

# CHAT

COMMUNITIES FOR HEALTHY AGING TRANSITIONS

## Age-Friendly Action Plan For the Town of Newmarket 2023



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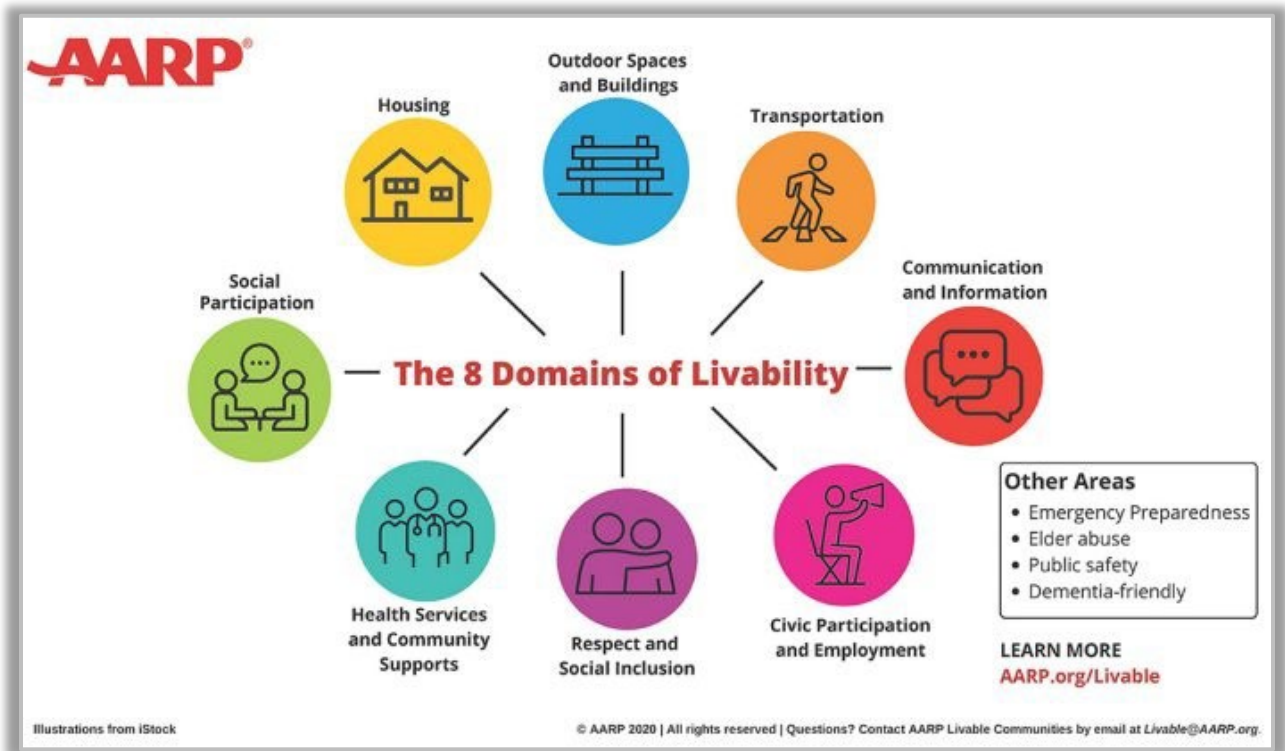
## INTRODUCTION

An age-friendly action plan is intended to convey a clear vision and set of values towards an age friendly community and define goals to make a community a better place for residents of all ages, abilities, racial and ethnic identifications, and socioeconomic levels.<sup>1</sup>

[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.



<sup>1</sup> AARP - <https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/AARP-NAFC-action-planning-overview.pdf>

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

## COMMUNITY PROFILE

Newmarket, NH is a compact, close-knit, and engaged community with residents representing a diverse array of backgrounds. Residents and visitors alike admire the community for its artistic and unique appeal, variety of activities, and local businesses which contribute to a welcoming and dynamic community character.

Newmarket’s ambiance is that of a classic coastal New England town. The historic and walkable downtown provides access to necessities for many residents, and the character of the infrastructure and preservation of natural features creates an appealing small-town aesthetic. The downtown area is the heartbeat of the community, where activity and interaction among residents thrive. The town’s commitment to preserving its natural resources can be seen in its progressive land use policies and regulations.

The town has various boards and commissions that work in accord with local government and keep residents active in the community, maintaining Newmarket’s most valued features and lively atmosphere.

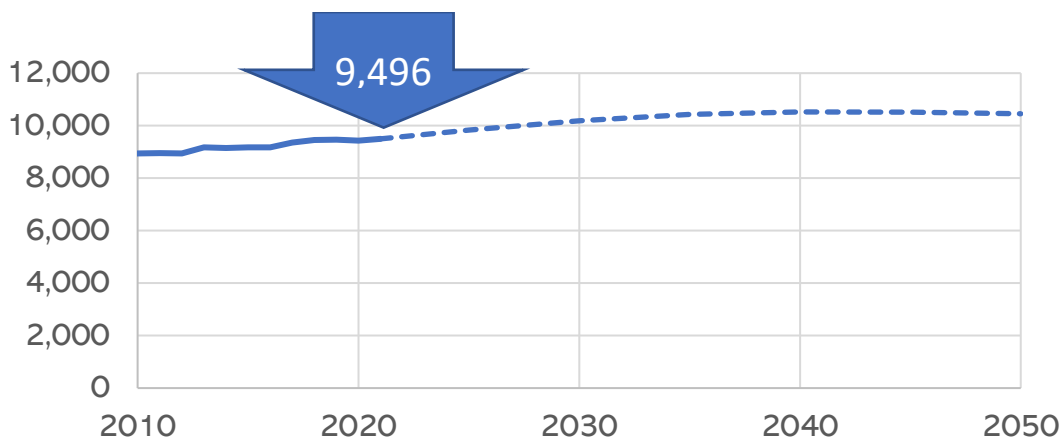
The community outreach process for this project, combined with supplementary data analysis included in the next section, was used to outline the many ways in which Newmarket provides an inclusive, welcoming, supportive, and healthy environment for people of all ages, as well as opportunities for improvement.

### DATA

In the Spring of 2023, the Strafford Regional Planning Commission updated the community profiles for each municipality in the region. The data presented here provides the most up-to-date information on Newmarket as of 2023 and provides a snapshot of the demographics, household dynamics, education and employment status for the Town. Unless otherwise noted, the data source is the 2016-2021 American Community Survey.

#### DEMOGRAPHICS

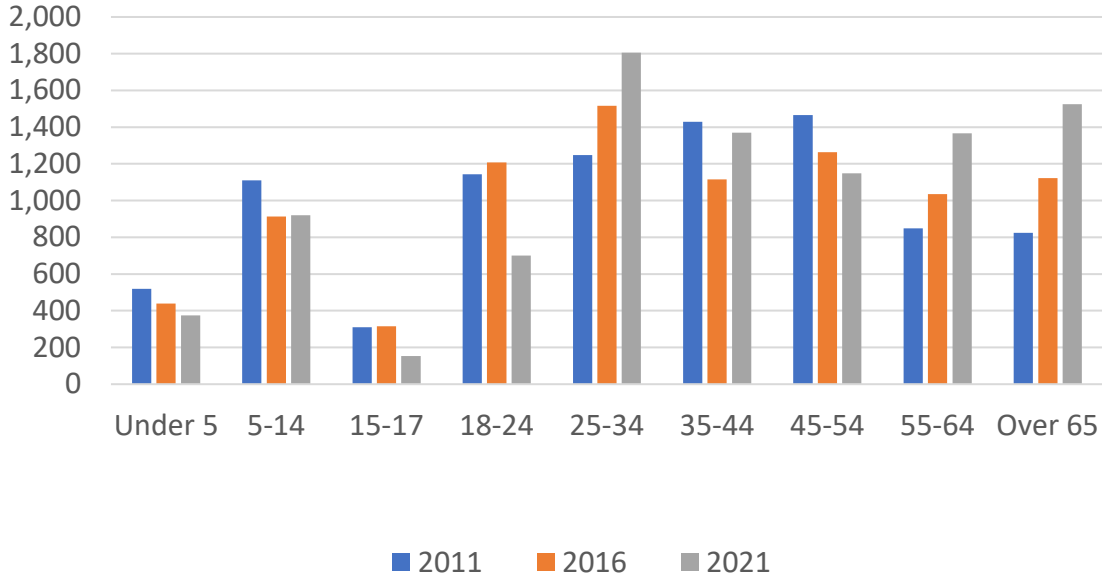
**Table 1: Population Trends and Projections: 2010 - 2050**



**Figure 1: Population by Sex: 2021**



**Table 2: Population by Age: 2011, 2016 and 2021**



**Table 3: Race and Ethnicity: 2011, 2016 and 2021**

Race or Ethnicity	2011	2016	2021
<b>Total Minority</b>	<b>9.5%</b>	<b>11.4%</b>	<b>7.3%</b>
Black Alone	1.2%	0.9%	1.2%
Native American Alone	0.1%	0.1%	0.0%
Asian Alone	3.6%	5.9%	2.3%
Hawaiian and Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.0%	0.0%
Two Or More Races	2.7%	1.2%	2.4%
Hispanic or Latino	1.7%	3.4%	1.5%

**Table 4: People with a Disability<sup>1</sup>: 2016 and 2021**

Location	2016	2021
Newmarket	9.80%	9.30%
Rockingham County	10.19%	10.75%
SRPC	12.98%	12.26%

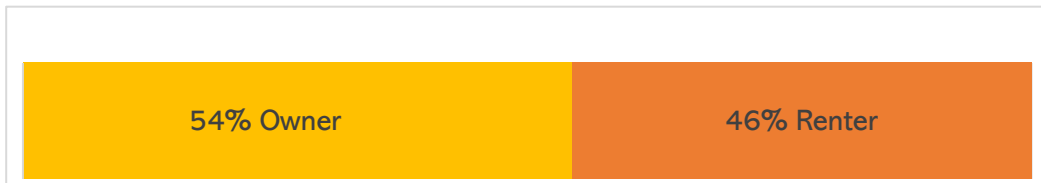
<sup>1</sup> People who reported a qualifying disability when taking the American Community Survey

**Table 5: Shared Housing Statistics: 2010 and 2020**

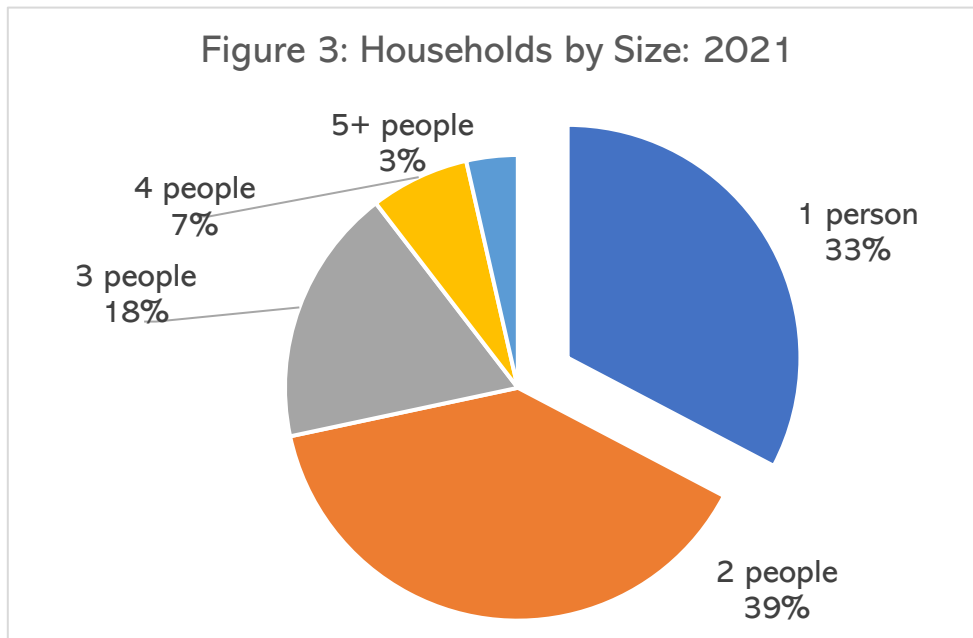
Group Quarters	2010	2020
Correctional	0	0
Nursing Homes	0	44
Other Institutionalized	0	0
College Dorms	0	0
Other Non-Institutionalized	4	4
Total	4	48

*HOUSEHOLD DYNAMICS*

**Figure 2: Household Tenure: 2021**



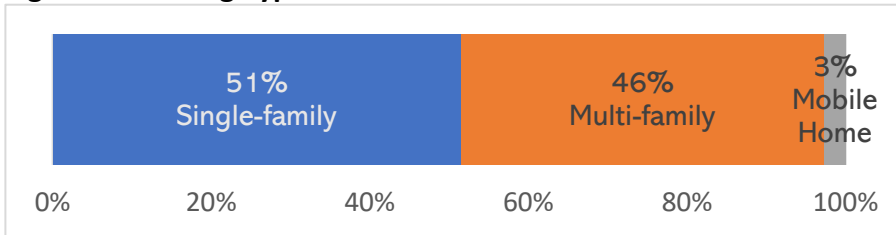
**Figure 3: Households by Size: 2021**



**Figure 4: Parent Marital Status: 2021**

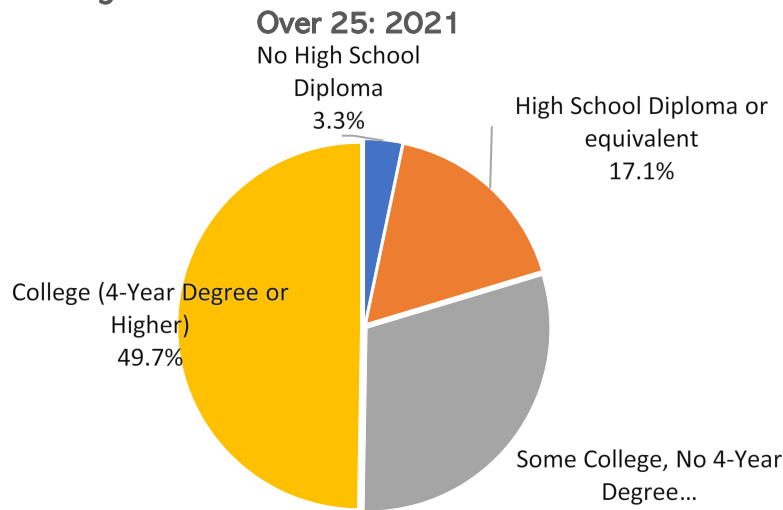


**Figure 5: Housing Types: 2021**

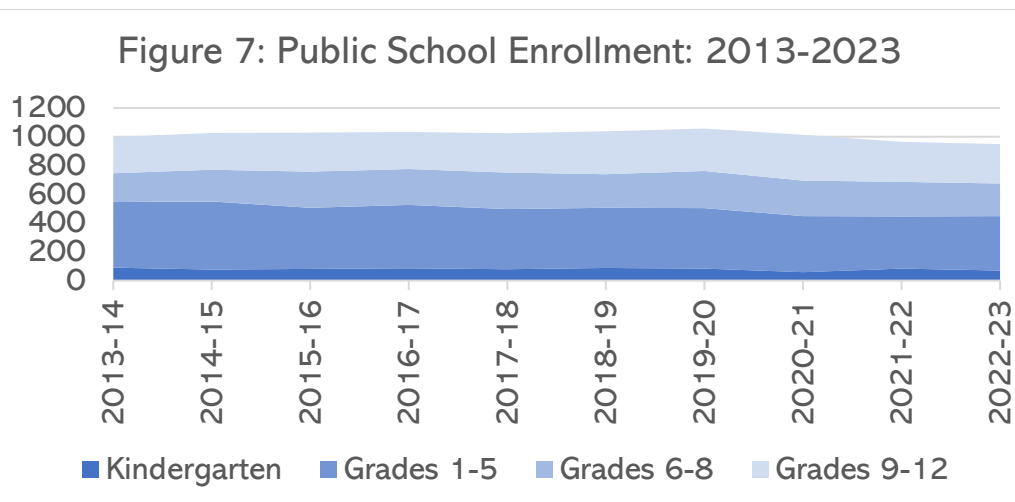


**EDUCATION**

**Figure 6: Educational Attainment of Adults**



**Figure 7: Public School Enrollment: 2013-2023**

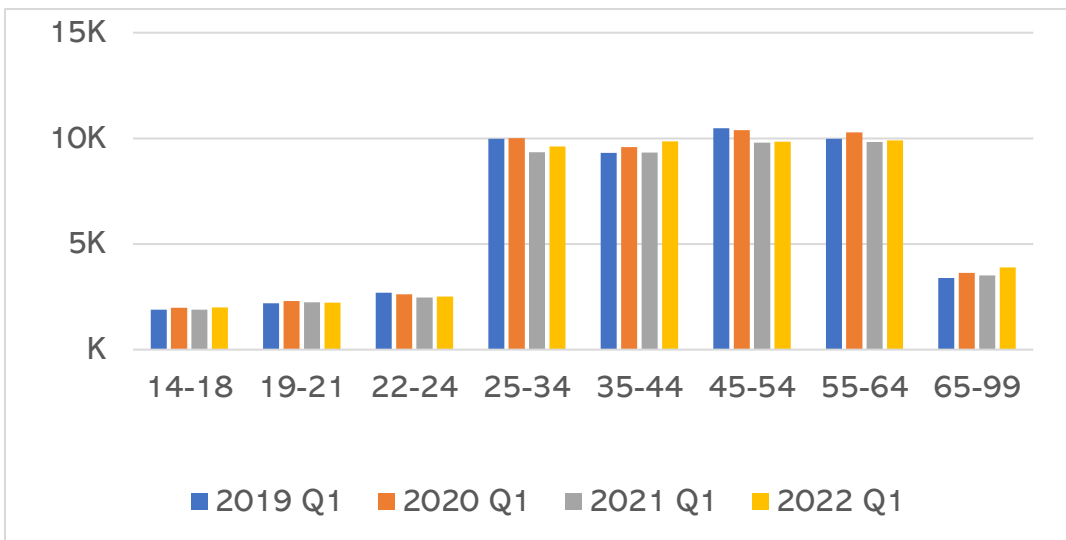


ECONOMIC VITALITY

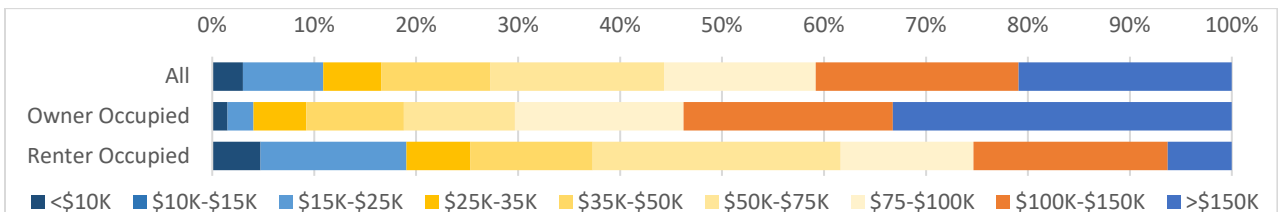
**Table 6: Changes in Employment: 2020 - 2023**

Month/Year	Labor Force	Unemployment Rate
Jan '20	5,887	2.5%
Apr '20	5,617	17.0%
Apr '21	5,728	3.3%
Apr '22	5,762	1.7%
Feb '23	5,866	2.0%

**Table 7: Employees by Age in Strafford County: 2019 – 2022**



**Figure 8: Household Incomes: 2021**





## TOWARDS AN AGE-FRIENDLY NEWMARKET

This plan builds upon the community assessment completed for the Town of Newmarket in Phase I of the CHAT project by providing goals and actions that can be implemented by various entities, officials, and volunteers in town over the next 6-10 years.

The vision statement for this plan is:

*Newmarket recognizes that the community serves people of all ages and abilities and implements age-friendly policies and measures that aid the community in achieving this vision.*

This vision statement, and the other components of this plan were guided by Newmarket citizens, municipal officials and other stakeholders in the outreach process detailed below.

## PLAN DEVELOPMENT

SRPC, with support from partners at GSCH, leveraged the input of Newmarket residents and town staff, officials, and volunteers to create a plan with implementable goals and actions for the town.

For Phase I of the CHAT project, SRPC launched a survey which was taken by 51 Newmarket residents in addition to facilitating a Community Zoom forum in April 2021. The feedback was documented in the Newmarket Community Assessment, which informed this Action Plan.

To breakdown the Community Assessment as a guiding tool for this plan, SRPC formed a small, steering committee including Bart McDonough (Town Planner for Newmarket), Lisa Henderson (Newmarket Resident, SRPC Commissioner, and Executive Director of Leading Age Maine and NH), Kim Tilton (Sunrise Sunset Activity Center) and Sylvia Von Aulock (Executive Director of the Southern NH Planning Commission and active participant in Age-Friendly New Hampshire activities). This group of engaged individuals worked with SRPC to develop this plan, and the following goals and actions.

The Age-Friendly Plan includes the actions, associated livability domains, timeframe for implementation, the responsible party(ies), and the resources and partners necessary to implement the actions. The timeframe for implementation is broken into long-term (5-10 years), medium-term (1-4 years), and short-term (<1 year). We hope this plan can be a living document which is revisited annually to track progress, celebrate successes, and update as necessary to reflect current priorities and resources available.

This Action Plan should be used in conjunction with other state and regional plans for age-friendly strategies, such as the [New Hampshire State Plan on Aging](#). The Town can supplement this Age-Friendly Plan with local public health and safety protocols or programs. These can include regular check-ins with people who have mobility issues to ensure they are safe in their homes (i.e., their smoke detectors are working) and they have access to food and running water.

## NEWMARKET AGE-FRIENDLY ACTION PLAN

Goal 1: Expand options for transportation, including active transportation					
Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Create trail networks by connecting in-town pathways to existing trails in surrounding communities	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Long-term  <u>Progress:</u> Grant received to fill in the current gaps in trail network	DPW, Planning Department, Conservation Commission	<u>Partners:</u> NHDOT, SRPC, Lamprey Advisory Comm, SELT, property owners, developers  <u>Resources:</u> Transportation Alternatives Program funds  <u>Ideas:</u> <ul style="list-style-type: none"> <li>• Use access/ parking, shade, benches with new connections</li> <li>• Explore Trails subcommittee</li> </ul>
	#2 Transportation	X			
	#3 Housing	X			
	#4 Social Participation				
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services				
Improve and extend sidewalk network, including connections to downtown and destinations for older adults	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Long-term  <u>Progress:</u>	DPW, Planning Department	<u>Partners:</u>  <u>Resources:</u>  <u>Ideas:</u> <ul style="list-style-type: none"> <li>• Coordinate with new Complete Streets Policy</li> <li>• Incorporate placemaking and safe crossings</li> <li>• Encourage social interactions w/nature</li> </ul>
	#2 Transportation	X			
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services				

**Goal 2: Increase older adult involvement in the community**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Create and promote walking programs on existing trail systems	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Medium-term and evolving  <u>Progress:</u> Current programs through Sunrise Center (incl outside Newmarket)	Conservation Commission, Sunrise Sunset Activity Center, Recreation Department	<u>Partners:</u>  <u>Resources:</u> Scheduled walks (i.e., Library Walkers, Manchester Senior Walks through Police Dept)  <u>Ideas:</u> Map out existing trail walks with Planning
	#2 Transportation				
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			
Hold smaller, more frequent, town events	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Short-term  <u>Progress:</u>	Recreation Department, Sunrise Sunset Activity Center	<u>Partners:</u>  <u>Resources:</u>  <u>Ideas:</u> This could help with social isolation, year-round. Considerations should be made for access for older adults (i.e., an event on grass is not accessible for a walker or wheelchair).
	#2 Transportation				
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services	X			

**Goal 2: Increase older adult involvement in the community**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Provide opportunities for intergenerational connections/activities	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Medium-Term  <u>Progress:</u>	Recreation Department, Sunrise Sunset Activity Center	<u>Partners:</u> Schools  <u>Resources:</u>  <u>Ideas:</u> Include Intergenerational programming – i.e., Senior Cafe @ middle/high school or morning coffee served by students. The Somersworth High School provided meals through the culinary program. Leverage groups like Boy and Girl Scouts and Big Brother/Big Sister.
	#2 Transportation				
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services				
Improve advertising of in-town volunteer opportunities	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Short-term  <u>Progress:</u> Creating “Welcome to Newmarket” video	Town Manager’s newsletter, Planning Department, Town Council	<u>Partners:</u> Recreation Department, Library (like the Candia model of speed dating)  <u>Resources:</u>  <u>Ideas:</u> Put together a distribution list and utilize various channels (i.e., churches, libraries, doctor’s offices could print monthly newsletters to display for increased availability)
	#2 Transportation				
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement	X			
	#7 Communication and Information	X			
	#8 Community and Health Services				

**Goal 2: Increase older adult involvement in the community**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Encourage opportunities for the passing of generational knowledge/experience	#1 Outdoor Spaces and Buildings		Timeframe: Medium-term  Progress:	Town Council, Boards	Partners: Senior Center  Resources:  Ideas: Mentorship/baton-passing from older adults retiring from town offices or volunteer boards to demystify board service for younger generations.
	#2 Transportation				
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services				
Build community capacity to care for those with individuals with Alzheimer's Disease or related dementia	#1 Outdoor Spaces and Buildings		Timeframe: Medium-term  Progress:	Newmarket Business Development Association, Sunrise Sunset Activity Center	Partners:  Resources: AARP, Dementia Society of America  Ideas: This could be professional development, information sharing, sharing of tools, doing peer-support for people caring for loved ones with dementia and similar cognitive diseases. Audiences could be businesses, general public, etc.
	#2 Transportation				
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services				

**Goal 3: Improve outreach about existing resources available in the community**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Develop an outreach plan that outlines how to best disseminate different types of information to different age groups	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Short-term  <u>Progress:</u> In development – ad-hoc committee is looking at different strategies to communicate more effectively	Town Manager’s Office	<u>Partners:</u> Newmarket Housing Authority, PTAs  <u>Resources:</u> Use the Friday newsletter and Channel 13  <u>Ideas:</u> Connect with groups in various ways. i.e., parents via students, use social media groups. “How do we make sure citizens are informed?” “Should the newsletter structure be reverted?” “How do we engage with shut-ins or those that don’t visit the senior center?”
	#2 Transportation	X			
	#3 Housing	X			
	#4 Social Participation	X			
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			
Create printed/digital resources listing all transportation options in town	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Medium/Long-term  <u>Progress:</u> In light of recent changes in COAST service, this could be a longer initiative	Planning Department	<u>Partners:</u> businesses, Mobility Manager (Alliance for Community Transportation), Ready Rides (VDP)  <u>Resources:</u> Continue leveraging events to promote info/activities (i.e., Tuesdays in the Park), volunteer driver programs  <u>Ideas:</u> Available at libraries, Sunrise Sunset Activity Center, Town Hall/website, Transfer Station, improve electronic bulletin board at Town Hall (Short-term)
	#2 Transportation	X			
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			

**Goal 3: Improve outreach about existing resources available in the community**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Promote Service Link as a first stop for aging services navigation	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Short-term and evolving  <u>Progress:</u>	Town Manager's Office, Sunrise Sunset Activity Center, Welfare Department	<u>Partners:</u> Service Link  <u>Resources:</u>  <u>Ideas:</u> Research and understand the resource first, potentially create a flyer, invite Service Link to present, this could be shared as a resource via town hall, Sunrise Sunset Activity Center, etc.
	#2 Transportation				
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			
Build and strengthen partnerships between older adult-serving entities in the region and town-resources to increase awareness of resources so they can be better shared with older adults	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Short-term and evolving  <u>Progress:</u>	Sunrise Sunset Activity Center, Welfare Department	<u>Partners:</u> Senior Center, Businesses that have services for older adults, SCPHN/Seacoast PHN, Alliance for Healthy Aging, AARP, local churches, Meals on Wheels, Police, and Newmarket Housing Authority.  <u>Resources:</u> Unite Us and 211  <u>Ideas:</u> Durable medical equipment loan program - American Legion already does this to some degree. Use outreach plan to determine communication strategies
	#2 Transportation				
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			

**Goal 3: Improve outreach about existing resources available in the community**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Create a "Welcome mat" resource for new residents	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Medium-term  <u>Progress:</u> Already being discussed as part of the Ad-hoc Outreach Plan committee	Town Manager's Office	<u>Partners:</u> Businesses  <u>Resources:</u> <u>Ideas:</u> this would be a video suite, post monthly reminders on two FB pages, town website FAQ or in accordance with the outreach plan
	#2 Transportation	X			
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement	X			
	#7 Communication and Information	X			
	#8 Community and Health Services				



**Goal 4: Provide resources to older adults where they're at**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Build opportunities for peer-connections amongst older adults in the community	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Evolving  <u>Progress:</u> Newmarket Community Church is already offering these connections	Welfare Dept. Sunrise Sunset Activity Center, Recreation Department	<u>Partners:</u> Police/Fire Departments, Churches (Newmarket Community Church)  <u>Resources:</u>  <u>Ideas:</u> Create a “Neighbors Calling Neighbors” program - a daily phone call to older adults who appreciate a daily check-in and contact with a caring person. Older adults and volunteers can sign up via telephone or online. Bean suppers.
	#2 Transportation				
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			
Assess feasibility of a mobile library lending program for older adults	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Short-term  <u>Progress:</u> programs already being developed by new Library Director and Book Club through Sunrise Sunset Activity Center	Newmarket Public Library, Sunrise Sunset Activity Center	<u>Partners:</u>  <u>Resources:</u>  <u>Ideas:</u> Volunteer partnership with the public library for home delivery of books, DVDs, etc. Little Free Libraries – create a route with book themes. Ask the Library to help sponsor ‘build days’
	#2 Transportation				
	#3 Housing				
	#4 Social Participation	X			
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information	X			
	#8 Community and Health Services	X			

**Goal 4: Provide resources to older adults where they're at**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Partners, Resources, and Ideas
Utilize the Sunrise Sunset Activity Center to provide health clinic and screenings	#1 Outdoor Spaces and Buildings	X	<u>Timeframe:</u> Evolving  <u>Progress:</u> Already in progress – currently foot-care, yoga, walks	Sunrise Sunset Activity Center	<u>Partners:</u> Newmarket Senior Center, VNA, Ayraloca, Yoga studios  <u>Resources:</u> YMCA and UNH, Lamprey Health all have programs that can be used  <u>Ideas:</u>
	#2 Transportation				
	#3 Housing				
	#4 Social Participation				
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services	X			

**Goal 5: Make changes within town government to improve older adults' ability to "age in community"**

Action Items	Livability Domains		Timeframe/ Progress	Responsible Party	Partners, Resources, and Ideas
Explore changes to zoning to allow for creation of housing that can serve older adults or allow them to age in place	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Evolving  <u>Progress:</u> recently passed ADU ordinance (detached)	Planning Dept., Planning Board, Town Council	<u>Partners:</u> Greater Seacoast Workforce Housing Coalition  <u>Resources:</u> Funding available through InvestNH.  <u>Ideas:</u> Zoning changes around N. Main Street to allow for more housing opportunities. Encourage inclusionary zoning that benefits from impact fees. CDBG funds to pay for home improvements. Include employer-sponsored housing, conversions, age-restricted, cottage cluster/mixed-generational housing (Harmony Homes), and housing with services
	#2 Transportation				
	#3 Housing	X			
	#4 Social Participation				
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services				
Look into partnership to create programming for home repairs for older adults	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Medium-Long Term  <u>Progress:</u>	Planning Dept., Planning Board, Welfare Dept.	<u>Partners:</u> Habitat for Humanity  <u>Resources:</u> <a href="https://www.bathhousing.org/comfortably-home/">https://www.bathhousing.org/comfortably-home/</a> program for home repair/improvements for individuals aging at home  <u>Ideas:</u> Create a Housing Trust to collect funding for housing rehab/loans/lead abatement
	#2 Transportation				
	#3 Housing	X			
	#4 Social Participation				
	#5 Respect and Social Inclusion	X			
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services	X			

**Goal 6: Better Promotion of Transportation Options**

Action Items	Livability Domains		Timeframe/ Progress Notes	Responsible Party	Notes (N) and Resources (R)
Create more demand for public transportation by increasing development opportunities	#1 Outdoor Spaces and Buildings		<u>Timeframe:</u> Evolving  <u>Progress:</u> starting to work on temporary solution for current services.	Planning Dept., Planning Board, COAST	<u>Partners:</u> Alliance for Community Transportation, Recreation Department (buses)  <u>Resources:</u>  <u>Ideas:</u> Need to fill the gap of discontinued Wildcat Transportation. As Zoning changes, what can help drive demand for using the bus at these new developments?
	#2 Transportation	X			
	#3 Housing	X			
	#4 Social Participation				
	#5 Respect and Social Inclusion				
	#6 Work and Civic Engagement				
	#7 Communication and Information				
	#8 Community and Health Services				

