

**From:** [Harold McCarthy](#)  
**To:** [McCarthy, Harold](#); [h.mccarthywnnc@gmail.com](mailto:h.mccarthywnnc@gmail.com)  
**Subject:** Fwd: Survey Response Needed! - Purposeful Aging L.A. - An Age Friendly Initiative For L.A.  
**Date:** Monday, June 05, 2017 8:51:18 AM

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----- Forwarded message -----

**From:** "Mario Hernandez" <[mario.hernandez@lacity.org](mailto:mario.hernandez@lacity.org)>  
**Date:** Jun 2, 2017 3:15 PM  
**Subject:** Survey Response Needed! - Purposeful Aging L.A. - An Age Friendly Initiative For L.A.  
**To:**  
**Cc:**

Good Afternoon,

Dear Mid City West Board Members,

Last year, the City and County of L.A. launched "Purposeful Aging L.A. - An Age Friendly Initiative For L.A.". This initiative aims to committing to a future where the needs of older adults are more carefully considered in the building of infrastructure, the planning of programs, and making of policy, thanks to an Executive Directive signed by Mayor Eric Garcetti. For information on this initiative, please visit: <https://www.lamayor.org/los-angeles-commits-%E2%80%98age-friendly%E2%80%99-future-better-serve-growing-older-adult-population>. (Note: Purposeful Aging L.A. is one of the most important efforts that has ever been done locally to help older adults in Los Angeles.)

The reason for this email is to inform you of this, but also ask you, and those you know, to take the Purposeful Aging L.A. Survey. Any resident in Los Angeles County over the age of 18 can participate. This will greatly help the city and county with how to address the needs of older adults now, and in future generations. A lot of effort went into creating this survey. I am encouraging you to take this survey, and ask you to distribute to your fellow board members, your friends, family, co-workers, and everyone you know that lives in L.A. County over the age of 18. Please email blast this survey to your lists, and put on your websites. We really need to get the word out.

To begin the survey, click: <https://www.surveymonkey.com/r/6Z6YG92>. Participation is voluntary and confidential. The survey takes approximately 20 minutes to complete, and **will remain open through June 30, 2017**.

**Facts:**

- More than half a million people age 60 and older live in L.A. today. Over the next 20 years, this number is expected to increase by 50% -- the most rapid increase in history. The changes to our population will require that we evaluate our age-friendliness and implement changes to address the needs of our residents.
- One year ago, Mayor Garcetti issued Executive Directive 17, directing the Los Angeles Department of Aging (LADOA) and other departments to implement the Purposeful Aging Los Angeles (PALA) initiative — a groundbreaking partnership between the City and County of Los Angeles, AARP, the private sector, and universities. The aim is simple: to make our region the most age-friendly place in the world.
- One of PALA's key goals is to develop a regional Age Friendly Action Plan that will be finalized in May 2018. A key strategy in developing the plan is asking residents age 18 and older to assess our region's age-friendliness — in everything from transportation to civic engagement.

We appreciate you, and thank you in advance for your input and ongoing commitment to public service! The survey is currently only available in English. The Mayor's office is working on translations to other languages.

Please let me know if you have any questions about this.

Thank you.

**Mario Hernandez**  
**Project Coordinator**

**Department of Neighborhood Empowerment**

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<https://www.youtube.com/watch?v=IJ7Zz-RsFo>

Attachments area

Preview YouTube video Welcome to EmpowerLA!

