

Basic CASOA™ Service

- A systematic and representative sample of older adults
- A 5-page templated survey mailed to 1,000 randomly selected older adult households (48% average response rate)
- A results brief highlighting 20+ areas of community strength and weakness and prevalence for 40+ common older adults needs
- The economic contribution of older adults in your community
- Insight into your older adult population's needs, perspectives and potential to age productively in your community
- A baseline understanding of your older adult population that can be used to compare changes over time

CASOA™ Add-on Services

- Benchmark comparisons of key results compared to more than 35,000 older adults in 175+ communities across the nation
- Demographic profiles of your current older adult population
- Demographic projections of future older adult population and needs
- A fully interpreted, detailed report including a set of recommendations to address larger areas of community need
- A stakeholder package including a stylized study brief and PowerPoint® slideshow
- Spanish and other language translation and administration

About National Research Center, Inc.

NRC is a leading research and evaluation firm focusing on the information requirements of the public sector, non-profit agencies, and local governments. Our principals have worked more than twenty years measuring client needs and organizational performance in critical areas such as behavioral health, client satisfaction, local government service provision, special needs human services and more.



<http://www.n-r-c.com/services/CASOA.html>
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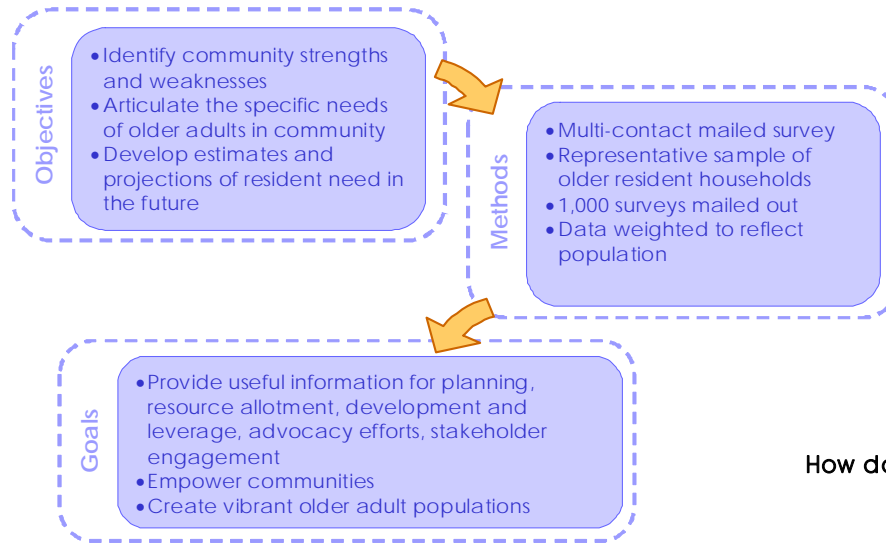
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Community Assessment Survey for Older Adults™



National Research Center, Inc. (NRC) is proud to offer a unique needs assessment service package to entities entrusted to assess older adults' current and future needs. The Community Assessment Survey for Older Adults™ (CASOA) is a semi-customizable turn-key survey that is inexpensive, easy for staff to oversee and simple for older adults to take. The basic CASOA includes a scientific survey of a random sample of 1000 older adults in your community, a questionnaire thoroughly tested and shown to be reliable in communities across the U.S., unique and illuminating analyses that include measures of need that are compared to our benchmark database. We not only administer the survey, we provide data analysis and reporting as well as optional recommendations for moving forward from our state of the art research on improving services to older adults. With a scientific survey you can put realistic numbers to older adult needs and project the magnitude of those needs into the future.



Development of CASOA

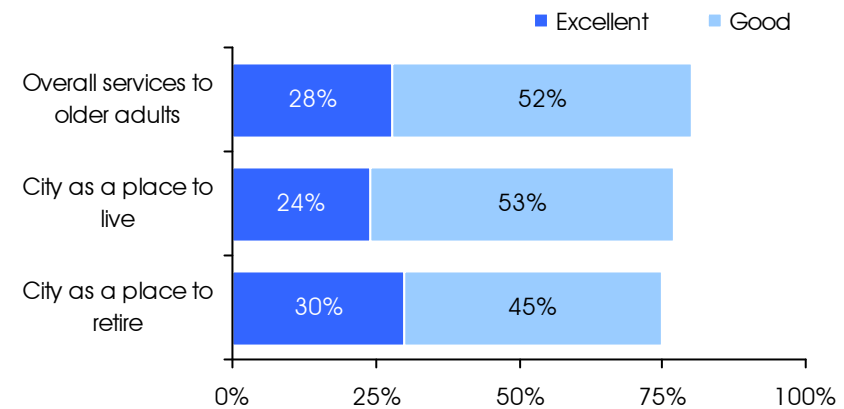
The CASOA is based on NRC's extensive experience in conducting older resident needs assessments. A national panel of experts on older adult issues also played a critical role in its development. The panel includes:

- Susanna D. Bozinovski, Ph.D. (former Director, Area Agency on Aging, Denver Regional Council of Governments)
- Lucinda L. Bryant, Ph.D. (Assistant Professor, Healthy Aging Research Network, University of Colorado at Denver and Health Sciences Center),
- Renee Zeimer (Assistant to the City Manager, City of Walnut Creek, CA)
- Carol Zernial (Bexar Aging Director, Alamo Area Council of Governments (AACOG))

Topics Assessed Through CASOA

CASOA focuses on a series of resident needs and community supports which foster successful aging. More than 40 common issues affecting older adult are assessed. These 40 issues fall into the larger categories of health and wellness; community land use and design; participation in various productive activities and community resources for information and planning. Opinions about community amenities and opportunities are also measured in the assessment. As a result of implementing CASOA in your community, you will be provided with answers to these questions.

How do older residents rate our community?



Community Ratings	Average Rating	National Average Rating	Compared to the Benchmark
Overall services to older adults	80	73	⊕
City as a place to live	77	73	⊙
City as a place to retire	75	69	⊕

Key: ⊕ Above benchmark ⊙ Similar to benchmark ○ Below benchmark