



# Livable Communities

Brad Anderson – State Director



# Who Is AARP Iowa?

- **Started by Ethel Percy Andrus, Ed.D. in 1958**
- **AARP is a member organization – 501(c)4 non-profit**
- **Membership**
  - Membership: For those aged 50+ at \$16 per year including spouse or partner at no additional cost
  - Over 38 million members in the US
  - Around 342,000 members in Iowa
- **Outreach**
  - Volunteers
  - Community Action Teams
- **Advocacy**
  - Volunteer Government Relations Team (GREAT)
  - State, Federal, Local



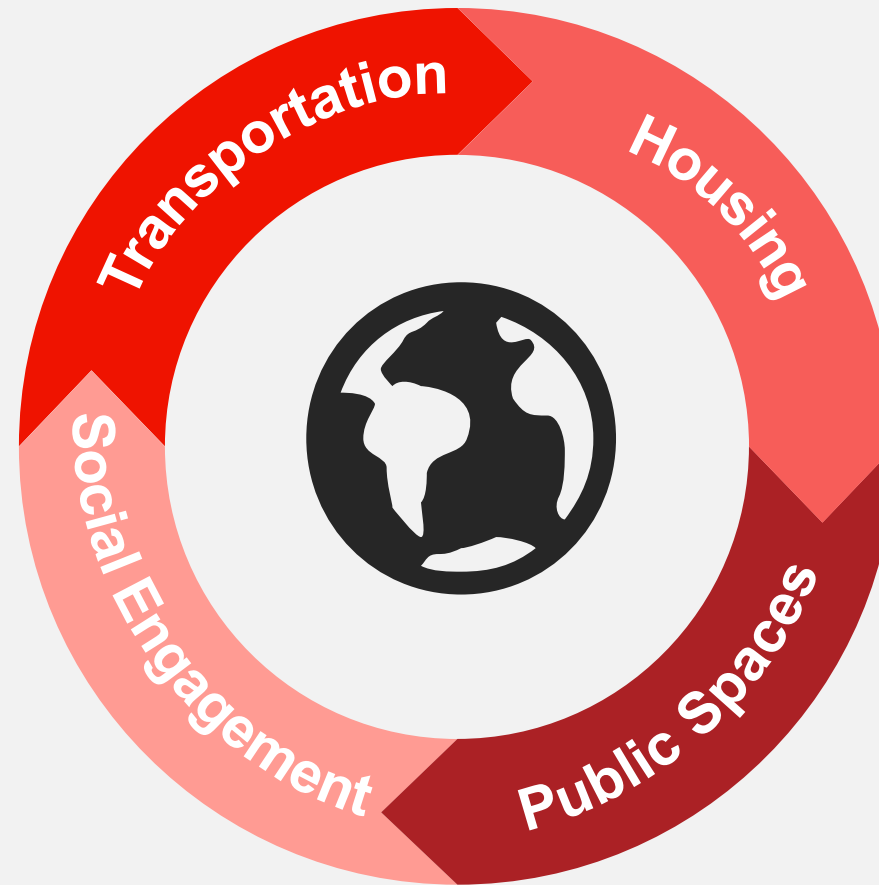
THE WHY

# AARP LIVABLE COMMUNITIES

## Our Goal

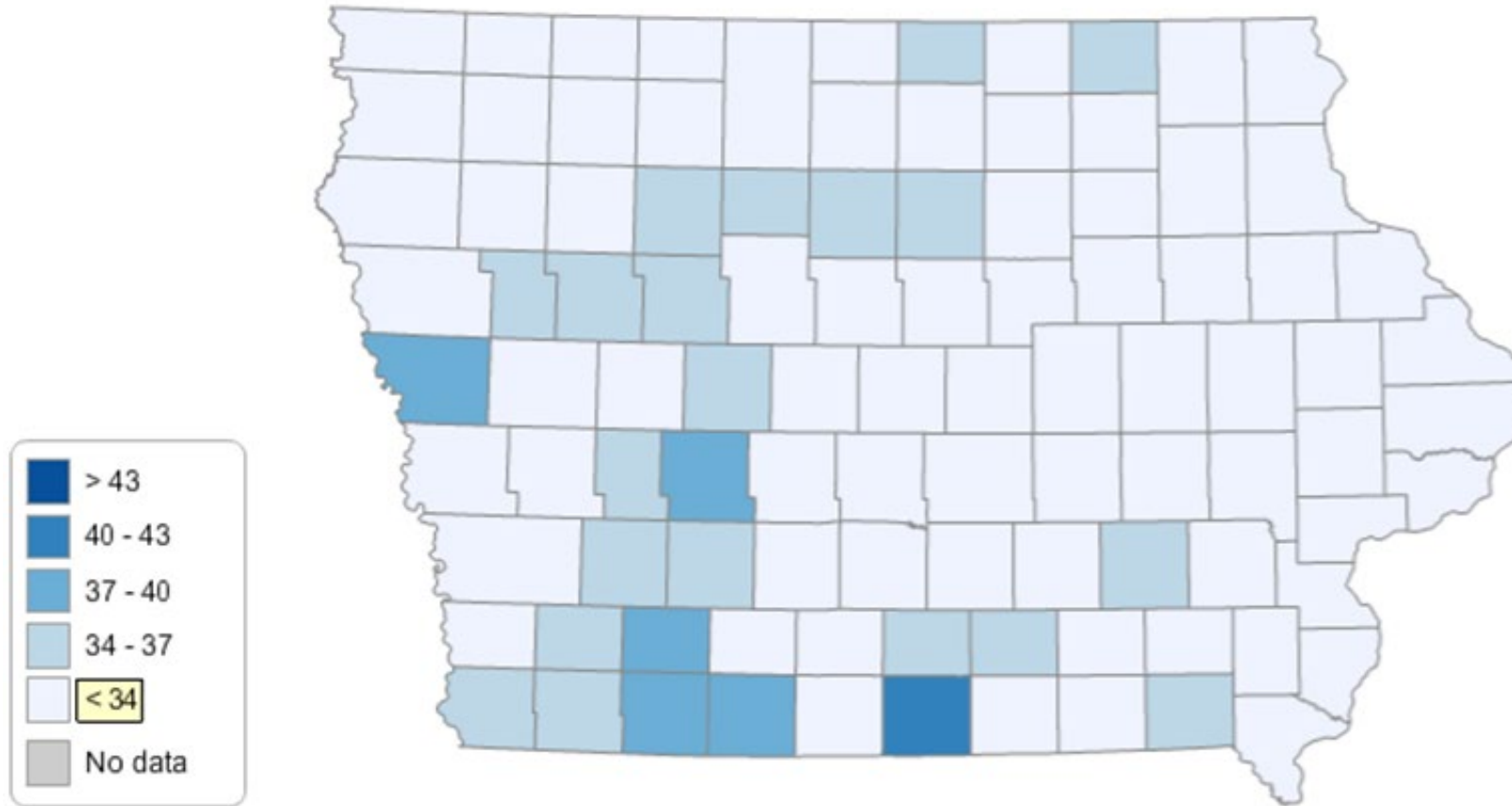


AARP Livable Communities seeks to support state and local leaders to ensure that **they are designing communities that work for people of all ages** by addressing:

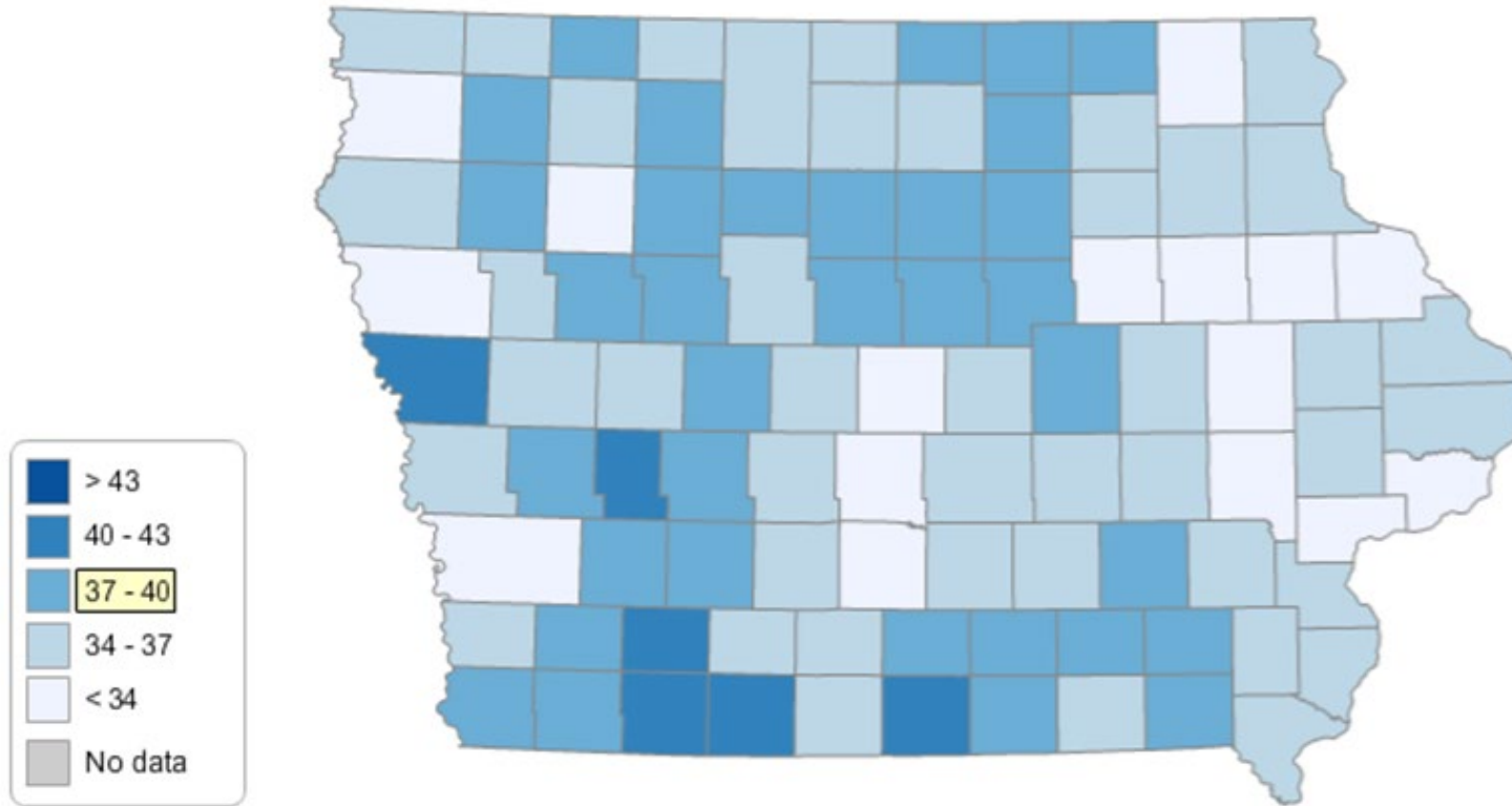


“By 2034, there will be **more people over 65 than under 18** – for the first time ever.”

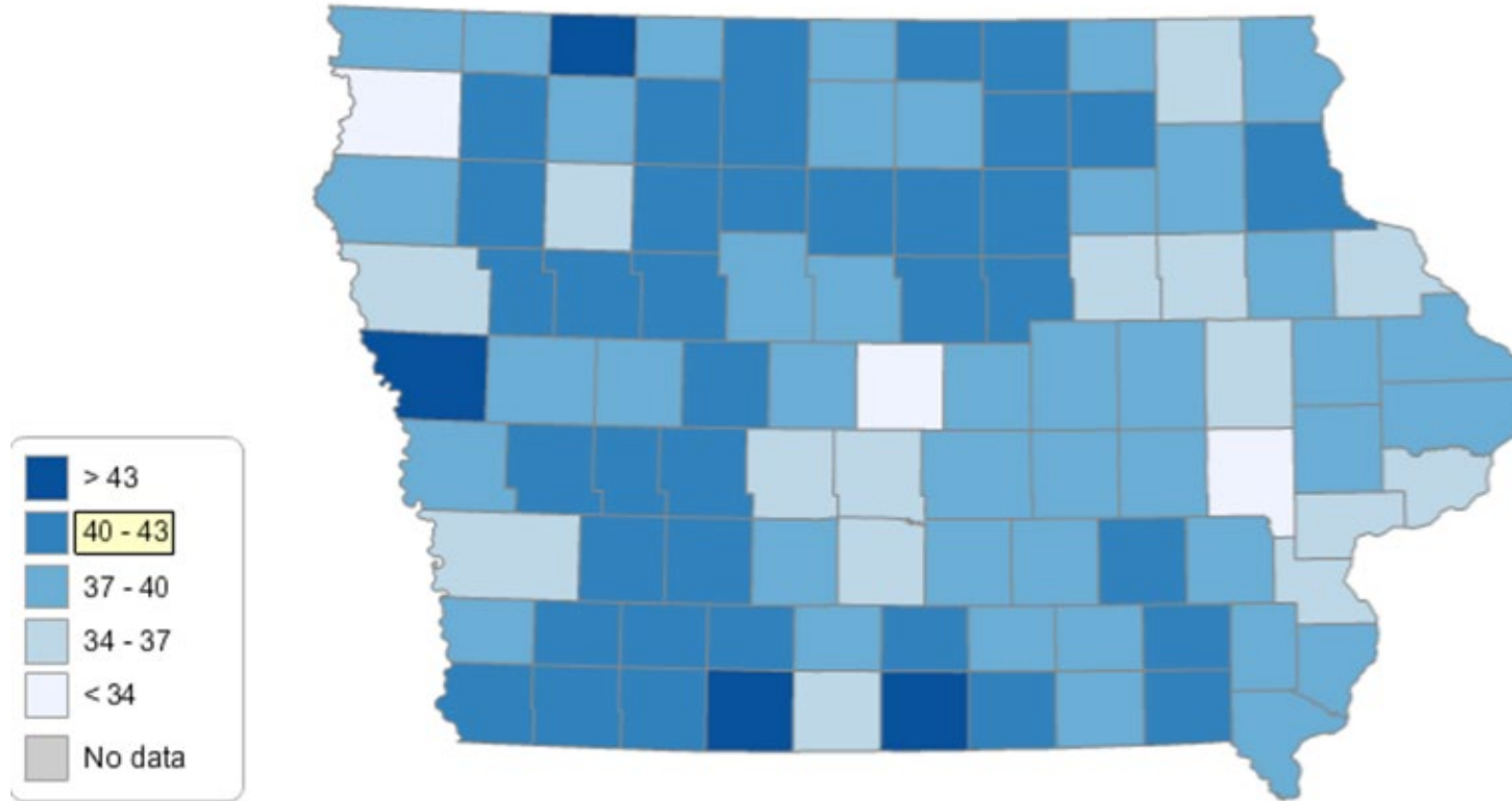
# Median Age by County 1980



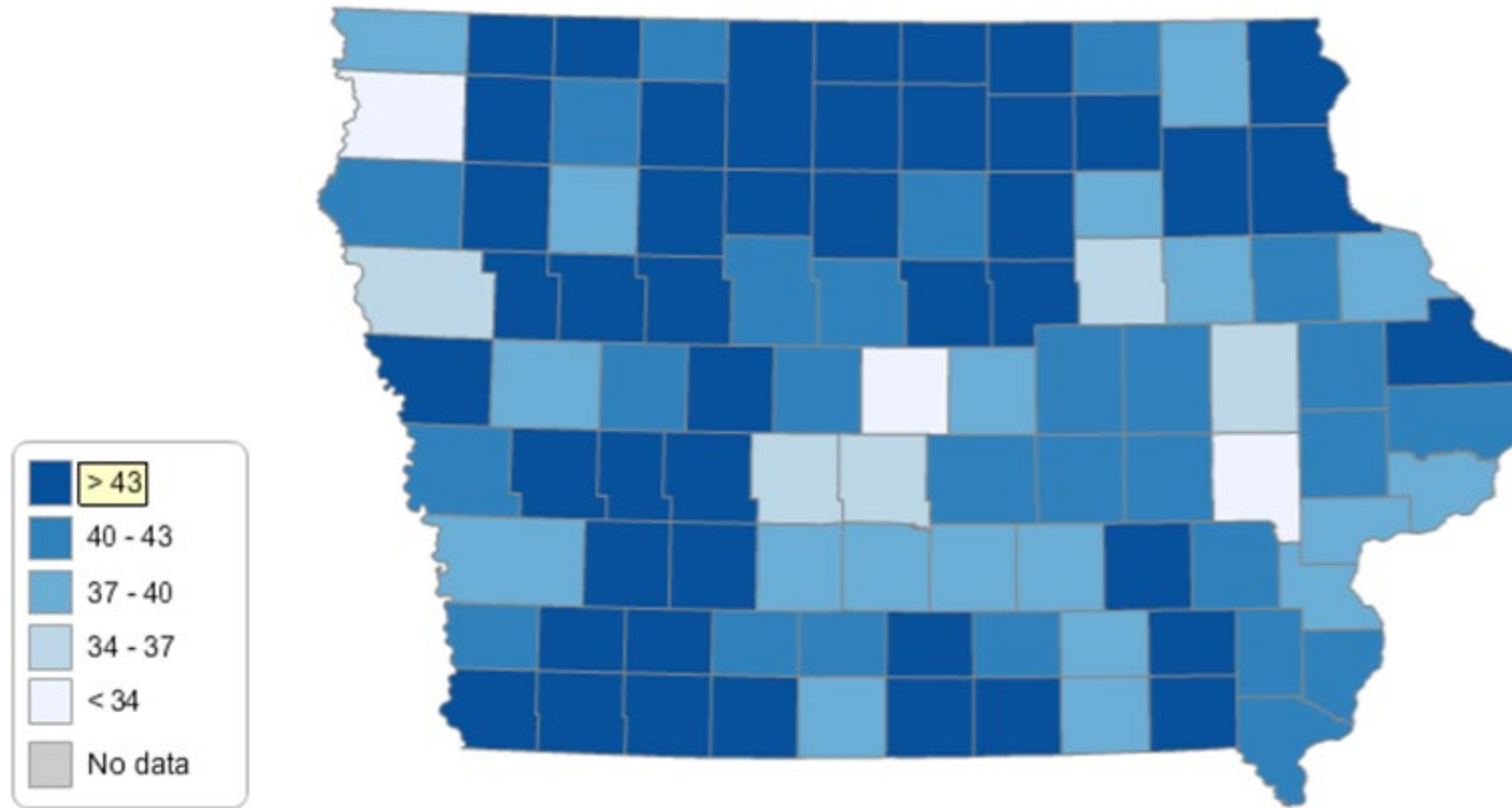
# Median Age by County 1990



# Median Age by County 2000



# Median Age by County 2010



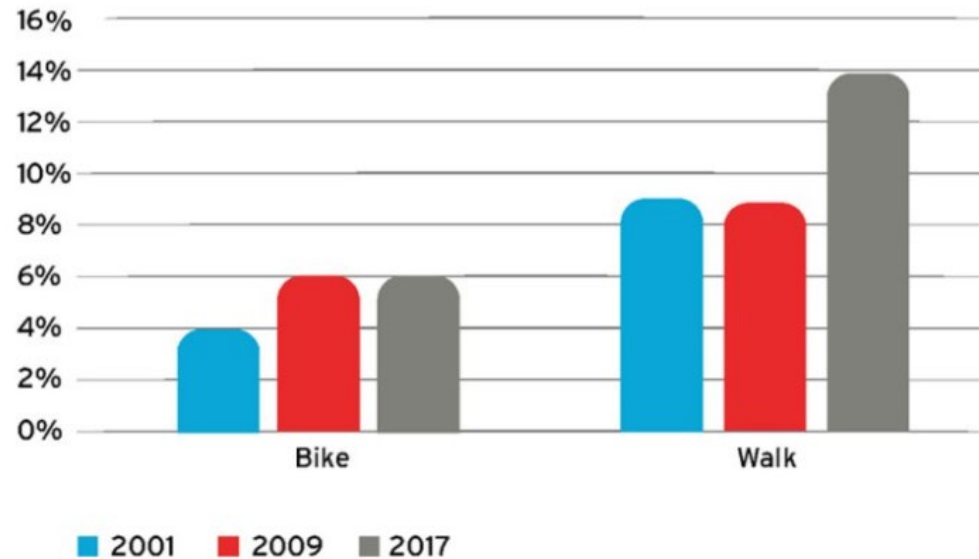


# National trends...

# Safer Biking and Walking for Older Adults



All Biking and Walking Trips by People Age 65+



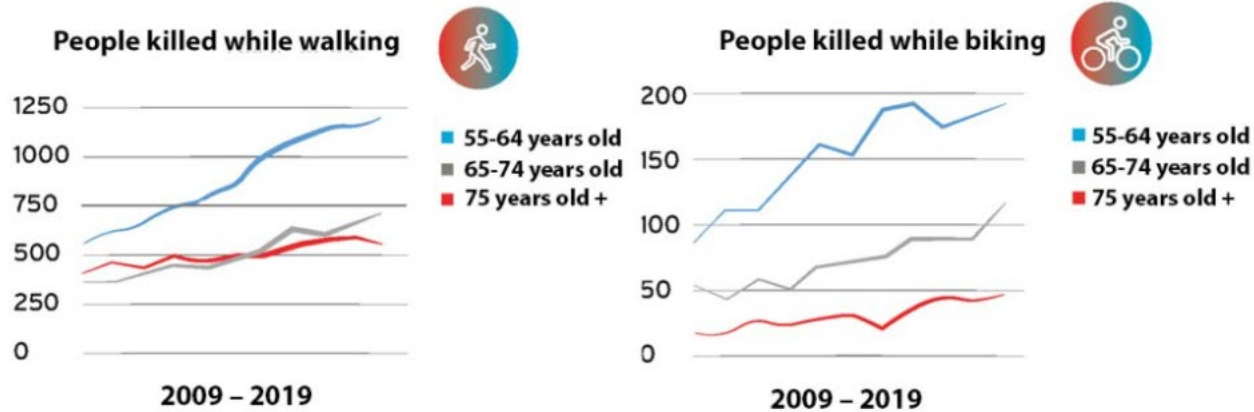
**Source:**

*Biking and Walking by Older Adults*, <https://www.aarp.org/livable-communities/getting-around/info-2021/bicycling-and-older-adults.html> (based on Benchmarking Report data)

# Safer Biking and Walking for Older Adults



## The Last Decade Has Seen Large Increases in Bicyclist and Pedestrian Fatalities



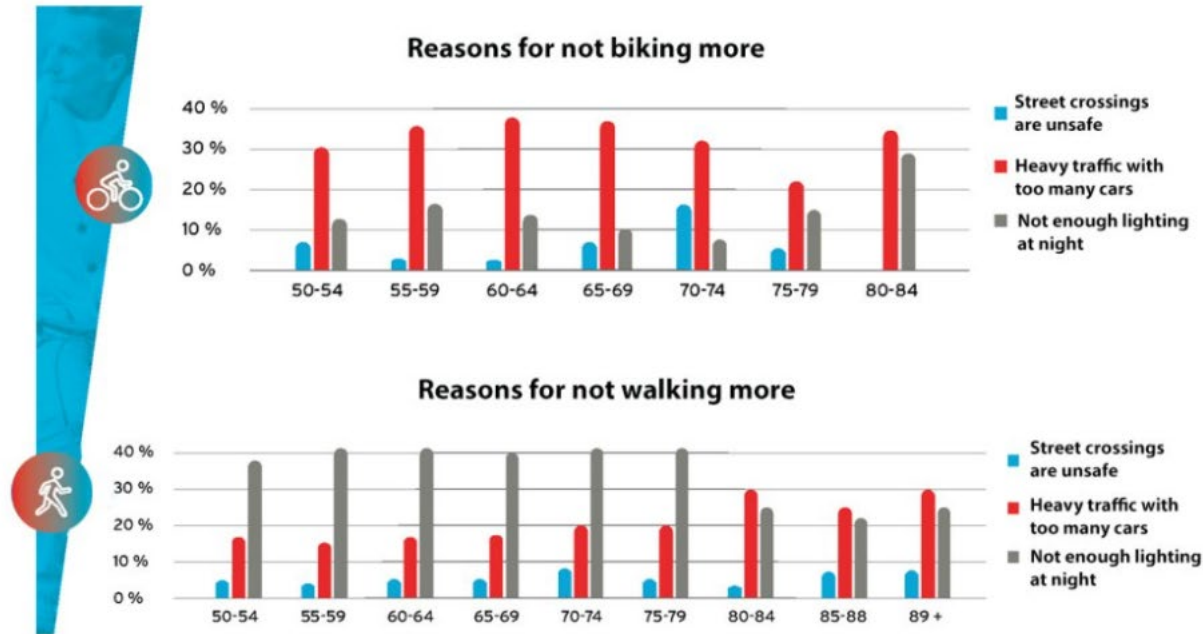
### Source:

*Biking and Walking by Older Adults*, <https://www.aarp.org/livable-communities/getting-around/info-2021/bicycling-and-older-adults.html> (based on Benchmarking Report data)

# Safer Biking and Walking for Older Adults



## Why Older Cyclists and Pedestrians Feel Unsafe

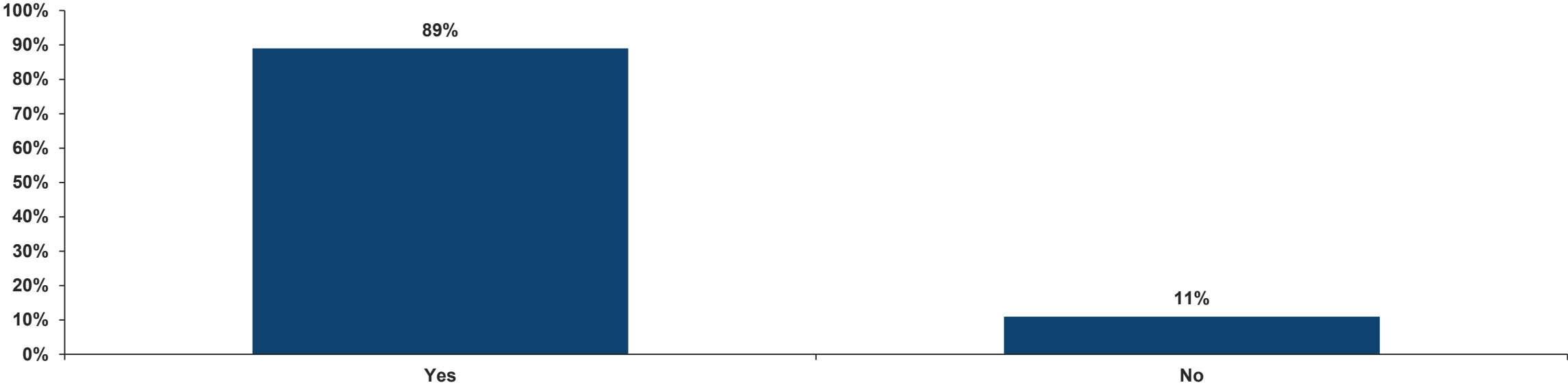


### Source:

*Biking and Walking by Older Adults*, <https://www.aarp.org/livable-communities/getting-around/info-2021/bicycling-and-older-adults.html> (based on Benchmarking Report data)

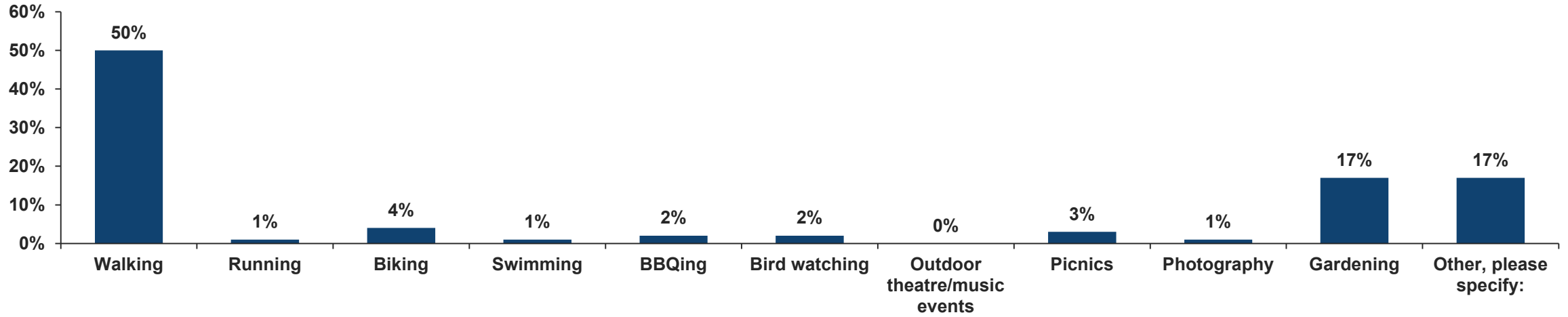
**... what we know in Iowa**

# Do you expect to continue to spend more time outdoors than you did before COVID once a vaccine is available?



	Column %
Yes	89%
No	11%

## What types of activities are you doing more of outside?



541	Column %
Walking	50%
Running	1%
Biking	4%
Swimming	1%
BBQing	2%
Bird watching	2%
Outdoor theatre/music events	0%
Picnics	3%
Photography	1%
Gardening	17%
Other, please specify	17%



THE HOW



# 2018: Making a Better Block in Des Moines

**BEFORE...**



**...AFTER**





# MOVE DSM

- Passes Council UNANIMOUSLY! ON 11/19/18
- 25-year plan for multi-modal transportation
- Road diets
- Improved walkability
- Updated code ordinances



# Let's Pass the local option sales tax!

- AARP Direct Mail Campaign
  - Universe targeting likely supporters and previous special election voters
  - Handwritten postcards
- Teletown Hall
- Social Media Campaign
- Email Campaign
- Earned Media
- Member Advocacy at City Council meetings

# EXAMPLE OF 2019 MAIL PIECE

## Why is Public Measure A – the Local Option Sales Tax – Good for Des Moines?



- » It will help fund road improvements and repairs – improving our streets and sidewalks, making Des Moines a better place to live and visit.
- » It will help finance sewer improvements throughout the city to reduce the impact of flooding while keeping our neighborhoods safe.
- » It will help with critical investments in public safety, funding our firefighters and improving emergency response times throughout the city.
- » When passed, 50% of the revenue from the Local Option Sales Tax will be dedicated to property tax relief.

**Public  
Measure A**

**AARP** Real  
Possibilities  
**Des Moines**

# Personalized Handwritten Postcards

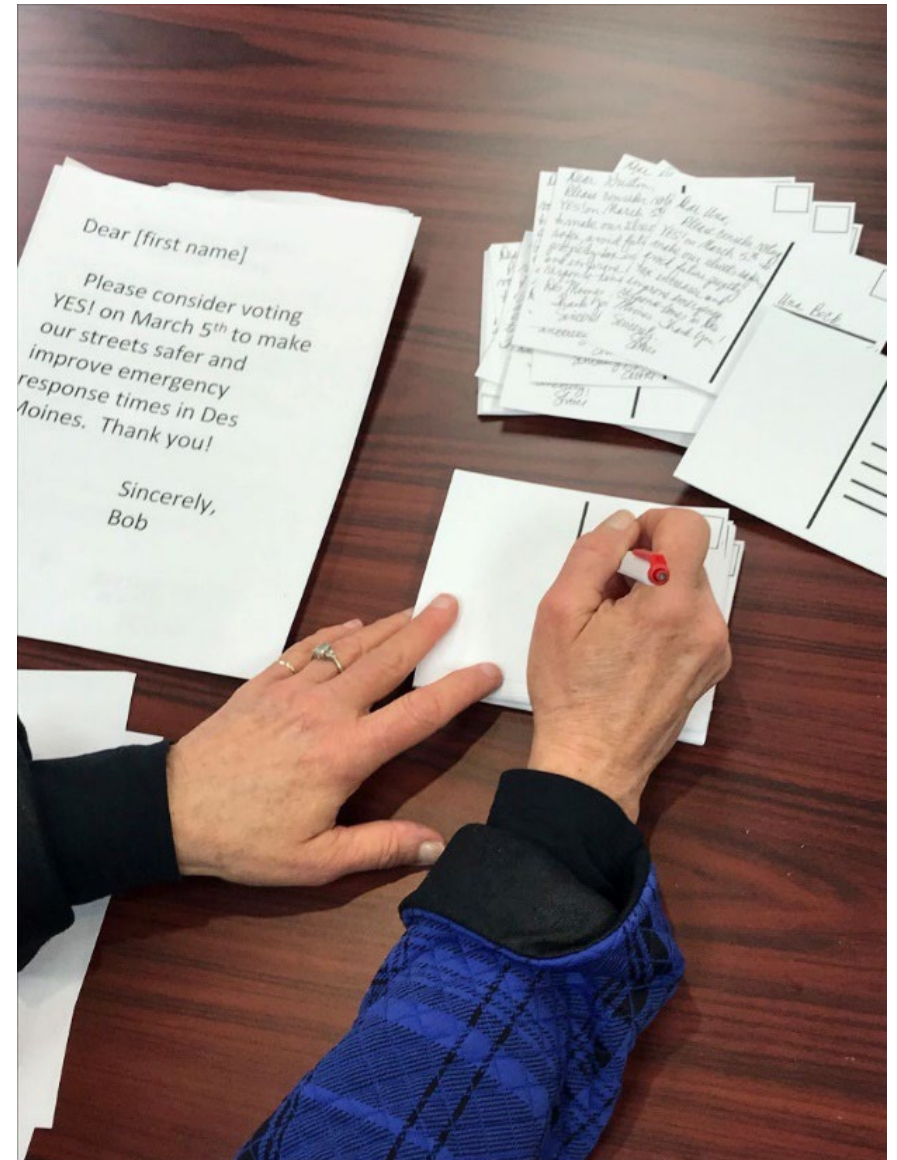
# VOTE "YES!"

- ✓ **YES! to safe streets**
- ✓ **YES! to public safety**
- ✓ **YES! to flood prevention**
- ✓ **YES! to property tax relief**

**Vote YES! on March 5th for Public Measure A - Local Option Sales Tax.**

**Public Measure A** **AARP** Real Possibilities  
Iowa

Paid for by AARP Iowa



# WE WON!

- Passed with 70% of the vote
- Turnout increased 36% from previous election
- Over 50,000 mailers sent (2,273 postcards)
- 115 volunteer hours



2018 PULITZER PRIZE WINNER



Would Iowa teams in NCAA Tournament hurt tourism?  
SPORTS, 1C

# The Des Moines Register

WEDNESDAY, MARCH 6, 2019 ■ THE NEWS IOWA DEPENDS UPON ■ DESMOINESREGISTER.COM METRO EDITION PART OF THE USA TODAY NETWORK

## Voters OK sales tax increase

### Des Moines, 5 other Polk County cities back measure expected to raise \$48.4M

Austin Cannon and Ian Richardson  
Des Moines Register  
USA TODAY NETWORK

After failing in three previous elections, voters in Des Moines and five other cities in Polk County on Tuesday overwhelmingly approved a 1-cent sales tax increase.

More than 70 percent of Des Moines voters backed the increase, according to unofficial results. And it easily passed in

Alleman, Altoona, Pleasant Hill, West Des Moines and Windsor Heights.

The 1-cent sales tax is expected to generate \$48.4 million annually that Des Moines and other cities will use to tamp down property taxes and pay for various civic projects.

This was the fourth time Des Moines voters were asked to consider a 1-cent increase since 1996. Three previous attempts failed, most recently in March 2018.

"I attribute the win to the hard work of all the people who came together and said, 'This is important,'" Des Moines City Councilwoman Linda Westergaard said Tuesday night.

Backers raised \$282,000 — nearly three times as much as in 2018 — to pay for mailers that encouraged voters to support the sales tax increase. They also pushed more people to fill out absentee ballots.

An additional 4,826 people in the six cities voted Tuesday compared to the 2018 vote, according to unofficial totals from the Polk County auditor's office.

"The public was much more informed of the need, and we had a great group of

citizens who were passionate about keeping the community safe," Pleasant Hill Mayor Sara Kurovski said.

Seventy-three percent of Pleasant Hill voters approved the increase this year — a big swing from the 65 percent who voted against it in 2018.

Des Moines expects to receive \$37 million annually from the sales tax. It will devote of half the money to reducing property taxes. The city plans to cut its tax rate by 60 cents for the coming year.

That was on the minds of several voters Tuesday as they headed to the polls.

See TAX, Page 12A

### Teammates remember ex-Hawkeye Damon Bullock

Mark Emmert Des Moines Register  
USA TODAY NETWORK

George Baltimore's final conversa-

## Downtown rents drop, vacancies rise, among metro trends



# THE RESOURCES

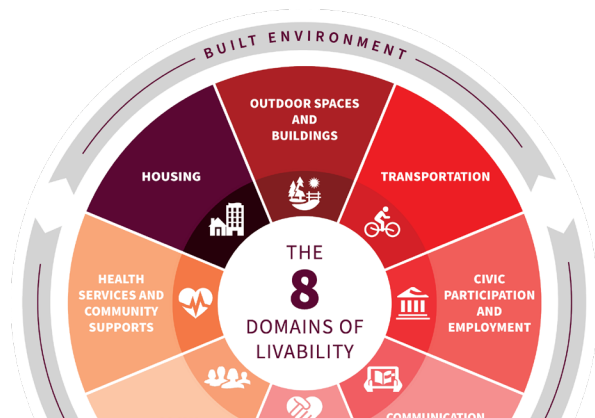


# AARP LIVABLE COMMUNITIES

# Our Approach



We support communities and local leaders to think differently about their **housing, transportation and public spaces** to create great places for all people of **all ages**.



**Age-friendly framework**  
More than 700 communities and nine states + one territory



**Catalytic grants**  
\$12.7 million via 1,100 grants in six years; 24% in transportation



**Nationwide presence**  
Presence in every state, DC, PR, and USVI

# Marion: Electric Trikes

- Marion entered Age-Friendly network in 2020.
- City of Marion & Marion YMCA partnership and applied for Challenge Grant in 2020.
- AARP funded 2 electric trikes (~\$2,000/bike).
- City Council matched funds for a total of 4 trikes.
- Trikes are **FREE** to rent for Marion residents 55+.



Photo by City of Marion

# Avoca: Musical Instruments

- Avoca a Main Street Iowa community, heard about Challenge Grants in 2017.
- Avoca Public Library applied for 2018 Challenge Grant.
- “Music park” outside the public library.
- Located in heart of farmers’ market.



# Resources to Enhance Bike/Ped Safety



## Walk Audit Tool Kit

A self-service  
a community



Worksheets available at  
[AARP.org/WalkAudit](https://www.aarp.org/WalkAudit)

Free workbook with tools to engage volunteers to assess how to make a community safer and more pedestrian friendly.  
*Also available in Spanish!*

Get your copy at  
[aarp.org/WalkAudit](https://www.aarp.org/WalkAudit)

A partnership of AARP and America Walks, **State Walking Colleges** are building capacity to create more walkable, equitable communities





# Thank You! Questions?

Email: [banderson@aarp.org](mailto:banderson@aarp.org)

Web: [AARP.org/Livable](http://AARP.org/Livable)