



Hampton Age Friendly Community Assessment



Draft for Steering Committee Review
11/1/2022

Prepared for the Town of Hampton by Rockingham Planning Commission with funding from the Point32 Health Foundation and AARP New Hampshire

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Introduction

New Hampshire and Rockingham County are aging. According to the 2020 Census, New Hampshire is the second oldest state in the union, behind only Maine. Between 2015 and 2040 the population aged 65 and over in Rockingham County is projected to nearly double from 48,276 to 93,319. Residents age 65 and over will increase from 19% of the population in 2020 to over 28% by 2040. This will have impacts for workforce, housing, transportation, economic vitality and community services.

This trend applies in Hampton as well. In 2010 the Census showed 18.7% of Hampton residents were aged 65 or older. Per the 2020 Census this share of residents age 65 and up has grown to 23.3% of the town's population (3710 older adults out of a total population of 15,938).

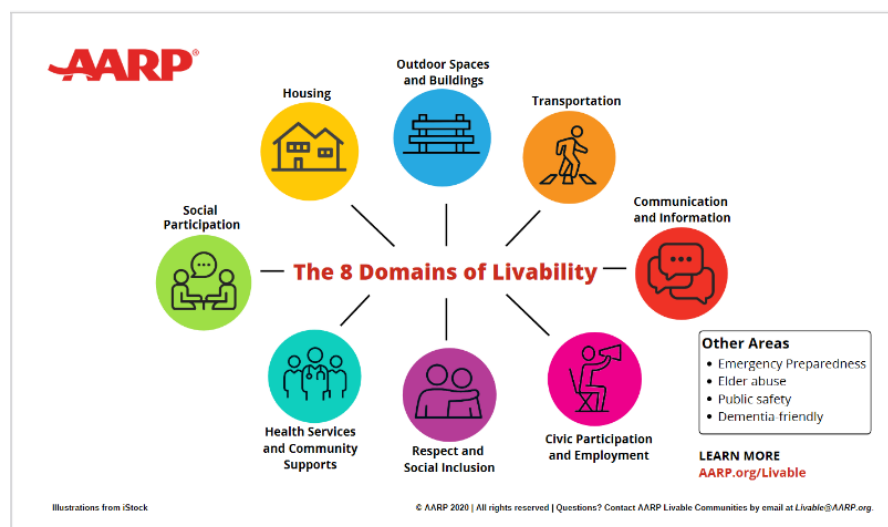
The Age Friendly Community Assessment that Hampton undertook during 2022, in partnership with Rockingham Planning Commission and the Rockingham Nutrition Meals on Wheels Program, is an effort to assess the needs and desires of this growing older adult population and identify how the Town can best respond to those needs now and into the future.

The town has an opportunity currently to prepare for the needs of this growing older adult population in terms of support services, emergency services, recreational programs, housing and improving how information flows to residents. This said, it's important to see an aging population not just as a source of needs, but also as a resource - a population with knowledge, skills, and often available time to help the community.

What does it mean to be Age Friendly?

The term "Age Friendly Community" was coined by AARP to describe communities that allow residents to thrive at every age and every stage of life. Residents of all ages benefit from walkable neighborhoods, a variety of transportation options, access to services, opportunities for social activities, and housing options that are affordable and adaptable. Age Friendly Communities foster economic growth, improve public health, and enhance quality of life for all residents.

Figure 1: AARP Eight Domains of Age Friendly Communities



The American Association of Retired Persons (AARP) has identified eight characteristics or “domains” of Age Friendly Communities: transportation, housing, social participation, outdoor spaces and buildings, respect and social inclusion, work and civic engagement, communication and information, and health and nutrition services. Each of these elements impacts residents’ ability to thrive as they age in place in their community.

Community Data Snapshot

Each of AARP’s eight domains was considered as part of the Community Assessment, and a selection of local metrics related to each is presented below. Data are drawn from a range of sources, including the Hampton Age Friendly Community Survey, Census Bureau’s American Community Survey 2020 five year data compilation, the [New Hampshire Health Aging Data Report](#) (2019), and other sources as noted.



General Demographics & Economics

Hampton, with its 2020 population of 15,938, is the third largest community in the Rockingham Planning Commission region and the fifth largest in Rockingham County. The town has excellent highway access at the nexus of I95 and NH Route 101 as well as US Route 1 which runs through Hampton town center. While the town’s largest employers are outside of the visitor industry, a large part of the town’s economic activity and identity are connected to Hampton Beach and outdoor recreation.

Residents age 65 and over make up 23.3% of Hampton’s population in 2020. This includes 13.7% age 65-74, 7.3 percent age 75-84, and 2.3 percent age 85 and over. The large proportion in the 65-74 cohort reflects the bump of the baby boom generation which currently ranges in age from 58 to 76 years.

Hampton’s population is predominantly white and non-Hispanic (93.6%), with 2.1% of the population identifying as Hispanic, 1.3% identifying as Asian, 0.3% Black or African American, 0.1% American Indian, 0.3% some other race, and 2.4% identifying with two or more races. (2020 Census)

An estimated 4.4% of Hampton’s total population has income below the poverty line, though this figure is slightly lower, at 3.3%, for the population age 65 and over. (ACS 2020) Among Hampton households headed by older adults age 65 and over, an estimated 14.3% have an household income below \$20,000/year; 29.2% have household income between \$20,000-\$49,000, and 56.6% have household income of \$50,000 or greater. (ACS 2018, NH Healthy Aging Data Report)



Housing

AARP surveys consistently find that most older adults want to remain in their current home or community for as long as possible. Survey data from this project indicates that Hampton residents also feel strongly about remaining in town in their own homes. This is possible if a community has housing options suitable for a variety of incomes and ages, or if homes are designed or modified for aging in-

place. Municipalities can encourage development patterns that locate housing in close proximity to services and amenities that make it easier for older adults to live independently.

Hampton Snapshot

- Percent of residents age 60+ who own their home: 81% (state average 79.9%)
- Percent of residents age 60+ who have a mortgage on their home: 35.7% (State average 35.3%)
- Percent of homeowners age 65+ spending >35% of income on housing: 7.9%
- Percent of renters age 65+ spending >35% of income on housing: 19.3%
- Town has a senior tax exemption policy: Yes under RSA 72:39-a
- Town allows accessory dwelling units (in-law apartments): Both attached and detached



Transportation

AARP estimates that nationally 1 in 5 American age 65 and over don't drive. This means that having options to get around other than driving yourself is important. Once an older resident stops driving, access to community transportation can mean the difference between living independently and needing to enter long term care. In communities where residential areas are within walking and biking distance of destinations like schools, libraries, town hall, parks or businesses, bicycle and pedestrian infrastructure such as sidewalks, crosswalks, and designated bike lanes enhance safety for all residents. Public transportation options like fixed route bus services are an important option in communities that have the density to make them efficient, but may not be practical in smaller, less densely populated communities. Van services, volunteer driver programs, taxis, and family and friends play a bigger role in most smaller New Hampshire communities. Affordability is as important as the availability of these transportation services and age friendly communities ensure accessibility across all income levels.

Hampton Snapshot

- Hampton residents have access to transportation services from three different providers: Rockingham Nutrition Meals on Wheels (RNMOW), the Transportation Assistance for Seacoast Citizens (TASC) volunteer driver program, and Community Rides. Each provides somewhat different service, and each has significant availability constraints.
- Walk Score: This score estimates the accessibility of community facilities by safe, low stress pedestrian facilities (sidewalks, trails). Hampton's Walk Score is 56 out of 100 (Somewhat Walkable).
- Bike Score: This score estimates the accessibility of community facilities by safe, low stress bicycle routes (road shoulders, bike paths, trails). Hampton's Bike Score is 38 out of 100 (Somewhat Bikeable).



Recreation & Social Participation

Opportunities for accessible, affordable, and enjoyable social activities help community members to combat feelings of loneliness and isolation. Social isolation is a significant contributor to poor health, including dementia, and early mortality. Special attention should be given to ensure that recreation activities are accessible for older adults living on low incomes or with long-term limiting health conditions.

Hampton Snapshot

- Percent of survey respondents indicating they have contact with family, friends or neighbors with whom they don't live at least several times per week: 78%
- Percentage of survey respondents noting they use the public library: 74%
- Percentage of survey respondents that utilize restaurants, coffee shops and stores: 91%
- Percentage of respondents indicating social isolation was a challenge during the COVID-19 pandemic: 52%
- Voter participation rate in 2018 US midterm election: 67.6%



Buildings & Outdoor Spaces

People need places to gather – indoors and out. It is important that these spaces, both indoors and out, are accessible to everyone. This can include anything from providing seating, highly-visible signage, and wide trails in green spaces; offering closed captioning and assisted listening devices at meetings; to equipping public buildings with elevators, zero-step entrances, and railings along staircases. While most public buildings like town halls and public libraries have been made wheelchair accessible in the years since the passage of the Americans with Disabilities Act in 1996, sometimes this isn't the case with outdoor facilities like parks, trails and sidewalks.

Hampton Snapshot

- Percent of survey respondents rating ease of access to Town Facilities Ratings Good or Excellent: 76% (*Age Friendly Community Survey, 2022*)
- Percent of survey respondents rating ease of access at Town Facilities Ratings Good or Excellent: 74% (*Age Friendly Community Survey, 2022*)



Respect & Social Inclusion

Everyone in the community should feel valued and able to find a sense of belonging where they live. Opportunities such as intergenerational programs that allow community members to learn from

one another and honor what each person has to offer are great ways to promote respect and social inclusion.

Hampton Snapshot

- Percent of survey respondents who Agree or Strongly Agree with statement “My Community is Welcoming to All People”: 52% (37% Neutral, 11% Disagree or Strongly Disagree)

Figure 2: Percent of survey respondents who feel accepted in Hampton with regard to:

	Yes	Somewhat	No	N/A
Spirituality or religious affiliation	66%	9%	5%	20%
Political views	49%	34%	3%	14%
Age	75%	11%	7%	7%
Sexuality	76%	2%	5%	17%
Gender Identity	66%	3%	5%	26%
Race and ethnicity	77%	3%	4%	15%
Economic status	70%	15%	4%	11%



Work & Civic Engagement

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. A growing pool of retirees represents an opportunity for the community (the town itself and non-profit organizations that serve the town) to engage more residents in volunteer activities.

Hampton Snapshot

- Percent of survey respondents working up to 39 hours/week: 10%
- Percent of survey respondents working 40 or more hours/week: 25%
- Percent of survey respondents working as community volunteers: 3%
- Percent of survey respondents who are retired: 59%
- Hampton volunteers drivers participating with TASC: 10 of 40



Communication & Information

Outreach to older adults should be clear, well-coordinated among partner entities, and disseminated across a variety of methods to ensure it reaches all residents. Many older adults use the internet, but certainly not all, so a town can't rely solely on email, websites and social media for getting information out to older residents.

Hampton Snapshot

- Percent of residents age 60+ who used the internet in the past month: 86.3%
- Percent of survey respondents who noted no internet-based information sources: 11.6%
- Percent of survey respondents noting "Not Aware of Social Opportunities that Interest Me": 39%
- Town emergency services has list of contacts for frail or homebound seniors: Yes
- Town has list of residents age 65+ for non-emergency communication: No



Health & Nutrition Services

Assistance and care should be available close to where older adults live and affordable to all income levels. Likewise, age friendly communities provide support and services to family caregivers, who are often unprepared for the role, so that they can make informed decisions. Here Hampton residents benefit from the work of multiple regional organization such as Rockingham Nutrition Meals on Wheels for nutrition (and transportation) services, Rockingham Visiting Nurses Association (VNA), and Rockingham ServiceLink, a resource and referral program established to provide information and guidance for older adults and family caregivers.

Hampton Snapshot

- Percent of Hampton residents age 60+ received food stamps past year = 5.6% vs. 5.7% statewide
- Percent 60+ with an annual physical exam/check-up in past year: 90.9% vs. 86.5% statewide
- Percent 60+ with an annual dental exam: 85.1% vs. 75.7% statewide
- Percent Medicare managed care enrollees: 8% vs. 7.9% statewide
- Percent dually eligible for Medicare and Medicaid: 5.1% vs. 7.5% statewide
- Percent 60+ with a regular doctor: 97.4% vs. 95.8% statewide
- Percent 60+ who didn't see a doctor when needed due to cost: 2.6% vs. 5.4% statewide
- Percent age 65+ with depression: 26.7% vs. 28.8% statewide
- Percent age 65+ with Alzheimer's disease or dementia: 8.9% vs. 12.0% statewide

Hampton Age Friendly Community Project

In 2021, the Rockingham Nutrition Meals on Wheels Program (RNMOW) and Rockingham Planning Commission (RPC) were awarded a two-year grant from Point32 Health (formerly the [Tufts Health Plan Foundation](#)) to work with an array of partners and assist communities in the Rockingham region in becoming more Age Friendly. Age Friendly communities enable residents to thrive at every age and every stage of life, as policies and initiatives that help older residents tend to make communities more livable for all ages. The project draws on a national framework developed by [AARP](#) that has been used widely in New Hampshire in recent years. [AARP New Hampshire](#) is also a collaborating sponsor of the project. In 2022 RPC worked with Exeter, Fremont, Hampstead, Hampton, Portsmouth, and Stratham to conduct Age Friendly Community Assessments. Additional assessments and two local pilot implementation projects will be completed in year two of the project in 2023.

Hampton's Age Friendly Communities Steering Committee

The first step in Hampton's Age Friendly Community Assessment was to establish a local steering committee made up of town officials, staff, and residents. Members Hampton's committee included:

- Jim Waddell, Hampton Select Board
- Jamie Sullivan, Hampton Town Manager
- Jason Bachand, Hampton Town Planner
- Jennifer Hale, Hampton Public Works Director
- Rene Boudreau, Hampton Parks & Recreation Director
- Nita Niemczyk, Hampton Community Coalition
- Bonnie Serowik, Hampton Resident and Senior Advocate

The project Steering Committee met four times between May and November 2022 to refine the regional survey for use in Hampton, plan survey distribution and promotion, conduct a Strengths/ Weaknesses/ Opportunities/ Threats (SWOT) analysis regarding aging in Hampton, review survey data and analysis, review the draft assessment report and provide feedback, and review the final Assessment Report.

Assessment Process

Data for Hampton's Age Friendly Community was gathered through a community-wide survey, a pair of community forums, input from the Steering Committee, the U.S. Census Bureau's American Community Survey 2020 five-year compilation sample data, the 2020 Decennial Census, non-profit service providers and other sources. The community survey was the largest of these input efforts.

Community Survey

Hampton's Age Friendly Community Survey was adapted from a national model developed by AARP. The survey includes questions related to each of the AARP eight dimensions of Age Friendly Communities, including transportation, housing, social engagement, outdoor spaces and buildings, work and civic engagement, respect and social inclusion, health and nutrition services and information flow. The core of the forty-question survey was consistent across the six assessment communities, while each community had an opportunity to add questions of local importance.

The survey was primarily promoted and response encouraged online, while paper copies were made available at Town Hall, Hampton Public Library and several other locations in town.

The survey was promoted with a range of methods including:

- Announcements at Select Board and Planning Board meetings
- Promotion on the Town website
- Promotion on local cable Channel 22
- Flyers at Town Hall, Public Library, and Recreation Center
- Postings on the Hampton Parks & Recreation and Public Works Department Facebook Feeds
- Distribution through local churches and Hampton Community Coalition

The survey was fielded on June 7th, 2022 and remained open until July 29, 2022. A total of 208 responses were received in Hampton and 1,497 responses across the six assessment communities. Certain questions from the survey are addressed in this summary report to illustrate key themes that emerged, while full results are included as **Appendix A**.

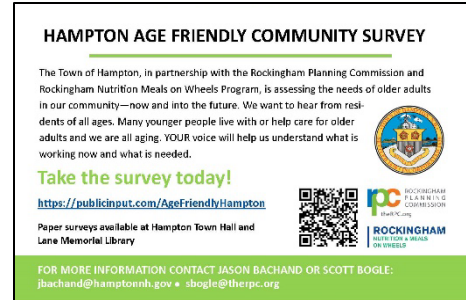
Community Forums

Two Community Forums were held for the project to present the findings from the community survey and gather additional public input on needs of older residents in Hampton and strategies to address those needs. The first forum was held September 14th from 11:00am-1:00pm at Hampton Police Department's Community Room with lunch provided. This was seen as the preferred time of day to attract older residents. A second forum was held September 21st from 5:30-7:30pm to provide an option for residents who work during the day. Each forum drew fourteen residents in addition to Town and RPC staff facilitating the discussion. Themes that emerged in the forum discussions were largely consistent with those that came up in the survey and included:

- Ways to improve information flow, including non-internet-based options
- Need for a community center with more space for senior activities than is currently available
- Ideas for additional recreation offerings, including options for less active/vigorous seniors
- Need for expanded transit options as well as concerns about speeding, road crossings and sidewalk condition and connectivity
- Housing and the challenges of remaining in town once no longer able to live independently

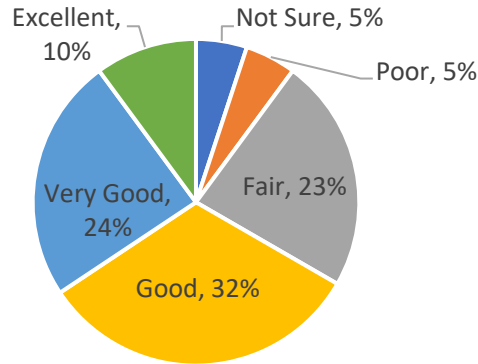
Key Themes from Community Assessment

On the whole the Community Survey found that residents see Hampton as a good place to live as an older adult, with many reasons to remain in town and age in place. The survey also highlighted opportunities for improvement to make Hampton an even better place to grow up and grow old.



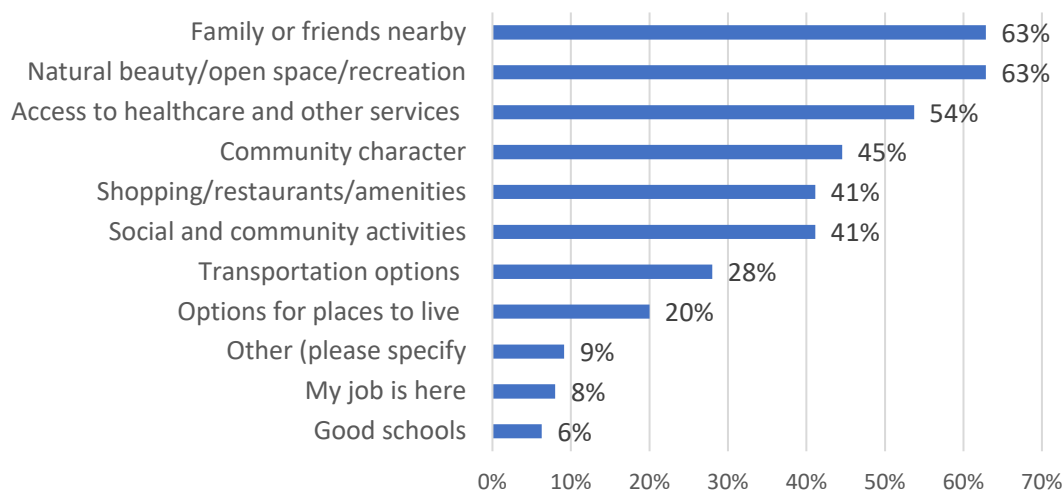
The survey started by asking respondents how they would rate Hampton as a place for people to live as they age. Responses of Good, Very Good and Excellent made up 66% of the survey sample.

Figure 3: Question 3 – How would you rate your town as a place for people to live as older adults?



The survey also asked about aspects of living in Hampton that residents particularly valued and would lead them to remain in town as they age. Consistent with the other six survey communities, the most common response here was having family or friends nearby, cited by 63% of Hampton survey takers. This was slightly lower than the regional average of 63% for this response. Tied for first was Natural Beauty/Open Space/Recreation, also at 63%. This compares to a regional average of 55% selecting this reason. This greater emphasis on the outdoors makes sense given the beaches and coastline which Hampton residents enjoy. The third most frequently cited reason to remain in town was Access to Healthcare and Other Services, chosen by 54% of Hampton respondents and 57% of the regional sample. While noted by fewer than a majority, Community Character was cited by 45% of respondents; followed by Social and Community Activities (41%) and Shopping/Restaurants/Amenities (41%).

Figure 4: Question 6 - Thinking about the future, which of the following reasons would likely keep you in your current town as you reach your 70s, 80s and beyond?



Clearly Hampton residents value the social connections, natural amenities and other aspects of living in town, and 81% of respondents indicated it was Extremely Important or Very Important to remain in

Hampton as they aged. An additional 16% noted it was Somewhat Important to them. Together with this appreciation for the community and the lives they have built here, a number of key themes also emerged regarding ways in which conditions for aging in place in Hampton could be improved. Four of these are described on the following pages.

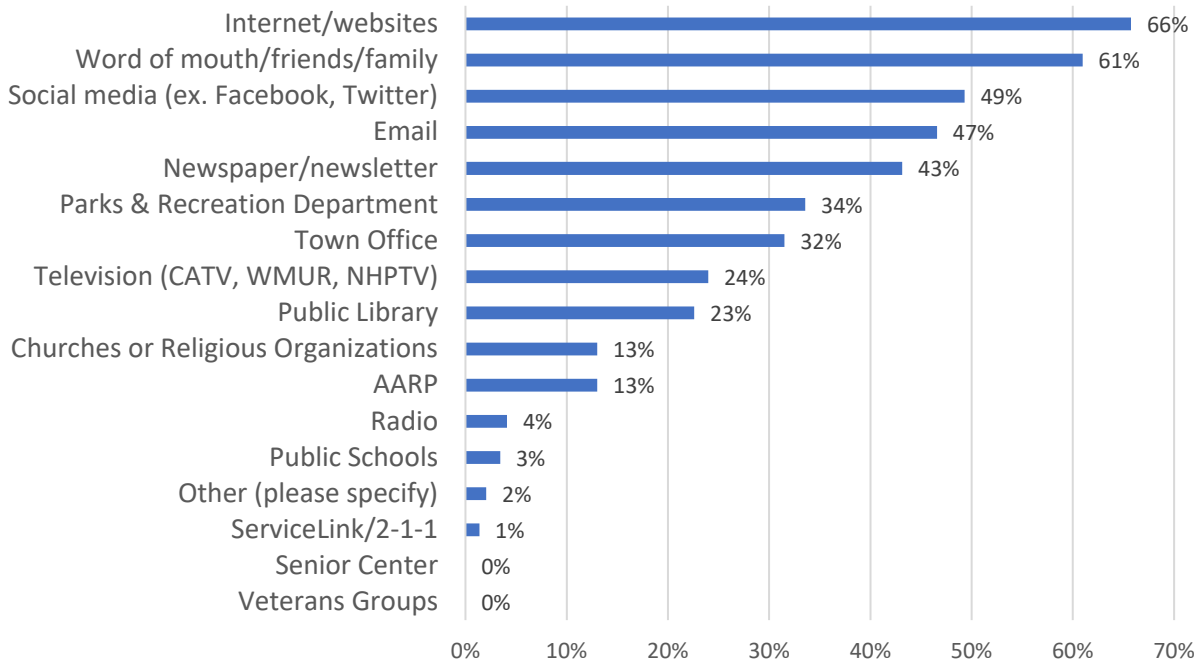
Key Theme – Improve Information Flow

What We Heard

A theme heard consistently across all six of the assessment communities was the need for improving information flow to older residents. Survey comments indicate that many residents are not aware of services already provided by the town or by regional nonprofit agencies.

The Community Survey included two key questions that touch on information flow. The first asked residents how they receive information about activities in town. The most common response in Hampton, and a majority of the other assessment communities, was “Internet/Websites”, cited by 66% of respondents. This was followed by “Word of Mouth/Friends/Family” (61%).

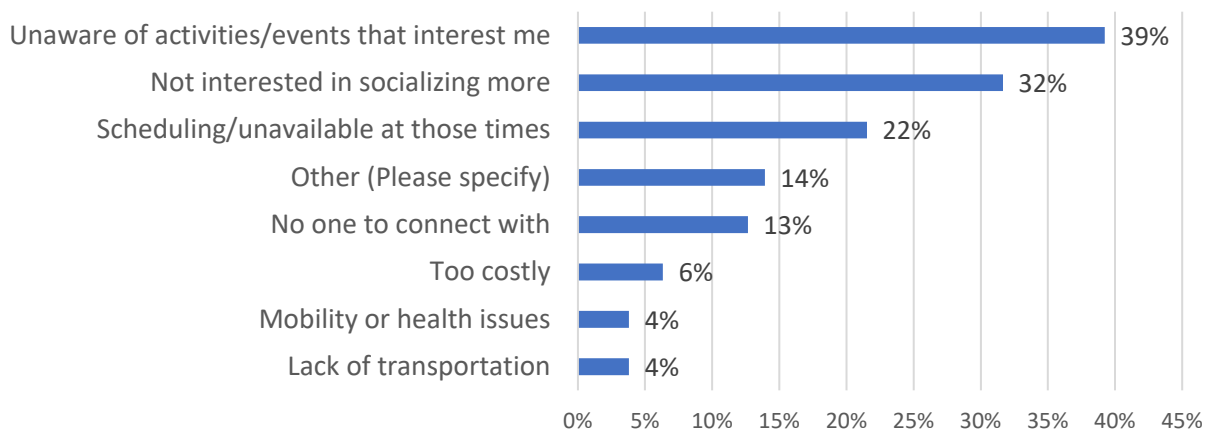
Figure 7: Survey Question 22 - How do you get information about services or events in your community?



The next most common responses in Hampton were Social Media (49%), Email (47%), Newspaper/Newsletter (43%), the Parks & Recreation Department (34%) and the Town Offices (32%). Remaining information channels all dropped below thirty percent. Of all respondents to this question, 11.6% selected no information sources using the Internet. This is an important reminder that a significant percentage of older residents are not necessarily online and gather information from more traditional sources like newspapers, word of mouth, television, radio, the town offices or public library.

Question 24 on the survey asked if respondents would like to socialize more than they currently do, what holds them back. The most common response to this question across all six was that people were unaware of social and recreational activities in town that interested them. Given the consistency of this response across towns we see this as highlighting an opportunity to improve information flow to older residents.

Figure 8: Question 22 - If you would like to have more social contact with others, what prevents you from doing so?



The challenge of getting the word out on programs and services available to older residents in Hampton was the subject extensive discussion at both of the community forums. Town staff noted that in years past the town has published a periodic paper guide to recreation programs, but that this was very expensive and with online scheduling programs could already be fully subscribed online by the time people received the mailer.

“The ability to understand available senior services to the public must be reinforced through a better communication mechanism. Get the message out to the people. I heard about this survey through my parish.” – Hampton resident comment on survey

Hampton Police and Fire Departments maintain a list of vulnerable older residents to check on in the event of natural disasters or other emergencies. While this list cannot be used for other purposes, a suggestion at the forums was that the town could compile a contact list for all residents age 65 and up. This could be developed with an opt-in form mailed with local tax bills or otherwise distributed, and could identify those older residents who wish to receive information via the internet vs. in paper copy. This could significantly reduce the cost of paper mailings if they needed to go only to those residents not online. A companion suggestion was that residents not online could be contacted by an old-fashioned phone tree if a corps of willing volunteers could be assembled for calling. The issue of paper mailing recipients not knowing of recreation offerings until they were already fully subscribed online could be addressed by not opening registration until 2-3 days after a paper mailing is sent.

Together with the question of how to reach all older residents in town, including those not online, there was significant discussion at both forums of desire for directory of recreation programs and support

services for older adults offered in Hampton and surrounding communities. The Recreation Department has a Senior Resources page with links to [RNMO](#), [TASC](#), [St. Vincent de Paul](#) and [ServiceLink NH](#). This is a valuable platform to which additional services can be added. The ServiceLink Aging and Disability Resource Center itself is an important resource and referral service run by the State of New Hampshire with a particular emphasis on navigating Medicare. In many cases it is easier to call their toll free number 866-634-9412 than navigate their online service directory.

Opportunities for Improvement

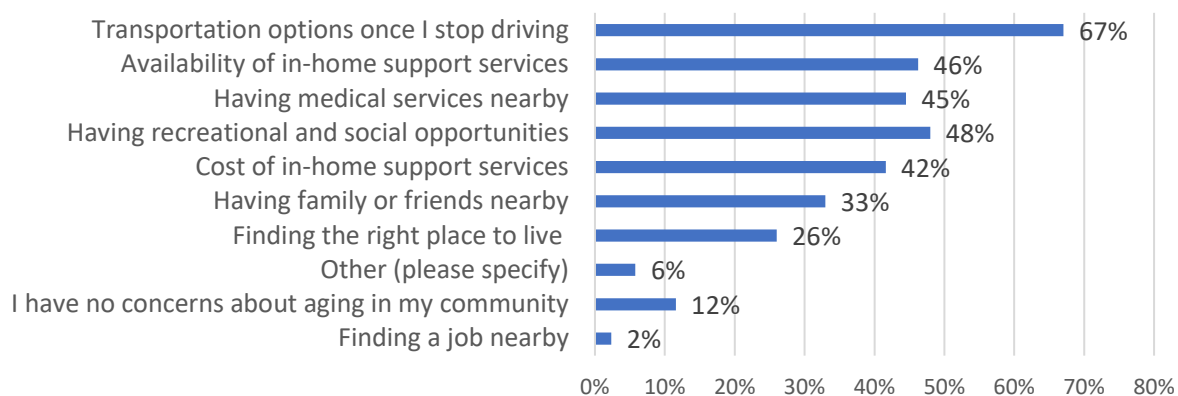
- Senior Resource Directory - Compile and promote a directory of recreation programs and support services for older adults offered by the town of Hampton, by neighboring communities if those programs are open to non-residents, and by regional organizations. It is important that this information be available in hard copy through town hall, the public library and other community outlets as well as online as a significant share of older residents do not regularly use the internet.
- Contact List for Older Residents – Recognizing the cost of large town-wide paper mailings, this could make information distribution to older residents more efficient by reaching those with internet access electronically and reserving paper mailings on senior programs and services for those not online. This would presumably need to be developed through an opt-in process.

Key Theme – Transportation & Other Support Services

What We Heard

The most frequent concern that survey respondents cited regarding remaining in Hampton as they age was having transportation options once they are no longer able to drive (See Figure 5). This was consistently the top concern across all six assessment communities, cited by an average of 63% of survey respondents across the region and 67% of respondents in Hampton. While 98% of survey respondents noted that they currently drive their own vehicle for transportation, the need for better transportation options was also the most frequent topic mentioned in open ended comments.

Figure 5: Survey Question 7 – What concerns you the most about aging in your community?



Hampton has an advantage over many communities in the region in having a downtown with a concentration and civic and commercial destinations (schools, town hall, library, recreational facilities, businesses), and extensive in-town residential development. This allows walking as a practical option for many short trips for ambulatory older residents who live in town, particularly in good weather. Hampton has made and is making efforts to improve safety and connectivity of the town's pedestrian and bicycle networks. A desire for further safety and connectivity improvements was highlighted in the survey written responses and the question about improvements desired in the downtown.

“Safe unbroken sidewalks to walk on. I have already fallen twice on the broken sad excuse for sidewalks along the older sections of Hampton Beach along Ocean Blvd. If older folks have to stop walking, mobility problems get worse. If we fall, it's months of pain, lack of mobility, not to mention cause for law suits.” – Hampton resident comment on survey

Regarding public transit or community transportation, Hampton is somewhat better situated than many towns in Rockingham County. There is no scheduled, fixed-route public transit service in town. This may not be practical given the relatively low density development pattern. However, Hampton is served by three non-profit transportation providers – Rockingham Nutrition Meals on Wheels program (RNMOW), the Transportation Assistance for Seacoast Citizens (TASC) volunteer driver program, and the Community Rides shuttle. Each service focuses on transportation for older adults and individuals with disabilities, though provides somewhat different services.

- Rockingham Nutrition Meals on Wheels – Trips available to senior luncheons at the Methodist Church in Hampton Mon-Fri as well as for medical and shopping trips locally between 9:00am and 2:00pm. There is a suggested donations of \$3.00 per trip. Ride requests are scheduled through TripLink: 603-834-6010.
- Transportation Assistance for Seacoast Citizens (TASC) – TASC is a volunteer-based nonprofit organization that matches volunteer drivers with ride requests from older adults and people with disabilities. TASC does not restrict trips by purpose, will travel outside Rockingham County and will provide trips seven days a week depending on volunteer availability. Local volunteers are always needed. To request a ride call 603-926-9026.
- Community Rides – This is a supplemental transportation service provided by COAST transit for older adults and individuals with disabilities. It provides medical transportation only, within eastern Rockingham and Strafford Counties Monday through Friday. Capacity is very limited, so riders are advised to first try TASC or Meals on Wheels, but the Community Rides can provide a critical backup option. Ride requests are scheduled through TripLink: 603-834-6010.

Additional transportation services are available around the region for medical care for specific client groups. These include the Disabled American Veterans (DAV) which organizes volunteer drivers to transport veterans to medical appointments, Future in Sight which provides rides for vision impaired clients, and several transportation brokers providing non-emergency medical transportation for Medicaid enrollees. More information on all of these services is available at the TripLink website: www.communityrides.org.

*“One really needs a car....no options available. Scary as I get older..”
– Hampton resident comment on survey*

A factor in using any of these services is lead time needed to request a ride – typically 2-4 days as each agency has limited resources in terms of vehicles and drivers and covers multiple communities. Sometimes trip need can be anticipated this far in advance and sometimes it can't. Several towns in Rockingham County, including Exeter and Seabrook, have sought to address this issue with senior taxi voucher programs that partially subsidize the cost of a cab for short notice trips. These cost more to the consumer than a ride on one of the non-profit providers, and are not being suggested as a replacement for other services, but can complement other options for unanticipated trip needs. More broadly, the frequency with which transportation came up as a major need may reflect a lack of information. Lack of awareness of services already available was a consistent theme across all six communities.

Beyond transportation services, multiple survey respondents noted a need for in-home support services other than home health care – affordable “handyman” services for minor house projects, snow shoveling or yard maintenance. Often contractors are available to do this work, but at significant costs.

For some residents the cost of such assistance is a challenge, while for others with greater means the challenge is finding someone trustworthy. This concern came up in other communities as well, with potential solutions including: 1) organizing scouts, school athletic teams or youth service organizations to provide assistance like shoveling or yard cleanup as a fundraising activity; 2) organizing other retirees with skills to assist with minor in-home projects; and 3) developing a referral list for trustworthy and affordable contractors. At the second community forum there was discussion of the [Seacoast Village Project](#), a membership organization of older adults banding together to provide resources to support aging in place. The concept involves an annual membership fee (currently \$250 individual/\$300 household) and members have access to activities, vetted contractor lists, and some assistance provided by Village Volunteers (other members with skills and time to share).

Opportunities for Improvement

- Improve Information on Existing Services - Work with TripLink and TASC to expand outreach on available transportation services for seniors and others in Hampton. Both TASC and RNMOV are listed on the Rec Department's Senior Resources page. Additional outreach should ideally include paper brochures or service directory distributed widely around town in addition to internet information, and potentially one or more information sessions at the public library.
- Expand Volunteer Driver Recruitment - Work with TASC to recruit additional volunteer drivers from Hampton. The most significant limiting factor for most volunteer driver programs statewide is recruiting and retaining drivers. The more drivers available from Hampton, the greater the opportunity to respond to trip requests from Hampton residents.
- Evaluate Additional Senior Transportation Options – One possibility here is a senior taxi voucher program to complement the existing transportation services in town with an option for short notice trips. Several service connections were proposed at the community forums, including a shuttle between downtown and the beach for specific events, and a shuttle to bring people from

neighborhoods to certain activities at the proposed Hampton HUB. These could be explored with RNMOV as a supplement to current service.

- Resources for Transportation - An additional revenue tool that New Hampshire towns have available but relatively few use is the supplemental vehicle registration fee of up to \$5.00 enabled under RSA 261:153. Proceeds from this fee must flow to a Municipal Transportation Improvement Fund and can be used to support a range of local transportation needs including road improvements, transit or senior transportation, and sidewalk improvements. The town may keep up to 10% of the fee proceeds for administrative purposes, and allocation of the Improvement Fund is wholly under local control. This provides a readily understood local mechanism outside the property tax to fund transportation needs. Exeter has used this mechanism for over a decade to fund senior transportation programs including public transit, a volunteer driver program and a senior taxi voucher program.
- Facilitate Access to In-Home Support Services - Explore approaches to improving low-cost, non-medical, in-home support services; whether through a senior volunteer program, youth program, or referral program for market rate contractors. This would best be organized by a local nonprofit organization rather than the town itself.

Key Theme – Recreational & Social Engagement Opportunities

What We Heard

Hampton offers a range of activities for older residents through the Department of Parks & Recreation and Lane Memorial Library. Activities for older residents offered through the Department of Parks and Recreation include fitness activities such as chair yoga and low impact yoga, Tai Chi, and Bone Builders offered at the Masonic Lodge by Rockingham RSVP, and the increasingly popular Pickleball both outdoors and indoors. In the summer the Department offers Thursday Picnics in the Park, and in the winter the Department offers hiking and snowshoeing trips for active older residents. The Department helps promote activities of the Hampton Walkers, a group of active locals (primarily older adults) who meet and walk regularly including Monday-Wednesday-Friday in the town center and Tuesday-Thursday-Saturday at the Beach. Broader adult offerings include painting classes, ukulele classes, and seasonal activities like making wreaths and gingerbread houses. There are monthly trips offered as well to destinations such as the Isles of Shoals, productions at the Palace Theater in Manchester, and longer excursions including international travel.

In addition to the Director of Parks and Recreation, the Department has one other position with half of her time devoted to activities for seniors. While Town support of \$270,000/year covers the Parks and Recreation Department staff and facility maintenance expenses, all other costs for specific activities such as instructors or materials are covered by registration fees paid by residents. Ability to provide programs depends on availability of instructors, who are often volunteers. Indoor activities for seniors are largely held in the Tuck Building at Eaton Park, next to the Historical Society Museum. This is a small facility whose size limits participation in recreation offerings.

Lane Memorial Library also offers a range of activities for older residents and other adults including book groups and readings by local authors, music performances, movies, technology assistance, art and craft classes, a cooking class called Spice Club, and speakers on and tools for genealogical research, estate planning, memoir writing.

Beyond recreational activities offered by the town, other opportunities exist in surrounding communities. The Rockingham Nutrition Meals on Wheels Program offers luncheons at the Methodist Church in Hampton. Exeter Adult Education offers foreign language classes and other learning opportunities available to Hampton residents as well.

One of the topics that came up most frequently in discussions at the two community forums was the need for a larger, multi-purpose community center that can house activities for all age groups. The current facility at the Tuck Building is small and limits the capacity for activities such that some interested residents are unable to participate. A prior experiment was hosting WII video gaming for seniors at the Police Department, though this did not last.

At the forums there was a great deal of excitement about the Hampton HUB proposal, with hope that the HUB facility would include a room dedicated to seniors as a place for informal drop-in activities such as coffee hour, games, etc. A request for additional activities for less physically active older residents also came up at both forums, such as speakers on health, nutrition, estate planning, etc. Some of this sort of content is offered currently through the Library.

“Having a building that is dedicated to senior citizens. A place for them to gather, to form a community that is inviting to them. A kind of home away from home. At the present time there is no dedicated place for Seniors.” – Hampton resident comment on survey

Development of indoor recreation and community activity space to meet the needs of Hampton residents, with dedicated space for older adults, was the top recommendation in the Hampton Parks and Recreation Needs Assessment conducted for the town by the University of New Hampshire in 2020.

Opportunities for Improvement

- Develop Hampton Hub Community Center - Pursue funding and development of the Hampton Hub, the proposed new community center hosting programming from the Recreation Department and Lane Memorial Library and located in the town center near neighborhoods, schools, the library and recreation facilities. The vision encompasses offerings for residents of all ages, and includes dedicated space for senior social activities both structured and unstructured.
- Revisit Printed Activity Guide – Explore cost and practicality of resuming a paper version of the Recreation Department’s listing of upcoming activities for older residents. Key to making this cost effective would be assembling the opt-in list of older residents who don’t use the internet described earlier. Such a mailing might go out quarterly, not necessarily with a detailed calendar (which may be subject to change and online updates) but a list of upcoming activities, programs and resources.

Key Theme – Housing

What We Heard

Challenges related to housing affordability and limited options for older residents to downsize while remaining in Hampton came up frequently in survey responses. Homeownership among residents age 60+ is slightly higher in Hampton than the statewide average (81% vs. 79.9% statewide), and higher than some other communities in the region. The share of older homeowners who spend greater than 35% of their household income on housing is slightly lower in Hampton to the statewide average (7.9% vs. 8.7% statewide). The same is true for older residents in Hampton who rent, where 19.3% spend greater than 35% of income on housing, as compared to a state average of 21.2%.

“There is very little affordable housing for seniors. I will not be able to afford Riverwoods and there only a handful of other options when I need to relocate from my home. Since I don't have any children, these are serious concerns for me.” – Hampton resident comment on survey

Single family homes are the dominant housing type in Hampton, with single family detached homes making up 85% of housing units in town. Single family attached homes made up 3.9% of units, duplexes an additional 7.9%, and triplexes/fourplexes an additional 7%. (ACS 2020) Many older adults find it challenging or simply inconvenient to maintain a single-family home that may have been just right for them when they had young children but now is more space than they need or want. This is especially the case if a spouse has passed away and/or adult children are not nearby to help out. With this in mind older adults often look to downsize as they age, and relocate near goods and services such as town centers, libraries, recreation centers, grocery stores and pharmacies and other businesses. Features that older homebuyers or renters look for are often the same as those preferred by younger families looking for their first homes – smaller, relatively affordable units in walkable neighborhoods with proximity to entertainment, goods and services. Younger and older adults often compete for housing types that are already in limited supply.

The survey asked respondents if they had looked for a place to live in the past five years, or are considering changing housing in the future, and how they would rate the options available with regard to factors such as home type, layout, location, required maintenance, affordability, and, if respondents were in a retirement community, the level of acceptance they felt from other residents. For almost all factors the plurality response was “Few Available”. Multiple comments from the survey and forums noted that senior housing options in Hampton were very limited, and those in surrounding communities are too expensive.

“Living in Hampton is expensive, but a lot of our seniors are being priced out and there is no option for them unless they move out of town or into a senior community. Affordable housing is a necessity that we should be actively involved in making sure we have in our community. Many of these seniors have lived here their entire lives and sadly have to move because they have no access to housing, and no available transportation that's accessible..” – Hampton resident comment on survey

Figure 6: Survey Question 11 – If you have looked for a place to live in the past five years, or are considering finding another place to live in your community in the future, how would you rate the options available for you related to:

	Many Available	Some Available	Few Available	None Available	Not Applicable	Don't Know
Desired type of home (e.g. single family, apartment, condo, other)	3%	13%	45%	11%	20%	9%
Design (e.g. single floor living, width of doors, few or no steps to get in)	4%	17%	40%	8%	19%	13%
Location near places I want to go	9%	23%	34%	6%	17%	11%
Maintenance I'm willing to take on (e.g. lawn, raking, snow clearance)	4%	21%	33%	5%	23%	13%
Affordability within my budget	2%	16%	34%	19%	18%	12%
Sense of acceptance (if looking for an assisted living or other retirement community or neighborhood)	1%	16%	23%	5%	30%	26%

Opportunities for Improvement

- Regional Housing Needs Assessment - Review the results of the RPC Regional Housing Needs Assessment as an indication of gaps in Hampton’s housing supply – housing types needed and desired by older and younger residents that are currently in limited supply in town.
- Zoning Changes to Support Broader Housing Options - Evaluate what changes can be made within zoning regulations to diversify housing types within the constraints of natural resources and infrastructure capacity. Particular attention should be on ensuring an adequate supply of affordable housing. An opportunity to support this analysis is with a Housing Opportunity Program (HOP) grant available through the State of New Hampshire. RPC is preparing a coordinated grant application for HOP funding for multiple municipalities in the region interested to undertake zoning ordinance reviews and identify updates that can support more diverse housing opportunities.

Conclusion and Next Steps

This Age Friendly assessment aims to build awareness of and support for community-led initiatives that support the needs of older adults in Hampton. The feedback gathered for this report is intended to be utilized by local leaders, elected officials, town departments and community organizations in their planning and decision-making processes. Creating change in a community starts at the local level where local government, businesses, organizations, and residents all play a role in cultivating a livable community, one where younger and older people can and want to live, work and play.

While this Assessment Report serves as the final product for Year 1 of the Age Friendly Communities program, it is hopefully just one early step in Age Friendly work to take place in Hampton. During year two of the project, the Rockingham Planning Commission will provide technical assistance to two of the six Year 1 assessment communities with implementing a local project identified through their local assessments. The RPC encourages Hampton to review the goals and ideas that were voiced by residents through the survey to identify potential projects that could be implemented in Year 2.

The following are potential next steps that the Town could pursue to continue helping residents thrive at every age and stage of life.

Step 1—Conduct an inventory of Hampton’s existing resources. Communities tend to jump into creating new resources, but often existing assets can be utilized to meet current needs. Cast a wide net when thinking about the community’s resources. They should include everything from individuals who have skills and expertise they can share; physical infrastructure like meeting spaces, walking trails, and park benches; to services such as transportation assistance, meal delivery, and in-home healthcare.

Hampton already has a variety of people and resources dedicated to making the town an inclusive and accessible place for people of all ages and abilities. The town is fortunate to have energetic town staff as well as local community champions working together to address the needs of older adults in the community. Hampton should continue to promote and increase awareness of its existing community resources.

Step 2—Analyze Hampton’s existing resources. For each resource identified in your inventory, ask the following questions:

- What is working well but is underutilized? Those who know about these resources like them, but not enough people know they exist.
- What is working well but is overutilized? These are resources that may have a long waiting list or simply not enough capacity to meet demand.
- What is working well in another town that could be replicated in our town?
- What is working well but is at risk of falling apart? For example, this could be a resource that’s being spearheaded by a single person and if that person leaves there is no one else to take it over.
- What else needs to be created? Communities should ask this question last to ensure that they are using their existing resources first.

Step 3—Set Goals. Goals should have the following SMART characteristics:

- **Specific**—make sure your goals are specific and narrow for more effective planning. You should use action words to state exactly what you’ll do.
- **Measurable**—define what evidence will prove you’re making progress and reevaluate when necessary.
- **Achievable**—make sure you can reasonably accomplish your goal within a certain timeframe.
- **Relevant**—ensure your goals align with your values and long-term objectives.
- **Time-bound**—set a realistic timeline and end-date for your goals and prioritize tasks accordingly.

Step 4—Implement a first project. While planning is important, completing a successful project often helps to galvanize a volunteer group and build support among community members. Select a project that is low cost and relatively easy to implement. Based on the themes identified from the community survey, there are several activities identified here that Hampton can pursue to help it become a more age-friendly community. Low hanging fruit include steps to improve information flow to older residents on recreation programs and support services available through the town and regional nonprofit organizations. Expanding the current Senior Committee into a broader Council on Aging would be more challenging but can establish a foundation for more ambitious goals such as establishing a new Community Center.

Acknowledgements

The Rockingham Planning Commission and Rockingham Nutrition Meals on Wheels Program thank the Hampton Steering Committee members for their time and effort in helping to develop this age friendly community assessment. We hope the information provided in this report helps inform and advance efforts to make the community a more livable place for people of all ages and abilities. We look forward to continuing this critical conversation in Hampton and the region and supporting communities in their work to become more Age Friendly.