AGE-FRIENDLY
GREATER
DES MOINES

PROGRESS REPORT
2012 – 2017
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The Age-Friendly Greater Des Moines Initiative
Executive Summary

What Is an Age-Friendly Community?

An Age-Friendly city is an inclusive and accessible urban environment that promotes active aging.

In an Age-Friendly community, policies, programs, services and infrastructure related to the physical and social environment are designed to enable the 50+ populations to live in security, enjoy good health and continue to participate in employment, civic, cultural and social life in a meaningful way. It takes age-friendly planning into account the biological, psychological, behavioral, economic, social and environmental factors that operate over the course of a person’s life to determine health and well-being at every age.

A community’s assets are measured against defined Age-Friendly criteria in the areas of Infrastructure, social capital, communications, health services and community supports. Among these many measures, the following should be considered as ‘leading indicators’:

- Affordable and appropriate housing
- Supportive community features, social networks, community supports and health services
- Adequate mobility / transit options

In 2012, Des Moines University, Aging Resources of Central Iowa and AARP Iowa approached Des Moines Mayor and Council asking that the city apply to join the AARP/World Health Organization’s International network of Age-Friendly Communities. The City of Des Moines concurred and became the third US city to join the effort and the Age-Friendly Des Moines Initiative was created.

The Age-Friendly Greater Des Moines Initiative was guided by a 30-member Advisory Committee representing a variety of community, government and civic organizations. The day-to-day administration of the project was a collaborative effort that included leadership from the City of Des Moines, Broadlawns Medical Center, Des Moines University, Aging Resources of Central Iowa and AARP Iowa.

Over the past six years, Age-Friendly Des Moines grew to become the Age-Friendly Greater Des Moines Initiative as several surrounding cities embraced Age-Friendly and Livable Community objectives. This project expansion was designed to broaden Age-Friendly City concepts and create an Age-Friendly Region in Central Iowa where public officials, elder service providers, community leaders, businesses and community members:

- Recognize the great diversity among the 50+ populations,
- Promote the civic and social inclusion and contribution of the 50+ population in all areas of community life,
- Plan, design and build infrastructure improvements that anticipate and accommodate the changing needs and uses by the 50+ populations,
- Respect the changing lifestyle choices of the 50+ populations, and
- Anticipate and respond flexibly to aging-related needs and preferences.

Top 5 Project Highlights:

1. ANNUAL REPORTS TO COMMUNITY
2. PLANDSM
3. AGE-FRIENDLY BUSINESS CERTIFICATION
4. VIVA EAST BANK REDEVELOPMENT
   Martin Luther King Jr. Park neighborhood Walk Audit, funded park developments
5. COMPLETE STREETS AND TRANSPORTATION
   Advocate for Safe Streets/Complete Streets ordinances in Des Moines and eight of 13 adjacent suburban communities.
LETTER FROM MAYOR T. M. FRANKLIN COWNIE

On behalf of the City of Des Moines, Iowa, and our Age-Friendly Greater Des Moines Initiative partners, I am pleased to submit this Age-Friendly City status update and the Age-Friendly Greater Des Moines Community Action Plan.

In January 2012, the City of Des Moines became the third U.S. member of the AARP/WHO Age-Friendly Cities Network and the first Midwestern city to be included. The collaborations and collegial relationships developed among government agencies, residents and community groups during our first five years in the Age-Friendly Community Network have each contributed to our success.

This report and plan presents a view of our accomplishments under the Age-Friendly Initiative banner and our plans to make Des Moines a more Livable Community for residents of all ages. The Age-Friendly Action Plan includes all the elements required to secure the Age-Friendly designation for the City of Des Moines.

Age-Friendly Greater Des Moines began as a collaboration between the City of Des Moines, Des Moines University, Aging Resources of Central Iowa, and AARP Iowa. The Initiative’s early work expanded the collaborating partners across the community and applied an ‘Age-Friendly’ lens to the regional planning work of the Tomorrow Plan, the Capital Crossroads Plan 1.0, DART’s 2035 Plan, Housing Tomorrow, and Iowa’s Healthiest State Initiative. Representatives from each of the AFC work groups (Infrastructure, Social Capital, and Health & Community Supports) integrated their work into the plans and recommendations of these regional reports.

In the City of Des Moines, the AFC volunteers served as thought leaders as the City Council and I shaped GuideDSM – Des Moines 5-year strategic vision 2016-2021. GuideDSM includes a vision of infrastructure improvements and sustainable development for neighborhoods creating a more livable Age-Friendly community.

The city’s vision, as expressed in GuideDSM, is delineated in the national recognized and award winning PlanDSM. Age-Friendly Greater Des Moines volunteers were engaged in every phase of the 19-month process of writing the city’s new comprehensive plan. PlanDSM involved extensive public outreach to all areas and to people of all ages in the city. The plan includes a comprehensive array of policy goals and objectives, which address every core indicator of an Age-Friendly city as defined by AARP and WHO.

PlanDSM is now an official policy for the City and will serve as a basis for Age-Friendly land use decisions and new development and re-development projects for the next 20 years. As the city’s leaders and residents embrace and implement the policy goals and objectives of PlanDSM, we are creating a more Age-Friendly physical environment, a more Age-Friendly social environment, and a community focused on better health and wellbeing – an even Greater Place for All Ages.

During the planning and community engagement process, the City of Des Moines heavily invested in capital improvements to create safer and more walkable neighborhoods in accordance with Age-Friendly principles.
Today, the ‘Age-Friendly’ lens is being applied to the next two planning efforts for Des Moines. LiveDSM is the new Parks and Recreation long-range plan for improvements that enable multi-year planning for capital investments, provide updated level of service standards, inform the evolution of our recreation services, provide considerations for funding opportunities, and ultimately inspire the next game changing elements of our park system. MoveDSM is Des Moines’ first citywide transportation planning effort and will establish a multi-modal vision for transportation in Des Moines over the next 25 years. MoveDSM will identify how transportation supports Age-Friendly goals outlined in PlanDSM for safety, quality of life, and economic development that ensures Des Moines is best positioned to provide transportation options for all citizens in every stage of life.

The attached Age-Friendly Greater Des Moines Action Plan reflects the promise of our commitment as a City, as well as our strategies for meeting the challenges facing Greater Des Moines residents as they age and thrive in place. The Action Plan focuses on supportive community and health services for all, civic engagement and participation, employment and volunteer opportunities, respect and social inclusion, appropriate housing in a range of affordability, vibrant outdoor spaces and public places, and effective, sensible transportation options.

The development of this plan has been a uniquely collaborative process; additionally, we must take our next steps together. With great appreciation for the work that has been undertaken, and with excitement about what it holds for our great city’s future, the City of Des Moines and our community collaborators will continue to implement a comprehensive plan for Age-Friendly communities in Des Moines and as outlined in surrounding communities. Greater Des Moines civic leaders, residents, and business collaborators are committed to continuing the Age-Friendly work of creating a truly ‘Great Place for All Ages’.

I am pleased to present to you with the Age-Friendly Greater Des Moines Action Plan.

Respectfully Submitted,

T.M. Franklin Cownie
Mayor
About Age-Friendly Greater Des Moines

The City of Des Moines, Iowa’s capitol and the state’s largest commercial center, takes pride in its history of planning and community engagement. Starting with the city’s first plan for boulevards and civic spaces completed in 1909, Des Moines has continually invested in planning to meet changing needs and future circumstances. A century later, in 2011, in recognition of a rapidly aging population and increasing movement of the 60+ population to Des Moines, the city applied for and was accepted into the World Health Organization’s (WHO) Age-Friendly City (AFC) initiative. Des Moines was the first city in the Midwest, and the third city in North America to join the international effort.

To launch the initiative, in 2012 Mayor Frank Cownie and the Des Moines City Council passed a resolution endorsing the Age-Friendly Des Moines team of Dr. Yogesh Shah, Associate Dean of Global Health at Des Moines University; Dr. Joel Olah, Executive Director of Aging Resources of Central Iowa; and Kent Sovern, AARP Iowa State Director to lead the effort.

At the same time, three other regional strategic planning efforts were underway – Capital Crossroads, DART Forward 2035 and the Tomorrow Plan. In this climate of intensive forward-thinking planning initiatives, Age-Friendly Des Moines leaders began the process of integrating an “age in everything” approach with these entities, as well as with all regional community, civic and business leaders.

GUIDANCE FROM THE WORLD HEALTH ORGANIZATION AND AARP

The Age-Friendly Des Moines initiative is part of the international effort launched by the World Health Organization (WHO) in 2007. Across the globe, Age-Friendly initiatives are addressing the key issues of urbanization and population aging to help cities prepare for the convergence of these two trends. WHO defines an Age-Friendly City as “an inclusive and accessible urban environment that promotes active aging.” In April 2012, AARP national joined forces with the initiative and launched a network of AARP Age-Friendly Communities across the country. In its role as U.S. affiliate for the World Health Organization (WHO) AARP state offices, such as the AARP Iowa State Office, work at the state and local level to advance livable communities for all ages in communities nationwide.

Achieving the Age-Friendly City designation is a five-year process that includes completing a community assessment and developing an action plan based on the assessment. Assessments identify needs within the eight domains the World Health Organization (WHO) has identified as influencing the health and quality of life of older adults. These eight domains are: Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation, and Employment, Community Support for Health Services, and Communication and Information.
The Journey to an Age-Friendly City

PLANNING (2012 - 2014)


ASSESSMENT (2012 - 2014)

EVALUATION (2018 and beyond)
STEP 1
Planning
(2012 - 2014)
Age-Friendly Greater Des Moines co-chairs Dr. Yogesh Shah, Dr. Joel Olah and Kent Sovern began the planning phase of this multi-year project by identifying a 30-member AFC Advisory Committee made up of representatives from each of the region’s three strategic planning initiatives along with members of the Des Moines civic, business, government, non-profit, neighborhood and service sectors. Assembling this cross-cutting committee was designed to leverage brainpower to integrate age-friendly planning in all initiatives. Following organization of the Advisory Committee, the group began the work to assess community needs and build our cadres of engaged work groups volunteers.

CYCLE OF WHO GLOBAL NETWORK OF AGE-FRIENDLY CITIES

<table>
<thead>
<tr>
<th>Years 1 – 2</th>
<th>Years 3 – 5</th>
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<tbody>
<tr>
<td>PLANNING</td>
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<tr>
<td>involve older people</td>
<td>assessment of age-friendliness</td>
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<tr>
<td>develop an action plan</td>
<td>Identify Indicators</td>
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<tr>
<td>CONTINUOUS IMPROVEMENT</td>
<td>five-year membership cycles</td>
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<td>IMPLEMENTATION</td>
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<tr>
<td>Implement action plan</td>
<td>monitor indicators</td>
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<tr>
<td>EVALUATION</td>
<td></td>
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<tr>
<td>measure progress</td>
<td>identify successes and remaining gaps</td>
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<tr>
<td>submit progress report</td>
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STEP 2
Assessment
(2012 - 2014)
To better understand the extent to which Des Moines met age-friendly criteria and build the foundation for the AFC Action Plan, the Advisory Committee and leaders engaged in a comprehensive listening and assessment process that included:

- Creating, fielding, and analyzing mail survey to 3,500 residents - “Working Toward an Age-friendly Community: An AARP Livable Communities Survey of Greater Des Moines, Polk County, Iowa Residents Ages 50+, commissioned by AARP and conducted in 2012.
- Review of “Best Cities for Successful Aging,” http://successfulaging.milkeninstitute.org/ a nationwide research project featuring Des Moines that was a collaboration of the Milken Institute and AARP released in spring 2012.
- Hosting a series of meetings with residents and leaders of the 58 neighborhood associations in the 4 wards in the City of Des Moines to introduce the age-friendly concept. Participant responses of Des Moines’ age friendliness related to WHO criteria in each of the eight domains were recorded, tabulated and factored into the planning process.
- On-going meetings with leaders of the three regional strategic planning efforts: Capital Crossroads: A Vision for Greater Des Moines; The Tomorrow Plan; and DART Forward 2035.
- Participation in GOVERNING Magazine and AARP-hosted thought leader roundtable forum, “Iowa: Creating Communities for All Ages,” in June 2012.
STEP 3

Implementation

In Fiscal Years 2014 – 2017, Age-Friendly Greater Des Moines leaders and volunteers developed and rolled out programs and initiatives designed by the Infrastructure, Social Capital and Health Services work groups. Progress on activities was gathered and presented at annual meetings with the Advisory Committee, volunteers, key stakeholders and the media.

Throughout the implementation stage, AFC leaders, volunteers and committee members engaged with planning and design professionals in Greater Des Moines and from adjacent political jurisdictions to adopt age-friendly policies and design in their work.

We continued engagement at the neighborhood level through communications and meetings with Des Moines’ Neighborhood Associations. We provided on-line surveys for use in neighborhood assessments; led efforts to provide a city-wide mapping of assets relevant to an age-friendly neighborhood plan and supported forums to solicit ideas and elevate Age-Friendly Des Moines initiatives at all levels.

To fully integrate AFC recommendations into ongoing regional planning efforts, we continued to meet with and discuss AFC principles and outcomes with regional strategic planning partners: Capital Crossroads, The Tomorrow Plan, Plan DSM and DART Forward 2035. In addition, Age-Friendly Greater Des Moines embraced objectives and activities of the Iowa Healthiest State Initiative, a privately-led, publicly-endorsed initiative to improve the health of Iowans.

STEP 4

Evaluation
(2018 and beyond)

In 2018, the Age-Friendly Des Moines project will celebrate and catalogue AFC objectives and accomplishments to date. Leaders will review the scope of existing activities and progress still to be made and will coordinate with the city to prioritize ongoing and emerging work to determine future initiatives and a plan for leadership succession and program sustainability.

Annual Reports to the Community Themes:

2012 Introduction to Age-Friendly City
2013 Livability Index and Infrastructure
2014 Cross-Sector Collaborating Organizations
2015 Plan DSM and Age-Friendly Policies
2016 Missing Middle Housing
2017 Social Determinants of Health and Health Impact Assessments
Age-Friendly Des Moines Work Groups

Infrastructure Work Group
This group performs research and analysis of the current condition of Des Moines built environment and infrastructure planning as it impacts the quality of life for 50+ residents. The focus of their work is in transportation, housing, parks & open spaces and buildings.

Principal Livable Community/Age-Friendly outcomes for this workgroup include:
- Changing the transportation conversation in Greater Des Moines to emphasize walkability, accessibility, convenience, safety and functionality for all ages and all modes - see Connect Downtown
- Adoption of Safe Streets / Complete Streets ordinances in Des Moines and eight of thirteen adjacent suburban communities
- Introducing the Missing Middle Housing concept to developers and planners in Central Iowa which resulted in reimagined developments which embrace and include missing middle housing elements in the designs

Social Capital Work Group
This group performs research and analysis of selected AARP/WHO Age-Friendly City criteria including Social Participation, Respect and Social Inclusion, Civic Participation and Employment as they impact the quality of life for 50+ residents.

Principal Livable Community / Age-Friendly outcomes for this workgroup include:
- Initiation and coordination the Age-Friendly Business evaluation program
- Implementation of the Greater Des Moines EVOLVE leadership academy curriculum for classes in 2016 and 2017
- Sponsorship and promotion of a multitude of neighborhood events which encouraged civic engagement, learning, fun and social interaction

Health Services and Information Work Group
This group performs research and analysis of selected AARP/WHO Age-Friendly City criteria including Community Supports and Health Services. Principal Livable Community / Age-Friendly outcomes for this workgroup include:
- Sponsoring ongoing activity with a assortment of community collaborators known as ‘Health Places, Healthy People’ creating ‘Age in Everything’ design
- Collaborating with healthcare providers for annual health fair
- Annually Sponsoring and promoting Bike month activities
- Collaborating with Healthiest State Initiative to sponsor and establish the Iowa Walking College

Communication and Information Services Work Group
This group manages the information flow through traditional and social media from the work groups to Initiative collaborators, civic and neighborhood leaders.

Principal Livable Community / Age-Friendly outcomes for this workgroup include:
- Regular use of social media (Facebook and Twitter) to promote Age-Friendly and Livable Community events and resources.
- Regular emails to neighborhood and civic leaders to promote Age-Friendly and Livable Community events and resources.
- Collaboration with Mediacom to produce and air video segments promoting the Age-Friendly objectives and work.
Key Research Findings

This research project, which AARP collaborated in producing, created a comprehensive index that generated a composite ranking for each metro area in the USA. The composite ranking was based on eight subcomponents. Each of the eight subcomponents was composed of multiple individual indicators—78 individual indicators in all. The Greater Des Moines community received a ranking as 6th best city for successful aging in the U.S.

Key success factors identified for Greater Des Moines were:

- Magnet and long-term, acute care hospitals
- Leisure-time physical activity for seniors
- Short supply of caregivers

Areas for improvement:

- Available, affordable care
- Ready employment
- Cultural, educational & community engagement

Household Survey of Greater Des Moines Residents 50+

In September 2012, AARP commissioned a survey to explore the views of Des Moines/Polk County residents age 50+ on characteristics of an age-friendly neighborhood. Surveys were mailed to 3,500 residents. A total of 724 surveys were returned and analyzed. The margin of error for these residents is 3.7 percent.

KEY FINDINGS:

- Des Moines/Polk County residents age 50+ have lived in this area for a long time and they are likely to remain here as they get older.
- They have lived in the area for an average of 41 years. Seven out of ten (69 percent) said they are “not too likely” or “not at all likely” to move within the next 10 years.
- Forty percent of respondents said it is “extremely important” or “very important” for them to stay in their neighborhood, and 64 percent said it is “extremely important” or “very important” for them to stay in their home as they age.
- Nearly half of the respondents said they were employed, and 45 percent of the residents said they were “extremely likely” or “very likely” to put off full-time retirement for as long as possible.
- About seven in ten Des Moines/Polk County residents age 50+ are grandparents and, of these residents, over a quarter said they help with the day-to-day responsibilities of caring for these children. Another one in eight (13 percent) said they provide care to the children or grandchildren of their friends or neighbors.
- Almost half (45 percent) are employed either full or part-time and said they are extremely or very likely to put off full-time retirement for as long as possible.
- Eighty percent said the State of Iowa needs to do more to ensure that people age 50+ plus can continue to work for as long as they want or need to, regardless of age.

Listening Tours

“What affects your ability to live your best life in your community?”

While the survey was being fielded and results compiled, AFC leaders and volunteers kicked off a series of listening sessions to engage in-person with residents in the 58 neighborhood associations of the 4 wards of the City of Des Moines.

At these meetings we reviewed the concepts of livable community and used real-time survey devices to engage in discussion of the eight domains for creating an age-friendly community. We engaged with more than 300 residents at four meetings, recruiting 60 volunteers for our three work groups.
Overview of the action plans

Age-Friendly Greater Des Moines is a collaborative, community-based effort designed to help the City of Des Moines improve its age-friendly qualities as an inclusive and accessible urban environment that promotes active and healthy aging. Adopting features such as Complete Streets; better housing and transportation options; improved access to key health services; and greater opportunities for residents age 50+ to participate in employment, civic, cultural and social life in a meaningful way, are improving the city’s livability for the 50+ population and all ages.

The five-year initiative was guided by a 30-member Advisory Committee representing a variety of community, government and civic organizations. Day-to-day administration of the project was led by AARP Iowa in coordination with leaders from the founding organizations of the City of Des Moines, Des Moines University, Broadlawns Medical Center and Aging Resources of Central Iowa.

Project-Wide Goals

- Age-Friendly Greater Des Moines is a thought leader, convener, trusted resource, and technical expert on age-friendly community policy.
- Age-Friendly Greater Des Moines, through its founding organizations, is a trusted partner and an active collaborator in regional planning and community improvement efforts.
- Age-Friendly Greater Des Moines is a leader in collaboration with Central Iowa’s regional public and private sector organizations in applying an age-friendly lens to community planning, design, developments, innovations and technologies.
- The City of Des Moines will meet requirements to achieve the official Age-Friendly City designation by the World Health Organization and AARP.
- Additional Greater Des Moines communities are involved with in the AARP network of Age-Friendly Cities.

Project-Wide Strategies:

- Advocate for livable communities planning, land use and development policies and ordinances.
- Recruit and train volunteers to serve on local boards and planning committees to influence planning, design and development decisions.
- Educate community leaders in the economic benefits of age-friendly planning.
- Secure commitment for funding from external sources to support or implement action to improve Des Moines’ as a community for all ages.
- Increase visibility for the initiative and awareness of the benefits of age-friendly principles among planners and policy makers by making the case for the Longevity Economy and the advancement of community economic and smart growth goals.
- Provide trusted consumer resources on livable community policy and issues.
- Establish and maintain a volunteer cadre to expand grassroots reach on Age-Friendly and livable communities issues.
- Advance data-driven efforts in communities through data analysis, use of research, and providing access to information for volunteer and community leaders.
AFC DSM WORK GROUP 1: INFRASTRUCTURE

Housing, Transportation, Buildings Parks & Open Spaces

Co-leads: Don Corrigan and Kent Sovern

Our Vision
A city in which people of all ages lead active and purposeful lives that promote personal growth -- a city where everyone has access to a variety of affordable housing, a mix of transportation options; walkable neighborhoods and endless opportunities to experience nature.

Where We Started
Age-Friendly Des Moines research findings indicated that while residents have a generally favorable opinion of the City of Des Moines infrastructure, they did have some specific concerns. They were concerned about lack of affordable homes and services and supports for home modification for frailty or disability; lack of accessible public transportation options and adequate parking; and access to and services provided for older residents at public spaces and buildings.

Our Approach
A key objective was to encourage city planners, developers, architects, builders, policy makers and leaders to begin to adapt an “Age-in-Everything” approach to all aspects of Greater Des Moines infrastructure. To accomplish that goal, we joined with the ongoing work of existing citywide plans and initiatives including Capital Crossroads, The Tomorrow Plan, Plan DSM, Viva East Bank, DART Forward 2035, the Iowa Department of Transportation and the Iowa Healthiest State Initiative to develop services and programs that fill the gaps and will allow older residents, visitors and all ages to take full advantage of what the city has to offer.

Infrastructure Work Group Highlights
- Neighborhood walk audit and Active Living Workshop
- Recommendations embedded in Viva East Bank! action plans
- MLK Jr. Park Improvements Exercise Equipment installed
- Missing Middle Concept to address Greater Des Moines housing needs
- Age-Friendly indicators in City of Des Moines 5-year strategic vision
Housing

Background: To house Des Moines’ aging population and make the city friendly to people of all ages and abilities, it is important to assure a full range of housing options that are planned and built to be accessible, affordable, healthy, secure, located near amenities and services and encourage social integration. Most Des Moines area residents have expressed a desire to remain in their homes and neighborhoods as they age. Doing so is possible if housing is designed or modified for aging in place and a community has diversity of housing types so individuals have a choice if and when they have to change housing.

Action Item 1.1 – Provide Age-Friendly Housing Education to Consumers, Planners and Developers

Age-friendly housing needs to be better understood by all audiences and users.

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<th>Action Steps</th>
<th>Timeline</th>
<th>Indicators</th>
<th>Status</th>
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<tbody>
<tr>
<td>1.1.1 Educate residents looking for housing and those who want to stay in their existing homes about options and costs so they can find the best fit for their needs.</td>
<td>2014-17</td>
<td>Volunteers make Home Fit and Age-Friendly Greater Des Moines presentations at neighborhood association meetings and events.</td>
<td>Ongoing</td>
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<td></td>
<td></td>
<td>• 7 AFC volunteers made 20+ presentations</td>
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<tr>
<td>1.1.2 Develop and present “age-in-everything” guidance to city planners, developers and architects, chamber executives at annual meetings, conferences and Planning and Zoning, city council and chamber meetings and social gatherings.</td>
<td>2014-17</td>
<td>Work Group leaders present at variety of state, local and regional meetings</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Presentations given at 20+ local, regional and National events</td>
<td></td>
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<tr>
<td>1.1.3 Create “Home Fit” speakers bureau</td>
<td>2017</td>
<td>Turnkey program available for volunteers and staff to use at events, local meetings and presentations.</td>
<td>Ongoing</td>
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## Action Item 1.2 – Encourage Innovative Approaches to Housing for Older Adults
Integrate with and build on regional planning initiatives to advance housing innovation.

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<th>Action Steps</th>
<th>Timeline</th>
<th>Indicators</th>
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<tbody>
<tr>
<td>1.2.1 Host annual thought-leader events featuring leading planners, developers and policy makers to bring new concepts and share best practices for housing innovation and aging in place with the Des Moines community.</td>
<td>2013-17</td>
<td>Collaborate with the Tomorrow Plan, Capital Crossroads and AARP Livable Communities national team to develop speaker series.</td>
<td>Completed • Hosted 6 annual meetings for more than 800 community leaders and stakeholders</td>
</tr>
<tr>
<td>1.2.2 Work with leaders and partner agencies to enhance aspects of age-friendly housing policies and practices in the City’s Comprehensive and Consolidated Plans.</td>
<td>2014-17</td>
<td>Age-friendly practices are included in PlanDSM codification: <a href="https://plandsm.dmgov.org">https://plandsm.dmgov.org</a></td>
<td>Completed • Worked with agencies including Habitat for Humanity, HOME Inc., Viva East Bank, NFC and Polk Co. Housing Trust to address housing policy and access.</td>
</tr>
<tr>
<td>1.2.3 Communicate information about AARP Challenge Grants and opportunities for Support.</td>
<td>2017</td>
<td>Iowa communities apply. City of Carlisle (bedroom community of Des Moines), awarded project.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>1.2.4 Adopt local policies consistent with “Missing Middle” and Affordable Housing.</td>
<td>2016-17</td>
<td>Practices included in PlanDSM <a href="https://plandsm.dmgov.org">https://plandsm.dmgov.org</a> and understood and embraced by developers and design/build leaders.</td>
<td>Completed</td>
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## Housing (continued)

### Action Item 1.3 – Advance Opportunities for Aging in Community

Des Moines is a city of neighborhoods, each with their own associations and characteristics.

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<th>Timeline</th>
<th>Indicators</th>
<th>Status</th>
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<tbody>
<tr>
<td>1.3.1 Build relationships with leaders of the 54 neighborhood associations through on-going communications, meetings and volunteer participation.</td>
<td>2014-17</td>
<td>Neighborhood leaders are aware of and use livable communities tools and resources such as the Livability Index.</td>
<td>Completed</td>
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| 1.3.2 Identify key neighborhoods to “go deep” with age-friendly concepts, policies and planning. | 2014-17 | Key neighborhoods identified and plans and projects developed for:  
- MLK Jr. Park Neighborhood  
- Capitol Park  
- Capitol East  
- Downtown/City Center  
- Historic West Des Moines  
- University Ave, Des Moines | Ongoing |
| 1.3.3 Recruit volunteers to serve on local boards and organizational committee to influence policy decisions related to creating age friendly communities. | 2015-17 | Volunteers are represented on committees or boards in MLK Jr. Park, downtown, historic West Des Moines, and University Ave. | Ongoing |

### Action Item 1.4 – Improve Opportunities for Aging in Place in Home and Community

Enhance access to home modifications resources and services for low-income and disabled.

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<th>Action Step</th>
<th>Timeline</th>
<th>Indicators</th>
<th>Status</th>
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<tbody>
<tr>
<td>1.4.1 Build relationships with agencies that work to help people safe and stable in their homes and communities.</td>
<td>2014 - 2017</td>
<td>Key organizations seek out Age-Friendly Greater Des Moines collaborations</td>
<td>Completed</td>
</tr>
<tr>
<td>1.4.2 Create opportunities for volunteers to get involved in helping modify home and helping those in need age in place in their community.</td>
<td>2014-17</td>
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**Housing (continued)**

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<td>2014 - 2017</td>
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Transportation

Transportation is vital to the mobility, quality of life and independence of all residents, especially older adults, but driving should not be the only way for people to get around. Public transportation plays a key role in an Age-Friendly City by increasing access to services and social network as well as fostering safer and healthier community.

**Action Item 2.1 – Promote Active Transportation for All Ages and Abilities**

The benefits of age-friendly transportation planning needs broader understanding by all users.

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</table>
| 2.1.1  | 2014-17  | Host and/or sponsor series of events to change perceptions:  
- Active Living Workshop (MLK Jr. Neighborhood)  
- Walking College (statewide, with Iowa Healthiest State Initiative  
- Active Living Iowa Conference  
- Historic Valley Junction Strategic Planning  
- Windsor Heights University Ave. Redesign  | Completed  
- Active Living Workshop resulted in neighborhood revitalization collaboration with Viva East Bank |
| 2.1.2  | 2014-17  | AFC leaders, volunteers attended state, local, regional transportation meetings and present AFC model, including Iowa Department of Transportation | Completed  
- 5 volunteers made 20+ presentations |
| 2.1.3  | 2015-17  | Volunteers participated with DSM MPO Complete Streets project to get Complete Streets policy included in local municipalities. | Completed  
- Policies for Complete Streets adopted by 8 communities including: West Des Moines and Windsor Heights |
### Action Item 2.2 – Develop Community Based Solutions
Integrate with local and regional planning authorities to advance transportation initiatives.

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<tbody>
<tr>
<td>2.2.1 Collaborate with the Des Moines Metro Planning Organization on a “Metro Mapping Project” to assess transportation and mobility gaps and identify options.</td>
<td>2013-17</td>
<td>Metro Mapping Project Report Developed: <a href="http://dmampo.org/complete-streets">http://dmampo.org/complete-streets</a></td>
<td>Completed</td>
</tr>
</tbody>
</table>
| 2.2.2 Implement recommendations from MLK Jr. Park Neighborhood Active Living Workshop | 2015-18 | • Improved Bus Stops on E.14th St. and University  
• Sidewalks Improvement Plan: NIRP funds/City Public Works  
• Perimeter Walking Path Installed  
• Planted Street Trees along Des Moines Public School Property  
• Evaluated crosswalks on E. University & E. 14th St. & Garfield  
• New bench in Viva East Bank neighborhood  
• More at [vivaeastbank.org](http://vivaeastbank.org)  
• [Active Living workshop video](http://vivaeastbank.org) | • Shelter installed 2016  
• In progress  
• Completed in 2015  
• In progress With City/ DOT/Habitat  
• MPO tactical grant for complete streets to provide pedestrian crossing in 2016  
• Completed |
| 2.2.3 Work with DSM city leaders to codify age-friendly transportation recommendations. | 2014-17 | Age-friendly transportation practices are included in PlanDSM [https://plandsm.dmgov.org](https://plandsm.dmgov.org) | Completed |

### Action Item 2.3 – Advocate for DART 2035 Plan and Transit funding
Support advocacy efforts to generate continued funding for long-range planning and programs.

<table>
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<tbody>
<tr>
<td>2.3.1 Collaborate with the Des Moines Metro Planning Organization to secure long-term funding for DART 2035.</td>
<td>2017-18</td>
<td>Age-friendly transportation practices are included in DART 2035</td>
<td>Completed</td>
</tr>
</tbody>
</table>

### Action Item 2.4 – Build Awareness and Use of Public Transportation Among 50+ Residents
Communicate messages of accessibility, safety, cost, ease to build ridership among 50+.

<table>
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<tbody>
<tr>
<td>2.4.1 Collaborate with DART and the Iowa Department of Transportation to provide Training and build comfort level for using Public transportation by targeted 50+ citizens.</td>
<td>2017-18</td>
<td>Widespread communications and Message awareness of age-friendly concepts.</td>
<td>Not started</td>
</tr>
<tr>
<td>2.4.2 Create “benefits of public transportation” presentation for volunteers to give at local meetings, events.</td>
<td>2018</td>
<td>Ridership among 50+ increases.</td>
<td>Not started</td>
</tr>
</tbody>
</table>
Building, Parks & Open Spaces

Since the City of Des Moines acquired its first 600 acres of land for public recreation in 1894, the park system has grown to nearly 4,000 acres across more than 76 parks and open space areas. Over the past 20 years, the city has developed a network of trails for recreation, fitness and transportation that reach almost every corner of the community and connect many of the city’s neighborhoods and parks. According to our research, residents give Des Moines high marks for its parks and public spaces, however they are concerned about lack of access and services for adults 50+.

### Action Item 3.1 – Improve Existing Natural Features and Green Spaces
Promote greater accessibility for all in Des Moines Parks and Recreation planning and practices

<table>
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<tbody>
<tr>
<td>3.1.1 Increase awareness of need for access for all to natural features and green spaces and community gardens.</td>
<td>2014-17</td>
<td>Present AFC DSM research findings to city Parks &amp; Rec board.</td>
<td>Completed AFC leaders and volunteers presented research, best practices at Parks &amp; Rec meetings.</td>
</tr>
<tr>
<td>3.1.2 Improve access with sidewalks, clear and safe pathways, benches, water fountains, services and legible, way-finding signage.</td>
<td>2014-17</td>
<td>Identify highest use parks to improve and create plans to provide needed services to better meet the needs of all ages.</td>
<td>Completed • Collaborations with Viva East Bank, MLK Jr. Park and City of Des Moines Parks and Rec</td>
</tr>
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### Action Item 3.2 – Create New Amenities in Parks and Green Spaces in Underserved Areas
Ensure equitable distribution of accessible social spaces throughout the region.

<table>
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<tbody>
<tr>
<td>3.2.1 Collaborate with community partners on MLK Jr. Park Neighborhood Active Living Workshop</td>
<td>2013-17</td>
<td>Workshop identifies need and begins plan development</td>
<td>Completed</td>
</tr>
<tr>
<td>3.2.2 Collaborate with City of Des Moines Parks and Rec and community partners to secure funding for a needed community exercise station at MLK Jr. Park for 50+ and all ages.</td>
<td>2014-17</td>
<td>Funding received, facilitated coordination of community and AFC volunteers to install with City</td>
<td>Completed Volunteers &amp; city installed equipment <a href="#">MLK Jr. Park Exercise Equip</a> install time-lapsed video</td>
</tr>
</tbody>
</table>
AFC DSM WORK GROUP 2:

Social Capital

Social Participation, Respect and Inclusion, Civic Participation and Employment
Co-leads: Dr. Joel Olah, Barb McClintock

Our vision
We envision a city with a robust menu of leisure, cultural and creative activities and opportunities for employment for residents age 50+, including those often marginalized including LGBTQ seniors, recent immigrants, non-English speakers and persons with disabilities. Activities that are accessible, affordable, participatory, cross-cultural and intergenerational are encouraged.

Where We Started
At a time when our city, and the rest of the world, is aging, it is critical to identify real opportunities to integrate aging Des Moines residents into activities and communities in meaningful ways, both to stem social isolation and its deleterious effects and to take advantage of older adults’ skills, talents and resources.

Our Approach
The Age-Friendly Des Moines City project aims to address the problems of isolation and lack of interaction in tandem with activities in all three workgroups – infrastructure, health services and social capital. The initiatives build on each other and enhance quality of life for all. In partnership with key organizations such as AARP Iowa, the Iowa Department of Human Services, One Iowa, Area Agencies on Aging and other nonprofit and faith-based communities, we will continue to work to ensure Des Moines social network is accessible and vibrant for all ages.

Social Capital Work Group Highlights
- AFC Business Network
- EVOLVE Leadership Academy
- Speaker’s Bureau
- TRIAD
Social Participation, Respect and Social Inclusion

Regardless of a person’s age, loneliness is often as debilitating a health condition as having a chronic illness or disease. Sadness and isolation can be combatted by the availability of accessible, affordable and fun social activities. Programs that reach out to older adults, specifically those often-marginalized such as LGBTQ seniors, recent immigrants and non-English speakers or persons with disabilities, will be sought out and encouraged.

<table>
<thead>
<tr>
<th>Action Item 4/5.1—Coordinate with Business Community to Improve Accessibility for All</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Items</strong></td>
</tr>
<tr>
<td>4/5.1.1 Develop an “Age-Friendly Business Network” to develop to help businesses and consumers understand the benefits of addressing accessibility for residents of all ages.</td>
</tr>
<tr>
<td>4/5.1.2 Develop messages and presentation about the Age-Friendly Des Moines initiative.</td>
</tr>
<tr>
<td>4/5.1.3 Develop Age-Friendly Des Moines Speakers Bureau</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Action Item 4/5.2—Encourage Development of Activities for 50+ and Community at Large</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>4/5.2.1 Promote, support and sponsor activities to increase social interaction and improve social participation among older residents and the community at large.</td>
</tr>
<tr>
<td>4/5.2.2 Engage volunteers to work events to spread news of Age-Friendly Des Moines initiative, recruit volunteers and promote programs.</td>
</tr>
</tbody>
</table>
### Social Participation, Respect and Social Inclusion (continued)

<table>
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<tr>
<td>4/5.3.1 Change the stereotypical image of older adults through targeted media messages.</td>
<td>2016-17</td>
<td>Develop at least four targeted messages</td>
<td>Moved to Communications Work Group</td>
</tr>
<tr>
<td>4/5.3.2 Survey businesses (corporate offices) to assess current services available to older adults/disabled community.</td>
<td>2016</td>
<td>One survey tool created 6/2016</td>
<td>Completed 11/16</td>
</tr>
<tr>
<td>4/5.3.3 Develop forums for the public on specific issues as determined by AFC Social Capital work group volunteers.</td>
<td>2016</td>
<td>Hold at least four forums in the four wards</td>
<td>Moved to 2018</td>
</tr>
</tbody>
</table>
Civic Participation and Employment

Des Moines area residents of all ages and abilities wish to find quality, meaningful employment. Although older workers are a tested, valuable workforce that makes substantial contributions to their employers, our research indicates local residents believe age discrimination is preventing them for finding gainful employment. In an Age-Friendly City, the community provides ways older people can contribute to work for pay, volunteer their skills, become successful entrepreneurs and be actively engaged in community life.

### Action Item 6.1 – Improve Access to Employment and Entrepreneurial Opportunities for 50+

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<tr>
<td>6.1.1 Partner with aligned organizations to provide support to older adults who wish to work and/or begin new businesses.</td>
<td>2015-17</td>
<td>Support AARP Foundation “Encore Entrepreneur” programs with the Iowa Center for Economic Success and other partners.</td>
<td>Completed</td>
</tr>
<tr>
<td>6.1.2 Create, promote and celebrate new partnerships with private and public sector enterprises that demonstrate their commitment to ‘Age-Friendly’ goals through communications, customer service and service delivery.</td>
<td>2014-17</td>
<td>Incorporate recognition for older worker readiness and skills in “Age-Friendly Business Evaluations.”</td>
<td>Completed</td>
</tr>
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</table>
| 6.1.3 In partnership with DMACC and other community businesses, execute a Disrupt Aging innovations concept challenge competition to design tools, products, service and technologies in aging that support Age-Friendly, livable communities. | 2017 | • Secure DMACC and business participation  
• Secure contestant participation  
• Secure contest funding  
• Promote and support challenge through communications campaign | Completed |

### Action Item 6.2 – Increase Leadership and Meaningful Volunteer Opportunities for 50+

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| 6.2.1 Implement an “Age-Friendly Academy” (EVOLVE) to develop leadership skills for older residents. | 2015-17 | • Secure EVOLVE curriculum and volunteer facilitators  
• Secure outside funding for EVOLVE  
• Program attracts and graduates new group of community leaders | Completed |
| 6.2.2 Promote ‘Create the Good’ resources for connecting volunteers to opportunities. | 2014-17 | More area organizations and volunteers use CTG database to post and find volunteer jobs | Ongoing |
| 6.2.3 Educate and involve business and community leaders in Greater Des Moines Age-Friendly volunteer activities and programs. | 2015-17 | Organizations request AFC programs and presentations | Ongoing |
| 6.2.4 Sponsor and promote volunteer-led initiatives that build on the Age Friendly City story and capacity, such as TRIAD and the Walking College. | | Volunteers bring major projects to fruition that add to the livability of the community | Completed |
AFC DSM WORK GROUP 3

Health Services

Community Supports & Health Services and Communications & Information
Co-Leads Dr. Yogesh Shah, Rick Kozin, Dr. Mary Mincer Hansen

Our vision
We envision a city that promotes wellness and active aging and whose older adults are well-connected to the information and resources they need to thrive. Through improved access to services, healthy food, health care, and information, Des Moines’ growing and changing older population will be equipped with the supports they need across the health care continuum.

Where We Started
Health services are particularly important for older adults due both to normal aging processes and to disease-related challenges that often occur later in life. In Des Moines and across the U.S. as a whole, major changes are taking place to transform health care. Our Age-Friendly workgroups seek to include “health in all policies” in support of the integral role health plays across all domains.

Our Approach
Creating greater understanding of the role that health & community support services play in maintaining the independence, control and choice for the 50+ populations is essential to Des Moines’ Age-Friendly city activities. Pillars of social capital domain work – participation, respect, and inclusion, as well as active aging principles are fundamental to Des Moines Age-Friendly Health Services and Communications activities.

Health Services Work Group Highlights
- Walking College – Healthiest State Collaboration
- DMU Health Fair
- LifeLong Links
### Action Item 7.1 – Ensure Delivery of Health Service is Coordinated, Respectful, User-Friendly and Focuses on Wellness

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| 7.1.1 Complete an environmental scan of health care facilities to determine how many are meeting the goal (Ensure the delivery of health services is coordinate, respectful, user-friendly and focuses on wellness). | 2014-17  | • Map existing resources and determine accessibility and adequacy of the existing resources for the aging population.  
• Develop an assessment and certificate process for “Age Friendly” Health Care facilities. | Completed     |
| 7.1.2 Promote strategies to enhance prevention education and opportunities for older adults. | 2014-17  | Support community activities that promote prevention opportunities appropriate for 50+  
• DMU Health Fair  
• Polk Co. Senior Picnic | Completed     |
| 7.1.3 Facilitate greater coordination among community resource, promotion and planning processes. | 2015-17  | Map connections between existing organizations in AFC work group to related community initiatives, e.g. Capital Crossroads, Community Health Needs Assessment, Healthiest State Initiative, Healthy People/Healthy Places. | Completed     |
| 7.1.4 Partner with health organizations to share practices to promote programs that reduce rates of obesity, diabetes and other chronic illnesses and issues affecting older adults. | 2014-17  | • Continue to monitor hospital “observation” status issue and inform aging population.  
• Continue to monitor hunger among 50+ and provide support to groups addressing that issue.  
• Share information about Lifelong Links, Senior Health Fair, Fall Prevention programs, Substitute Decision Maker program, Life Long Respite Coalition, Fresh Conversations, Better Choices/Better Health (Chronic Disease Self-Management) | Ongoing       |

### Action Item 7.2 – Increase Mobility/Physical Activity Options For Residents

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| 7.2.1 Educate and empower individuals of all ages and abilities to positively affect their own health and well-being by engaging in healthy behaviors. | 2016-17  | Healthiest State Walking College  
• [Walking College Video](#) | Completed     |
| 7.2.2 Explore strategies to reduce barriers to healthy living, i.e. cost of health care facilities, and develop partnerships to advance active aging priorities. | 2014-17  | • MLK Jr. Park exercise equipment  
• Polk Co. Senior Picnic  
• Bike Month Activities  
• Carlisle Sidewalks | Completed     |
Community Supports and Health Services (continued)

<table>
<thead>
<tr>
<th>Action Item 7.3 – Integrate Needs Of 50+ Populations into City/County Emergency Planning</th>
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<tr>
<td>7.3.1 Identify Greater Des Moines locations that lack adequate services and infrastructure to meet the security and health care access needs of older adults and address deficiencies.</td>
</tr>
<tr>
<td>7.3.2 Involve Age-Friendly Greater Des Moines volunteers and leaders in planning to improve emergency systems for vulnerable populations.</td>
</tr>
<tr>
<td>7.3.3 Collaborate with health agencies in improving the delivery of services to individuals and advocate for Age-Friendly policy changes that will improve the health of Greater Des Moines’ older adults.</td>
</tr>
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Communications and Information

Age-Friendly communities recognize that not everyone has a smartphone or internet access and that information needs to be disseminated through a variety of means. In addition to providing a range of methods and formats, organizations need to utilize the broadest range of networks to disseminate information and provide opportunities for older residents to learn new technologies and media. Greater awareness of the Age-Friendly initiative among all audiences – residents, partners, volunteers, influencers and elected officials is an integral element of communications work group activities.

### Action Item 8.1 – Increase Awareness of Services and Information Resources for 50+

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<tr>
<td>8.1.1 Support outreach and promotion efforts of AFC founding partner, Aging Resources of Central Iowa and the Iowa Department on Aging to spread news of the “one-stop shop” resource, <a href="http://www.LifeLongLinks.org">www.LifeLongLinks.org</a></td>
<td>2014-17</td>
<td>More Central Iowans access services and resources through LifeLongLinks.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.1.2 Create social media websites for AFC Greater Des Moines to communicate with partners, work group volunteers and consumers.</td>
<td>2014-17</td>
<td>Website use grows year after year. Twitter and Facebook followings grow @AgeFriendlyDSM</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.1.3 Produce brochures, PowerPoint presentations, flyers, emails, e-newsletters, press releases and other communications about AFC activities and programs for dissemination throughout the community.</td>
<td>2013-17</td>
<td>Community awareness of AFC events, programs and progress.</td>
<td>Completed</td>
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### Action Item 8.2 – Build Awareness of Age-Friendly Greater Des Moines and Its Impact

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</table>
| 8.2.1 Invite media coverage of all meetings AFC plans including the Annual Meeting, EVOLVE classes, special events, speaking engagements, and projects. | 2013-17  | • Multiple media reports on meetings and events  
 • AFC and partners use social media to spread news of meetings  
 • Key stakeholders aware of projects and programs, such as the Livability Index. | Completed|
| 8.2.2 Present the Age-Friendly/Livable Community story at targeted local, regional and statewide conferences throughout the five-year cycle. | 2012-17  | • Tell the Greater Des Moines story to key audiences at least 20 times.  
 • Tell the AFC Des Moines story through photography by partnering with AARP Livable Communities in a slideshow of Age-Friendly Des Moines. | Completed|
| 8.2.3 Prepare communications to help train volunteers to disseminate Age Friendly messages. | 2012-17  |                                                                          | Completed|
Next Steps for Age-Friendly Greater Des Moines

Continue to advance the Initiatives’ objectives related to Safe Streets and “Age in Everything” design, planning and development in the City of Des Moines and throughout Greater Des Moines. Current projects include:

• Working to enhance Connect Downtown’s Grand Avenue Re-design project through the implementation of a “Build a Better Block” project that will revitalize a block of East Grand Avenue. Working with the City of Des Moines and the Des Moines Partnership, we hope to showcase this project to inform City Officials, area businesses and the public on key elements to make this area a safe place to walk/bike and a fun “destination” to visit. We hope this is instrumental in securing funds from the City Council in August to make permanent changes to Grand Ave.

• Sponsoring the “Association of Chamber of Commerce Executives Conference” to engage with their attendees to educate on Livable Community issues to this important audience of influencers.

• Continued work with the City of Des Moines and other key partners on the “Move DSM” comprehensive Transportation and Mobility plan - to incorporate strong Complete Streets policies for adoption and implementation in the greater metropolitan area.

• Continued work with the City of Des Moines and other key partners on the “Live DSM” comprehensive Parks and Recreation plan.

• Support and on-going collaboration to enhance the following initiatives: Connect Downtown, University Avenue Redesign (Windsor Heights & Des Moines); Douglas Avenue Corridor redesign; Market District Design project; and more.

In addition, we will continue to engage with regional and state based community planning efforts to ensure that Age-Friendly objectives and outcomes are incorporated in planning, design and development efforts including:

• Healthiest State Initiative
• Iowa DOT Bike & Pedestrian Long Range Plan
• Iowa in Motion – Long Range Transportation Plan
• Iowa Falls Prevention – 3 Year Action Plan;

And our continued participation in:

• Capital Crossroads 2.0
• DSM Area MPO Mobilizing Tomorrow Plan
• United Way of Central Iowa initiatives and others.

PHOTO CREDITS
Richard Swearinger: front and back cover, pages 5, 6, 12, 15, 17, 18, 22, 24
Pixabay: pages II and III
Pixler: pages 11, 27
Doug McBride: page 20

GRAPHIC DESIGN
Claire Richmond
Age-Friendly Greater Des Moines would like to thank the AARP Network of Age-Friendly States and Communities and the World Health Organization’s Age-Friendly Cities and Communities Program for their on-going support, resources and collaboration.