AARP NETWORK OF AGE-FRIENDLY CITIES AND COMMUNITIES:
District of Columbia Baseline Assessment

Washington, DC
October 8, 2013
Preparation

- Surveying other Age-Friendly Cities
- Engaging Internal partners
- Getting a quick pulse
- Establishing target for engagement/comment
- Setting goals for State Office
Building a baseline

- Discerning the District’s plan for assessment
- AARP Data Collection
  - AARP Members
  - DC Residents
- Putting the two together
The District’s commitment

- How will it use existing research?
- Where will it expand engagement?
- How will it collaborate with AARP DC and other partners?
AARP DC Members

Volunteer Mail Survey

- Built on Livable Communities Survey
- 181 responses
- Lifted out initial concerns from neighborhoods
AARP DC Members

Member Mailer

- Tear off postcard
- Two questions
  #1 – What domains are important to you?
  #2 – Open-ended

- 1,400 comment cards received so far
- Over 400 persons want to engage more
District Residents

- Online Survey – 930 responses
- Social Media Campaign – Hundreds of new engagements
- Palm cards – 500 comments in a single event
- Community Conversations – 10 conducted or planned
DEVELOPING A PLAN

- Feeding data to the Age-Friendly DC Task Force
- Filling in the remaining gaps
- Further engagement