



SENIOR COMMISSION AGENDA REPORT

Meeting Date: November 6, 2023

Subject: Marketing Plan for American Association of Retired Persons (AARP) Survey

Prepared by: Jaime Chew, Recreation Manager

Initiated by: City Staff

Staff Recommendation

The staff recommends to receive the report and discuss supplemental ways the Commission can support marketing efforts.

Summary/Project Description:

Marketing Plan for AARP Survey

Background

As recommended by CAFÉ, the City will conduct the AARP survey to gain statistical data which will provide metrics to compliment and compare the information to be gathered in focus groups. CAFÉ recommends that the survey be open for 12 weeks to ensure there is a sufficient timeframe for community members to provide feedback. This information will be utilized to create an Action Plan to recertify as an Age Friendly City through the World Health Organization (WHO).

Staff met with an AARP representative on August 3, 2023, to discuss the survey process. Staff had a follow up meeting with the AARP research and development team on August 31, 2023, to finalize the set up of the online survey link. The research and development team recommended a minimum target of 300 respondents with an ultimate goal of 500.

The City received the live survey link in October, and worked with the Public Information Officer (PIO) team on the following marketing avenues:

- Posting on the City website (Parks & Recreation home webpage, Adult 50+ webpage)
- City Manager's email newsletter
- Parks & Recreation email newsletter
- Social media accounts (Facebook, Instagram, Nextdoor)
- Los Altos Community Center monitors
- City press announcement
- Town Crier ads

Discussion/Analysis

The Commission will need to discuss supplemental ways to support marketing efforts of the AARP Survey to ensure the minimum number of 300 respondents is met. The current ad hoc subcommittees: Commissioners Nagao and O'Reilly for the Grant and Los Altos Community



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Center lunch program presentations, Commissioner Basiji for the Rotary presentation, and Commissioner Dixit for the Cultural Exchange presentation should prepare and plan to complete their final report in January 2024.