



The AARP Network of Age Friendly Communities

AARP[®]
Real Possibilities

LIVABLE COMMUNITIES
Great Places for All AgesSM



Age Friendly and Livable Communities

“A community that is safe and secure, has affordable and appropriate housing and transportation options, and has supportive community features and services. Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents’ engagement in the community’s civic, economic, and social life”



We have entered a time of
profound and permanent change
to the demographic composition of the United States



Every day, **10,000**
boomers turn 65



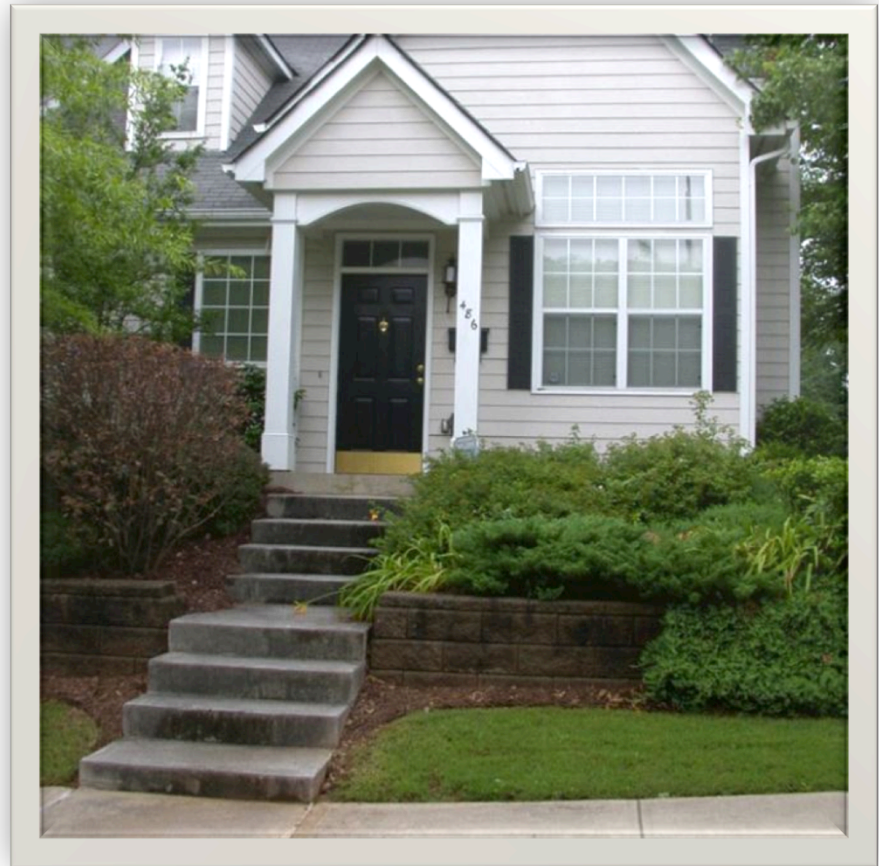
By 2030 the U.S. will have **twice as many**
people over the age of 65 as we have today

Survey after survey finds that **today's older adults want to remain in their homes**

78%

.....
of adults ages 45+ agree or strongly agree with the statement: "What I'd really like to do is stay in my current residence for as long as possible."

Source: AARP Home and Community Preferences of the 45+ Population, 2014



But most houses haven't been designed to adapt. In fact, American homes have traditionally been designed and built for **able-bodied 35 year olds**

Survey after survey finds that
**today's older adults
want to stay in their
community**

80%

.....
of adults ages 45+ agree
or strongly agree with the
statement: "What I'd
really like to do is stay in
my current community for
as long as possible."

Source: AARP Home and Community
Preferences of the 45+ Population, 2014



For the past 50 years, communities have
developed around cars and other motor
vehicles as our principal form of transportation

Our Work

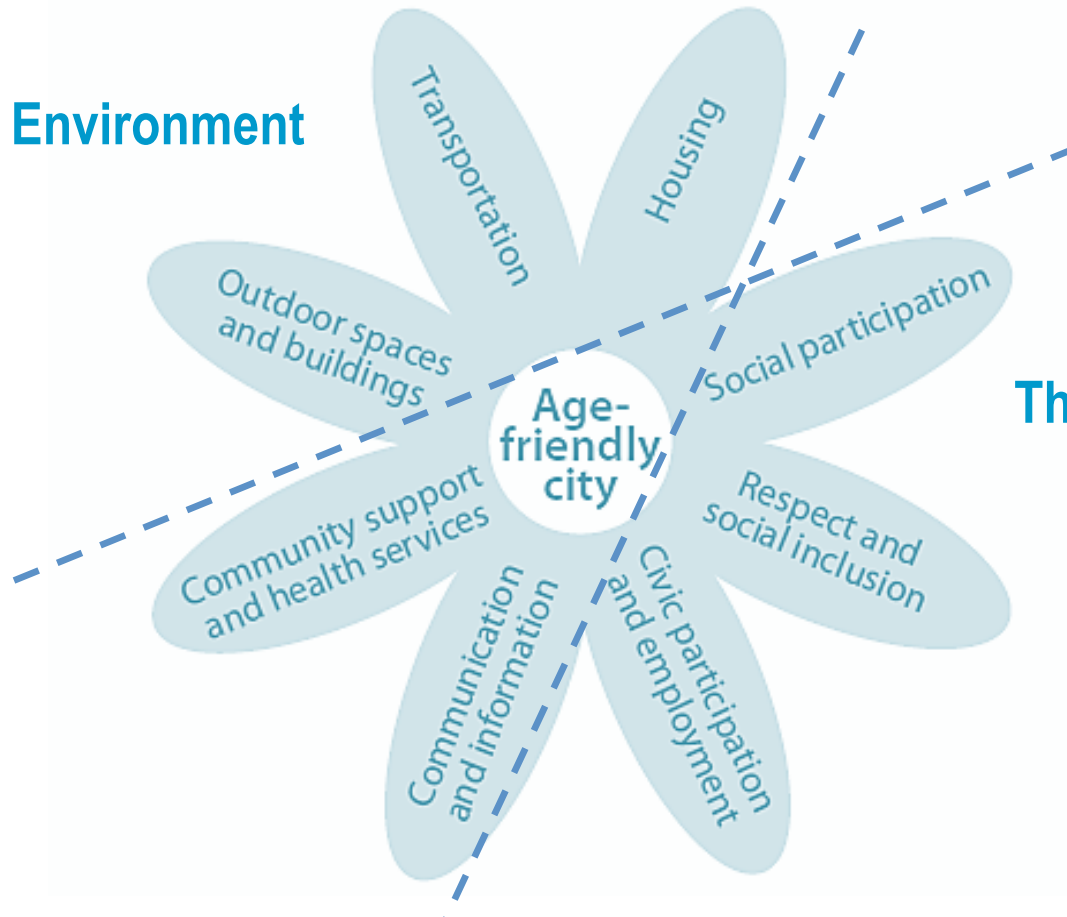


The **AARP**® Network of Age-Friendly Communities

Real Possibilities

Our Vision and the “8 Domains of Livability”

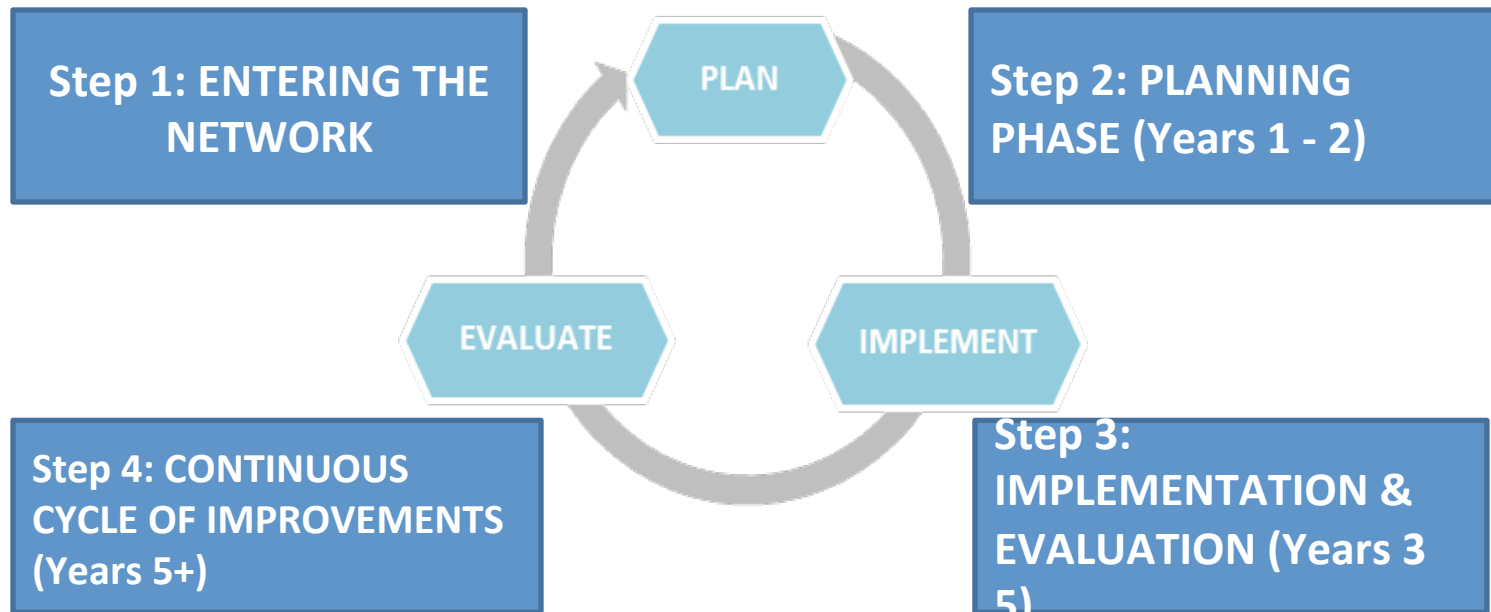
The Built Environment



The Social Environment



Age Friendly Process





Network of Age-Friendly Communities



Updated January 2015



www.AARP.org/Livable

www.blog.aarp.org/greatplaces

Toolkits

Fact Sheets and
Publications

Subscribe at
aarp.org/livable-newsletter

AARP Real Possibilities

LIVABLE COMMUNITIES
Great Places for All Ages™

ABOUT US | LIVABLE IN ACTION | HOUSING | GETTING AROUND | TOOL KITS & RESOURCES | MORE FROM AARP ▼

AARP Home » Livable Communities - AARP

Livable Communities

 | Best Practices • Strategies • Research • Policies • Tool Kits

A Livable Lesson: How to Create a Grandparents Park

In need of a neighborhood place for children and adults to stay active and spend time together outdoors, Wichita, Kansas, built a playground to meet both requirements. In the first installment of our "Livable How-To" series, learn how residents, the business community, local government and AARP made the park a reality — and a great place for people of all ages.



Read »

IN THE SPOTLIGHT

5 Questions for Rose Gowen
The Texas doc turned elected official offers an age-friendly Rx



AGE-FRIENDLY NETWORK

AARP Network of Age-Friendly Communities
Learn how your community can join



Age-Friendly World Tour
16 examples in 4 continents, 8 nations, 13 cities



Livable Communities Free Monthly E-Newsletter

From interviews and case studies to fact sheets and guides, get the latest news and more.

See a Sample Newsletter

Subscribe!

- Harvard Report: U.S. "Unprepared" to House Coming Wave of Older Adults
- The Step-by-Step Tool Kit
- The Member List





Age-Friendly DC

We Really Are Getting Older! How Communities are Preparing for Us

Baltimore, Maryland | Friday, January 30, 2015 | 1:30-3:30



agefriendly@dc.gov | agefriendly.dc.gov | [@AgeFriendlyDC](https://twitter.com/AgeFriendlyDC)

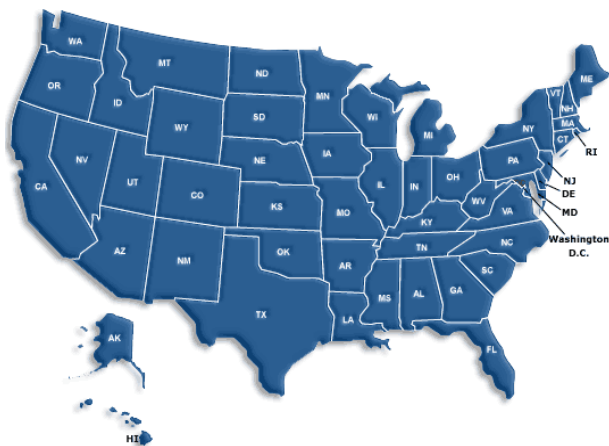
DC's Age-Friendly Journey

- Launched by the World Health Organization (WHO) in 2007, the age-friendly initiative addresses two significant demographic trends: urbanization and population aging.
- WHO defines an age-friendly city as “an inclusive and accessible urban environment that promotes active aging.”
- In 2012, Mayor Gray committed the District of Columbia to pursuing designation as an age-friendly city.
- Since then, thousands of people – from government, nonprofit, academic and business sectors, and from communities across the city – came together on a journey of listening, analysis and development that culminated in the *Age-Friendly DC Strategic Plan*.



A Snapshot of Older Adults in the US

- Of nearly 309 million living in the US in 2010, 13%, or over 40 million, were 65 and over
- Pew projects that by 2050, of 438 million living in the US, 19% will be 65 and over
- Of 646,000 who live in Washington, DC, 12%, or 72,000 are age 65 and over
- The DC Office of Planning projects that by 2050, 21% in DC will be 65 and over



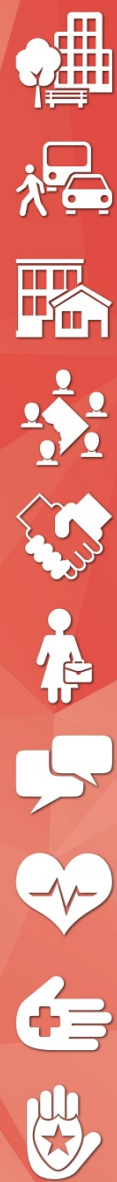
A Snapshot of Older Adults in the US

Comparison of adults aged 65 and over

Indicator	Washington, DC	United States
% with College Degree	37	22
% In Labor Force	22	16
% In Poverty	14	9

The District ranks 4th nationally in retirement income \$47,632

Source: U.S. Census Bureau (2012). *American Community Survey*.



A Snapshot of Income Disparity in DC

- In DC, the average income of the top fifth is 29 times the income of the bottom fifth.
- The average income among the top 20 percent of DC households is \$259,000
- The average income among the poorest DC households — those in the bottom fifth by income — is \$9,100.

These data strongly influenced development of the Age-Friendly DC Strategic Plan.

Source: the 2010 American Community Survey.



Cost of Living

Cost of living indices are based on a US average of 100. An index above 100 means DC is more expensive than the US average.

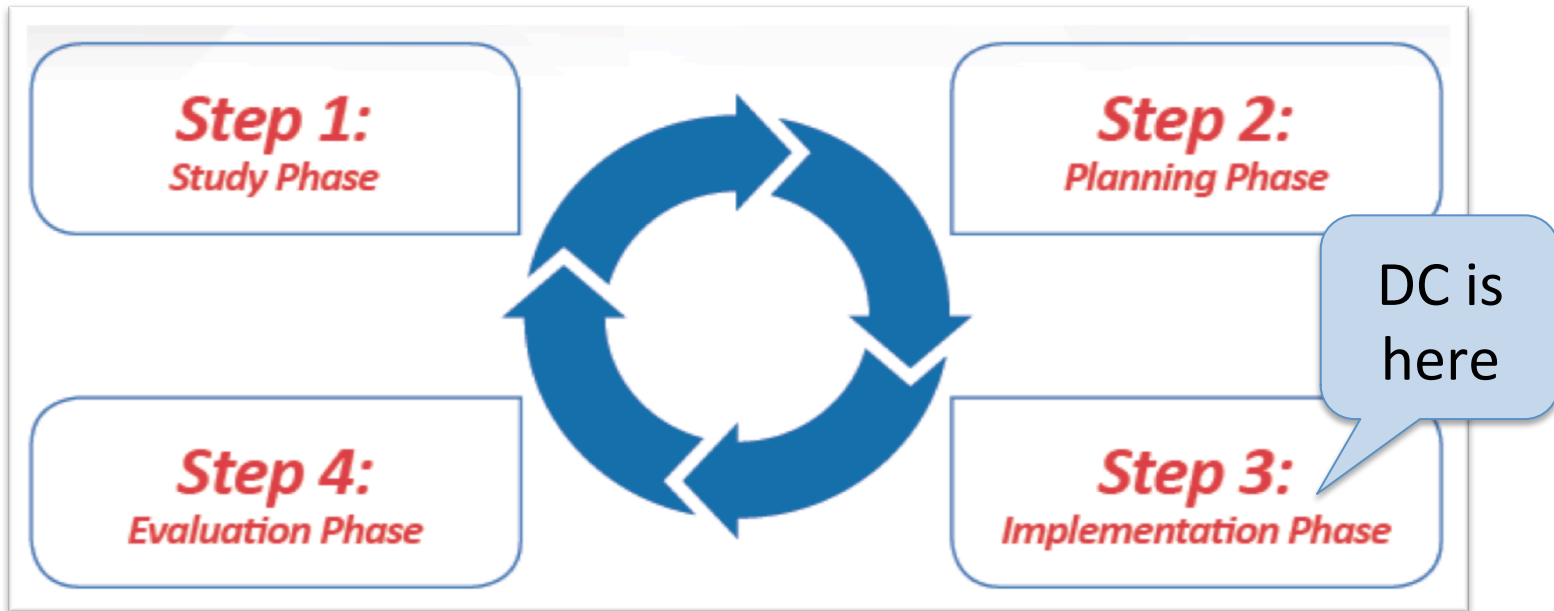
Cost of Living	Washington, DC	United States
Overall	154	100
Grocery	112.6	100
Health	102	100
Housing	255	100
Utilities	114	100
Transportation	108	100
Miscellaneous	101	100

http://www.bestplaces.net/cost_of_living/city/district_of_columbia/washington



The Age-Friendly Cities Process

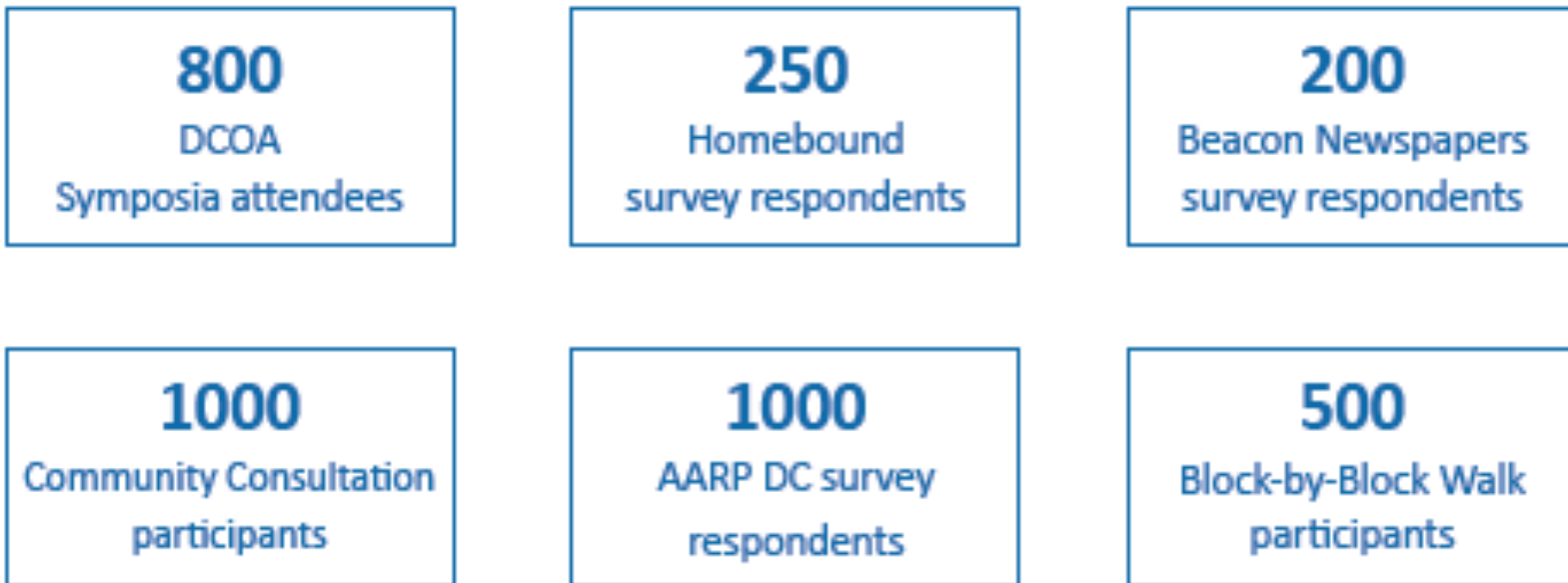
Participating in the Age-Friendly Cities program entails committing to a process defined by the World Health Organization (WHO) over an initial five-year period. At the end of the five-years, if approved, WHO bestows the Age-friendly designation.



Study Phase: 2012-2013

First DC Needs Assessment of older adults in 30 years was completed.

Age-Friendly DC engaged approximately 3,750 individuals on characteristics of an age-friendly community.



Results by domain were analyzed by New York Academy of Medicine.



Study Phase: 2012-2013, continued

DC adopted WHO's eight domains. The study phase surfaced additional areas of interest to DC residents and stakeholders and two DC-specific domains were added.



Outdoor Spaces and Buildings



Transportation



Housing



Social Participation



Respect and Social Inclusion



Civic Participation and Employment



Communication and Information



Community Support and Health Services



Emergency Preparedness and Resilience



Elder Abuse, Neglect and Fraud



Planning Phase: 2014

- Ten Committees, one for each of 10 domains, examined opinions of DC residents, then developed goals and objectives for consideration by the Age-Friendly DC Task Force
- Goals and objectives were then reviewed by DC residents in community meetings and an online survey and were then presented to the Mayor as recommendations



Planning Phase: 2014, continued

- The *Age-Friendly DC Strategic Plan*, was published December 10, 2014.
- The Strategic Plan involves implementing 77 strategies: 58 DC agencies responsible for implementation, and metrics identified to measure progress in each of 10 domains.
- The Plan will also report on Task Force recommendations, other cross-referenced DC strategic plans, and agency performance plans to leverage existing efforts and resources.



Implementation Phase: 2015

Several specific activities to further progress toward age-friendliness are underway:

- Strategic Plans have been distributed and presentations scheduled at all DC libraries and other venues by volunteers to mobilize expectations
- WHO Kobe pilot indicator project
- Recruit and certify Age-Friendly Businesses
- Identify and engage vulnerable residents
- Block-by-Block Walk Age-Friendly Scores
- Bolster effort to record falls



Importance neighbor-to-neighbor support throughout the Age-Friendly DC journey and into the future

Age-Friendly DC community partner stand outs:

- George Washington University and other universities
- AARP-DC
- 12 Villages (more organizing) and Washington Area Villages Exchange (with 44 villages in the DC metropolitan area)
- Advisory Neighborhood Commissioners
- Rand Corporation, the Urban Institute, Brookings Institution, AARP Foundation
- Business leaders: Verizon, Pepco, chambers of commerce. Main Streets



And the journey continues...

Questions/Comments?

Gail Kohn, Age-Friendly DC Coordinator

202-727-7973 | gail.kohn@dc.gov

agefriendly@dc.gov | agefriendly.dc.gov | @AgeFriendlyDC



Health, Built Environment & Brownsville

Presented by Mr. Arturo Rodriguez ,

Public Health Director Brownsville, TX

with contributions by Dr. Rose MZ Gowen

New Partners for Smart Growth Conference

January 29, 2015



Brownsville

Built Environment

Began with Science

- ◆ RAHC 2001
- ◆ UT Houston SPH - Brownsville campus
- ◆ Cohort 3000+
- ◆ 1 in 3 are diabetic (50% don't know it)
- ◆ 80% are either obese or overweight
- ◆ 70% are not insured



perfect storm....

Solutions

- ◆ Health
- ◆ Economic
- ◆ Educational
- ◆ Structural.....Built Environment



Brownsville



2001 / 2014



Partnership & Coordination

When 80% of the people in the community (or Valley) are overweight...the definition of “normal” shifts on a community level & everywhere you live needs to be addressed.....



Brownsville Farmers' Market



Activated !

Policy

- ◆ Complete Streets
- ◆ Sidewalk Ordinance
- ◆ Safe Passing Ordinance (City and MPO)
- ◆ Bicycle Parking - Commercial sites - Ordinance
- ◆ Adopt NACTO guidelines

Teach

Vibrant Lecture Series

Gil
Penalosa
8-80 cities

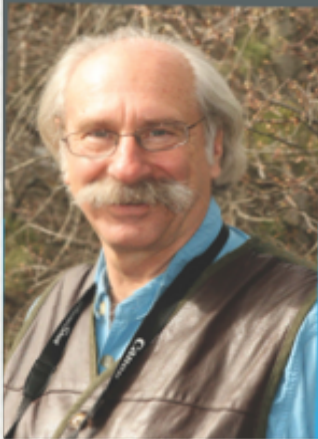


August 28th & 30th 2012

FREE!

Building a vibrant Brownsville Lecture Series

Join us for engaging discussions to answer a simple yet powerful question:
What kind of a city do we want to build for our citizens?



Wednesday,
November 6, 2013
@7 PM

Texas Southmost College
Science, Engineering & Technology
Building Auditorium (SET-B)

*“Creating an Age-Friendly
Brownsville”*

Dan Burden

**Co-Founder and Director of Innovation and Inspiration of the
Walkable and Livable Communities Institute**

Dan Burden is an internationally recognized authority on
Smart Growth, livable, walkable, age-friendly and sustainable
communities, Complete Streets, Safe Routes to School, traffic

AARP



September 20, 2012

CHALLENGE SPARKS CHA

TEDx
Brownsville
x = independently organized TED event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED-like video and live speakers combine to spark ideas, education and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

Brownsville
The **Challenge Sparks** program was born to lead a culture of urban innovation and smart growth in the heart of our city, connecting policymakers and citizens of Brownsville. The smart arms to spark out-of-the-box thinking in our city by exposing community key players to ideas worth spreading that the framework of TEDx.

Friday, September 20, 2012
10:00 am - 3:00 pm
UTB Salon Cassia



Dan Burden Building a Vibrant Brownsville



Build a Better Block





Planning in Real Time

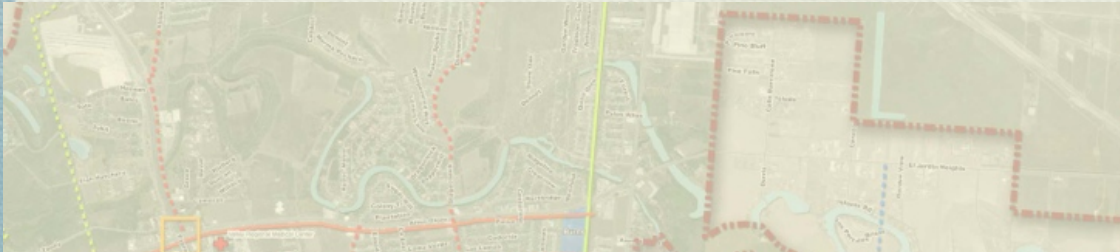


MASTER PLAN

Market Square

Trails

- ◆ Historic Battlefield Trail.....9 mi, ~2006, TxDot.....Nat'l Rec Trail
- ◆ Morrison Road Trail.....2.3 mi, 2013, TxDot/BCIC/Developers
- ◆ Belden Trail.....1 mi, 2013, TPW/BCIC/ City/Ford Foundation/B-Metro
- ◆ Downtown Trail.....2.5 mi, 2014 - 2015, TxDot/B-Metro/ City
- ◆ Belden Connect.....1 mi, 2015, BCIC/PUB....
- ◆ Southmost Nature Trail.....7 mi, 2015+, CDGB/City/MPO.....



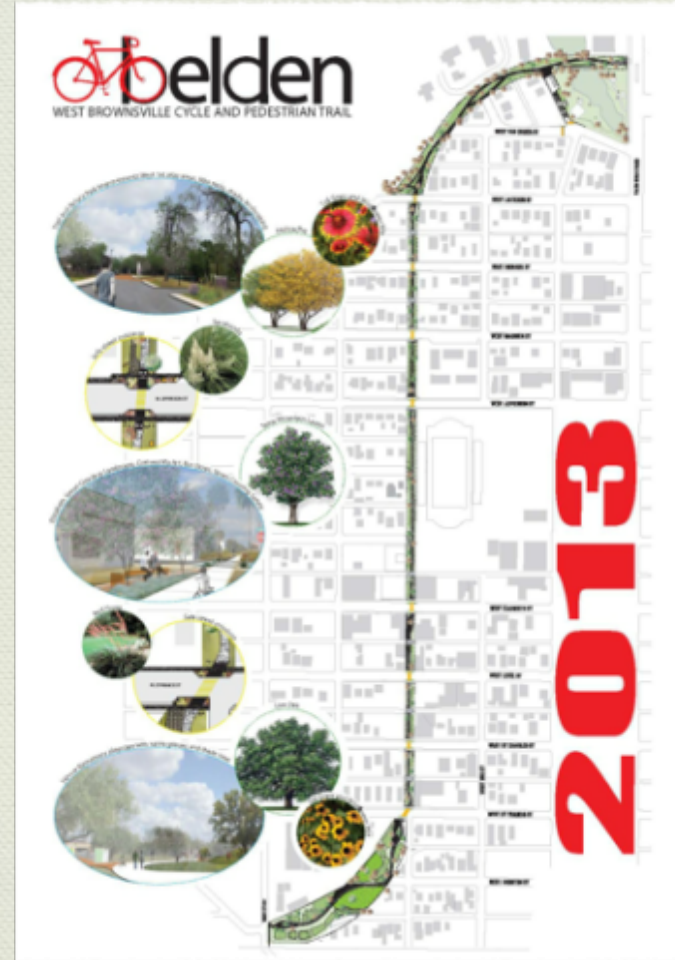
The 2013 Hike and Bike MASTER PLAN FOR BROWNSVILLE



DRAFT FOR REVIEW AND COMMENTS

Belden Trail

- ◆ abandoned RR path
- ◆ alley and dump
- ◆ mischief
- ◆ poorest areas of town





Community Engagement





Belden CONNECT

Proposed Schematic Master Plan

1. Existing Belden Trail
2. Palm Blvd. Bike/Pedestrian Crossing
3. Segment 1: 10ft concrete trail and wild flower field
4. Opportunity for local restaurants to have an exterior serving area
5. "Plaza" at the intersection of Old Alice Rd. (refer perspective drawing 1)
6. Proposed protected two-way bike lane along Old Alice Rd.
7. City Park Extension towards Cemetery Resaca/5th St. Redirection (refer to perspective drawing 2)
8. Old Alice Rd. / 6th St. Intersection Pilot Curb Extension.
9. Future 6th St. bike infrastructure



Scale: 1/128" = 1'-0"



BEFORE

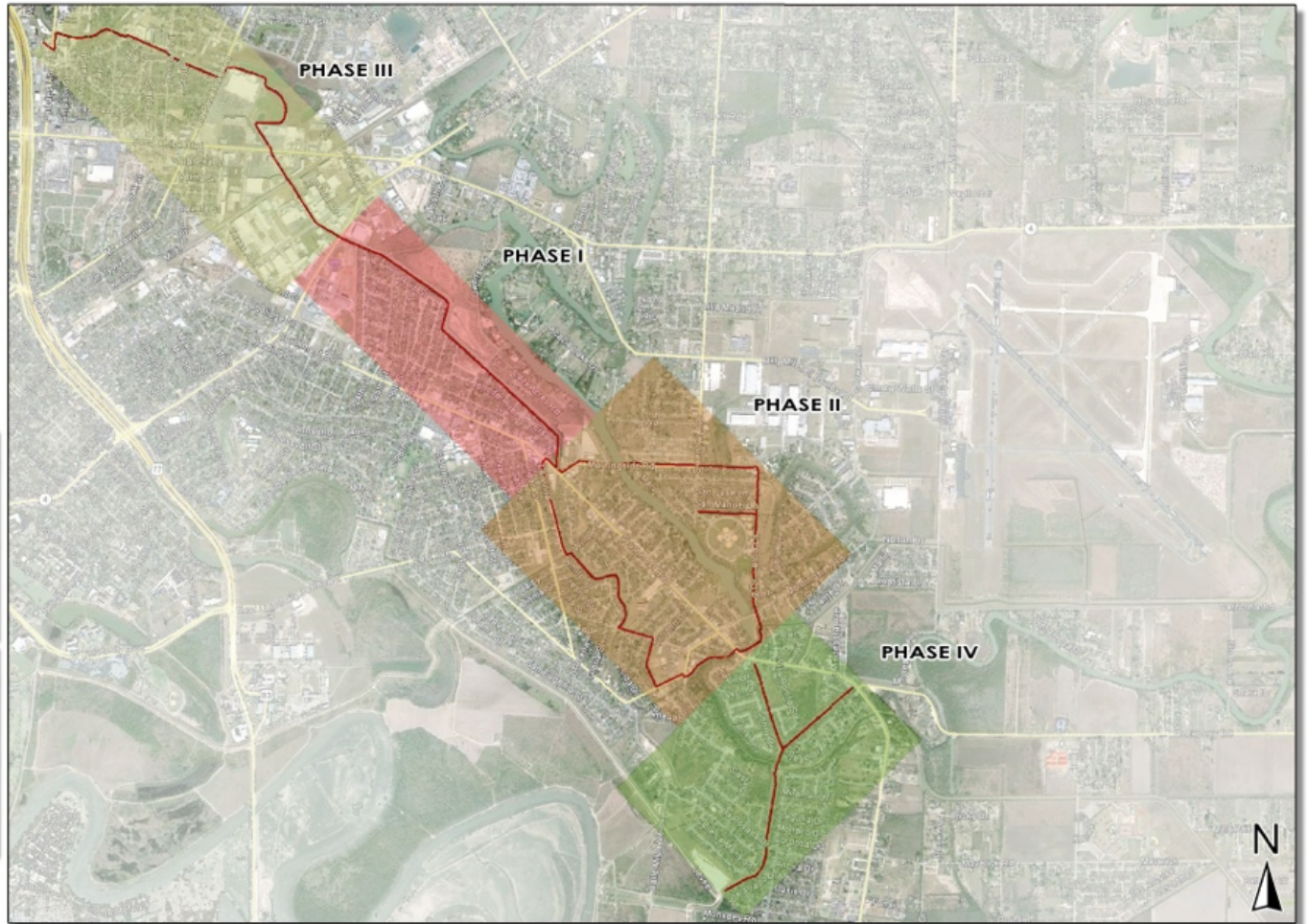
LOOKING NORTH AT VERA STREET AND AUSTIN ROAD



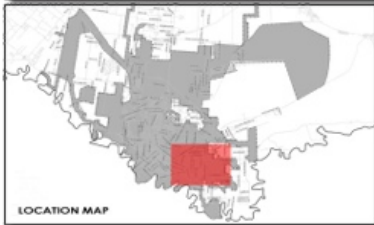
AFTER

**PILOT IMPLEMENTATION PROJECT - PERKINS TO CHAMPION GREENWAY
DISTRICT 2**

DRAFT 8-5-13  **HALFF**



DISTRICT MAP



LOCATION MAP

**PILOT IMPLEMENTATION PROJECT - SOUTHWEST TRAIL PHASE MAP
DISTRICT 1**

Community

Empower kids!



Bike Barn

volunteerism



Bike Barn

Earn a bike after 25 hours of Volunteering



Bicycle Safety Classes

United Way & BCHC & School of Public Health

Enable behavior change...

Open Streets

- ◆ began in Bogota...1970's
- ◆ 1 in 2012, 3 in 2013, 4 this year
- ◆ fun, family oriented, safe, and it's everyone



CycloBia Brownsville
Sunday, December 14, 2014
Time: 1pm - 5pm

For funding opportunities contact Kendra Stine at (956) 547-6531

BISD
Washington Park Reclovia

UTB Health and Human Performance
Sunrise Park Reclovia

Healthy Communities and Red Fish Recycling
Recycling Reclovia

Photo with Santa at BISD CAB Building

Presented by:

FREE Bike Rentals!!
FREE Bike Raffle!!
Bring non-perishable items for our local food bank.

BROWNVILLE **H-E-B**

Brownsville **HOPE** **Healthy Communities of Brownsville** **REDFISH RECYCLING**

UT **BIKEBARN**

The poster features a blue background with white and yellow text. It includes illustrations of Santa Claus on a bicycle and a snowman on a bicycle. A gingerbread man is holding a sign with contact information. The bottom of the poster is filled with various logos of sponsors and partners.









cycloBia Brownsville

CycloBia is a free event that temporarily makes selected Brownsville streets car free and available to residents so that participants may bike, run, skateboard or engage in any other type of physical activity freely.

Fact: 45% of individuals attending CycloBia got more physical activity each week after attending the event.



Average amount of time spent being active on a typical Sunday among CycloBia participants:

54 Minutes

Average amount of time spent being physically active at CycloBia on Sunday, October 6, 2013:

93 Minutes

Visit our website! <http://www.cyclobiabrownsville.com/#!nytime!>



cycloBia Brownsville

CycloBia is a free event that temporarily makes selected Brownsville streets car free and available to residents so that participants may bike, run, skateboard, or engage in any other type of physical activity freely.

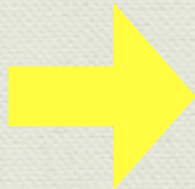
Return attendees of CycloBia are nearly twice as likely to regularly bike for trips of less than 5 miles as opposed to first time attendees



59% of RETURN ATTENDEES of CycloBia REGULARLY BIKE

31% of 1ST TIME ATTENDEES of CycloBia REGULARLY BIKE

There was a 13% DECREASE in the number of people who NEVER bicycled for trips of less than 5 miles among RETURN ATTENDEES of CycloBia when comparing their bicycling habits before and after attending CycloBia.



34%

BEFORE attending CycloBia

21%

AFTER attending CycloBia



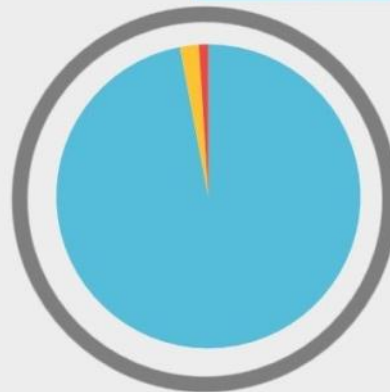
cycloBia Brownsville

CycloBia is a free event that makes selected Brownsville streets car free and available to Brownsville residents so that participants may bike, run, skateboard, or engage in any type of physical activity freely.

When asked what factors prevented CycloBia attendees from regularly walking/biking, the biggest barriers were concerns about safety [44%] and lack of walking/biking resources [19%].



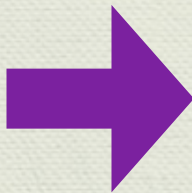
Support for Bike Lanes



97% of CycloBia attendees support the installation of designated bike lanes protected by a physical barrier in Brownsville.

■ Yes (97%) ■ No (2%) ■ Maybe (1%)

Visit our website: <http://www.cyclobiabrownsville.com/>



cycloBia Brownsville

CycloBia is a free event that temporarily makes selected Brownsville streets car free and available to residents so that participants may bike, run, skateboard, or engage in any other type of physical activity freely.





Change in Physical Activity After Attending CycloBia Each Week



49% of respondents got MORE physical activity each week after attending CycloBia

- Got MORE physical activity (49%)
- Got the SAME physical activity (49%)
- Got LESS physical activity (2%)

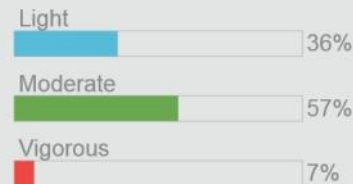
Type of activity CycloBia attendees would be doing if they were not at CycloBia on June 6

- 69%**  **SEDENTARY ACTIVITY** like sleeping, watching TV, on the computer or eating
- 12%**  **LIGHT ACTIVITY** like yoga, fishing, bowling, golf, or easy walking
- 13%**  **MODERATE ACTIVITY** like fast walking, baseball, tennis, or dancing
- 6%**  **VIGOROUS ACTIVITY** like running, jogging, football, soccer or basketball

Average amount of time attendees were physically active at CycloBia:

123 MINUTES

Intensity of that Physical Activity



How?

do NOT stop at
“NO”

- ◆ start now.....today!....no such thing as the “perfect day”
- ◆ build partnerships inside and outside of the “health” world
- ◆ educate and engage elected officials & city gov’t (champions)
- ◆ include the people.....biggest ally!
- ◆ design for the most vulnerable.....
- ◆ do not depend on city funding....be prepared to write grants, etc. and leverage resources

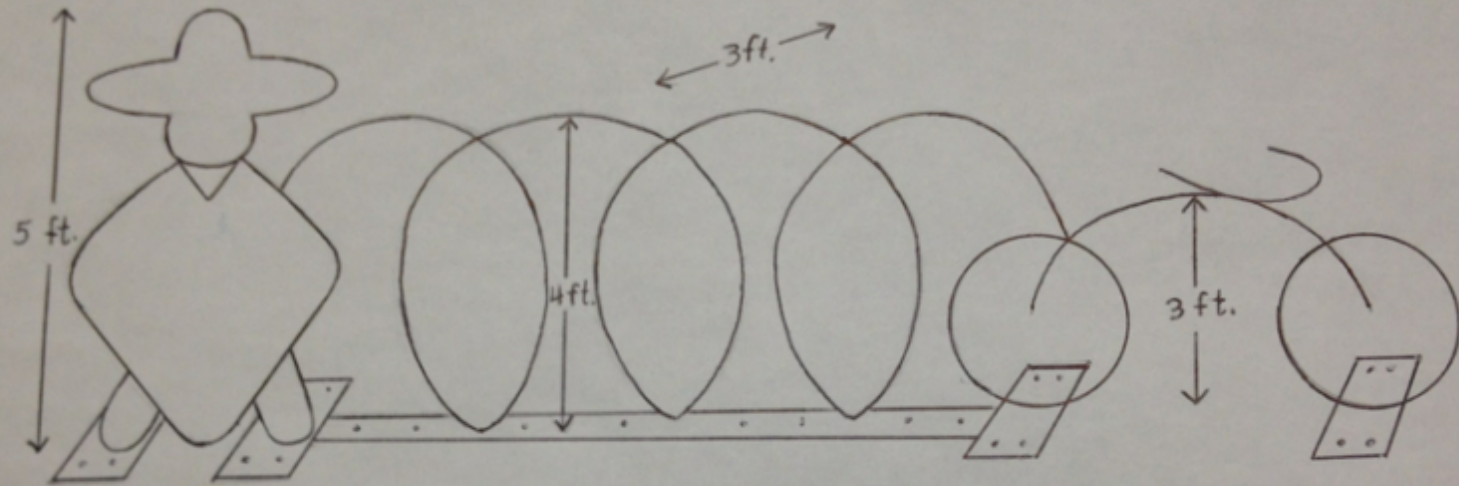
Are we done?

- ◆ we've only just begun
- ◆ plenty of battles still to fight....still "NO" votes
- ◆ built environment grows and changes everyday.....IF YOU DO NOT ADDRESS IT AND SHAPE IT....Health will be shortchanged

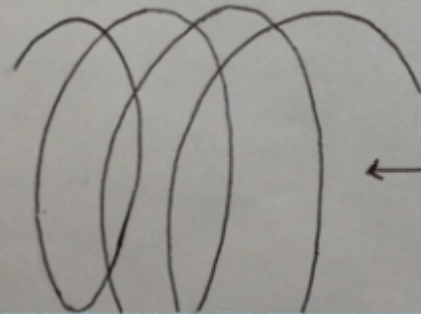


We still have education to give!

Add FUN!!

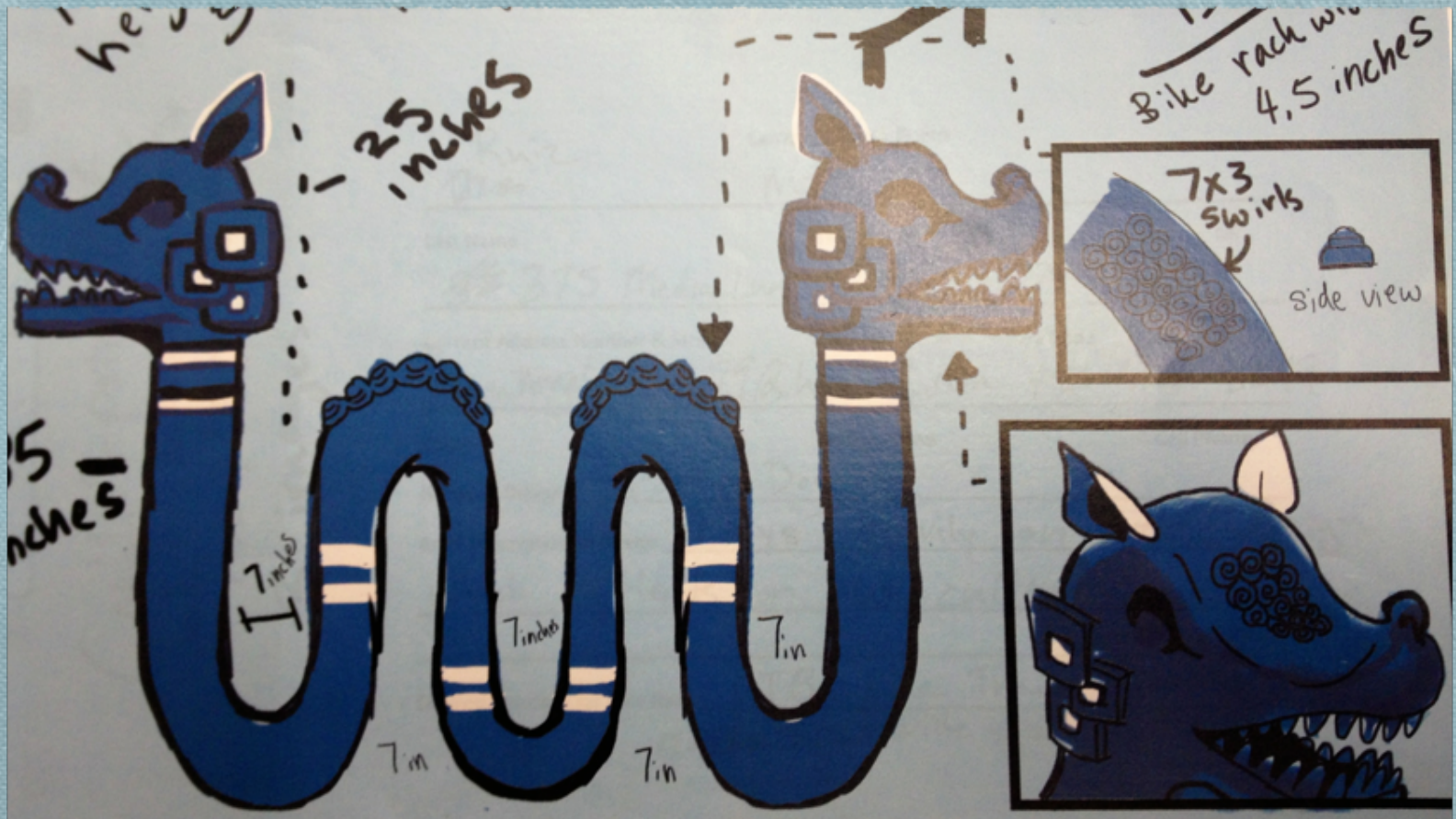


*Jose
Dela
2.13*



← 3 dimensional view of
the charro's rope (lariat)

Bike Rack



Bike Rack



Bike Rack



Bike Repair Stations

Age Friendly Community Macon-Bibb, Georgia



Discussion Overview:

- Macon-Bibb recently consolidated the city and county governments in order to provide better services to all residents.

Designation by AARP and World Health Organization (WHO):

- April 2012 - Admitted Macon-Bibb, Georgia into the AARP Network of Age Friendly Communities.
- June 2014 - Approved Macon-Bibb's continued designation for three years as an AF Community.

Macon-Bibb: Becoming an Age Friendly Community

Overall Features of Macon-Bibb that AARP/WHO Considered in AF Determination

- Strong support of local leadership and residents
- Hub community for Central Georgia
- Area's uniqueness – both metropolitan and rural
- Good highway systems/commitment to continue enhancements
- Subtropical climate
- Ethnically and culturally diverse populations
- Rich heritage - extensive civic, cultural, social, educational and recreational opportunities



Transportation Domain - safe and affordable modes of private and public transportation

**Second Street Transformation Plan
(AKA Second Street Corridor Plan):**



- Over \$200 million multi-faceted, multi-year project that serves as a “gateway to services” - helps transform the street into a vibrant, pedestrian-friendly area.
- Connects over 3 miles of Macon-Bibb’s key assets” - two interstates, major activity centers, mall, corridor neighborhoods, hospitals, universities, and central business district.
- Redevelopment strategies include creation of a tax allocation district to fund future improvements and promote housing, retail, transportation services and institutional uses

Transportation Domain...Continued

Second Street Corridor “Vision Block”



- **“Model Vision Block”** opened in December 2014 - illustrates key features of the entire redevelopment and revitalization project. Includes bike lanes, reverse angle parking, landscaping, shade trees, benches, improved sidewalks, an irrigation system, updated electrical system and more.

Transportation Domain...Continued

General Projects

- Enhanced promotion of Macon Transit Authority Services:

Expanded bus transit services at a fare of \$1.25 per trip.

Discounted rates of \$0.60 for seniors (aged 62+), individuals with disabilities, and Medicare cardholders.

Added Paratransit benefits of curb-to-curb/door-to-door service for individuals with assistive devices such as wheelchairs/walkers.

- Continued major renovations/added lanes for the main interstate highways (I-75, I-16, I-475) to improve safety and efficiency.



Transportation Domain... Continued



- Initiated projects to reduce width of “excessively wide” streets and encourage travel at a lower speed.
- Implemented reverse angled parking to help increase visibility/ reduce space needed for parking/ improve handicapped parking.
- Introduced circular trolley routes that helped improve travel for tourists as well as downtown residents and employees.
- Initiated complete street renovations at intersections in downtown areas and near medical complex, parks and schools.

Housing Domain - wide range of affordable housing options for older residents, aging in place opportunities/other home modification programs



- Continued support of **Macon-Bibb's 5x5 Program** – completed demolition of abandoned and dilapidated houses in a five block area for five weeks. Have covered more than 325 square blocks and 2014 goal was to demolish 100 houses.
- Expanded housing initiatives for downtown area by non-profits (**New Town Macon/Corridor/Historic Macon**) to encourage growth.
- Continued **Habitat for Humanity's** revitalization of neighborhood (**Lynmore Estates**). Focused on demolition of blighted housing and the redevelopment of properties with new, affordable, single-family residences that are energy-efficient.

Housing Domain...Continued



- **Rebuilding Macon, Keep Macon Beautiful, Macon- Bibb Economic Projects –**

Provided no cost home repairs to low-income elderly and/or disabled homeowners such as carpentry, plumbing, electrical, painting, trash removal and roof replacement.

- **Beall's Hill Project –**

Proactively identified abandoned or dilapidated houses that were eligible for restoration and helped locate purchasers/ private developers to complete construction.

- **ClickFix Program –**

Created online government web program to report problems and seek timely resolution.

Housing Domain...Continued

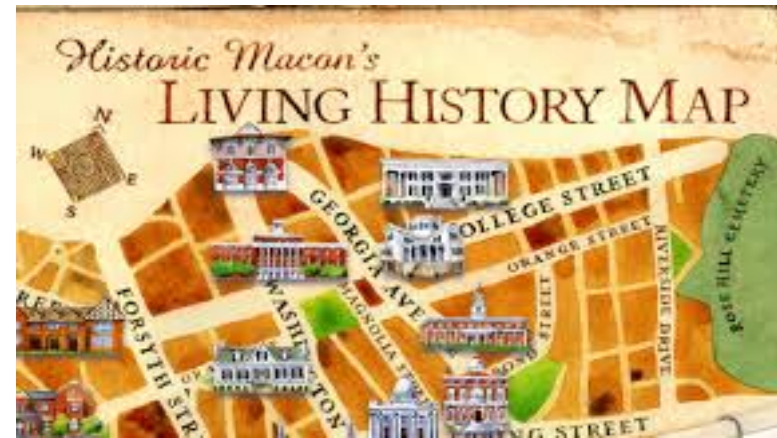
General Initiatives

- Established focus groups to proactively identify housing concerns.
- Promoted housing options - assisted living, subsidized and other housing developments that offer an array of supportive services.
- Published updated lists of the available senior housing which included different types of accommodations.
- Created neighborhood senior advocacy groups to work with community organizations (Neighborhood Watch) to identify/address safety concerns.
- Increased collaboration with developers/contracting companies/non-profits that are building/renovating abandoned buildings to encourage the incorporation of universal design schemes.



Concluding Thoughts About the AF Community of Macon-Bibb

Macon-Bibb is a “stand out community”



- **Recognized** for its rich cultural heritage, lasting influence on popular music, and highly acclaimed colleges/ universities.
- **First** community in Georgia to be designated as an Age-Friendly Community, **first** designated in AARP’s network of communities in the United States, and the **first** city-county community designated as AF.
- **Continued** to adopt progressive and forward-thinking policies and programs that keep its residents, local government officials, and business owners excited and committed to making the community more age-friendly.



Cross Sectorial Collaboration and Age Friendly Des Moines

Dr. Yogesh Shah, MD, MPH
Des Moines University
Des Moines, Iowa

Objectives

- How to create cross sectorial collaboration
- How to integrate into key community and sustainable development plans
- How to engage community members

In the next 10 minutes

- Making the Case
- Recruiting the Team
- Thought Leaders
- Delivering Value



Round Up the UN-usual Suspects...



- Insurance
- Financial Services
- Banking
- Health Care
- Real Estate
- K-12 and higher education
- Higher Education
- Agriculture
- Manufacturing
- Developers
- Non-for-Profit
- Faith Based

Public Sector Collaborators



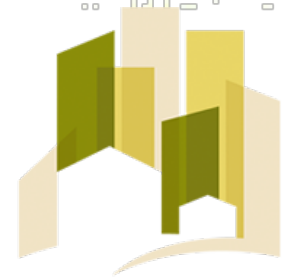
Honor/Build On Existing Efforts



CAPITAL CROSSROADS
A VISION FORWARD



THE TOMORROW PLAN
Partnering for a Greener Greater Des Moines



POLK COUNTY
**HOUSING
TRUST FUND**

Basic Needs | Powerful Solutions

dart Forward
2035



healthiest
— state —
initiative



BLUE ZONES™

LIVE UNITED

**United
Way**



United Way of Central Iowa

The 'Longevity Economy'

In 2012 – Estimated to be \$7.1 Trillion
About 45 % of US - GDP

Huge economic impact – and huge business opportunities - presented by the 100 million aging U.S. baby boomers and seniors.





**PREPARING FOR THE 'AGE-WAVE'
THE #1 QUESTION –**

WHAT IS YOUR 50+ STRATEGY?

Integrate 'Age in Everything' into Regional / State Planning



POLK COUNTY
**HOUSING
TRUST FUND**
Basic Needs | Powerful Solutions



LIVE UNITED



United Way of Central Iowa

**AGE-FRIENDLY
BUSINESSES**



Age-Friendly Business

- The Age-Friendly Business Certification program helps businesses better serve customers.
- Being Age-Friendly means being customer friendly.



What are the Benefits to Business?

- Provides information about how best to serve the 50+ market
- Provides opportunity to improve customer service
- Provides a competitive advantage
- Establishes a reputation for valuing older customers





CREATING A GREAT PLACE FOR ALL AGES

Age - Friendly
**Greater
Des Moines**

GREATER DES MOINES, IOWA

A modern, illuminated pedestrian bridge at night over a river in Des Moines, Iowa. The bridge features a large, illuminated arch structure and is lit with blue and red lights. The city skyline is visible in the background under a dark blue sky.

A GREAT PLACE FOR ALL AGES!