

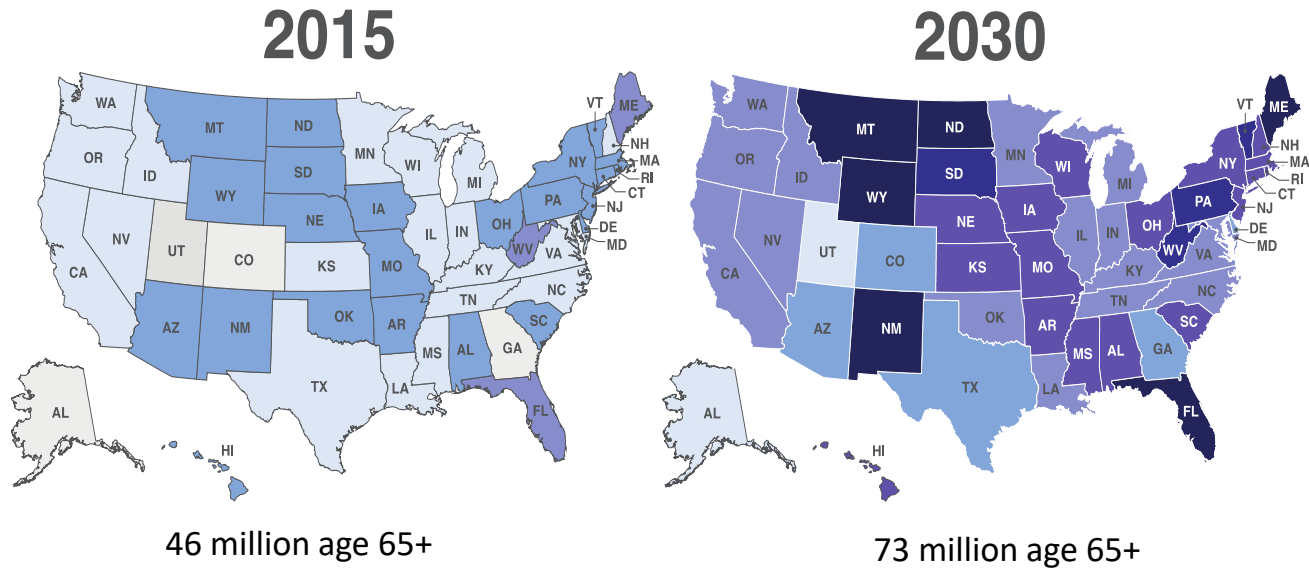


## **AARP: Creating Great Places for ALL Ages**

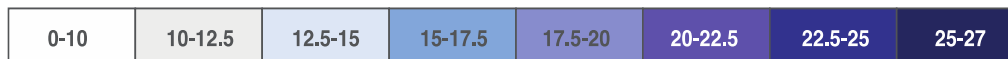
**Cedar Rapids  
April 4, 2019**



# Every place in America is aging



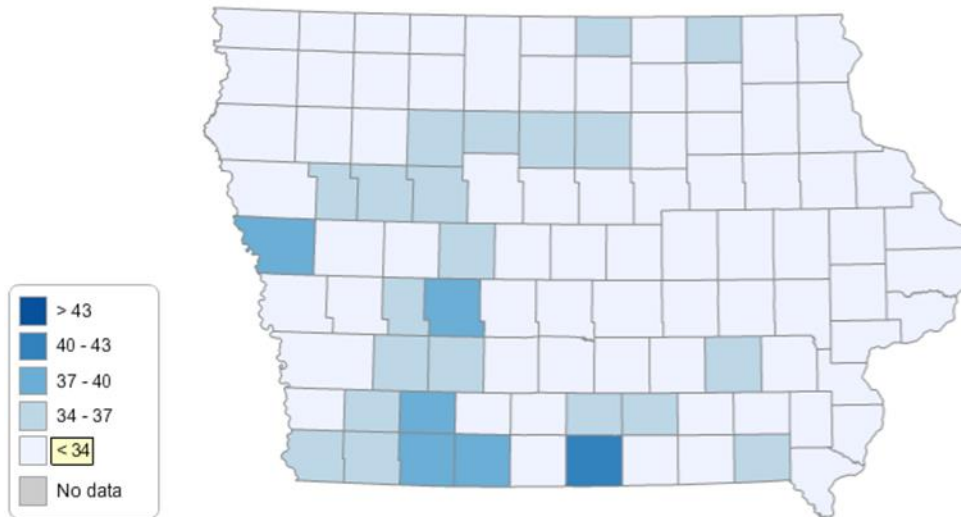
PERCENT OF POPULATION AGE 65+



Source: US Census

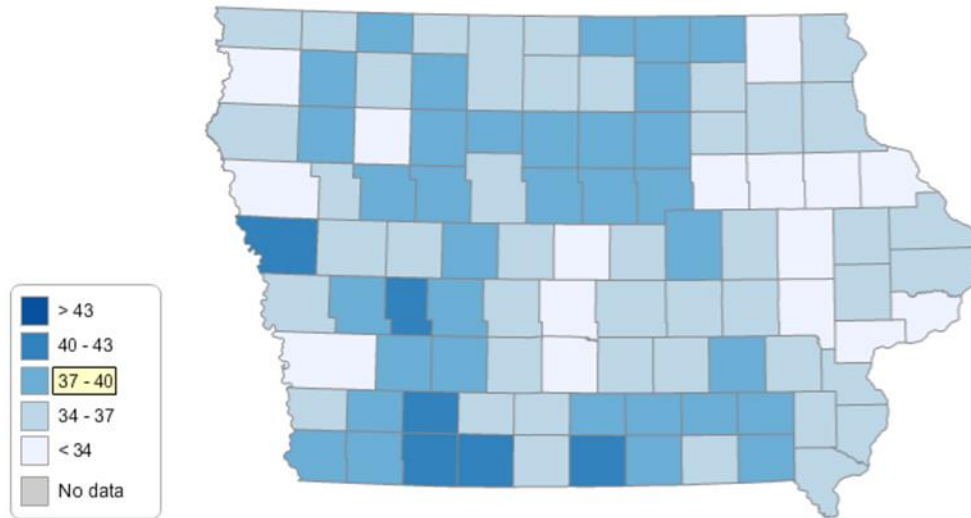


# Median Age by County 1980



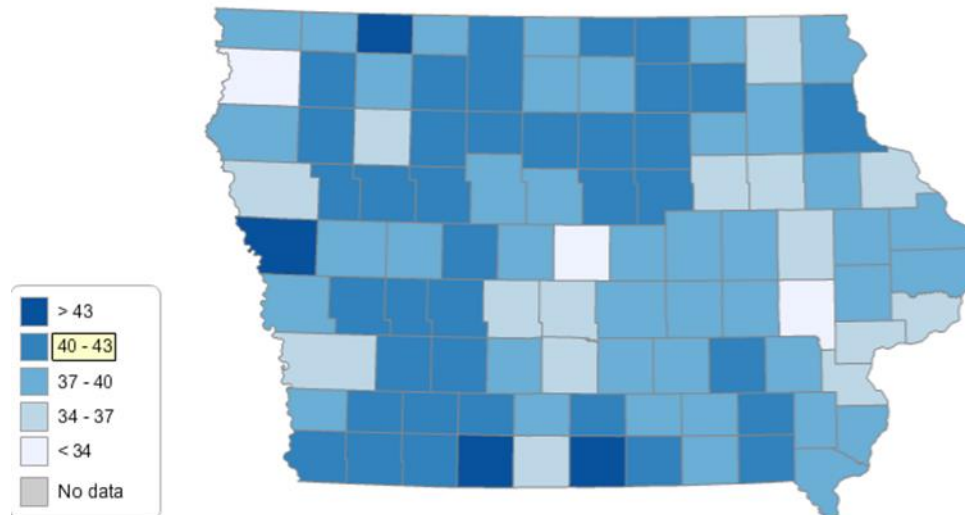


# Median Age by County 1990



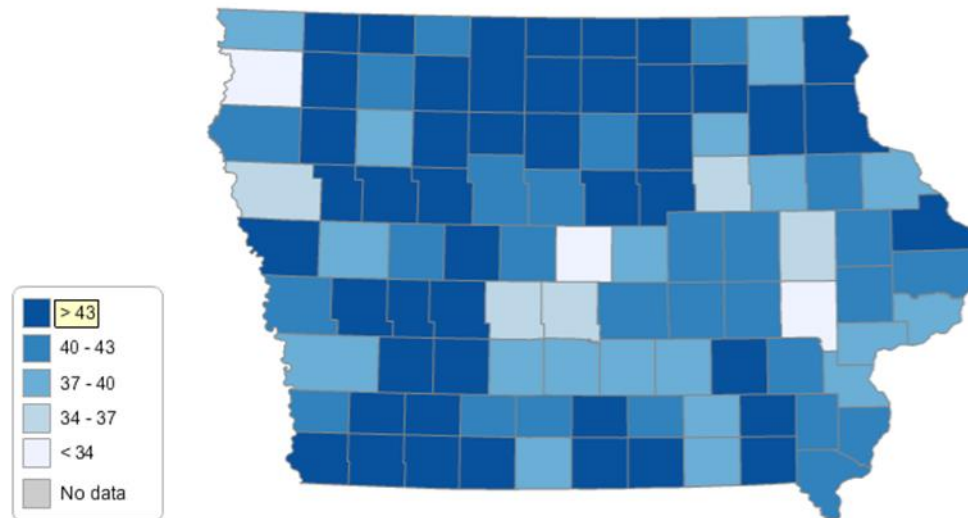


# Median Age by County 2000





# Median Age by County 2010







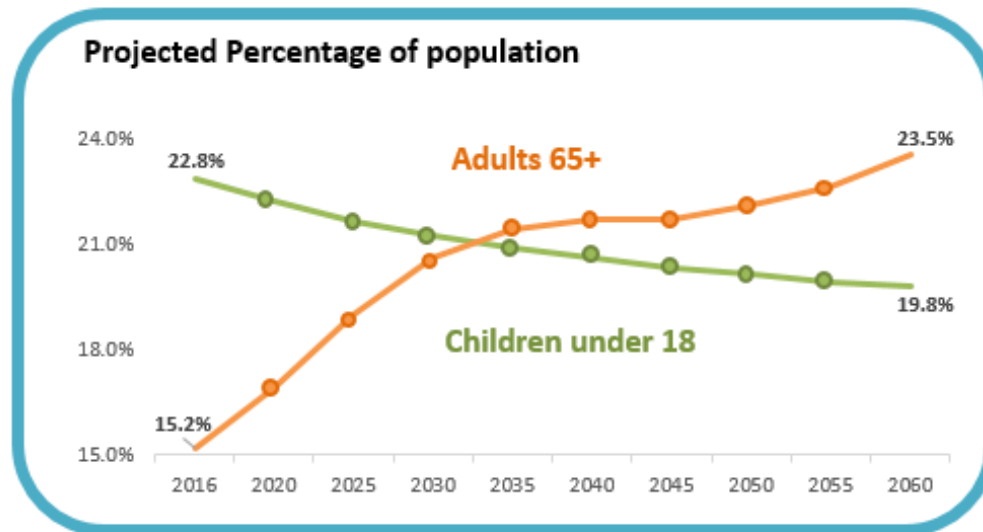
**A 10-year American child today has a**

**50%**

chance of living to 100+.



**For the 1<sup>st</sup> time in U.S. history, older people will outnumber children!**



**Median age will increase from 38 today to 43 in 2060.**

Source: US Census Bureau (March, 2018). Older People Projected to Outnumber Children for First time in US History. Retrieved from: <https://bit.ly/2p8zoQY>





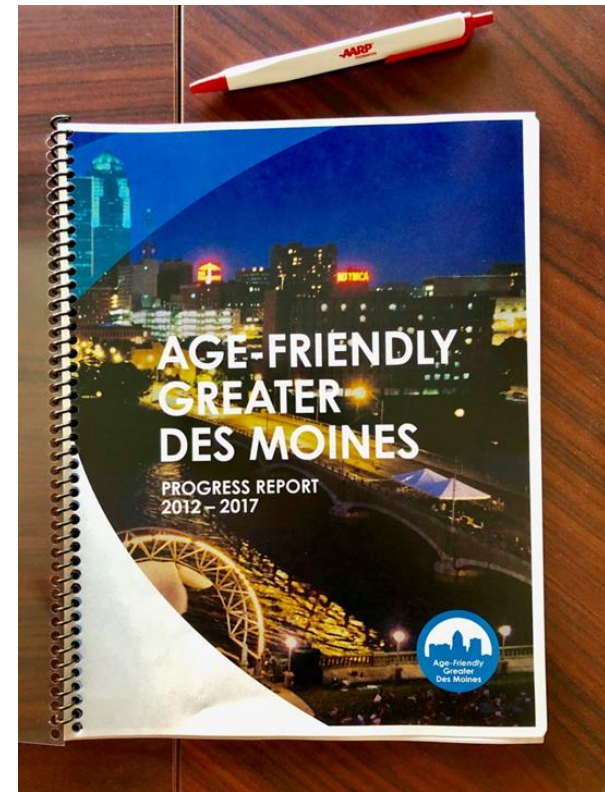
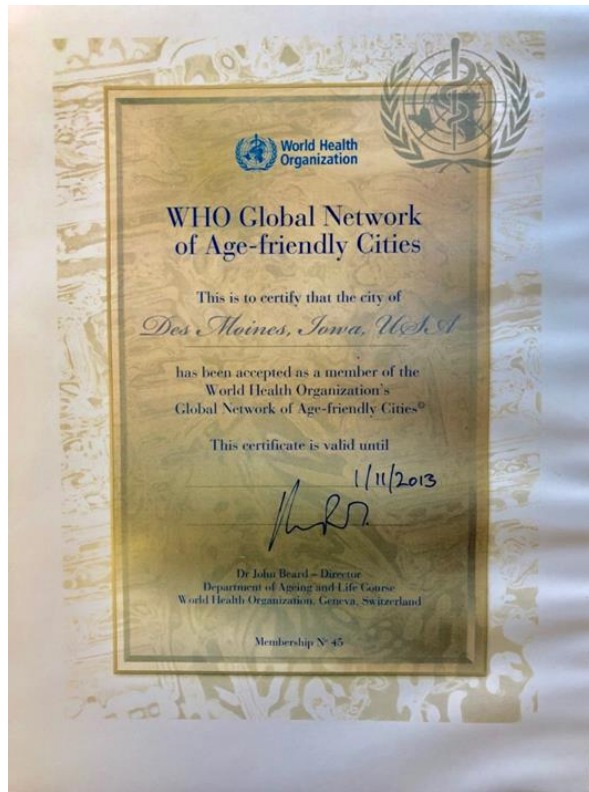
\$.51



FACT: 51 cents of every dollar is spent by people over the age of 50



# Making Des Moines Age-Friendly





# Making a Better Block in Des Moines

**BEFORE...**



**...AFTER**



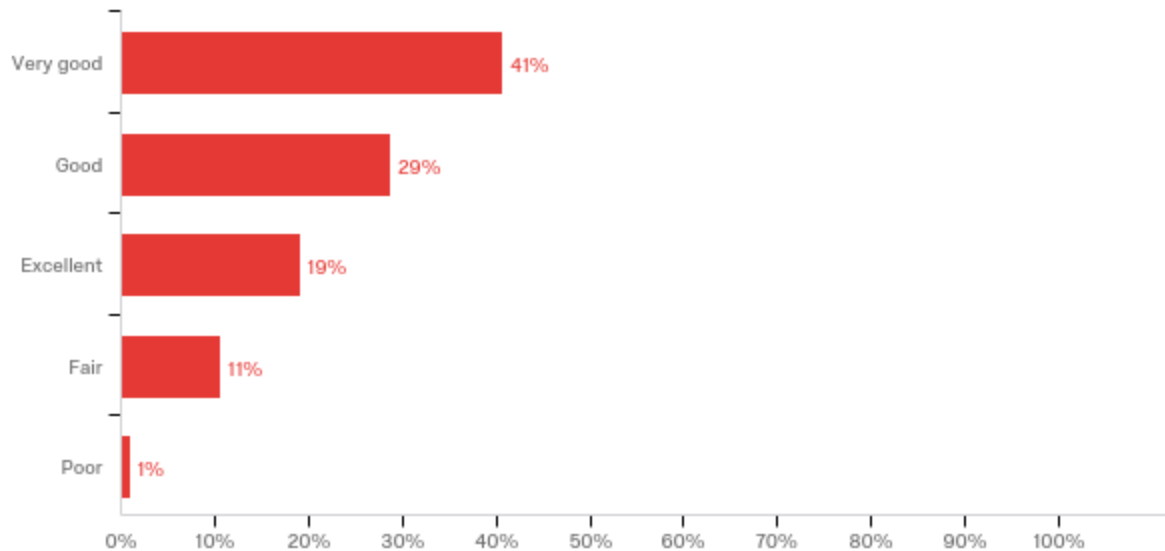




# **2019 Cedar Rapids Age-Friendly Survey topline results**



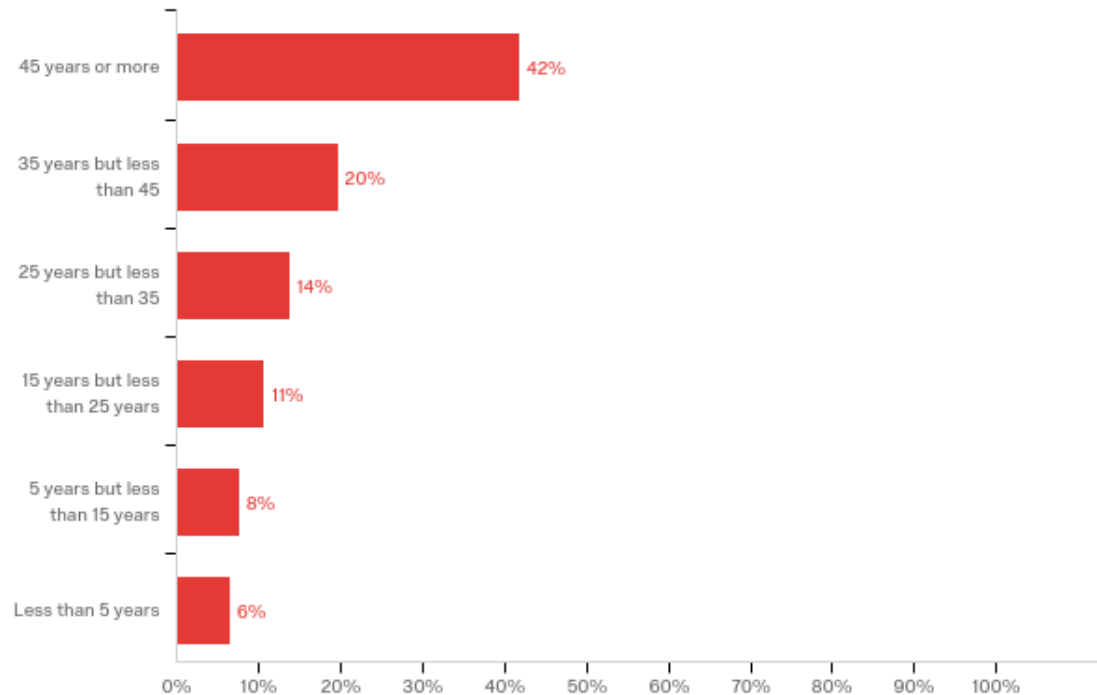
# 9 in 10 50-plus adults rate Cedar Rapids good or better for aging-in-community



Q2 - How would you rate Cedar Rapids as a place for people to live as they age? (n=341)



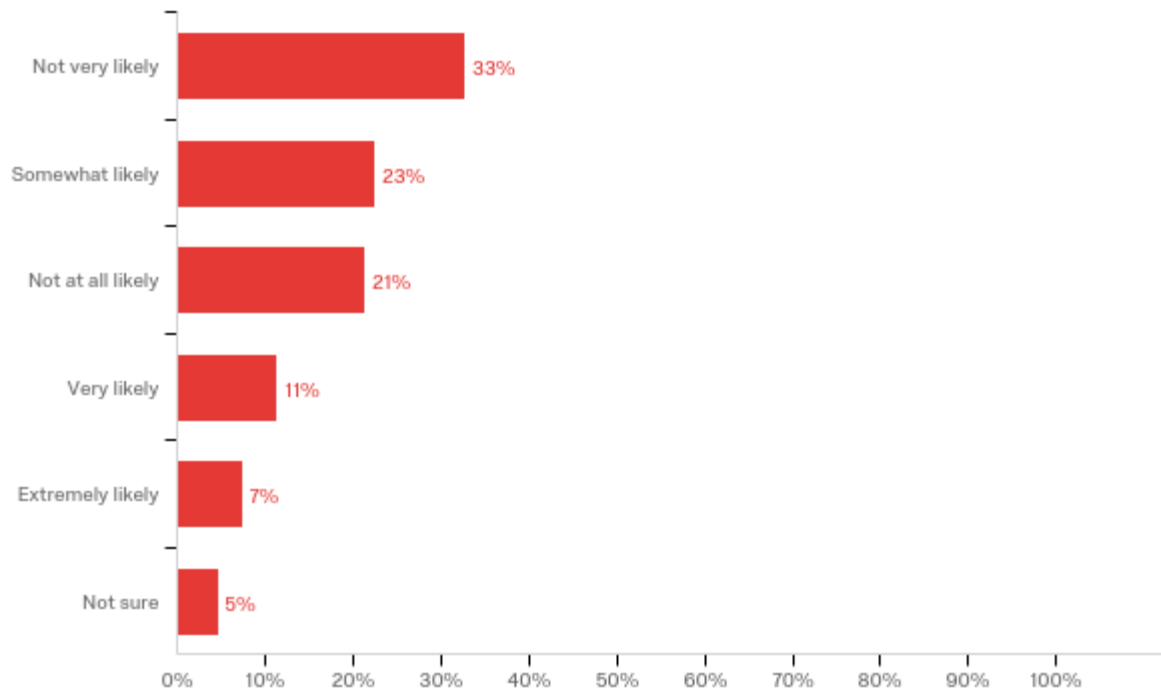
# A majority of 50-plus adults in Cedar Rapids have lived there at least half their life



Q4 - How long have you lived in Cedar Rapids? (n=356)



# About half of Cedar Rapids older adults say it's unlikely they will move residences during non-working retirement years

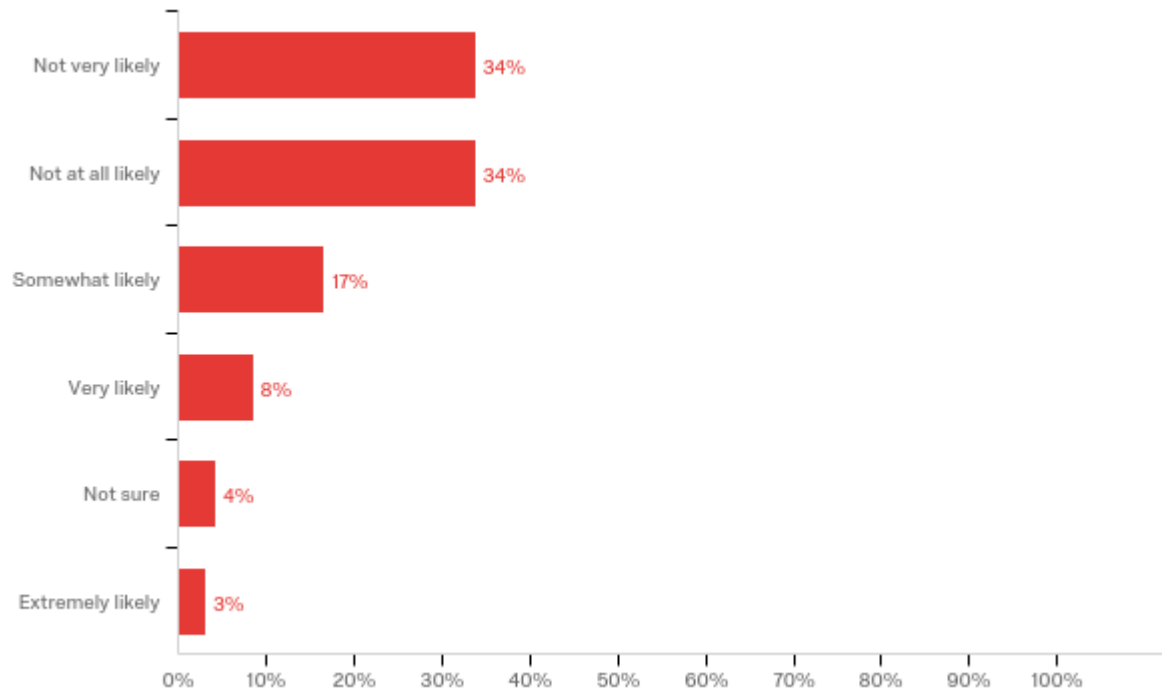


*Q5 - Thinking about your retirement years when you do not work at all for pay, how likely is it that you will move to a different residence in Cedar Rapids? (n=356)*





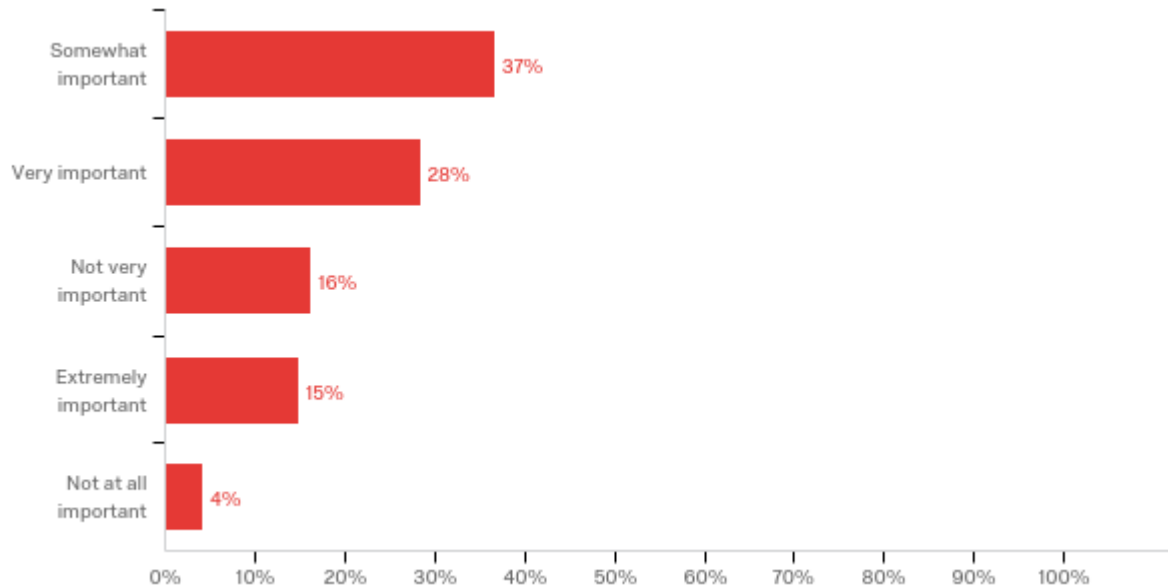
## 2 in 3 Cedar Rapids older adults say it is unlikely they will move outside the community in their non-working retirement years



*Q6 - Thinking about your retirement years when you do not work at all for pay, how likely is it that you will move to a different residence outside of Cedar Rapids? (n=355)*



## 4 in 5 Cedar Rapids older adults say remaining in the community is at least somewhat important to them as they age



Q8 - How important is it for you to remain in Cedar Rapids as you age? (n=360)



# Cedar Rapids older adults more likely to rate accessible public spaces like sidewalks and bathrooms as extremely important

#	Question	Extremely important	#	Very important	#	Somewhat important	#	Not very important	#	Not at all important	Total	
1	Well-maintained and safe parks that are within walking distance of your home	30.03%	97	40.25%	130	22.91%	74	6.50%	21	0.31%	1	323
2	Public parks with enough benches	24.77%	80	41.80%	135	28.17%	91	4.95%	16	0.31%	1	323
3	Sidewalks that are in good condition, free from obstruction and are safe for pedestrian use and accessible for wheelchairs or other assistive mobility devices	45.79%	147	43.61%	140	9.35%	30	1.25%	4	0.00%	0	321
4	Well-maintained public buildings and facilities that are accessible to people of different physical abilities	50.31%	162	42.55%	137	6.83%	22	0.31%	1	0.00%	0	322
5	Separate pathways for bicyclists and pedestrians	32.82%	106	31.27%	101	23.22%	75	9.91%	32	2.79%	9	323
6	Well-maintained public restrooms that are accessible to people of different physical abilities	46.13%	149	41.49%	134	11.15%	36	0.93%	3	0.31%	1	323
7	Neighborhood watch programs	33.54%	108	43.17%	139	20.81%	67	1.86%	6	0.62%	2	322

Q17 - How important do you think it is to have the following in Cedar Rapids?



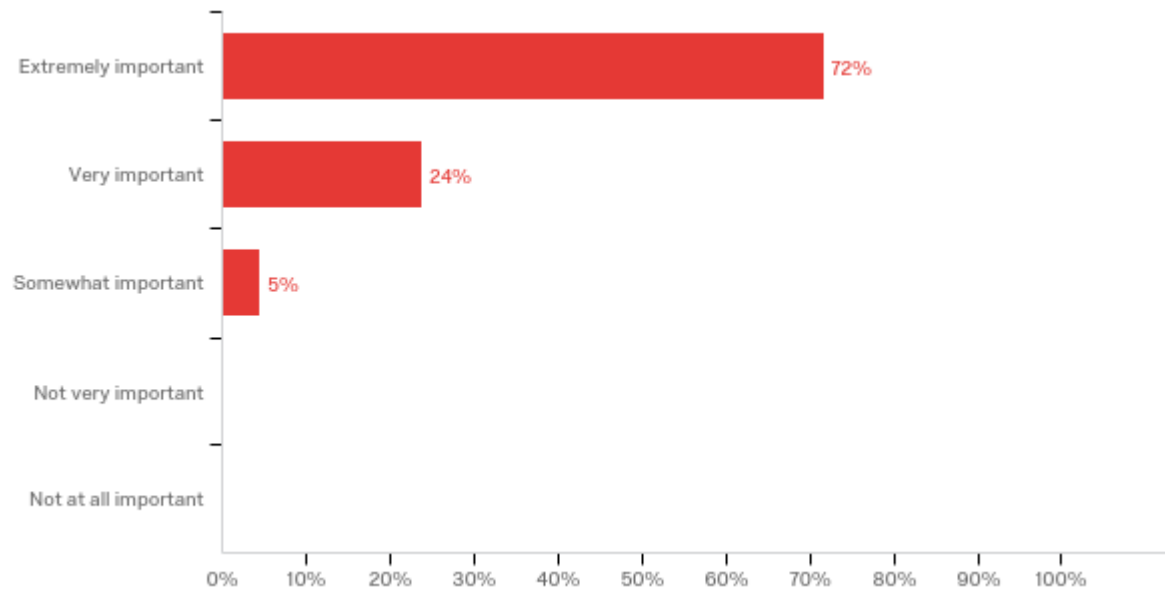
# Most 50-plus adults in Cedar Rapids drive themselves to get around but many also walk

#	Question	Yes	#	No	#	Total
1	Drive yourself	98.26%	283	1.74%	5	288
2	Have others drive you	15.44%	42	84.56%	230	272
3	Walk	50.00%	135	50.00%	135	270
4	Ride a bike	24.25%	65	75.75%	203	268
5	Use public transportation	8.96%	24	91.04%	244	268
6	Take a taxi or cab	5.26%	14	94.74%	252	266
7	Use a special transportation service, such as one for seniors or persons with disabilities	3.80%	10	96.20%	253	263
8	Use ride sharing services such as Uber or Lyft	13.75%	37	86.25%	232	269
9	Other, please specify	16.67%	6	83.33%	30	36

Q20 - Do you get around for things like shopping, visiting the doctor, running errands or going to other places in the following ways?



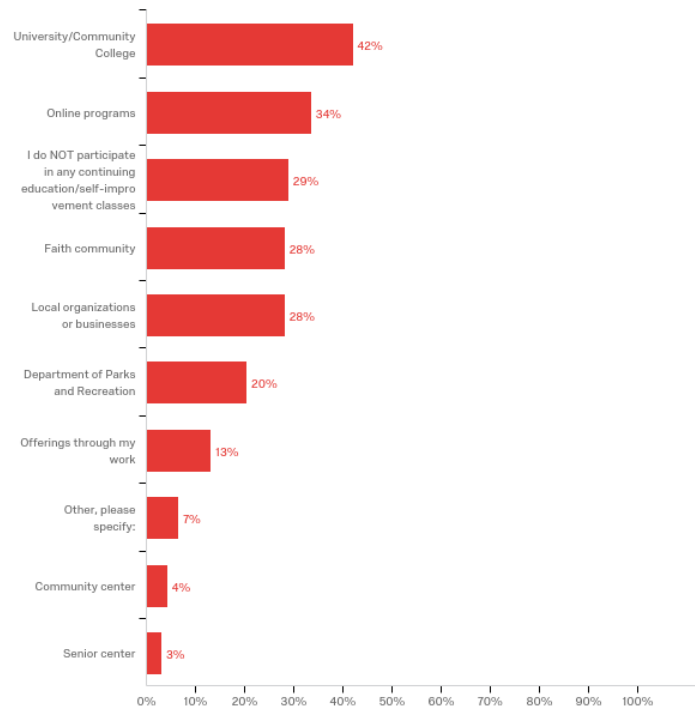
# All Cedar Rapids 50-plus adults report that staying active as they age is important



Q26 - How important is it to you to remain physically active for as long as possible? (n=265)



# Older adults in Cedar Rapids are most likely to attend classes and workshops either at the university/community college or online



Q31 - Where do you typically go for continuing education or self-improvement classes/workshops in Cedar Rapids? [CHECK ALL THAT APPLY]



# Half of older adults in Cedar Rapids say free computer and internet access in public places is extremely important

#	Question	Extremely important	#	Very important	#	Somewhat important	#	Not very important	#	Not at all important	#	Total
1	Access to community information in one central source	38.63%	90	37.77%	88	20.60%	48	3.00%	7	0.00%	0	233
2	Clearly displayed printed community information with large lettering	34.06%	78	34.50%	79	27.51%	63	3.49%	8	0.44%	1	229
3	An automated community information source that is easy to understand like a toll-free telephone number	30.87%	71	40.43%	93	23.48%	54	4.35%	10	0.87%	2	230
4	Free access to computers and the Internet in public places such as the library, senior centers or government buildings	49.57%	115	36.64%	85	11.64%	27	2.16%	5	0.00%	0	232
5	Community information that is delivered in person to people who may have difficulty or may not be able to leave their home	33.62%	78	34.91%	81	26.72%	62	3.88%	9	0.86%	2	232
6	Community information that is available in a number of different languages	26.96%	62	34.35%	79	29.13%	67	7.39%	17	2.17%	5	230

Q44 - How important do you think it is to have the following in Cedar Rapids?





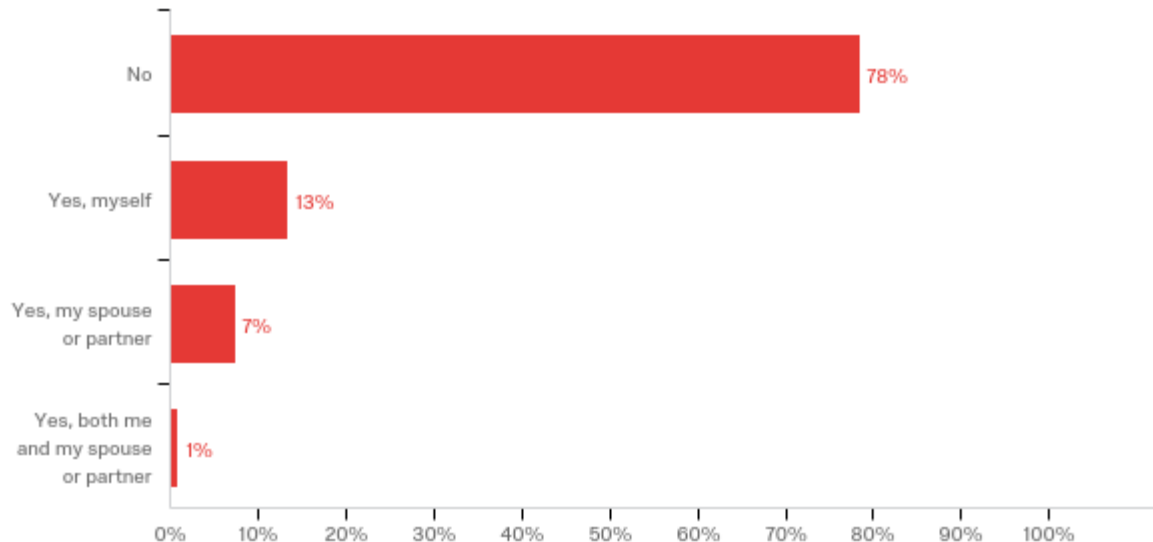
# Older adults in Cedar Rapids are largely unsure of information access services, except free internet access

#	Question	Yes	#	No	#	Not sure	#	Total
1	Access to community information in one central source	18.45%	43	15.88%	37	65.67%	153	233
2	Clearly displayed printed community information with large lettering	11.64%	27	17.67%	41	70.69%	164	232
3	An automated community information source that is easy to understand like a toll-free telephone number	14.85%	34	15.72%	36	69.43%	159	229
4	Free access to computers and the Internet in public places such as the library, senior centers or government buildings	78.35%	181	2.16%	5	19.48%	45	231
5	Community information that is delivered in person to people who may have difficulty or may not be able to leave their home	9.48%	22	9.05%	21	81.47%	189	232
6	Community information that is available in a number of different languages	12.93%	30	6.03%	14	81.03%	188	232

Q45 - Does Cedar Rapids have the following?



# Most older adults in Cedar Rapids do not have a disability that limits their ability to participate in activities like work and school



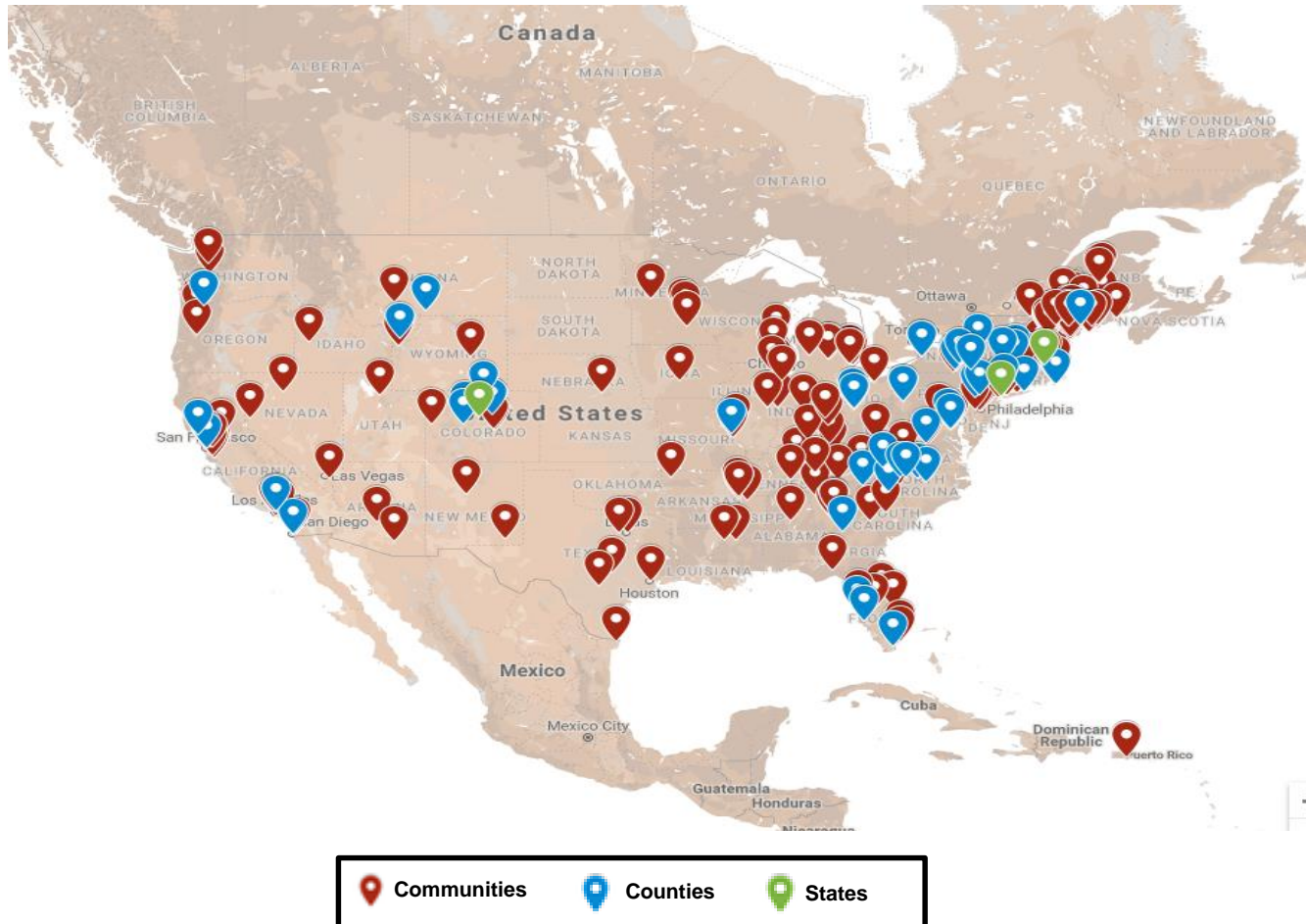
Q52 - Does any disability, handicap, or chronic disease keep you and/or your spouse or partner from fully participating in work, school, housework or other activities? [CHECK ONLY ONE]



Thanks AARP! (Now what?)



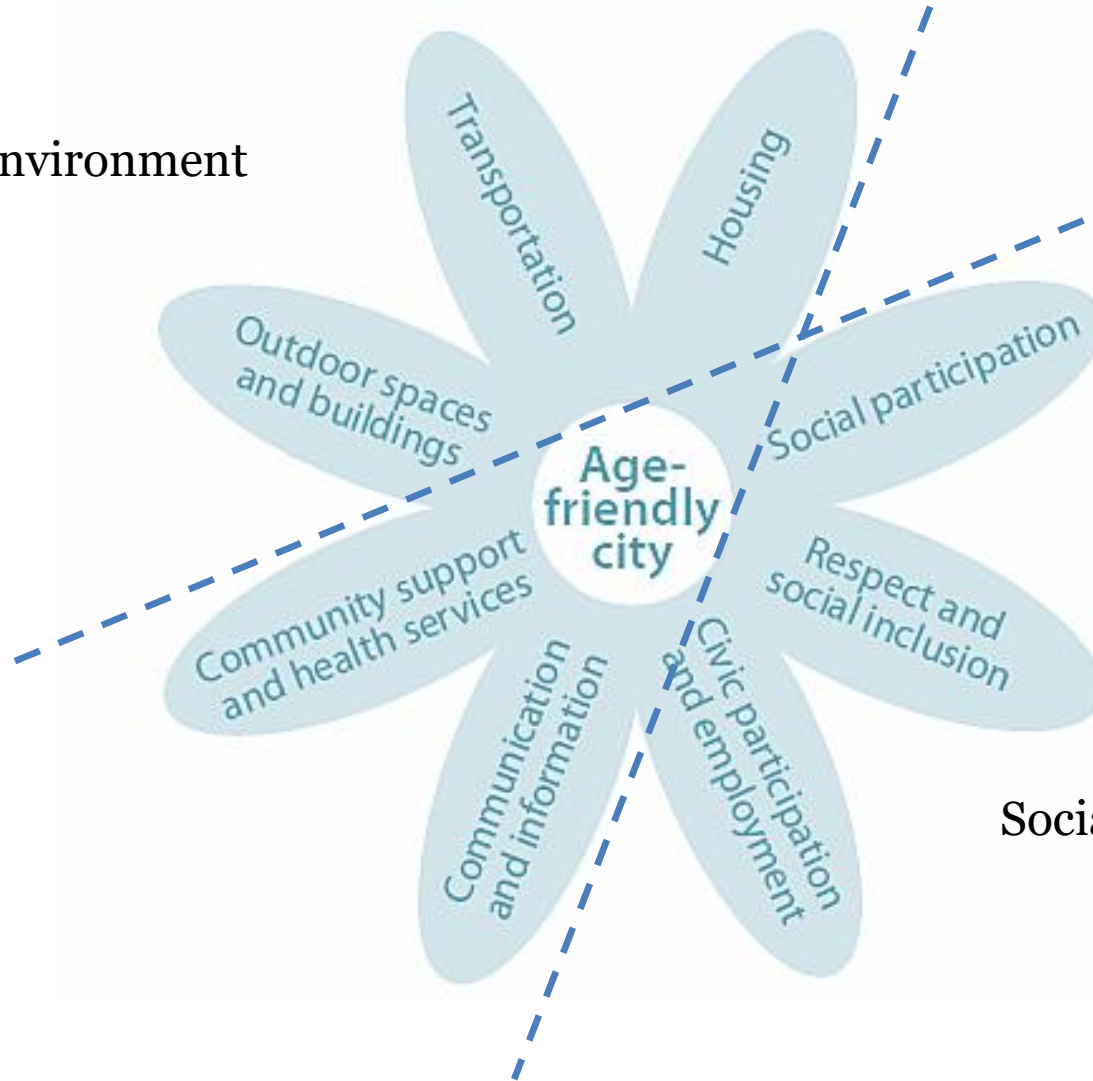
# AARP Network of Age Friendly Communities





# Eight domains of age-friendly

Built Environment



Social Environment



# Benefits of Membership

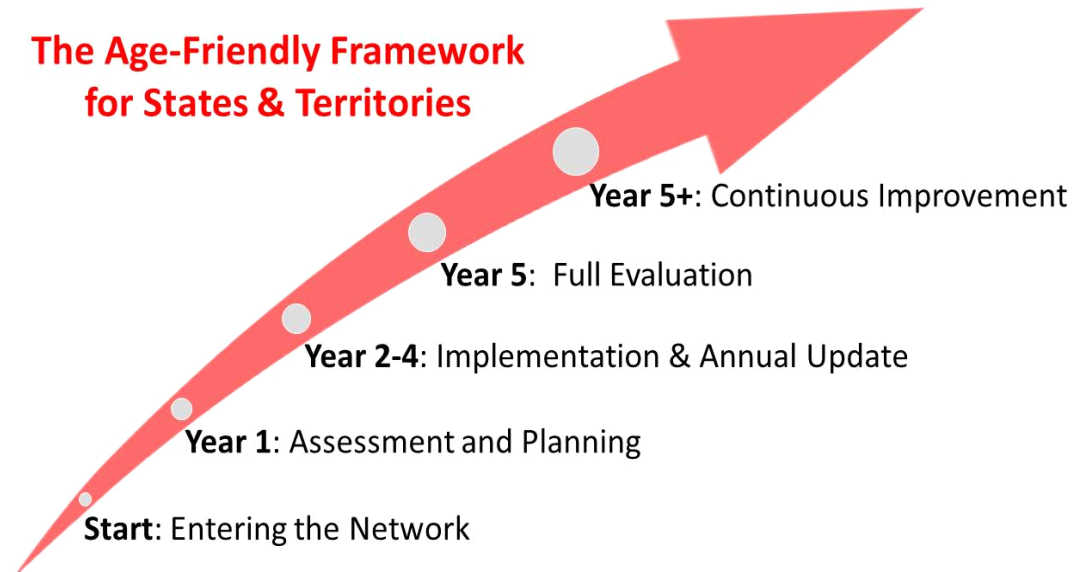
- Access to a global network of participating communities
- Access to latest news and information about best practices, events, results, challenges and new initiatives
- Opportunities for partnerships with other cities
- Mentoring and peer-review evaluation by member cities
- Public recognition of the community's commitment
- Surveys and resources



# Framework for action



## The Age-Friendly Framework for States & Territories



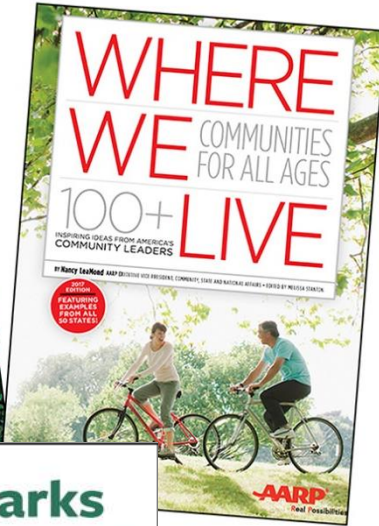
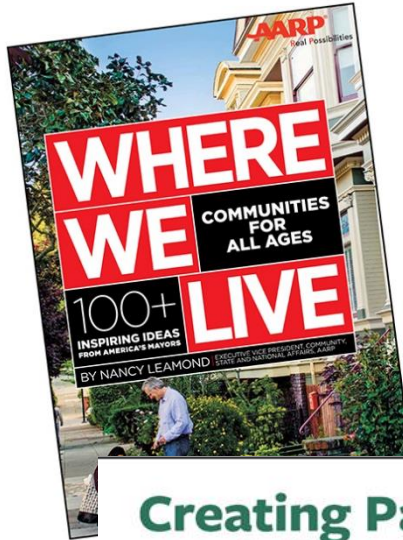




# Building the Team

- **Local officials, leaders and residents are important partners**
- **Elected officials and key agency staff**, such as the city planner, public works administrator, bike/pedestrian coordinator, transportation representatives
- **Metropolitan planning organization** representatives
- **Emergency first responders**
- **Area Agencies on Aging**
- **Chambers of commerce, downtown development groups**
- **Local voluntary non-profit service organizations** such as the Rotary Club

# SPARK: Tools and resources for influencers and advocates



## Creating Parks and Public Spaces for People of All Ages

A Step-by-Step Guide



**AARP**  
Real Possibilities

**880**  
cities

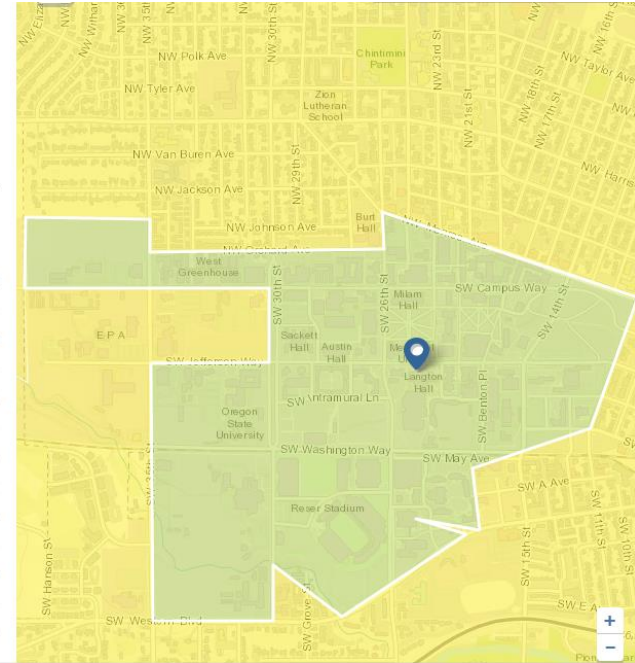
THE TRUST FOR PUBLIC LAND



Livability Score [?](#)

### CATEGORY SCORE

- 72** HOUSING  
Affordability and access
- 65** NEIGHBORHOOD  
Access to life, work, and play
- 76** TRANSPORTATION  
Safe and convenient options
- 65** ENVIRONMENT  
Clean air and water
- 72** HEALTH  
Prevention, access, and quality
- 74** ENGAGEMENT  
Civic and social involvement
- 21** OPPORTUNITY  
Inclusion and possibilities



[aarp.org/livable](http://aarp.org/livable)



Strategies and solutions that make a community great for people of all ages









# CONTACT INFORMATION

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