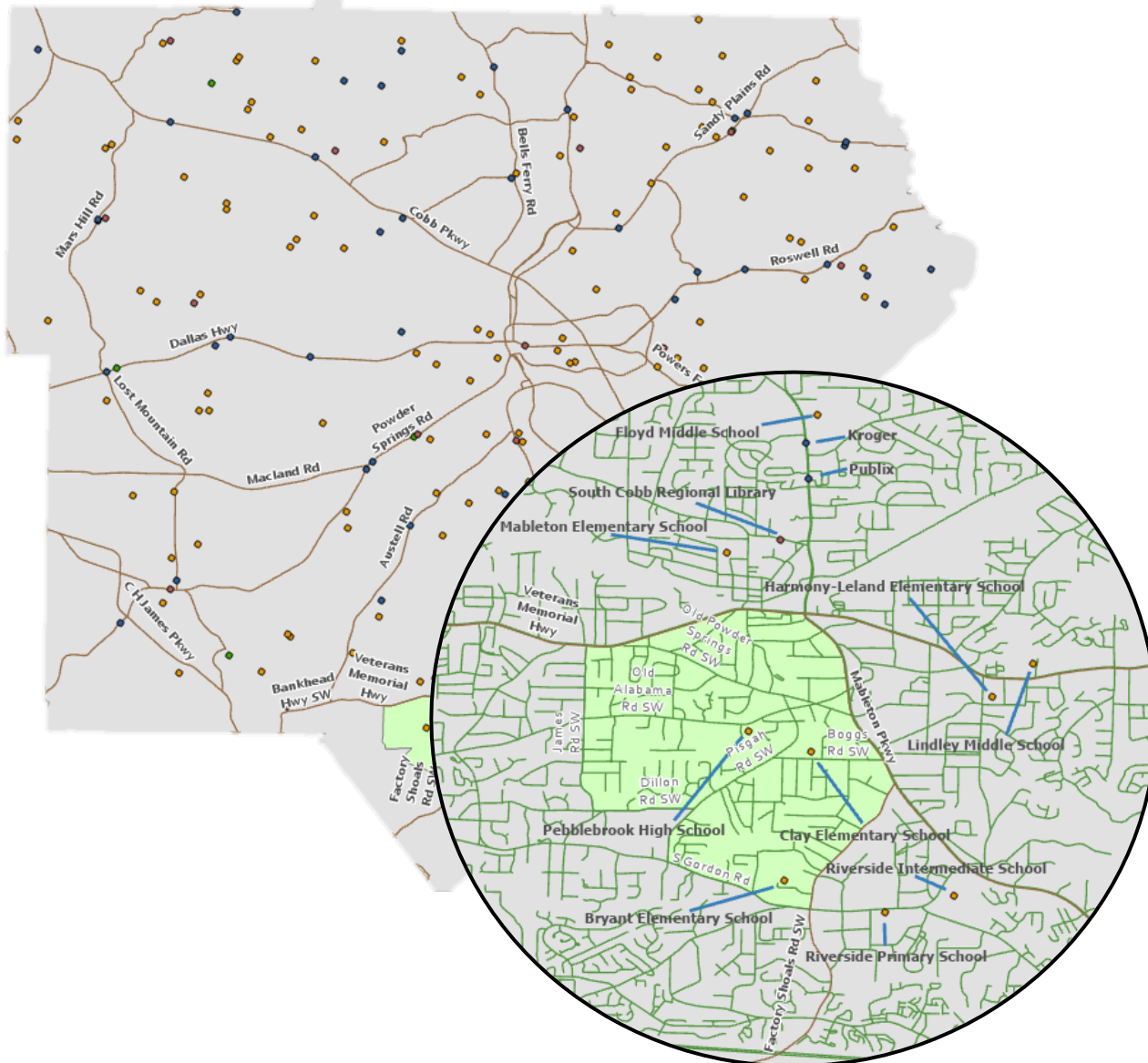
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- Senior Center

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Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates

# Cobb Group Themes



The neighborhood is safe and close to what they need

Better Cobb county transport, something like MARTA for the area  
More affordable housing, especially for seniors

More public places for activities for adults and youth

- Building a closer senior center or building out something like Mable House

Build culture around respecting the elderly and looking forward to aging

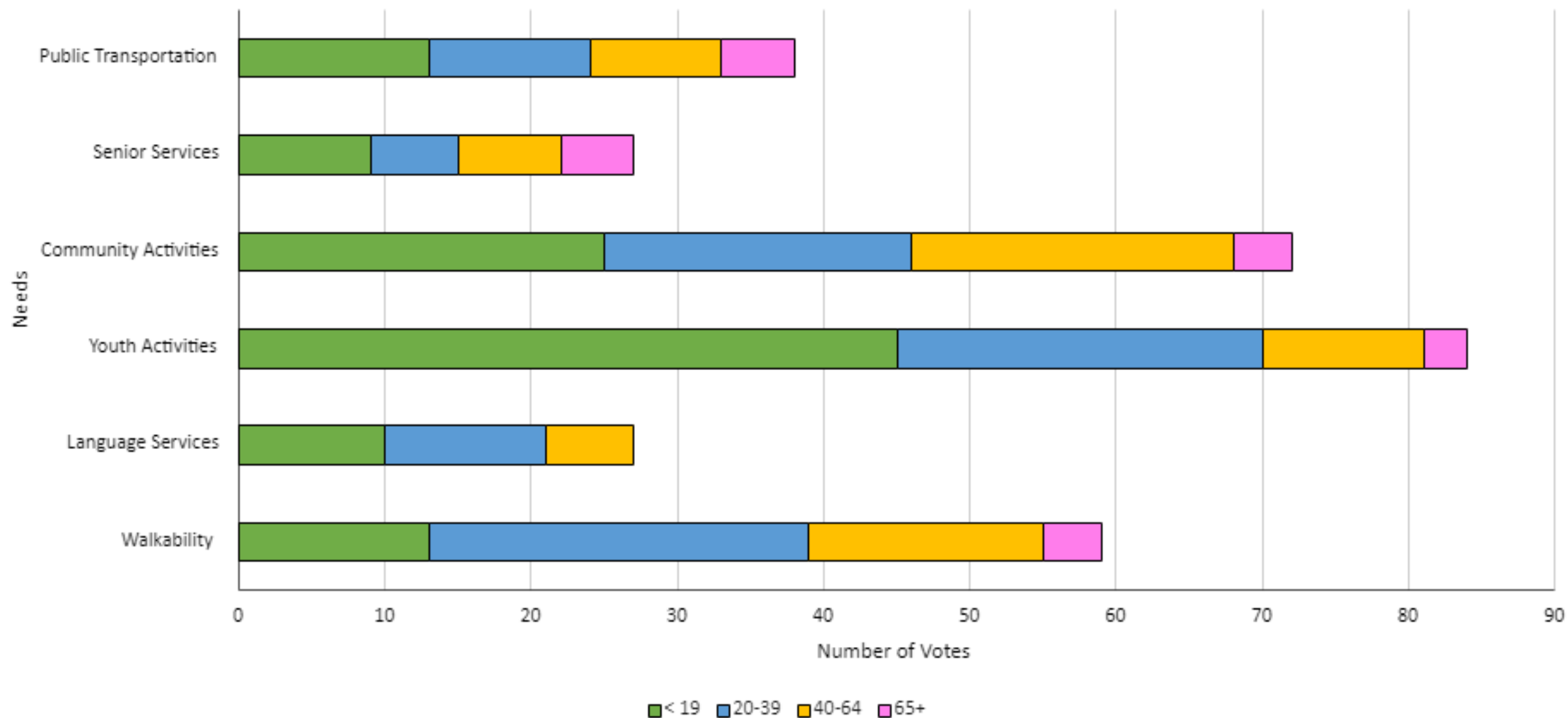
Increased transparency and representation in local government

# Cobb Voting Event

- Attended Harvest Festival at Mable House on October 8, 2022
- Over 80 people engaged with the tool
- Mostly families, very diverse subset of races/ethnicities

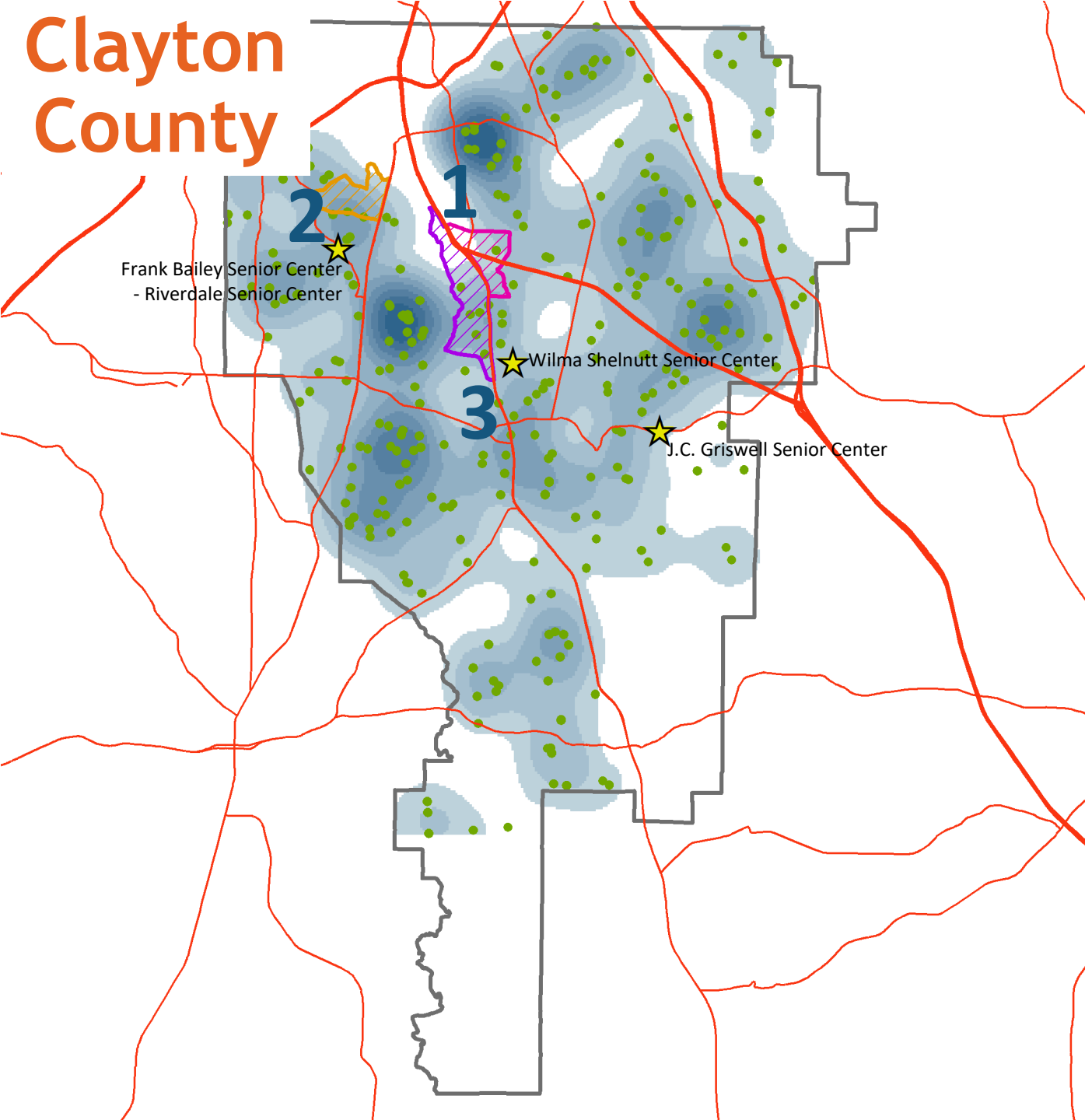


Cobb County Results





# Clayton County



Clayton County is home to 40,104 people 60 years or older.

In FY21 the Provider Network served 497 clients\* in Clayton County.

In FY22 the Provider Network served 334 clients\* in Clayton County.

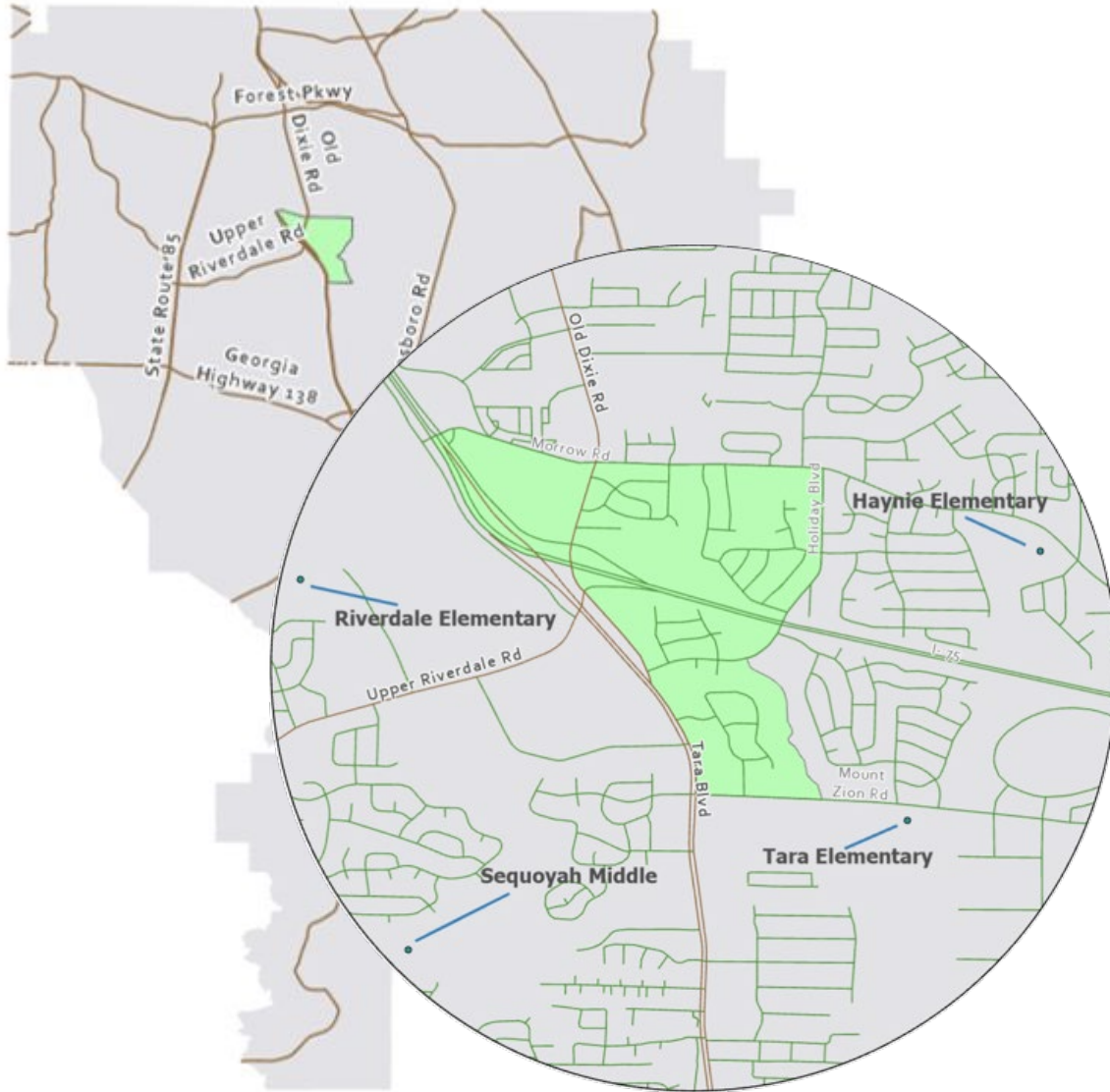
Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30297, 30236	Old Dixie Way/Holiday Hills	71.4 years	258	1	1	0%
2	30349, 30274	Williamsburg Park	71.8 years	240	11	4	-64%
3	30236, 30274, 30297	Tara Blvd	72.0 years	499	4	5	+25%
			Total	997	16	10	-38%

## Legend

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- ▨ Census Tract with Low Life Expectancy
- ★ Senior Center

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# Focus Group Results

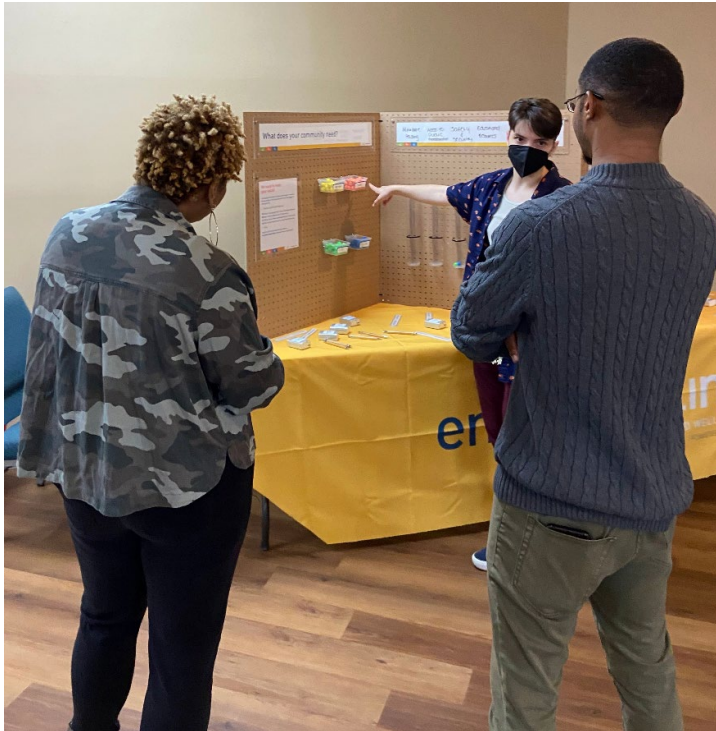


- Top issues: affordable housing, safety, educational resources, and access to public transportation
- Participants mentioned a lack of walkability to important locations (e.g., grocery store)
- People praised the resources available in non-profits in the area
- Feeling of volunteerism, understanding that the community would pitch in





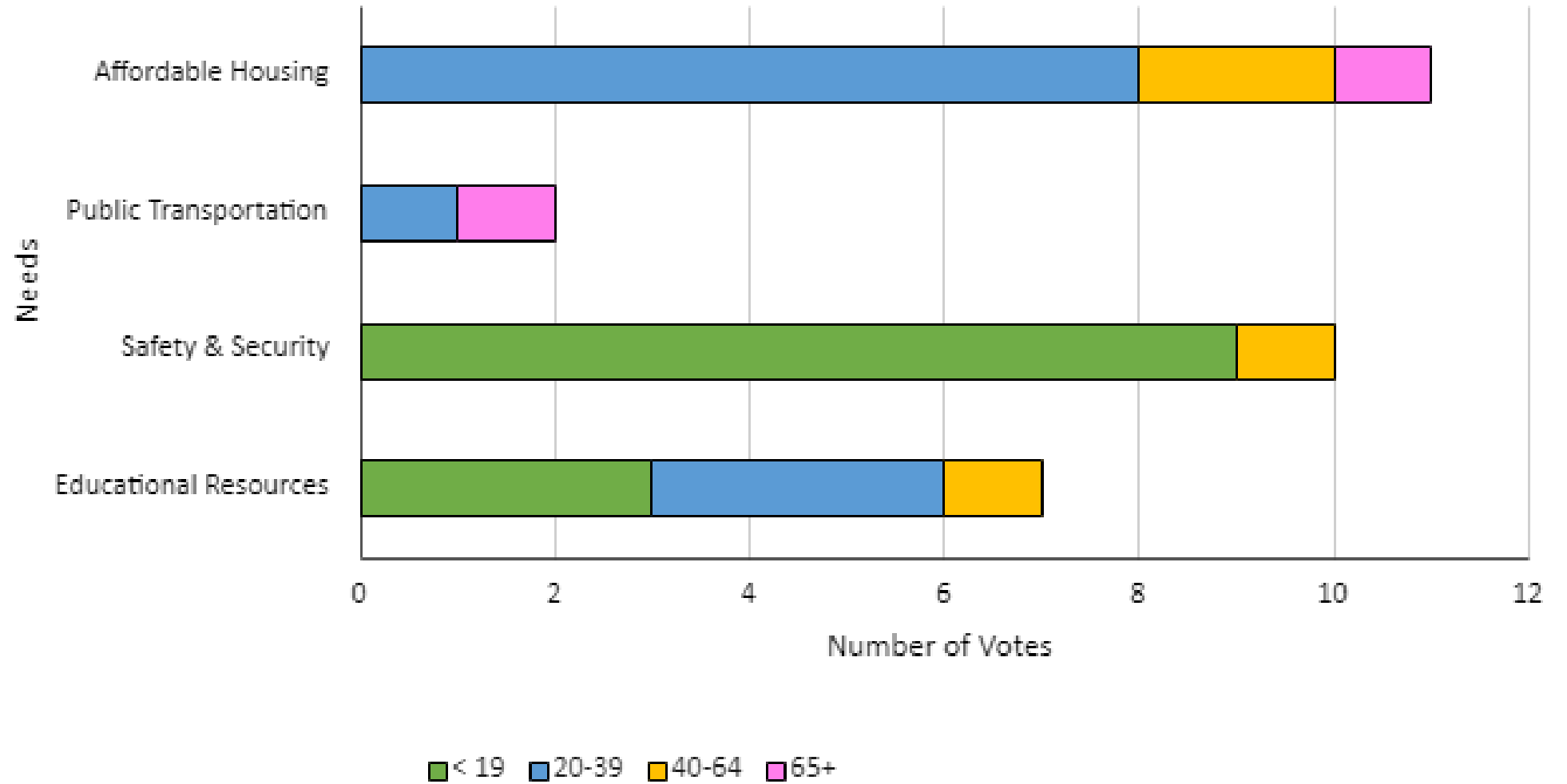
# Clayton Voting Event



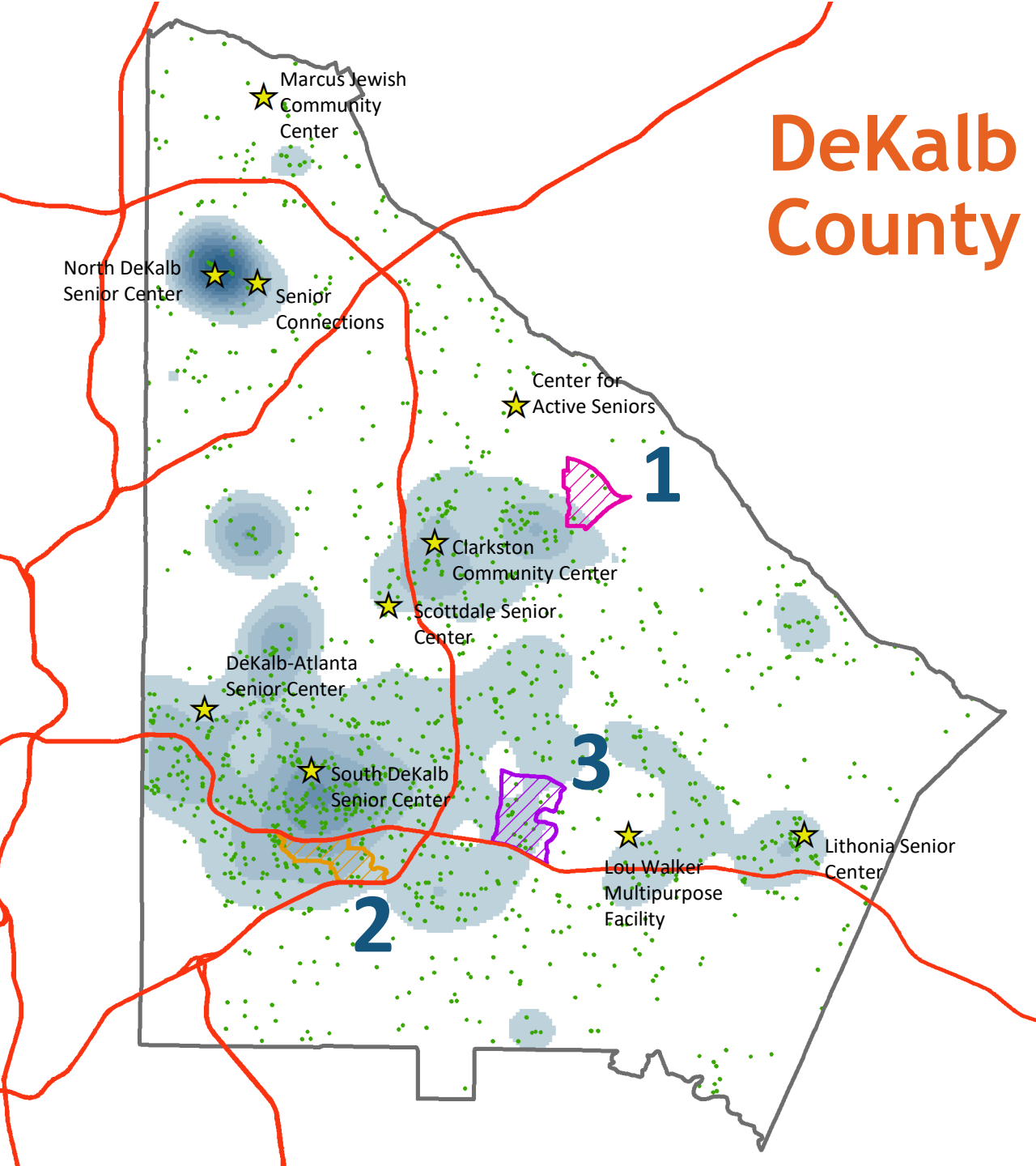
- November 12th, 2022
- Co-hosted/attended resource fair with Hearts to Nourish Hope, C&C Life, WorkSource ATL, and others
- Spoke to around 30 residents of Clayton County



Clayton County Results



# DeKalb County



DeKalb County is home to 130,981 people 60 years or older.

In FY21 the Provider Network served 2,142 clients\* in DeKalb County.

In FY22 the Provider Network served 1,689 clients\* in DeKalb County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30083, 30087	Stone Mill Run	68.4 years	501	7	4	-43%
2	30034	Flat Shoals Rd & Candler Rd	69.1 years	689	25	22	-12%
3	30035, 30088	Snapfinger/ S Hairston Road	70.9 years	1,119	21	18	-14%
Total				2,309	53	44	-17%

## Legend

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- Many Provider Network Clients
- ▨ Census Tract with Low Life Expectancy
- ★ Senior Center

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Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates

# DeKalb Group Themes

Sense of community and  
belonging

Many community initiatives

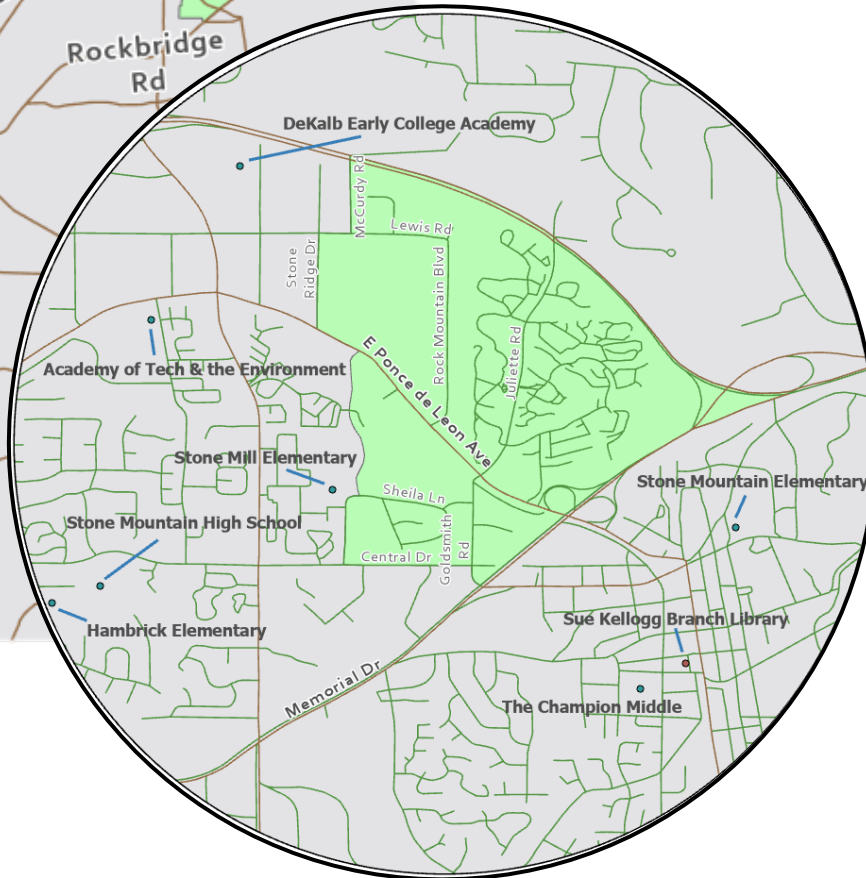
No groceries within walking  
distance

Streets are unrepaired with lots  
of potholes

Items in stores are often more  
expensive with less variety than  
elsewhere

Lack of affordable housing

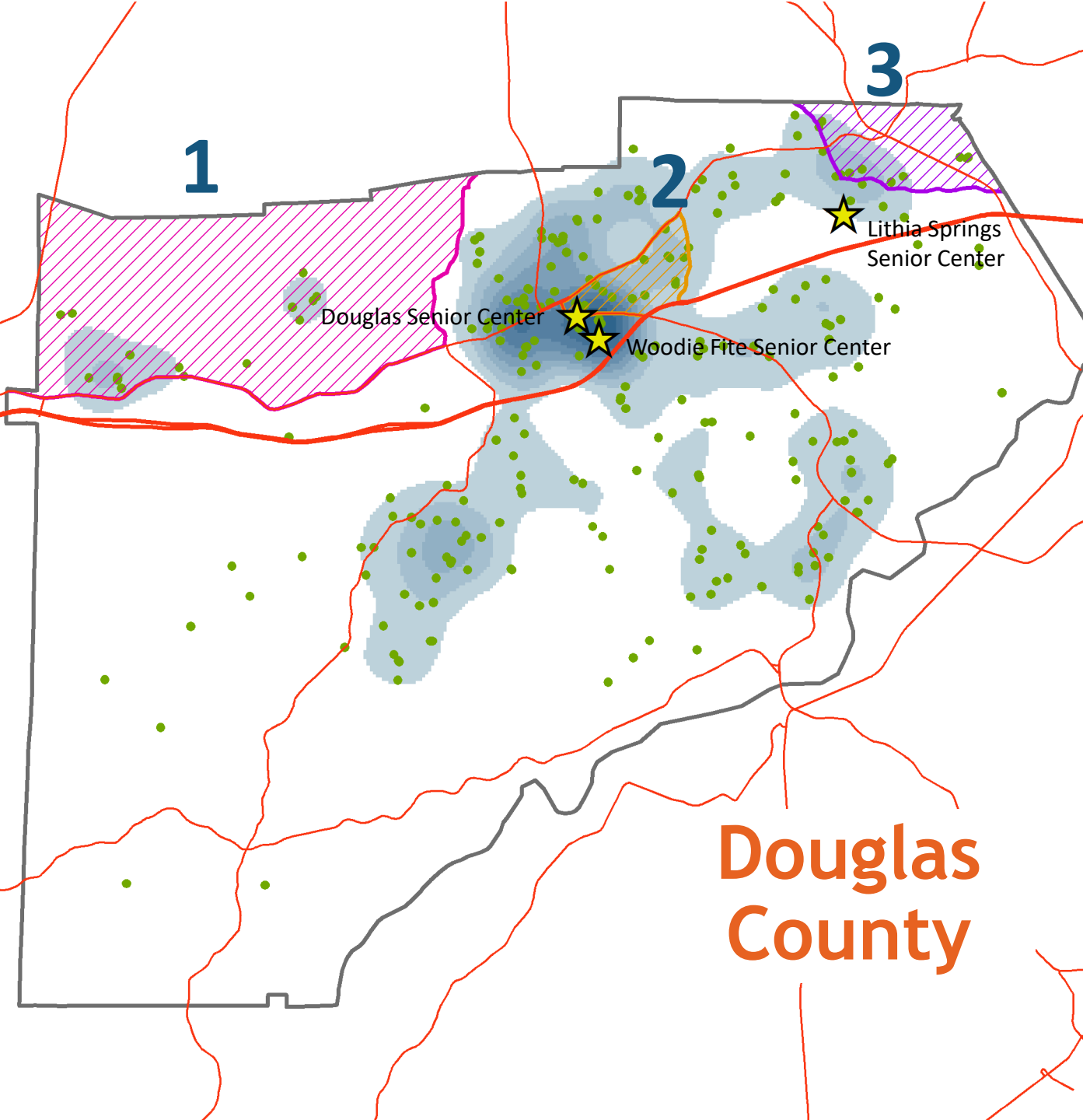
Increased knowledge of how to  
navigate systems and access  
resources



# DeKalb Voting Event

- Working with DeKalb County (Darryl Blackwell) to launch community health worker initiative focused on Juliette Road
- Co-hosting a kick-off event in late January for CHW program + LBE community engagement





Douglas County is home to 24,309 people 60 years or older.

In FY21 the Provider Network served 413 clients\* in Douglas County.

In FY22 the Provider Network served 318 clients\* in Douglas County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30180, 30187, 30134	Veterans Memorial Highway & Brewer Road	72.5 years	1,608	55	21	-62%
2	30134, 30135	Kellogg	73.3 years	615	20	18	-10%
3	30122, 30168, 30106	Veterans Memorial Highway & Thornton Road	74.6 years	692	13	11	-15%
		Total		2,915	88	50	-43%

### Legend

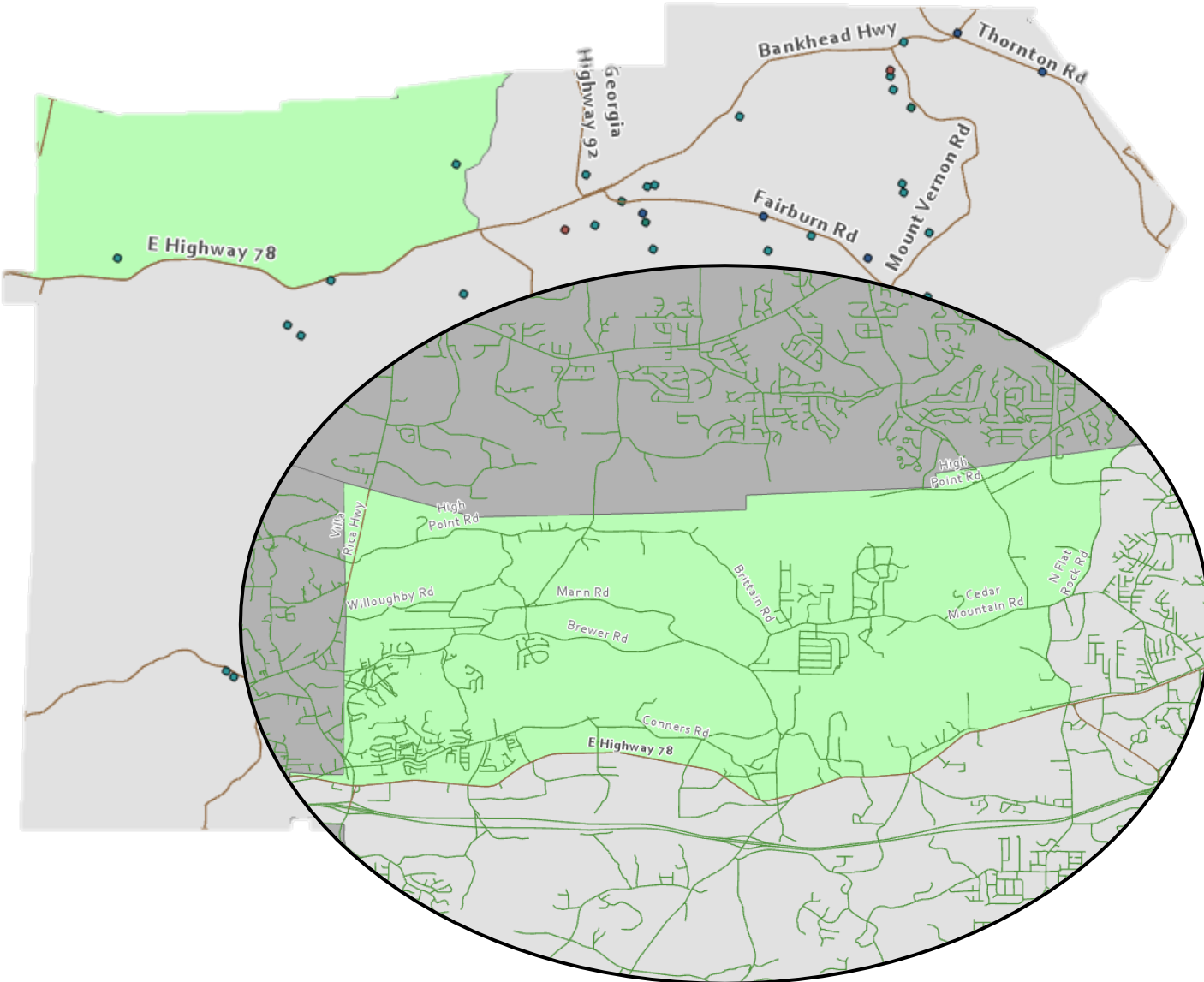
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\*Clients include those receiving Material Aid in FY22, Respite Care in FY22, Congregate Meals in FY22, Home Delivered Meals in FY22, Personal Care Services in FY22, Homemaker Services in FY22, or Transportation Services in FY22.

Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates



# Douglas Group Themes



There is large variance in this tract because it spans rural and two cities (Villa Rica & Douglasville)

Growth (e.g., new stores) is not aligned with the needs of the community

Outward perception of wealth in the community makes it difficult to access help

Need low-cost dental and hearing care in the county

Want increased input in county/city decisions

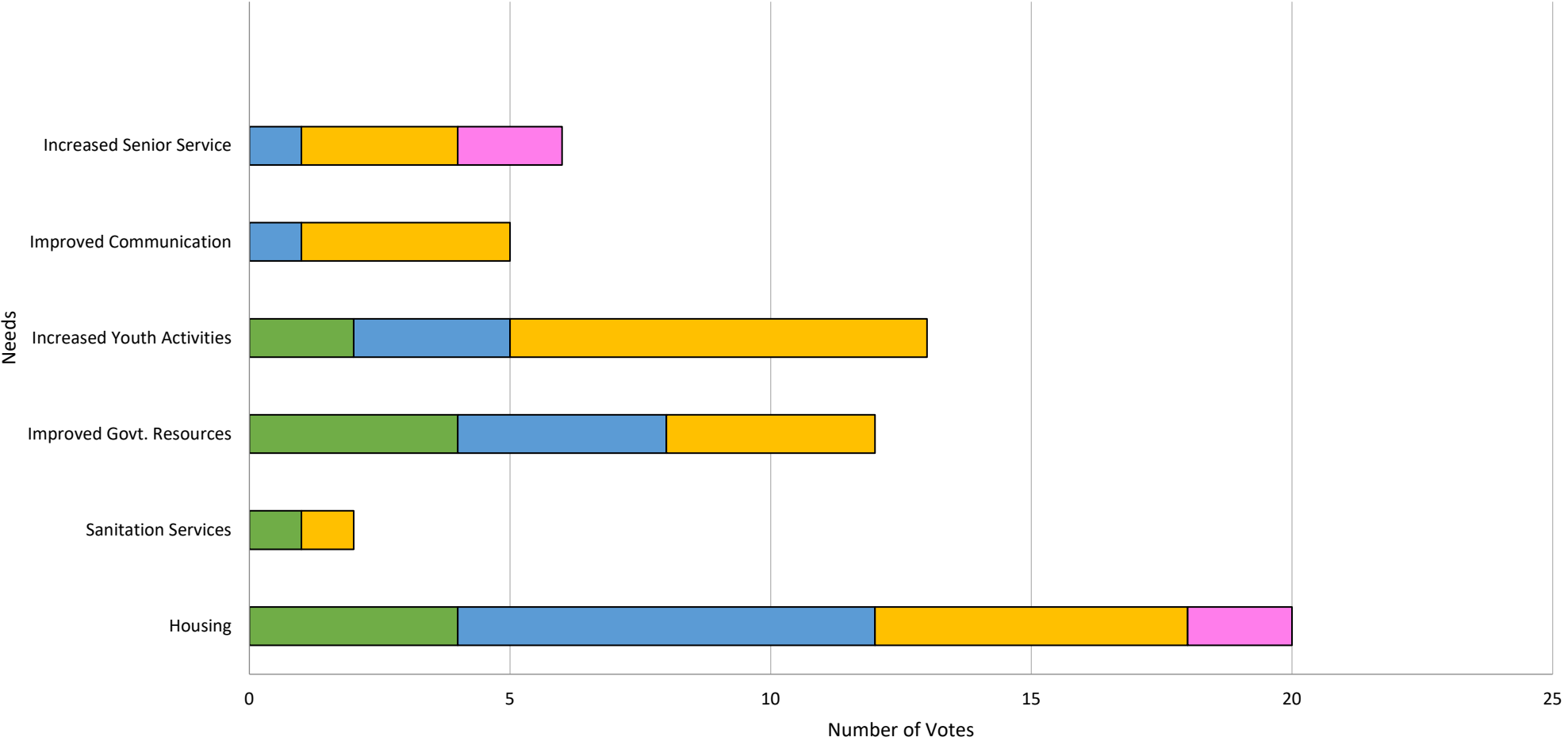
# Douglas Voting Event

- Music & Arts on the Plaza in Douglasville
  - \*Just outside of census tract
- October 29, 2022, 10am-1pm
- Approximately 40 residents engaged with the voting tool



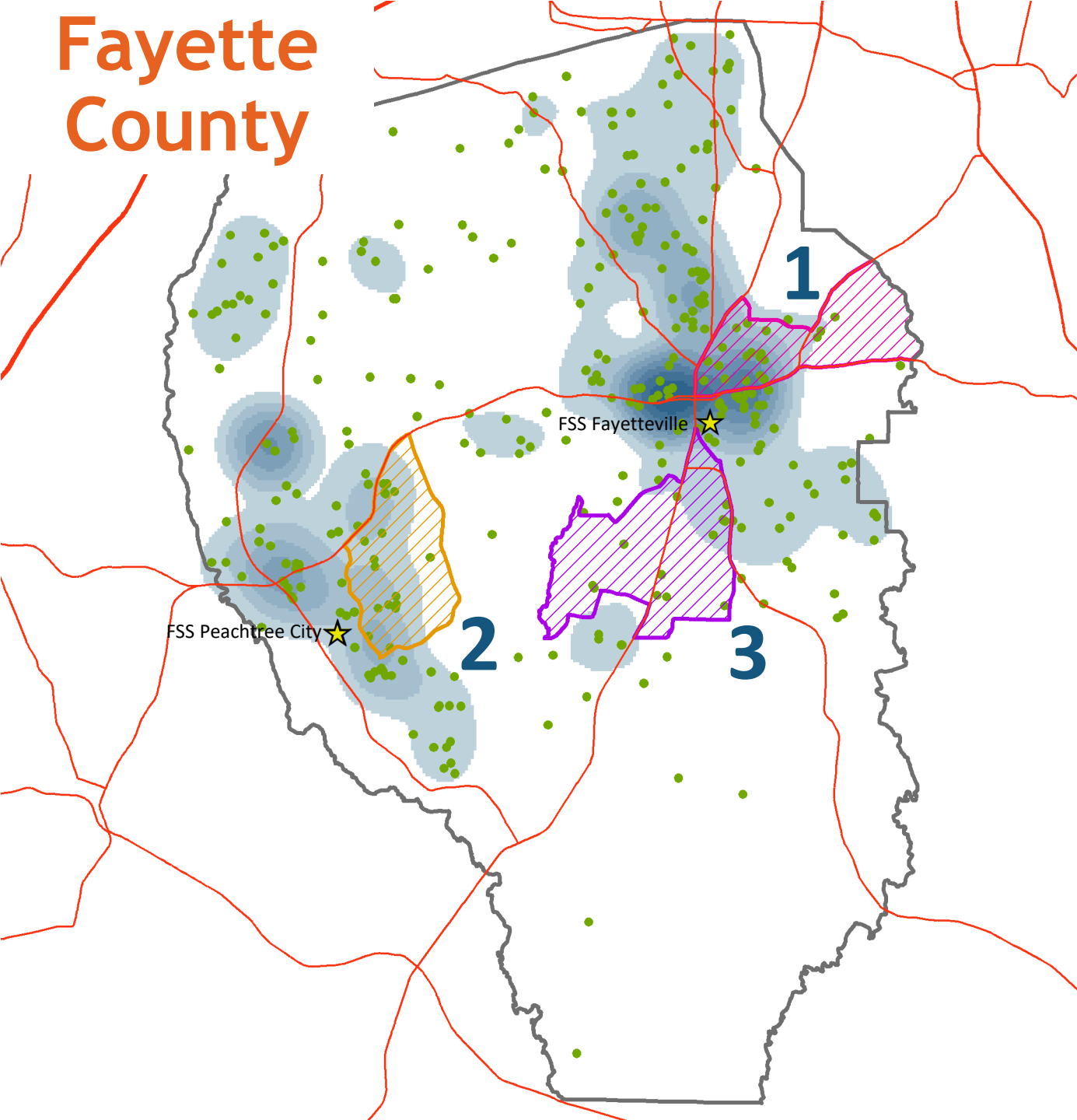


Douglas County Results



Series1 Series2 Series3 Series4

# Fayette County



Fayette County is home to 27,333 people 60 years or older.

In FY21 the Provider Network served 272 clients\* in Fayette County.

In FY22 the Provider Network served 436 clients\* in Fayette County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30214, 30238	Wellington Manor	77.3 years	818	13	24	+85%
2	30269, 30215, 30214	Sawmill Trace	77.4 years	1,454	21	20	-5%
3	30215, 30214	Redwine Road	77.9 years	949	6	13	+117%
Total				3,221	40	57	+43%

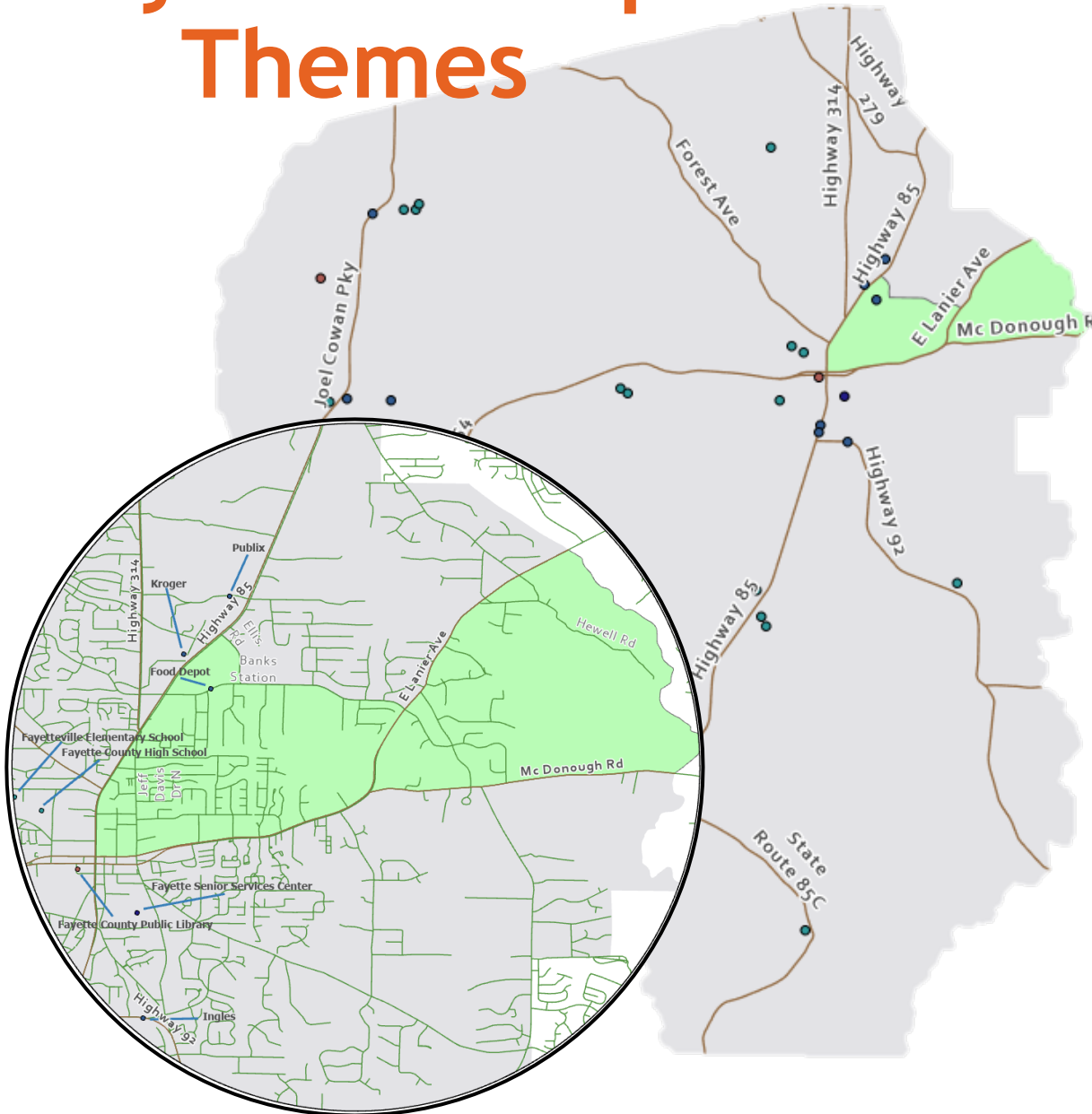
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Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates

# Fayette Group Themes



Great commercial development downtown

Lack of long-term planning for aging and growing population

- New housing is cheap and doesn't fit the area, detracts charm
- Need sidewalks in subdivisions to connect to the sidewalks downtown
- Highway infrastructure isn't working for neighborhoods
  - ✦ People cut through neighborhoods to speed

Shuttle, trolley, or bus system around Fayetteville

Lack of free or low-cost community spots

- e.g., basketball/pickleball courts, YMCA, farmer's markets, coffee shops, performance spaces

Resources for older adults who need help with home repairs

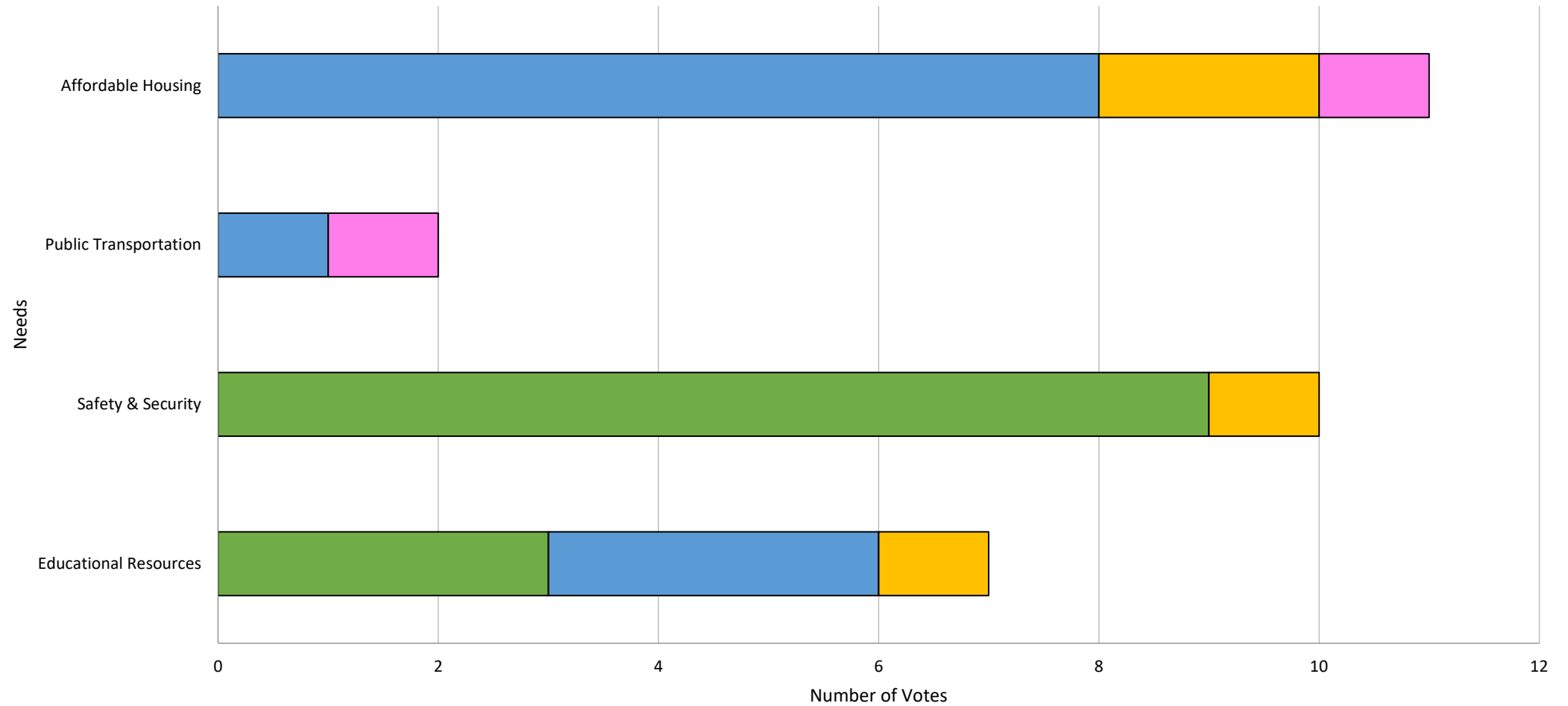
# Fayette Voting Event



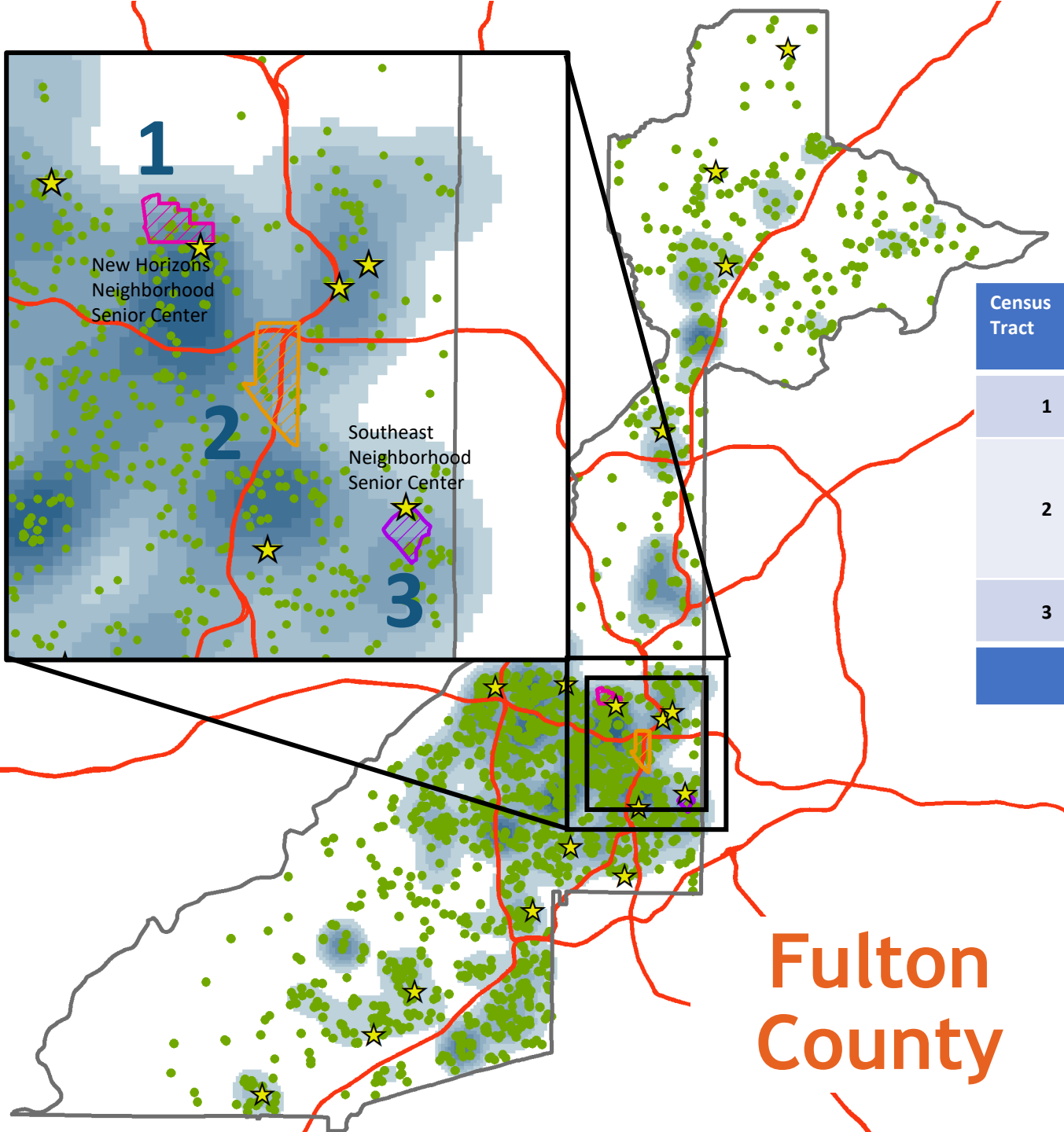
- Mobile Health Clinic in partnership with Mercer Health Equity Navigation Team
- Distributed COVID vaccines, health equity information, & Empowerline resources
- Around 30 residents engaged with our tool



## Fayette County Results



< 19 20-39 40-64 65+



Fulton County is home to 171,915 people 60 years or older.

In FY21 the Provider Network served 2,563 clients\* in Fulton County.

In FY22 the Provider Network served 2,520 clients\* in Fulton County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30314, 30318	Bankhead/English Avenue	63.6 years	327	9	10	+11%
2	30312, 30303, 30334, 30310, 30315	Mechanicsville	65.6 years	459	13	12	-8%
3	30315	Thomasville Heights	67.1 years	94	8	6	-25%
Total				880	30	28	-7%

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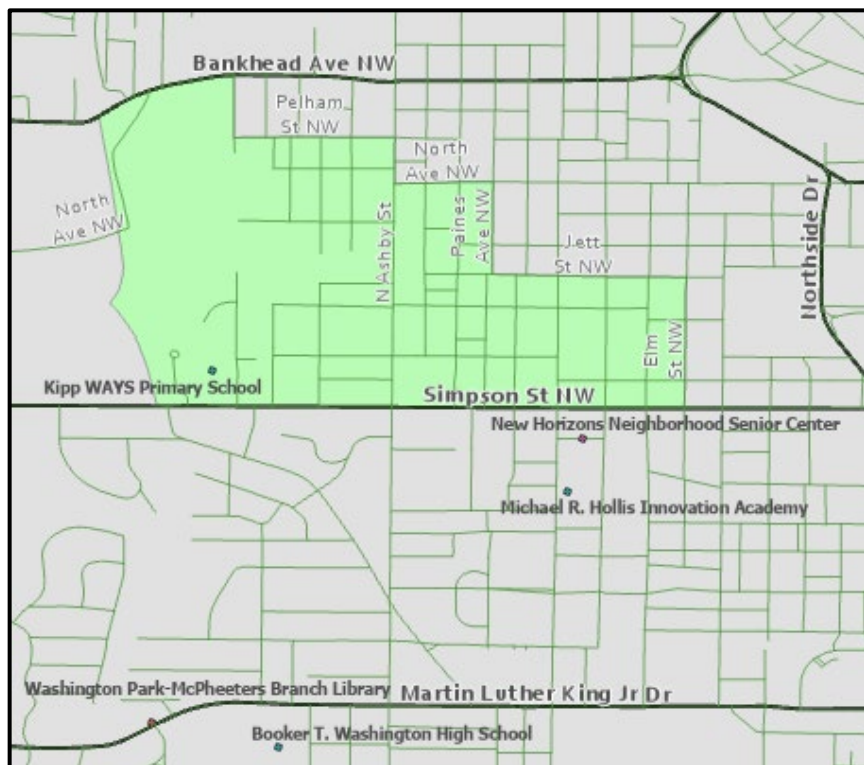
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Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates



# Fulton Group Themes



Proximity to the Beltline

Creative, artistic neighborhood culture

- e.g., free little libraries and murals
- Would like to see a free teen center with maker's space, studio, etc., to promote positive opportunities for youth

Proximity to resources if you know how to use them/who to call

- Arthur Blank Foundation, Atlanta Harm Reduction Coalition

Litter

Lack of parking

- Stadium goes park in their neighborhood
- Need 24/7, safe, bus and train service

Lack of resources for homeless and drug users

Police aren't equipped to address the needs of the community

- Neighbors use Next Door to communicate about safety needs

Government services aren't enough or aren't up-to-date

- Some adjust for inflation, some don't
- Not enough income-based housing units

Lack of grocery stores

# Fulton Voting Event

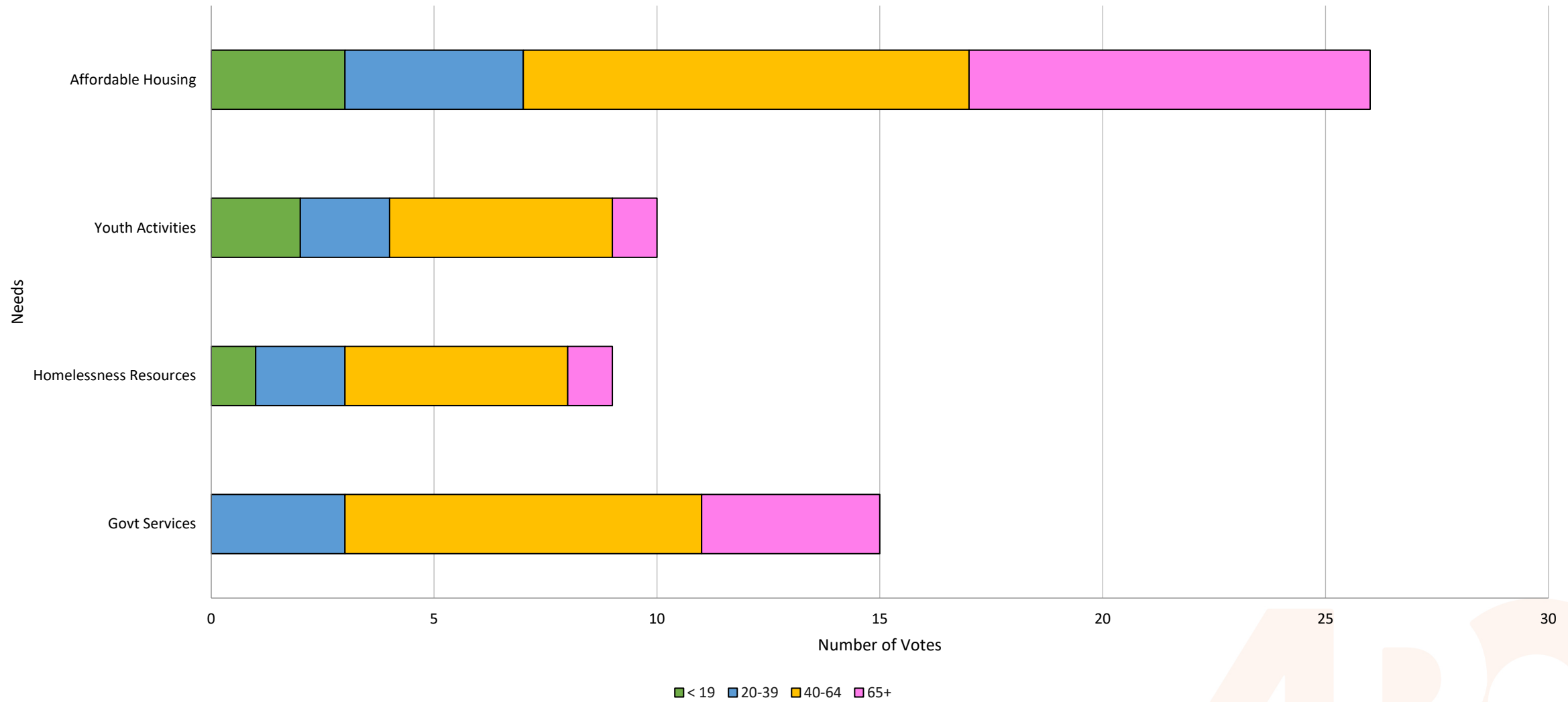


- Westside Historic Arts & Culture Council held Festival of Lights on October 8, 2022
- Kathryn Johnston Memorial Park
- Around 50 residents engaged with tool

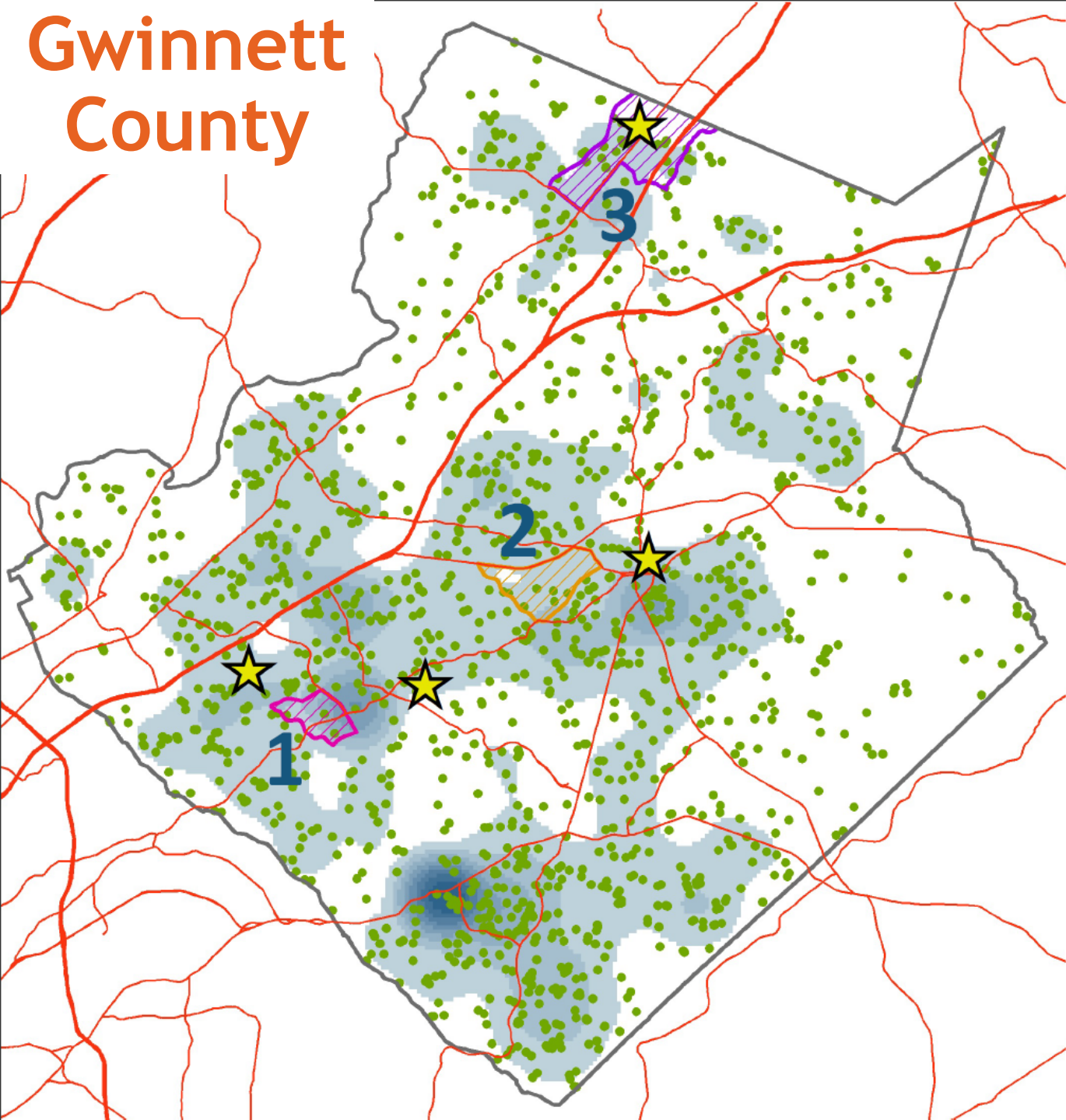




## Fulton County Results



# Gwinnett County



Gwinnett County is home to 142,057 people 60 years or older.

In FY21 the Provider Network served 1,930 clients\* in Gwinnett County.

In FY22 the Provider Network served 1,845 clients\* in Gwinnett County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30047	Beaver Ruin Road & Lawrenceville Highway	73.7 years	511	6	4	-33%
2	30045, 30044, 30043	Summerville	74.4 years	548	7	9	+29%
3	30518, 30519	Hamilton Road & Lanier Parkway	74.5 years	728	35	23	-34%
Total				1,787	48	36	-25%

### Legend

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- Senior Center

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# Gwinnett Focus Group Themes

Proximity to Atlanta

Great senior services activities

- Wish they were better advertised and that there were more options

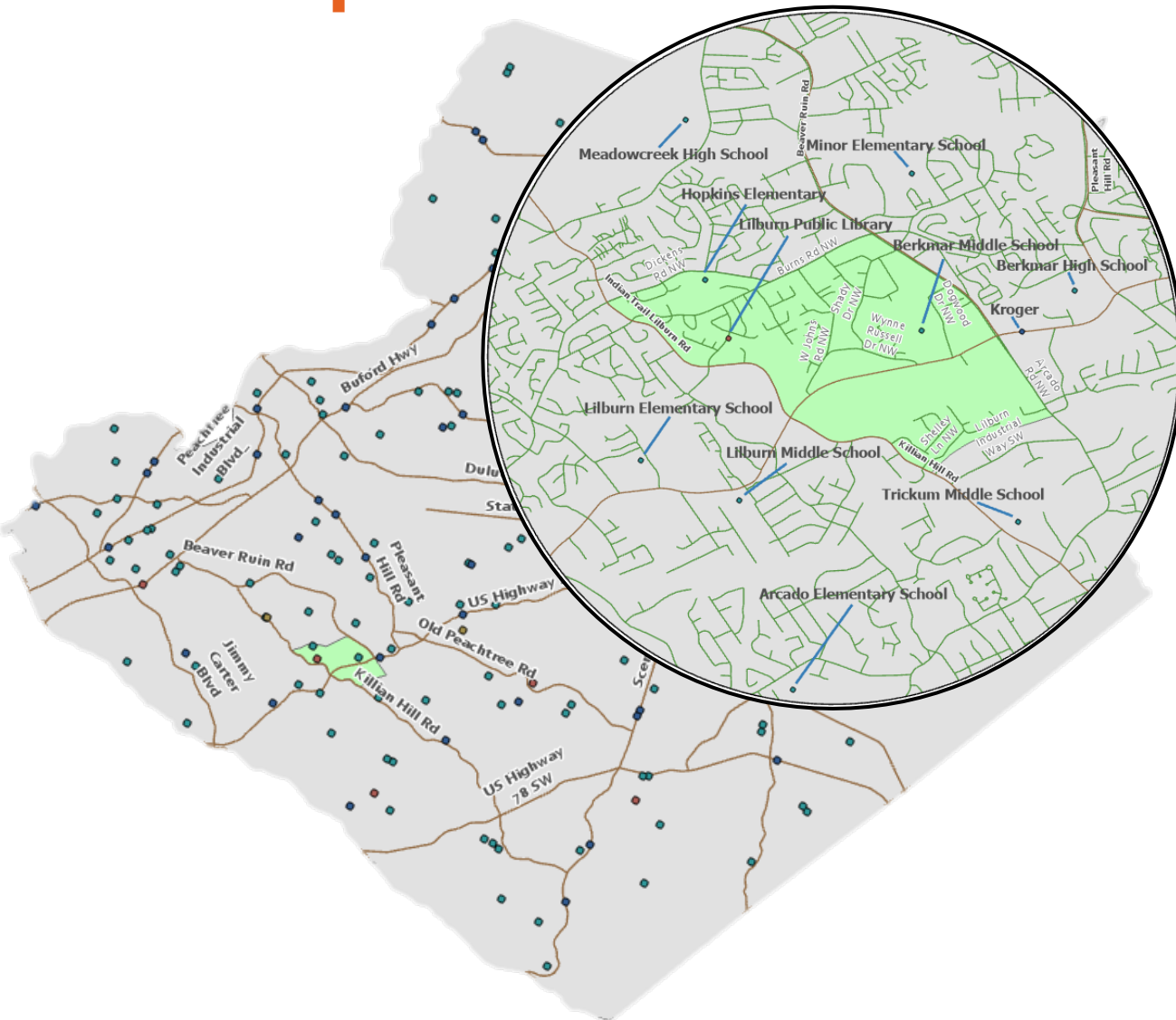
Want a path to homeownership or aging in place for long-term residents

- Housing costs are outpacing wages quickly
- Car dependence makes it difficult for older adults to navigate the area and their needs

Lack of communication between homeowners and renters leads to both resenting the other group, but ultimately, they have similar interests

Would like to see Gwinnett County Light Rail

- Not sure if it should connect to Doraville MARTA but several feel that would be optimal



# Gwinnett Voting Event

- Food distribution event at Bryson Park
- Hosted by Gwinnett County Volunteers Department
- Event Offerings
  - Food distribution
  - Gwinnett Cares Community Health Workers
  - Empowerline resources
- Voting Tool Engagement
  - Staff asked questions while people were in cars
  - Did not collect data by age





# Henry County

Henry County is home to 37,433 people 60 years or older.

In FY21 the Provider Network served 376 clients\* in Henry County.

In FY22 the Provider Network served 317 clients\* in Henry County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30281	Cochran Park	72.1 years	677	6	7	+17%
2	30253	Jonesboro Rd & Jodeco Rd	73.2 years	925	10	8	-20%
3	30228	Lake Talmadge	73.6 years	974	14	8	-43%
Total				2,576	30	23	-23%

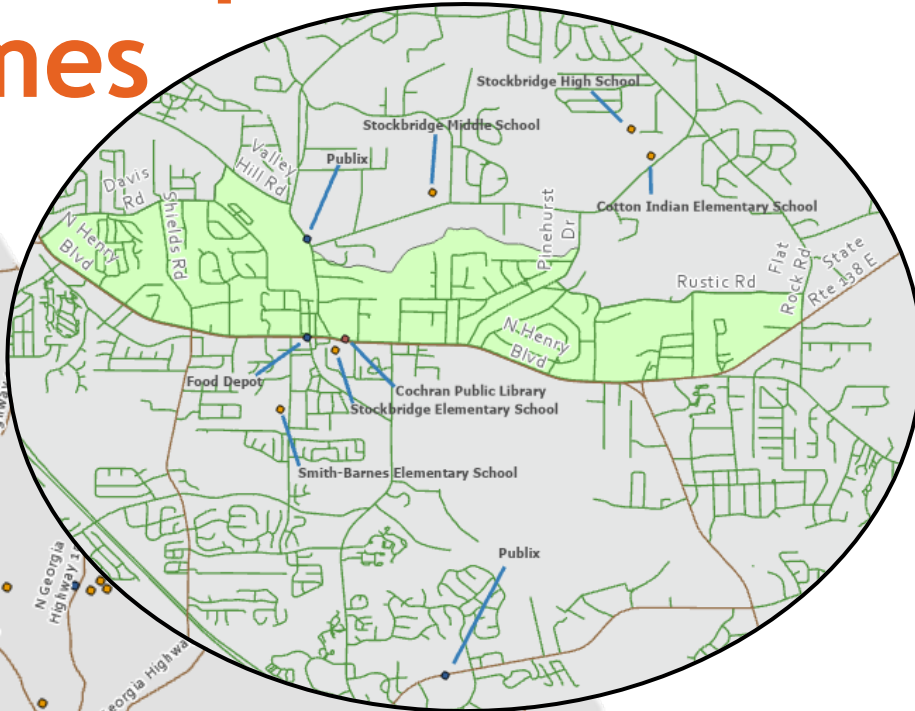
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Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates

# Henry Group Themes



Diverse area, great for raising multiracial families

Proximity to Atlanta without sacrificing benefits of rurality

Sometimes older residents feel unsafe

- Lack of activities for youth
- Lack of lighting

Would like to see increased transparency in government

- "open door policy"

Recognize car dependency as a problem but are unsure about other options

- Traffic on 138

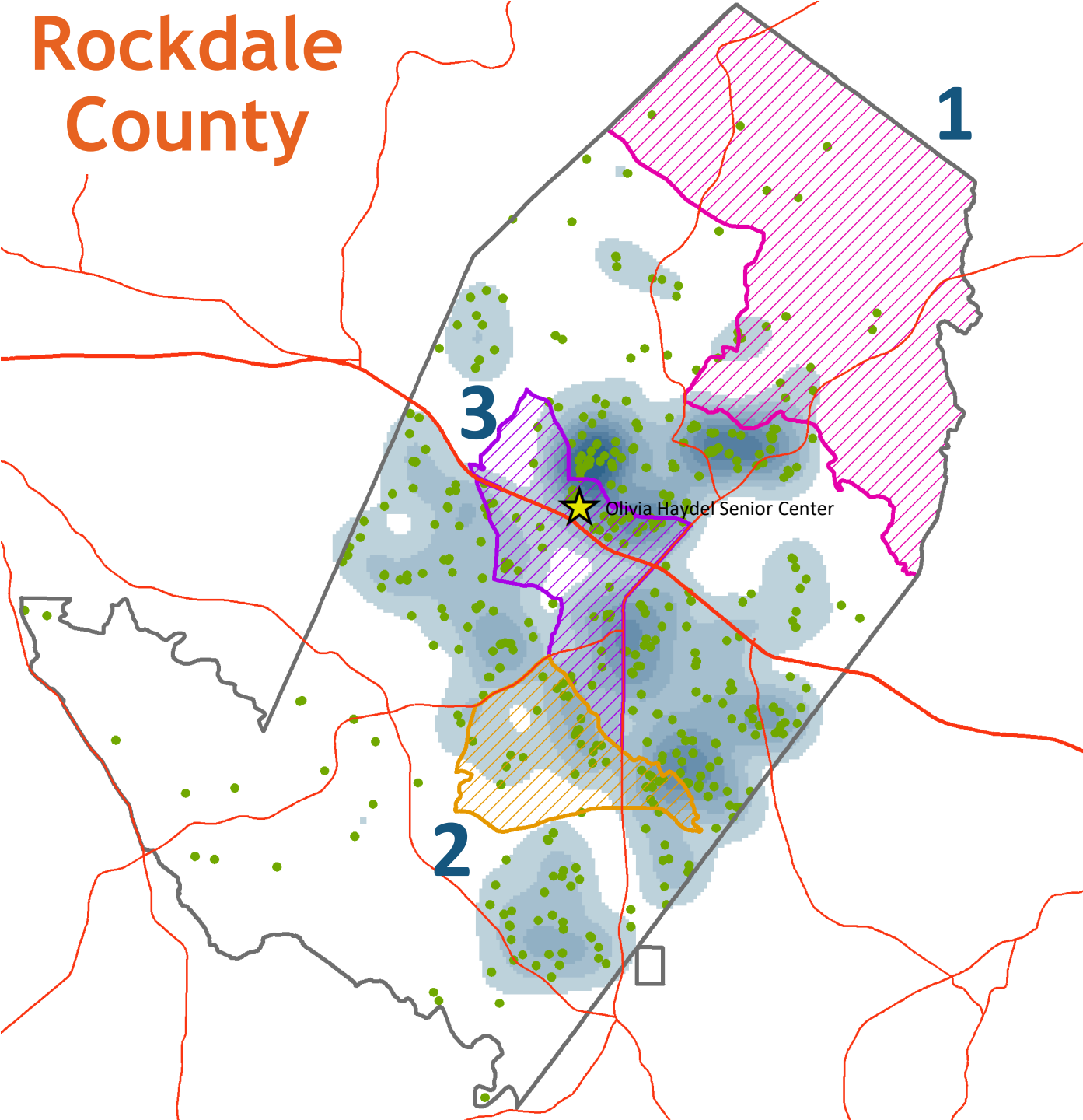
Need affordable healthcare/housing/elder care

# Henry Voting Event

- One mobile health clinic in late November, had very low attendance from census tract residents, so rescheduled for data collection purposes
- Attending another mobile clinic with Mercer Health Equity Team in early February



# Rockdale County



Rockdale County is home to 18,679 people 60 years or older.

In FY21 the Provider Network served 544 clients\* in Rockdale County.

In FY22 the Provider Network served 533 clients\* in Rockdale County.

Census Tract	Zip Code	Area	Life Expectancy	Number of Older Adults	Number of Clients in FY21	Number of Clients in FY22	Percent Change
1	30012, 30013, 30052, 30039	Hi Roc Shores	75.6 years	1,304	21	18	-14%
2	30094, 30013	Stanton Woods	75.8 years	1,579	44	36	-18%
3	30094, 30012, 30013	Ebenezer Road	75.8 years	1,461	71	64	-10%
Total				4,344	136	118	-13%

## Legend

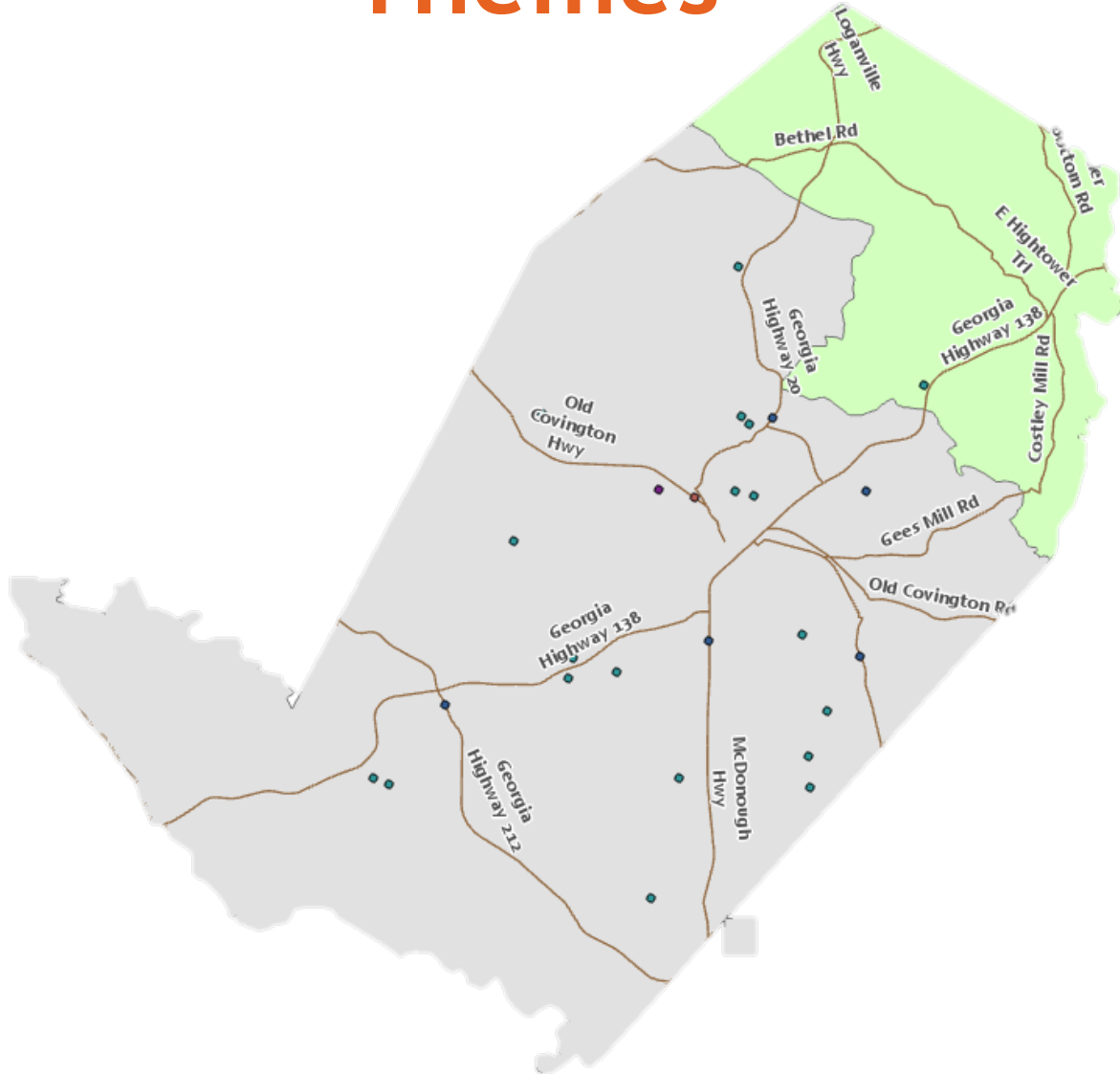
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Data Sources: DDS, 2010 census tracts, and ACS 2019 5-year Estimates



# Rockdale Group Themes



Conyers offers everything you need, but can travel to ATL if necessary

Small town mentality is a positive and negative

- Worry that they've outgrown the utility of "good old boys" approach to local government

Zoning and development is incongruent with people's needs

- For example, there seems to be a recent surplus of gas stations, liquor stores, tire stores, and apartment buildings
- City government needs to lean into what's great about Rockdale

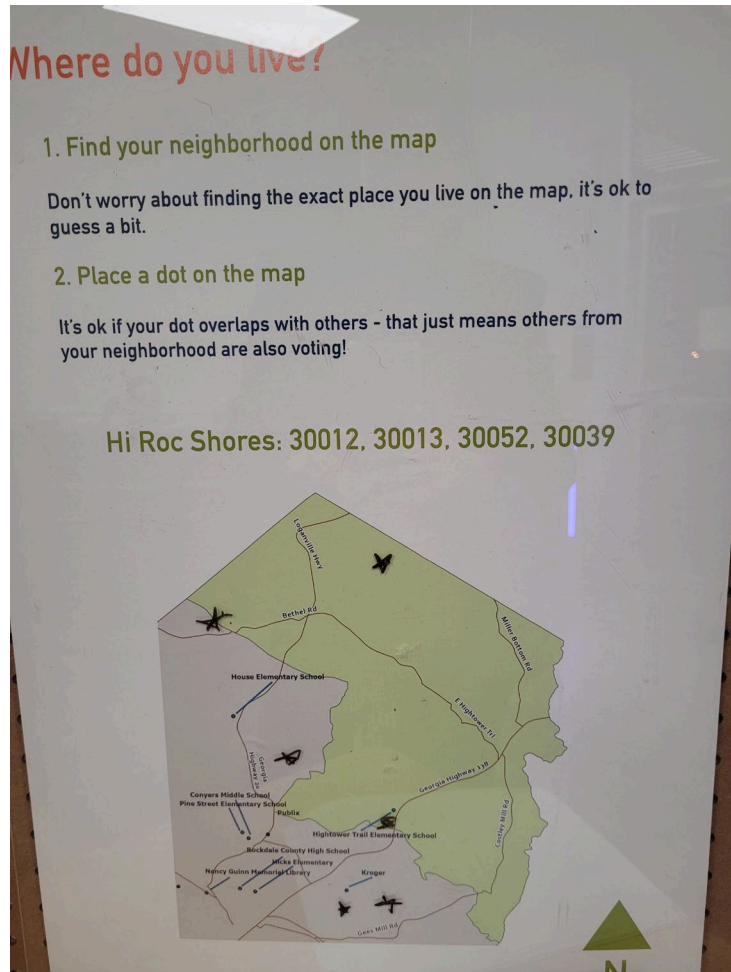
Car dependent transportation + concentration of services in Conyers = traffic

- Bottleneck on 138
  - Would love a trolley service that emphasizes Conyers and some other main areas of Rockdale
  - Sidewalks in the city centers would be useful
- Mentorship and activities for youth

EMTs should staff fire stations to help address rural challenges of first responders

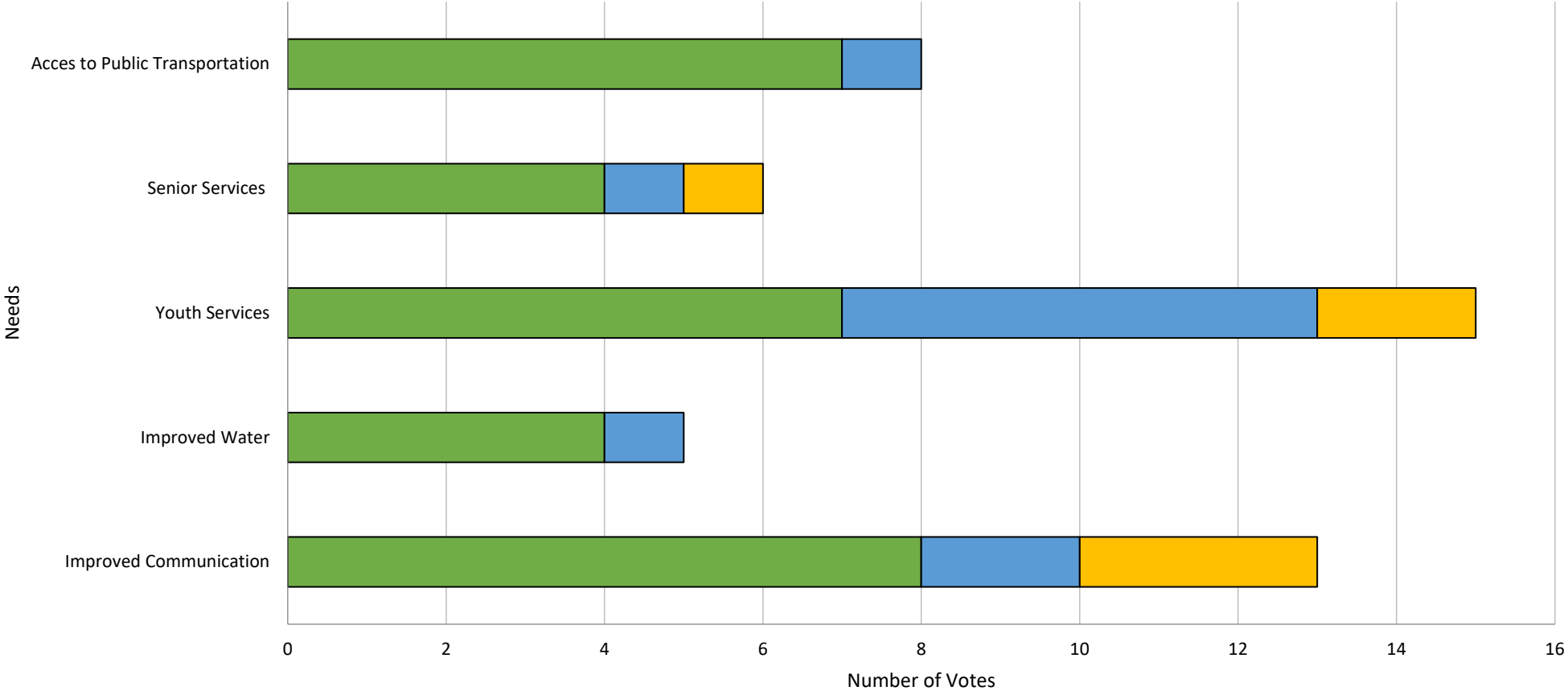
Water and food quality is lacking

# Articles for Aging



- Monthly 4H Meeting Drop-off at UGA Extension Office in Conyers
- Thursday, November 17, 6:30-7 pm
- Around 45 residents engaged with tool
- Mostly focused on children and families, but many adults discussed caregiving responsibilities for aging parents

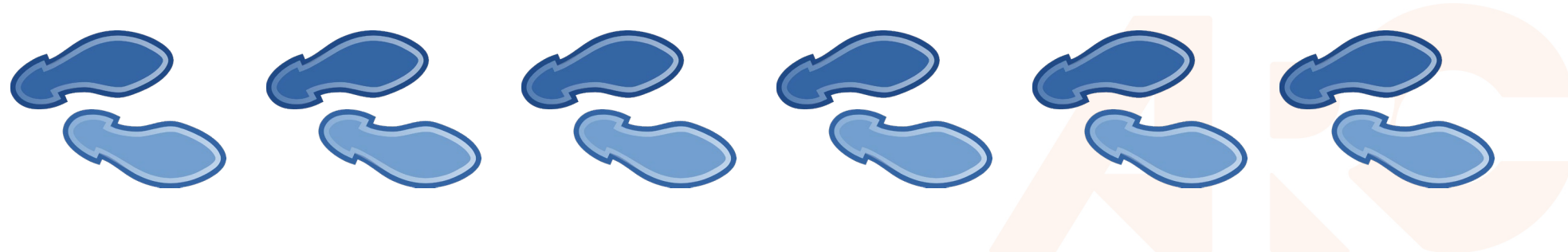
# Rockdale County Results



< 19 20-39 40-64 65+

# Next Steps

- Summarize qualitative & quantitative data
- Convene existing partners, residents, and coalitions
- Co-design and implement intervention strategies based on community's priorities, e.g.,
  - Install streetlights where missing
  - Incentivize stores to increase fresh produce
  - Allow for more housing options in zoning codes
  - Create community park space for residents



# Thank You + Contact Info

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