

CHAT

COMMUNITIES FOR HEALTHY AGING TRANSITIONS

Community ASSESSMENT

————— FOR THE —————

TOWN of MADBURY

GREATER SEACOAST COMMUNITY HEALTH



PUBLISHED: OCT 2022

Table of Contents

Introduction and Framework.....	3
CHAT Outreach Process	3
Community Zoom Forums	4
Survey.....	4
Postcard Art Activity	4
Additional Feedback	4
Community Profile	4
Livability Principle #1 - Outdoor Spaces and Buildings	6
Data	6
EXISTING CONDITIONS.....	7
Opportunities.....	7
Livability Principle #2 - Transportation	8
Data	8
EXISTING CONDITIONS.....	9
Opportunities.....	9
Livability Principle #3 – Housing	10
Data	10
EXISTING CONDITIONS.....	10
Opportunities.....	10
Livability Principle #4 – Social Participation.....	11
Data	11
EXISTING CONDITIONS.....	12
Opportunities.....	12
Livability Principle #5 – Respect and Inclusion	13
Data	13
Strengths.....	13

Opportunities.....	14
Livability Principle #6 – Work and Civic Engagement	14
Data	14
EXISTING CONDITIONS.....	14
Opportunities.....	15
Livability Principle #7 – Communication and Information.....	15
Data	15
EXISTING CONDITIONS.....	16
Opportunities.....	17
Livability Principle #8 – Community and Health Services	17
Data	17
EXISTING CONDITIONS.....	18
Opportunities.....	18
Next steps	18

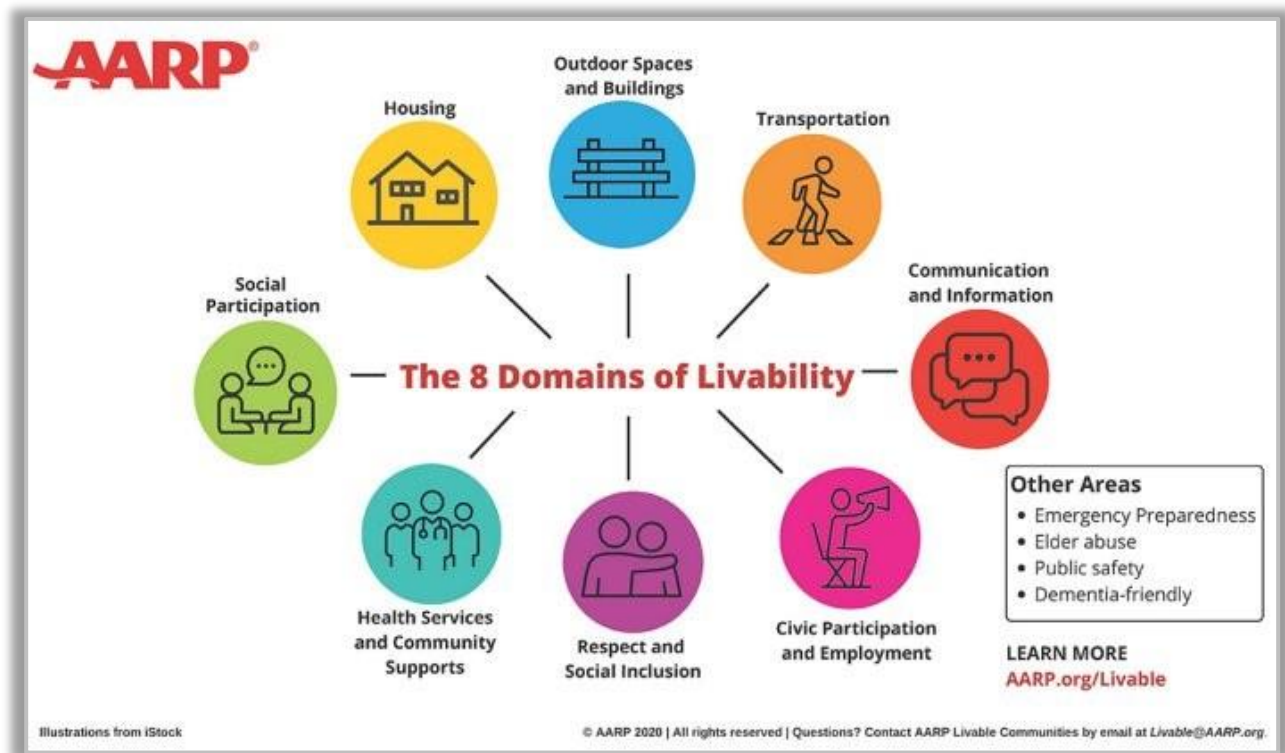
INTRODUCTION AND FRAMEWORK

[Communities for Healthy Aging Transitions \(CHAT\)](#), a regional project, examined age-friendliness in Strafford County, as well as Brookfield, Wakefield, Newmarket, Nottingham and Northwood in Carroll and Rockingham counties, respectively. The project was funded by the Tufts Health Plan Foundation and conducted in partnership with Greater Seacoast Community Health (GSCH)'s Strafford County Public Health Network (SCPHN) program.

The project mission was to engage our communities looking at and promoting diverse, equitable, inclusive, livable environments where people can grow and thrive, regardless of age.

To achieve this mission, SRPC and partners at SCPHN designed engagement activities to understand strengths and opportunities in each community, which were framed within [AARP's eight domains of livability](#) from its [Livable Communities program](#): Outdoor Spaces and Buildings, Housing, Transportation, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, and Health Services and Community Support.

The qualitative and quantitative information presented in this Community Assessment was also framed within the eight domains of livability.



CHAT OUTREACH PROCESS

SRPC and partners at SCPHN enacted a modified outreach process due to the pandemic. Most of the outreach for the CHAT project was conducted via online channels as described below.

COMMUNITY ZOOM FORUMS

Residents from across the region were invited to participate in a series of seven municipal or subregional community Zoom forums between February and June 2021. SRPC and SCPHN held a Zoom community forum for the Town in addition to the nearby communities of Lee and Rollinsford, on April 22, 2021.

SURVEY

Launched in early 2021, the CHAT online survey was distributed through multiple regional outlets, directly to Madbury residents via Facebook postings, through the community forum, and at Covid-19 vaccine clinics, and between town staff and residents. 6 Madbury residents responded to the survey.

POSTCARD ART ACTIVITY

With the pandemic, SRPC and SCPHN brainstormed creative ways to engage people and give them a different outlet for expressing themselves. SRPC staff designed and printed postcards that prompted individuals to draw (paint, collage, etc.) or write what it means to age as you play, live or work in each community. These were distributed at various COVID-19 vaccine clinics and a variety of other locations.

ADDITIONAL FEEDBACK

The above outreach strategies were supplemented with community draft assessment reviews by community representatives. Draft review and additional comments were provided by Mark Avery, SRPC Commissioner and Madbury selectboard member, Janet Wall, selectboard member, and Eric Figenbaum, town administrator.

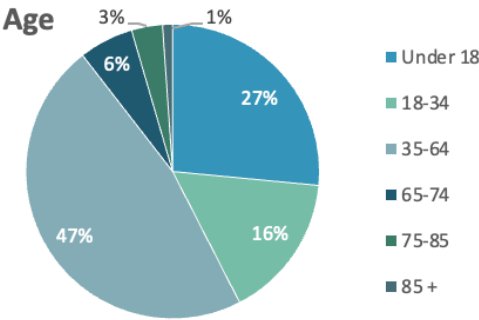
COMMUNITY PROFILE

Madbury is situated on the southeastern section of Strafford County and comprises about 7,600 acres. With a population of 1,846, it is bounded on its northeast border by the City of Dover; on the southern line by Durham and Lee, and on the west by Barrington.ⁱ

It is a rural community with abundant natural beauty and recreation areas. Madbury is mostly residential but has a town hall and a new public library. The library is frequently cited by residents as a social hub with many resources.

The outreach process, combined with supplementary data analysis, was used to outline the many ways in which Madbury provides an inclusive, welcoming, supportive, and healthy environment for people of all ages, as well as opportunities for improvement. The findings are presented below in relation to each of the eight AARP domains of livability.

Total Population	1846
Median Age	41.2
Total Housing Units	615
Number of Jobs in Town	275
Life expectancy	81.2



Sex



LIVABILITY PRINCIPLE #1 - OUTDOOR SPACES AND BUILDINGS

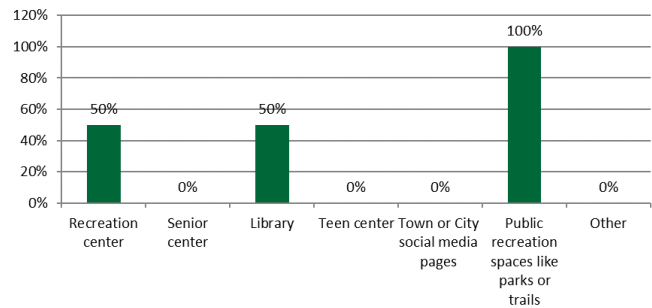
“People need public places to gather — indoors and out. Green spaces, seating and accessible buildings (elevators, zero-step entrances, staircases with railings) can be used and enjoyed by people of all ages.”ⁱⁱ

DATA

Recreation Site Type	Number of Sites
Beach	0
Boating Access	0
Community Garden	0
Disc Golf Course	0
Dog Park	0
Fishing Access	2
Golf Course	0
Gym	0
Open Space and Trails	2
Park	0
Playground	1
Pool	0
Rail Trail	0
Skatepark	0
Skating Rink	0
Sledding Hill	0
Sports Fields and Courts	2
Total	7

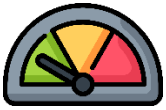
Community Resources	Number of Sites
Places of Worship	0
Historic Places, Buildings, or Structures	0
Libraries	2
Medical and Health Care Facilities	0
Governmental Services	2
Non-Governmental Services	0
Fire and Police Stations	1
Schools	1
Total	6

Do you use any of these public spaces in your town?



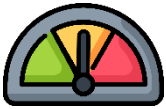
27% of land in Madbury is conserved.





EXISTING CONDITIONS

- **Conserved land** – At both the Community Zoom Forum and the CHAT online survey it was noted that the more rural landscape, and conserved recreation spaces in town, like Powder Major’s Forest, are important to residents.
- **Newly constructed public library** – In 2019 the Town of Madbury built its new library, which has two community meetings spaces and provides important programming and events (see Social Participation section below).
- **Trails** – Local trails like those at Kingman Farm (located behind Town Hall) allow for abundant recreational opportunities including hiking, biking, cross-country skiing, and snowshoeing.



OPPORTUNITIES

- **Add to the town’s open and public recreation spaces** – In its 2010 master plan the town noted one its policy goals as, “Acquire additional interests in land for conservation, water supply, open space, public recreation, and Town facilities.”

LIVABILITY PRINCIPLE #2 - TRANSPORTATION

“Driving shouldn’t be the only way to get around. Pedestrians need sidewalks and safe, crossable streets. Dedicated bicycle lanes benefit nondrivers and drivers alike. Public transit options can range from the large-scale (trains, buses, light rail) to the small (taxis, shuttles or ride share services).”ⁱⁱⁱ

DATA

Bicycle Level of Traffic Stress

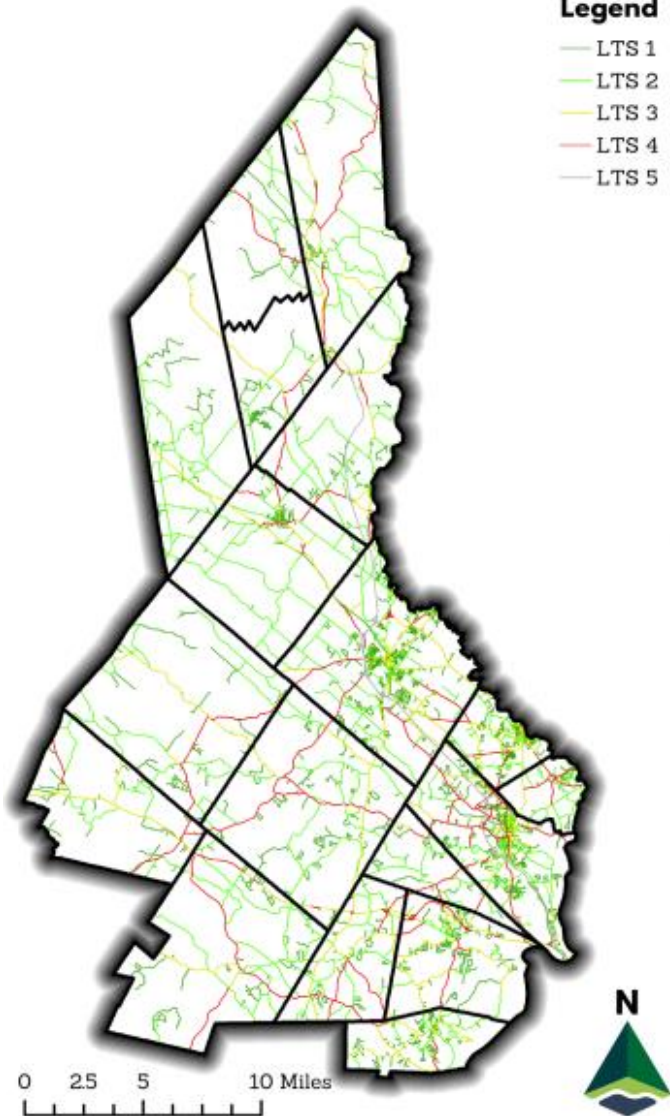
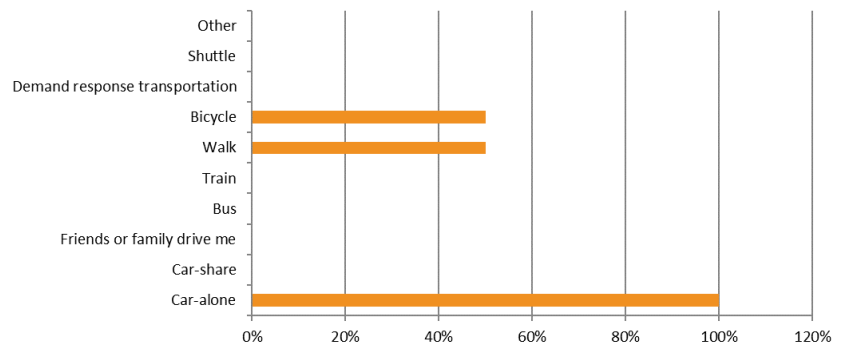
Legend

- LTS 1
- LTS 2
- LTS 3
- LTS 4
- LTS 5

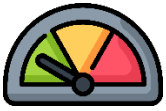
LTS Rating	LTS Rating Description	Population Class
LTS 1	Lowest stress ; suitable for all riders	Kids and Beginners
LTS 2	Lower stress ; suitable for adults with some experience	Willing but Wary Riders
LTS 3	Moderate stress ; suitable for those who ride regularly	Comfortably Confident Riders
LTS 4	High stress ; suitable for experienced riders with tolerance to high speeds and traffic	Exposure-Experienced Riders
LTS 5	Bicycles prohibited	

Source: Bicycle Level of Traffic Stress. Year: 2019. Granularity: SRPC.

How do you and your household members generally travel around for work, school, recreation, or other errands?

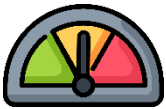


COAST Routes (including ADA On-Demand Transit)	0
Wildcat Routes	2
Demand Response Transit	Yes



EXISTING CONDITIONS

- **Ready Rides** – This independent, nonprofit volunteer drive program serves older adults with disabilities who reside in Madbury, and surrounding communities.
- **Community Rides** – “The Alliance for Community Transportation (ACT) offers curb-to-curb non-emergency medical transportation called Community Rides. Community Rides is open to older adults (60+) or individuals with a qualifying disability who live within ACT's 38-town service area, which includes Madbury. Trips are provided only to destinations within the 38-town service area as well. Community Rides is meant to serve as a "provider of last resort" for people who aren't eligible for other services such as COAST ADA Paratransit, Portsmouth Senior Transportation, or Rockingham Nutrition & Meals on Wheels Senior Shuttle.”^{iv}
- **Limited Wildcat Transit Service** – In its routes between Durham and Dover, Wildcat Transit makes five stops in Madbury. This service does fluctuate seasonally.
- **Access to Route 4, 16 and 125** – Madbury is wedged in between Routes 4, 16 and 125, which connect to Portsmouth, and lead out to Concord and Manchester to the west.



OPPORTUNITIES

- **Increased public transportation or rideshare** - There is no designated local transit in the town. While Wildcat Transit runs through Madbury, there are only five stops, and the routes fluctuate seasonally. On the CHAT online survey, it was noted that public transportation would ease concerns about aging in town. This could be visualized in creative ways like a network of volunteer drivers or rideshare for seniors, and the community in general, or by leveraging ridesharing options through resources like the CommuteSmart NH online and mobile app.
- **Bicycle and pedestrian infrastructure** – When asked about bicycle safety on the CHAT online survey, 66% of survey residents reported it as poor. In its 2010 master plan the town set a recommendation to, “Implement projects to increase the safety of cyclists along all roads in Madbury. Specific attention should be paid to the routes that connect Dover and Durham, such as Knox Marsh Road/Route 155 and Madbury Road.”^v The town could propose modifications to these routes via Strafford Regional Planning Commission to the NH Department of Transportation.

LIVABILITY PRINCIPLE #3 – HOUSING

“AARP surveys consistently find that the vast majority of older adults want to reside in their current home or community for as long as possible. Doing so is possible if a home is designed or modified for aging in place, or if a community has housing options that are suitable for differing incomes, ages and life stages.”^{vi}

DATA

Housing Stock

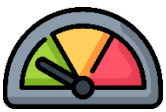
■ Single family ■ Multi-family ■ Mobile Home



Own vs Rent

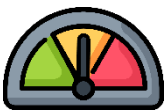


615 total housing units in Madbury.



EXISTING CONDITIONS

- **Housing variety** – 77% of housing stock is single-family, 16% is multi-family, and 7% is mobile homes. While homeowners make up for the majority, 13% rent in town.
- **Adaptive zoning for affordable units** - Madbury has updated their zoning to allow accessory apartments to, “enhance reasonable and realistic opportunities within Madbury for a balanced supply of housing affordable to persons and families of low and moderate income.”^{vii}
- **Housing that promotes open and conserved space** – 83% of respondents on the CHAT online survey moved to Madbury because of the character of the community. It was noted that one resident moved due to the “less crowded nature of the area.”



OPPORTUNITIES

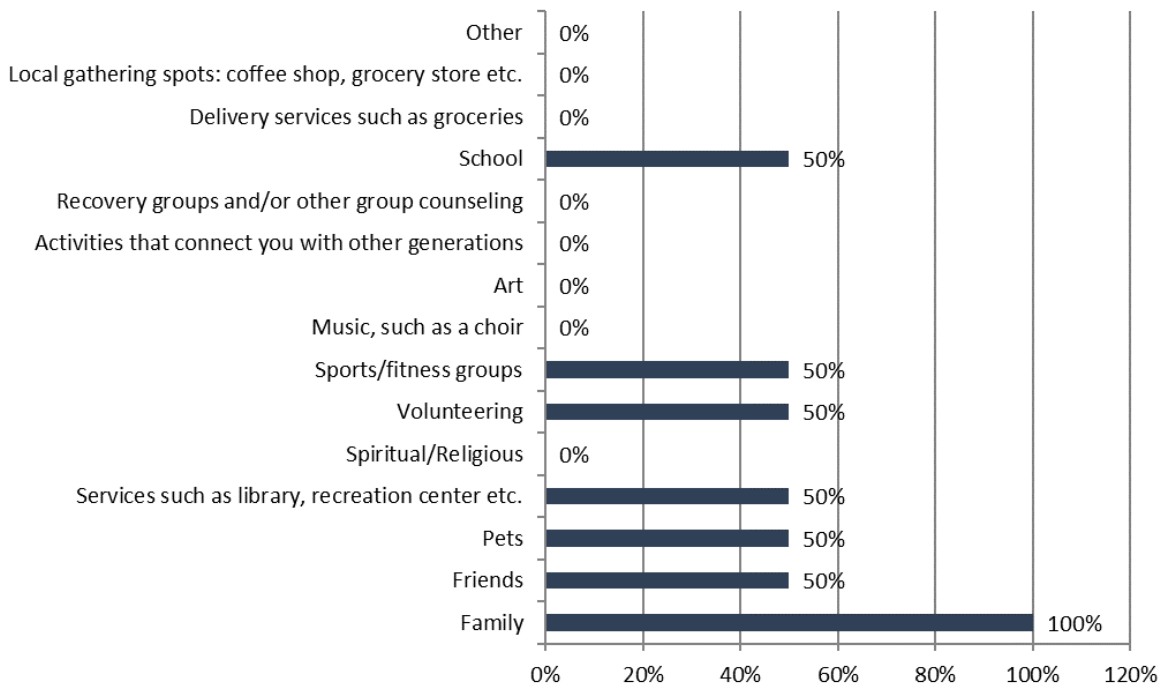
- **More options for affordable senior housing** – It was noted via the CHAT online survey that affordable senior housing would ease concerns about growing older in town. While the town does have zoning elements that encourage affordable options, there could be more opportunity with increased rentals or designated senior housing. This aligns with the town’s residential land policy of, “Appropriate housing will be available to all members of the community.”^{viii}

LIVABILITY PRINCIPLE #4 – SOCIAL PARTICIPATION

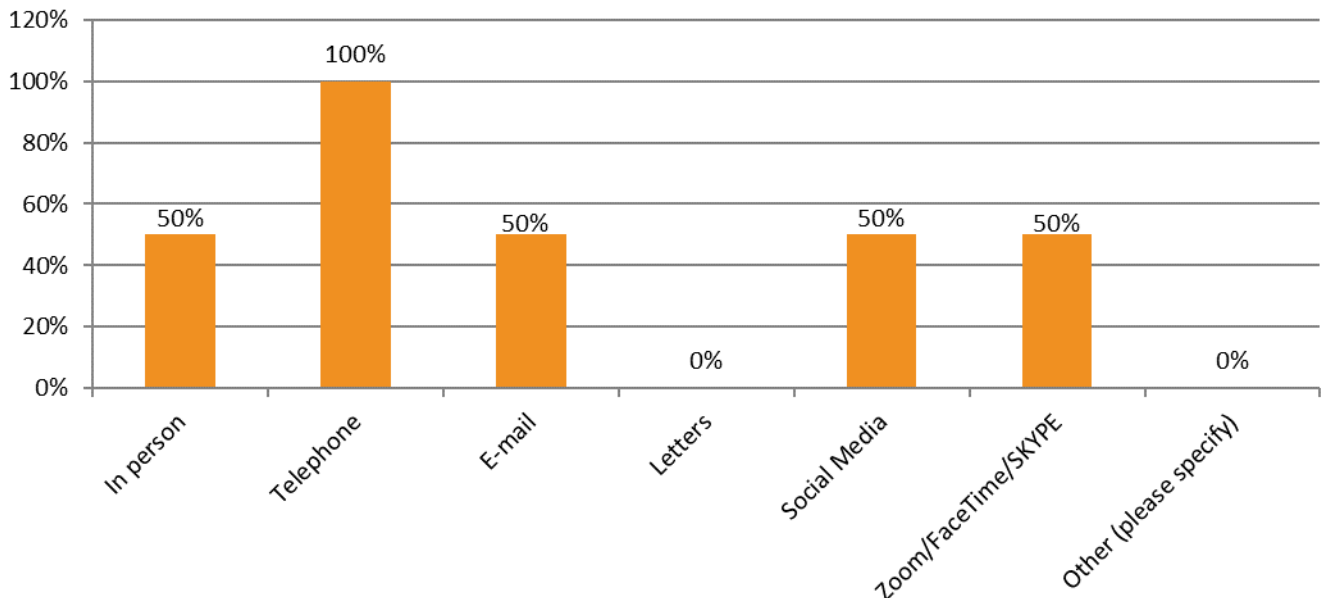
“Regardless of a person’s age, loneliness is often as debilitating a health condition as having a chronic illness or disease. Sadness and isolation can be combated by having opportunities to socialize and the availability of accessible, affordable and fun social activities.”^{ix}

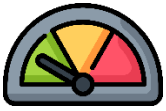
DATA

What are your main social interactions?



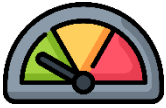
How do you most commonly socialize?





EXISTING CONDITIONS

- **Community events** - Citizens in town enjoy events like Madbury Day and the Annual Town Clean-Up.
- **Madbury Community Club** – “Madbury Community Club was established by Madbury women in 1950 as a civic and social organization; an opportunity for women of Madbury to establish friendships and to endeavor to do something worthwhile for the community.”^x They hold events like Bingo and DIY Ice Cream Sundae night and improve town surroundings through projects such as gardening in public spaces.
- **Madbury Historical Society** – This entity encourages and shares an interest in the history of Madbury, NH and offers informative programming. An example is an educational talk on “New England Quilts and the Stories They Tell.”
- **Madbury Public Library**- In addition to offering community meeting space, the library offers book, writing, Lego, quilting groups, and other special events.



OPPORTUNITIES

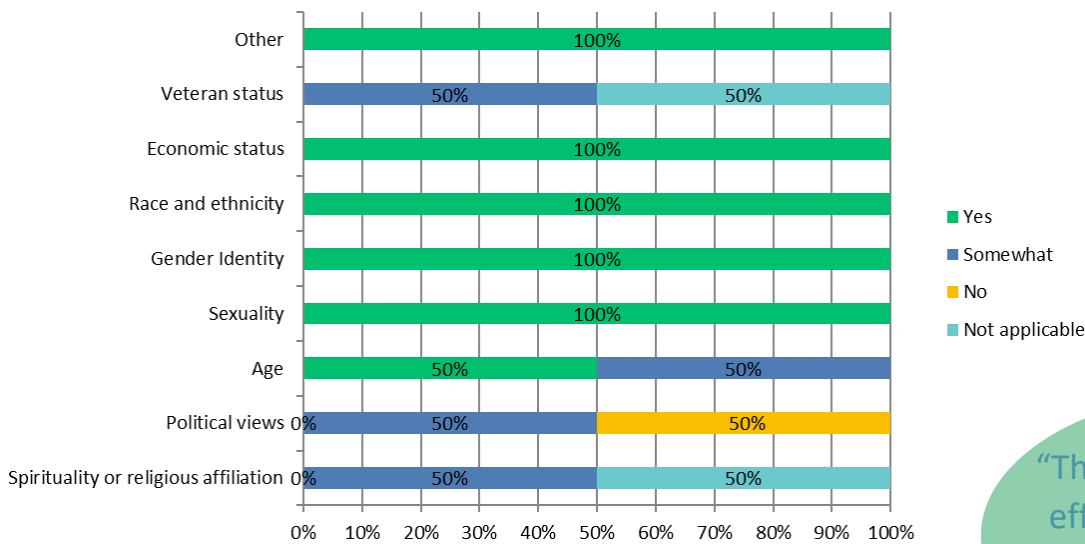
- **Hold more community events near the civic district** – In Madbury’s town master plan vision chapter, one of the policy statements is to “Focus Madbury’s civic and social activities within the present civic district.” and “The area around the Town Hall [to] serve as the civic and social center of the Town of Madbury.”^{xi}

LIVABILITY PRINCIPLE #5 – RESPECT AND INCLUSION

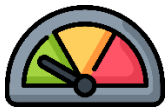
“Everyone wants to feel valued. Intergenerational gatherings and activities are a great way for young and older people to learn from one another, honor what each has to offer and, at the same time, feel good about themselves.”^{xii}

DATA

Do you feel accepted in your community with regards to:



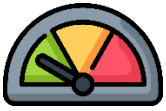
“There is a good community effort to be a good citizen, whether you’re elderly or not”



STRENGTHS

- **Socially Inclusive Associations** – The Madbury Community club encourages an inclusive and welcoming atmosphere for woman of all ages.
- **Acceptance in the Community** - Residents feel accepted in terms of the spirituality, politics, age, sexuality, race, and economic status in Madbury, as expressed on the CHAT survey.

“Find a way for seniors to be able to connect and have service people come and so that you can stay in your own home while keeping people involved and active in the aging process.”



OPPORTUNITIES

- **Potential for increased communication to make all residents feel connected** - Making sure that all residents are aware of community support options and opportunities for dialogue. This is currently done periodically through e-communications, but the town could consider increasing the frequency or finding a unique way to target seniors.

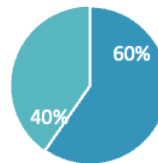
LIVABILITY PRINCIPLE #6 – WORK AND CIVIC ENGAGEMENT

“Why does work need to be an all or nothing experience? An age-friendly community encourages older people to be actively engaged in community life and has opportunities for residents to work for pay or volunteer their skills.”^{xiii}

DATA

Income	Median Household Income	\$123,875
	Income Inequality (Gini Index)	0.38
	Low income households	5.79%
	High income households	27.60%

Ballots Cast

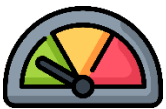


■ In-Person ■ Absentee

* This data is from the 2020 general election

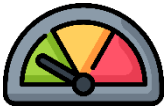


275 total jobs in Madbury.



EXISTING CONDITIONS

- **Proximity to jobs** – As Madbury is centrally located to Routes 4, 16, and 125, there are many job options within a 45-minute drive. The Moharimet School and Landcare Inc. are the largest employers in town.
- **Numerous opportunities to volunteer** – The many community organizations like the Historical Society and the Madbury Community Club welcome volunteers to participate and join their organizations.
- **Business at Lee Traffic Circle** - There are several businesses located nearby (withing 5 mi) in Lee that can provide employment opportunities for those seeking it.



OPPORTUNITIES

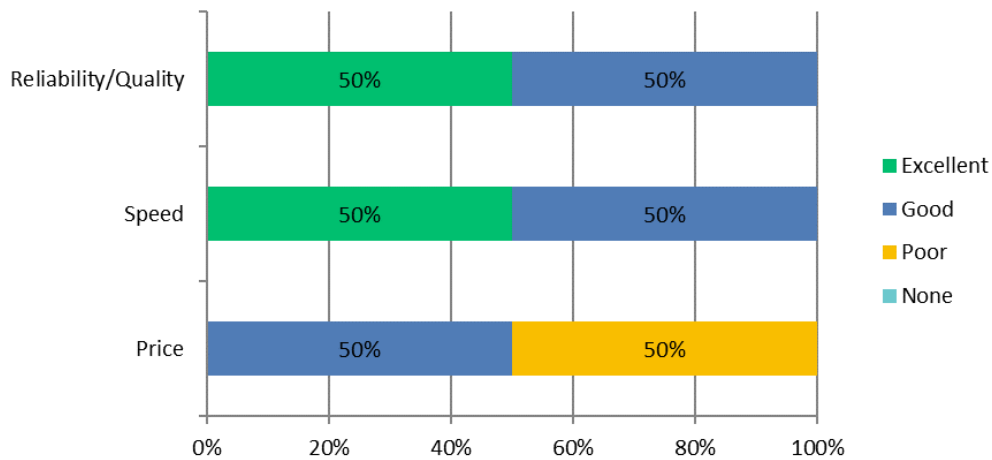
- **Future economic development with environmental considerations** – Any future opportunities for economic development within the town should be done so in line with Madbury’s Master Plan, which set a policy goal to, “Insure future economic development does not harm the environment or abutting properties.”^{xiv}

LIVABILITY PRINCIPLE #7 – COMMUNICATION AND INFORMATION

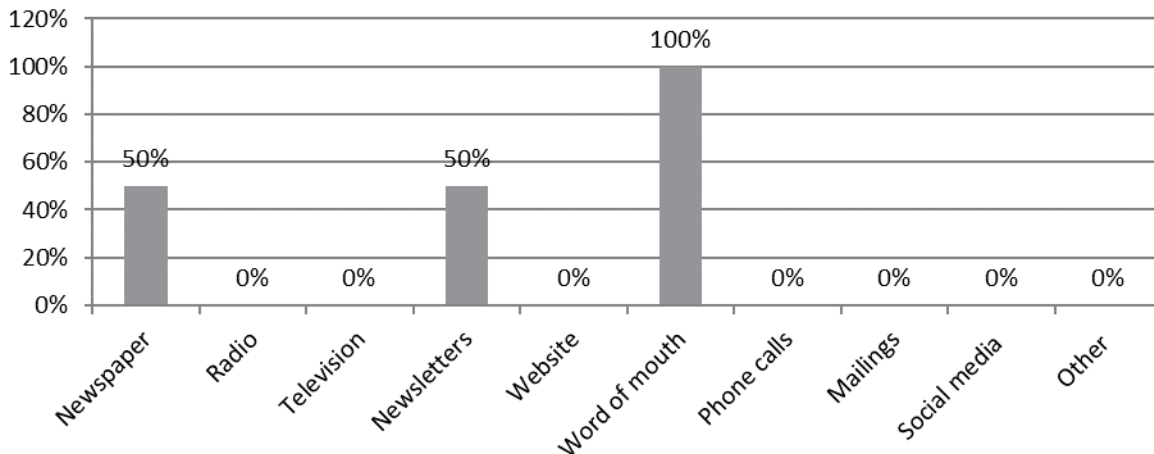
“We now communicate in ways few could have imagined a decade ago. Age-friendly communities recognize that information needs to be shared through a variety of methods since not everyone is tech-savvy, and not everyone has a smartphone or home-based access to the internet.”^{xv}

DATA

How would you rate your internet access in regard to?

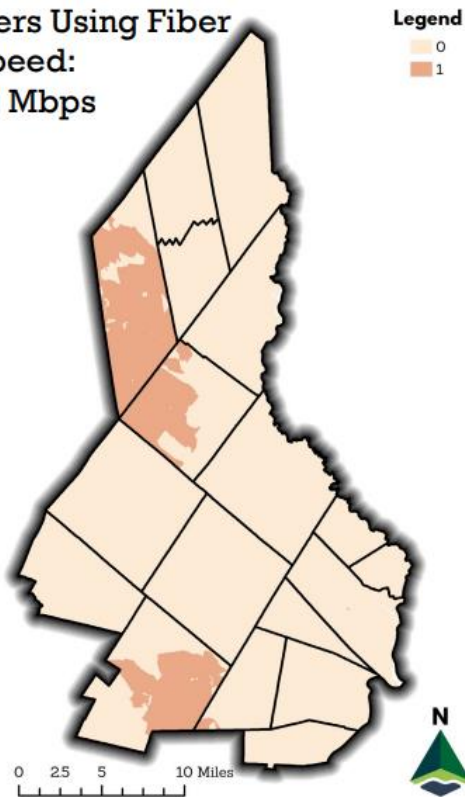


How do you learn about community news and activities?

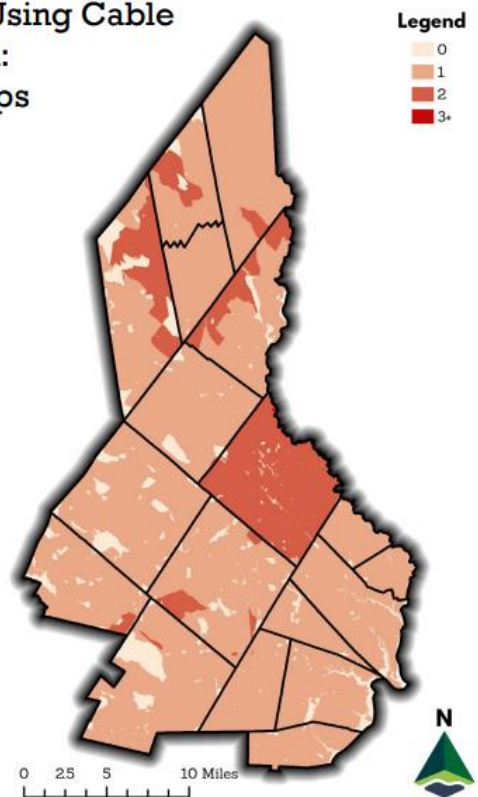


Broadband Access

Providers Using Fiber
Min. Speed:
100/20 Mbps



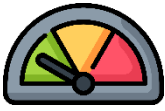
Providers Using Cable
Min. Speed:
100/20 Mbps



EXISTING CONDITIONS

- **Madbury Musings** – This local town newsletter is published twice a year and it is delivered with tax bills in May and October.
- **Madbury Post** - “The Madbury Post is an email notification service established in order to facilitate the timely distribution of important town information. Messages from the service originate from the Board of Selectmen, Town Clerk or Emergency Services. It is sent once a month throughout the year”^{xvi}
- **Facebook town groups** - While not maintained or interacted with by the Town, town Facebook groups like “The Community Discussion Group for Durham, Lee, & Madbury, NH” prove to be a popular source of what is going on in Madbury.
- **Reliable and speedy internet** – According to the CHAT online survey internet access is excellent and good in terms of speed and reliability.

- **Town website** – The town maintains a robust website with information about various happenings at the Town Hall, and important information for residents for essential business such as dog licensing and car registrations.



OPPORTUNITIES

- **Text or phone alerts** - This could be useful for important news updates from the community, and especially for times like the Covid-19 pandemic.
- **More frequent communications** - The Madbury Musings and the Madbury post are sent out on a bi-annual and monthly schedule, respectively. The town could consider a more frequent communication schedule.
- **Increased communication with senior residents** – Find an appropriate media for having stronger communications between the town and senior residents.

LIVABILITY PRINCIPLE #8 – COMMUNITY AND HEALTH SERVICES

“At some point, every person of every age gets hurt, becomes ill or simply needs some help. While it’s important that assistance and care be available nearby, it’s essential that residents are able to access and afford the services required.”^{xvii}

DATA

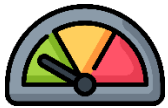
Healthcare and Aging Services	Number of Sites
Assisted Living Sites	0
Nursing Homes	3*
Senior Centers	0
Primary Care Providers	83*
Hospitals	0
Community Health Centers	0
Home Health Agencies	7
Memory Cafes	0
Dementia Support Group	0
Total	93

Community Resources	Number of Sites
Places of Worship	0
Historic Places, Buildings, or Structures	0
Libraries	2
Medical and Health Care Facilities	0
Governmental Services	2
Non-Governmental Services	0
Fire and Police Stations	1
Schools	1
TOTAL	6



EXISTING CONDITIONS

- **Centrally located, with access to health services** – Madbury is adjacent to Dover and near Somersworth, which both abound in health services such as Wentworth Douglass Hospital and Goodwin Community Health.
- **The Madbury Public Library** – This public institution is an important community service. It provides free services for downloading eBooks, provides discounted museum passes, alongside free books with no overdue fees.



OPPORTUNITIES

- **Increased home care services-** During the CHAT community forum a resident noted that it would be important for seniors to have access to in-home services as they age. This could be something like small support services for elderly people; for example, someone to help clean or perform small house maintenance tasks or even healthcare services. These could be located nearby, and don't specifically have to be operated from within the Town of Madbury.

NEXT STEPS

Following completion of the community assessments, SRPC and SCPHN staff will solicit interest from and work with a limited number of communities to develop action plans. Selected municipalities will be able to take the information in the community assessments a step further, to identify specific implementation strategies that respond to the assessment findings and aim to enhance the community's "age-friendliness." Communities will be selected based upon interest and engagement in promoting age friendly communities, local support and willingness to implement recommendations, and geographic diversity. With the goal of adoption, final plans will be presented to each community. There is also the opportunity for completion of one or two pilot projects that will be selected from the action plan recommendations. Lastly, SRPC and SCPHN will publish an extensive resource guide that will be widely distributed via channels appropriate to our key audiences.

ⁱ <http://townofmadbury.com/AboutMadbury.html>

ⁱⁱ <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>

ⁱⁱⁱ <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>

^{iv} <https://communityrides.org/community-rides-0>

^v http://www.madburynh.org/Madbury/docs/Master_Plan.pdf

"I will not leave because of recreational activities and community educational support"

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- vi <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>
- vii <http://www.townofmadbury.com/Madbury%20Zoning%20Ordinances%202014-03-20.pdf>
- viii http://www.madburynh.org/Madbury/docs/Master_Plan.pdf
- ix <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>
- x <http://townofmadbury.com/MadburyCommunityClub.html>
- xi http://www.madburynh.org/Madbury/docs/Master_Plan.pdf
- xii <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>
- xiii <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>
- xiv http://www.madburynh.org/Madbury/docs/Master_Plan.pdf
- xv <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>
- xvi <http://townofmadbury.com/MadburyMusingsMay2022.pdf>
- xvii <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/8-domains-of-livability-introduction.html>