SENIOR COMMISSION MEETING
AGENDA

3:30 PM - Monday, October 03, 2022

Telephone/Video Conference Only

Please Note: Per California Executive Order N-29-20, the Senior Commission will meet via Telephone/Video Conference Only.

Telephone: 1-669-444-9171 / Meeting ID: 860 9064 5020

Members of the Public may join and participate in the Senior Commission meeting at
**https://losaltosca-gov.zoom.us/j/86090645020?pwd=M21kYlNkZ3c1UFhBUFdkVjA1SWZLQT09
Passcode: 694009**

TO PARTICIPATE VIA VIDEO: We have moved to **ZOOM!** Members of the public will need to have a working microphone on their device and must have the latest version of ZOOM installed **(available at https://zoom.us/download)**. To request to speak, please use the "Raise hand" feature located at the bottom of the screen under the Reactions Icon.

TO PARTICPATE VIA TELEPHONE: Members of the public may also participate via telephone by calling the number listed above. To request to speak, press *9 on your telephone.

TO SUBMIT WRITTEN COMMENTS, prior to the meeting, on matters listed on the agenda email **SCpubliccomment@losaltosca.gov** with the subject line in the following format:

PUBLIC COMMENT AGENDA ITEM ## - MEETING DATE.

Emails sent to the above email address are sent to/received immediately by the Senior Commission. Correspondence submitted in hard copy/paper must be received by 2:00 p.m. on the day of the meeting to ensure it can be distributed prior to the meeting. Correspondence received prior to the meeting will be included in the public record.

Public testimony will be taken at the direction of the Chair and members of the public may only comment during times allotted for public comments. Once called to speak, speakers will be asked to state their name and place of residence. Providing this information is optional.

CALL MEETING TO ORDER

ESTABLISH QUORUM

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA
Members of the audience may bring to the Commission's attention any item that is not on the agenda. Please complete a "Request to Speak" form and submit it to the Staff Liaison. Speakers are generally given two or three minutes, at the discretion of the Chair. Please be advised that, by law, the Commission

is unable to discuss or take action on issues presented during the Public Comment Period. According to State Law (also known as "the Brown Act") items must first be noticed on the agenda before any discussion or action.

ITEMS FOR CONSIDERATION/ACTION

1. **Minutes:** Approve minutes of the Senior Commission special meeting of September 12, 2022

2. **Recertify Los Altos as an Age-Friendly City:** Receive update from Recertify Los Altos as an Age-Friendly City (Buchholz, Dixit, Li) and take action as appropriate

3. **Outdoor Spaces and Buildings:** Receive update from Outdoor Spaces and Buildings Subcommittee (Basiji, Nagao) and take action as appropriate

4. **Transportation Subcommittee Goals:** Receive update from Transportation Subcommittee (Basiji, O'Reilly) and take action as appropriate

5. **Housing Subcommittee Goals:** Receive update from Housing Subcommittee (Basiji, O'Reilly) and take action as appropriate

6. **Civic Participation and Employment Subcommittee Goals:** Receive update from Civic Participation and Employment Subcommittee (Li) and take action as appropriate

7. **Work Plan:** Review recommended FY 2022/23 Work Plan and Subcommittees

INFORMATIONAL ITEMS

8. **Flyers:** Recieve informational flyers

9. **Age Friendly Documents:** Requested and received by the Senior Commission
   1. Global Age Friendly Cities: A guide
   2. City of Sunnyvale Age Friendly example Action Plan
   3. Berkeley Age Friendly example Action Plan
   3. San Rafael Age Friendly example Action Plan

10. **Cultural Calendar :** Commissioner Dixit compiled a list of cultural festivals and events around the world to be shared with the Commission

COMMISSION/SUBCOMMITTEE/STAFF ORAL REPORTS AND REQUESTS FOR FUTURE AGENDA ITEMS

11. **Commission/Subcommittee Reports:** Receive updates from Commission/Subcommittees
    A. Social Participation (Buchholz, Cohen, Dixit)
    B. Respect and Social Inclusion (Buchholz, Cohen, Dixit)
    C. Communication and Information (Basiji, Nagao)
    D. Community Support and Health Care Services (Buchholz, Cohen)

12. **Staff Oral Reports:** Receive information and announcements from Town of Los Altos Hills and City of Los Altos staff

<u>SPECIAL NOTICES TO PUBLIC</u>

In compliance with the Americans with Disabilities Act, the City of Los Altos will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the City Clerk 72 hours prior to the meeting at (650) 947-2610.

Agendas, Staff Reports and some associated documents for Senior Commission items may be viewed on the Internet at *https://www.losaltosca.gov/meetings?field_microsite_tid_1=2321*.

If you wish to provide written materials, please provide the Commission Staff Liaison with **10 copies** of any document that you would like to submit to the Commissioners in order for it to become part of the public record.

For other questions regarding the meeting proceedings, please contact the City Clerk at (650) 947-2720.

ADJOURNMENT

MINUTES OF THE SPECIAL MEETING OF THE SENIOR COMMISSION OF THE CITY OF LOS ALTOS AND TOWN OF LOS ALTOS HILLS, HELD ON MONDAY, SEPTMEBER 12, 2022 AT 3:30 P.M. WITH REMOTE ACCESS VIA ZOOM

PRESENT: Chair Cohen, Vice Chair Li, Commissioners Basiji, Buchholz, Dixit, Nagao

ABSENT: Commissioner O'Reilly

LATE: None

CALL MEETING TO ORDER

At 3:30 P.M., Chair Cohen called the meeting to order.

ESTABLISH QUORUM

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

ITEMS FOR CONSIDERATION/ACTION

1. **Minutes:** Approve minutes of the Senior Commission Special Meeting of August 1, 2022.

Public Comment: None.

Action: Upon a motion by Commissioner Basiji, seconded by Vice Chair Li, the Commission approved the minutes of the meeting of August 1, 2022.
Approve: Chair Cohen, Vice Chair Li, Commissioners Basiji, Buchholz, Dixit, Nagao
Oppose: None
Absent: Commissioner O'Reilly
Abstention: None
Motion passed unanimously: 6-0-1-0

2. **Social Participation Subcommittee Goals:** Receive update from Social Participation Subcommittee (Buchholz, Cohen, Dixit) and take action as appropriate.

Public Comment: None.

Action: Received update.

3. **Respect and Social Inclusion Subcommittee Goals:** Receive update from Respect and Social Inclusion Subcommittee (Buchholz, Cohen, Dixit) and take action as appropriate.

Public Comment: None.

Action: Received update.

4. **Communication and Information Subcommittee Goals:** Receive update from Communication and Information Subcommittee (Basiji, Nagao) and take action as appropriate.

Public Comment: None.

Action: Received update.

5. **Community Support and Health Care Services Subcommittee Goals:** Receive update from Community Support and Health Care Services Subcommittee (Buchholz, Cohen) and take action as appropriate.

Public Comment: None.

Action: Received update.

6. **Work Plan:** Review recommended FY 2022/23 Work Plan and Subcommittees.

Public Comment: None.

Action: Consensus to reorder Work Plan items to reflect the order of the World Health Organization's eight domains.

INFORMATIONAL ITEMS

7. **Grant Community Center Capital Improvement Plan (CIP) Update:** Receive update on Grant Community Center CIP project.

Public Comment: None.

Action: Received update.

8. **Staff Oral Reports:** Receive information and announcements from Town of Los Altos Hills and City of Los Altos staff

Public Comment: None.

Action: Received update.

COMMISSION/SUBCOMMITTEE/STAFF ORAL REPORTS AND REQUESTS FOR FUTURE AGENDA ITEMS

9. **Commission/Subcommittee Reports:** Received updates from Commission/Subcommittees
    A. Recertify Los Altos as an Age-Friendly City (Buchholz, Dixit, Li) – no report
    B. Transportation (Basiji, O'Reilly) – no report
    C. Housing (Basiji, O'Reilly) – no report
    D. Outdoor Spaces and Buildings (Basiji, Nagao) – no report
    E. Civic Participation and Employment (Li) – no report

10. **Future Agenda Items:**
      A. Commission Cultural Inclusion Calendar
      B. Work Plan

ADJOURNMENT

At 4:55 P.M., Monday, September 12, 2022, Chair Cohen adjourned the meeting.

AGE-FRIENDLY CITIES:
CIVIC PARTICIPATION AND EMPLOYMENT

Tony Li
Oct. 3, 2022

GOALS

- Raise awareness about age discrimination

- Attract more employers without losing the village feel

AGE DISCRIMINATION

- Age discrimination is rampant.

- Most of it is done legally.

  - Early retirement programs (50 yrs old &10 years tenure, 'optional' package)

  - You don't 'fit' with our team

- Most of it is cultural.

  - Seniors seen as contributing less, costing more, anchor on health coverage

MORE EMPLOYMENT

- Current zoning and land prices make LA & LAH not competitive for businesses.

- Need office space that scales and is competitive with neighboring cities.

- At the same time, we don't want to lose the village feeling.

- How?

CHECKLIST

VOLUNTEERING OPTIONS

- There is a range of options for older volunteers to participate.

- Voluntary organizations are well-developed, with infrastructure, training programs and a workforce of volunteers.

- The skills and interests of volunteers are matched to positions (e.g. register or database).

- Volunteers are supported in their voluntary work, for example by being provided with transportation or having the cost of parking reimbursed.

EMPLOYMENT OPTIONS

- There is a range of opportunities for older people to work.

- Policy and legislation prevent discrimination on the basis of age.

- Retirement is a choice, not mandatory.

- There are flexible opportunities, with options for part-time or seasonal employment for older people.

- There are employment programs and agencies for older workers.

- Opportunities for voluntary or paid work are known and promoted.

- Transportation to work is available.

- Workplaces are adapted to meet the needs of disabled people.

- There is no cost to the worker of participating in paid or voluntary work.

- There is support for organizations (e.g. funding or reduced insurance costs) to recruit, train and retain older volunteers.

- Employee organizations (e.g. trade unions) support flexible options, such as part-time and voluntary work, to enable more participation by older workers.

- Employers are encouraged to employ and retain older workers.

TRAINING

- Training in post-retirement opportunities is provided for older workers.

- Retraining opportunities, such as training in new technologies, is available to older workers.

- Voluntary organizations provide training for their positions.

ACCESSIBILITY

- Opportunities for voluntary or paid work are known and promoted.

- Transportation to work is available.

- Workplaces are adapted to meet the needs of disabled people.

- There is no cost to the worker of participating in paid or voluntary work.

- There is support for organizations (e.g. funding or reduced insurance costs) to recruit, train and retain older volunteers.

CIVIC PARTICIPATION

- Advisory councils, boards of organizations, etc. include older people.

- Support exists to enable older people to participate in meetings and civic events, such as reserved seating, support for people with disabilities, aids for the hard of hearing, and transportation.

- Policies, programs and plans for older people include contributions from older people.

- Older people are encouraged to participate.

VALUED CONTRIBUTIONS

- Older people are respected and acknowledged for their contributions.

- Employers and organizations are sensitive to the needs of older workers.

- The benefits of employing older workers are promoted among employers.

- There is support for older entrepreneurs and opportunities for self-employment (e.g. markets to sell farm produce and crafts, small business training, and mi- cro-financing for older workers).

- Information designed to support small and home-based business is in a formats suitable for older workers.

ENTREPRENEURSHIP

- There is support for older entrepreneurs and opportunities for self-employment (e.g. markets to sell farm produce and crafts, small business training, and micro-financing for older workers).

- Information designed to support small and home-based business is in a formats suitable for older workers.

PAY

- Older workers are fairly remunerated for their work.

- Volunteers are reimbursed for expenses they incur while working.

- Older workers' earnings are not deducted from pensions and other forms of income support to which they are entitled.

SENIOR COMMISSION
FY 2022-23 Work Plan (May 2022 to May 2023)

Goal	Projects	Assignments	Target Date	City Priority related to	Status
Recertify Los Altos as an Age-Friendly City	Action Plan	• Engage CAFÉ (Center for Age Friendly Excellence) to create an Action Plan to recertify as an Age- Friendly City. **Subcommittee: Buchholz, Dixit, Li**	July 2022	Community Engagement	In progress
	Outdoor Spaces and Buildings	• Participate in Grant Park Master Plan committee. • Recommend hot water, HVAC and electrical upgrade in Grant Park in the CIP budget. • Work collaboratively with Parks & Recreation to support senior use/age friendly programming in public areas. • Plan joint meeting with Parks and Recreation Commission. **Subcommittee: Basiji, Nagao**		Community Engagement	Pending Action Plan details
	Transportation	• Explore resources and options (transportation studies). • Recommend (evaluate, check-in) ridesharing and reimbursement program improvements. • Explore outreach strategies. Consider COVID impacts. **Subcommittee: Basiji, O'Reilly**		Community Engagement	Pending Action Plan details
	Housing	• Understand local senior housing issues. • Understand how other Commissions have addressed the housing needs of seniors. • Advocate for senior housing needs/projects. • Support senior elements in Los Altos Housing Element. **Subcommittee: O'Reilly, Basiji**		Housing	Pending Action Plan details

Goal	Projects	Assignments	Target Date	City Priority related to	Status
Maintain City/Town of Los Altos Age-Friendly status	Social Participation	• Reach isolated seniors not online. • Partner with Parks & Recreation Commission on Pop-Up Activities. **Subcommittee: Buchholz, Dixit, Cohen**		Community Engagement	Pending Action Plan details
	Respect and Social Inclusion	• Reach isolated seniors not online and provide timely information. • Address impacts of social isolation. • Partner with Parks & Recreation Commission on Pop-Up Activities. **Subcommittee: Buchholz, Cohen, Dixit**		Community Engagement	Pending Action Plan details
	Civic Participation and Employment	**Subcommittee: Li**		Community Engagement	Pending Action Plan details
	Communication and Information	• Develop strategies to promote senior programs and facilities including grassroots marketing. • Meet with Marketing/Recreation staff. **Subcommittee: Basiji, Nagao**		Community Engagement	Pending Action Plan details
	Community Support and Health Care Services	• Plan for next endemic and boosters. **Subcommittee: Buchholz, Cohen**		Community Engagement	Pending Action Plan details

Guess the Giant Pumpkin's Weight

October 11th (tentatively) - October 31st
Available for Viewing All Day
Los Altos Hills Town Hall

A LARGE pumpkin will be delivered to Town Hall to celebrate Halloween. Come by to check it out and take your best guess at the pumpkins weight! The closest three guesses will receive Los Altos Hills prizes. The winners will be announced the first week of November.
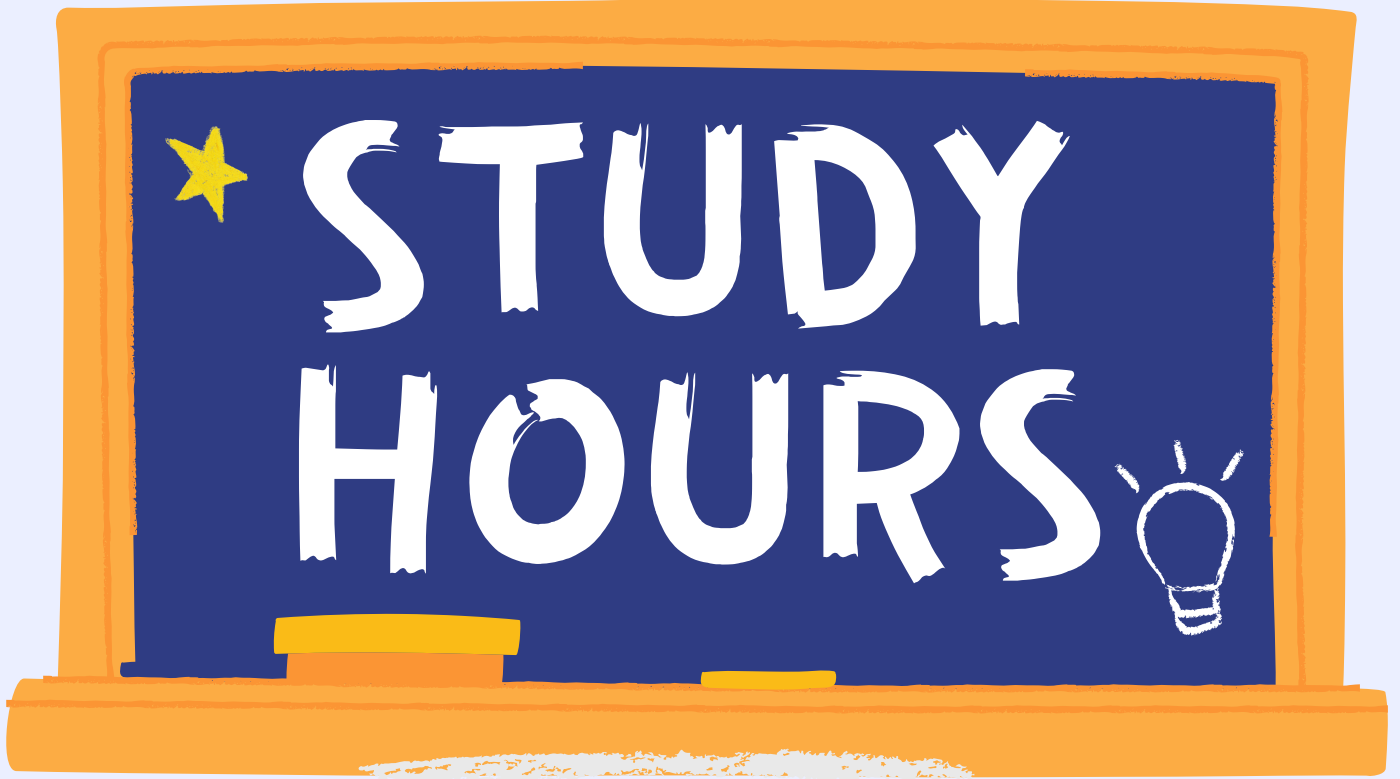

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Sumbit your guess at: www. losaltoshills.ca.gov/pumpkin.

CITY OF LOS ALTOS
PARKS & RECREATION

STUDY HOURS

JUNIPER ROOM
LOS ALTOS COMMUNITY CENTER
97 HILLVIEW AVE.

STARTS OCTOBER 11

FREE TO STUDENTS GRADES 9 – 12

TUESDAYS & THURSDAYS 6:30 – 9 PM

QUESTIONS: WHANEL@LOSALTOSCA.GOV OR (650) 947-2727

LOS ALTOS
TEEN CENTER

Juniper Room in Los Altos Community Center

Drop-in Hours Begin October 11

Tuesday-Friday from 3-6 PM. Drop in is free for all students in 6th-12th grade.

Amenities

- Video Game Console
- Outdoor Patio
- Ping Pong Table
- Study Area
- TV/Flat screen Monitor
- Space to Hold Club Meeting or Event

97 Hillview Ave, Los Altos, CA
Question? whanel@losalosca.gov or (650) 947-2727

Parks
Make
Life
Better!

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CITY OF LOS ALTOS PARKS & RECREATION PRESENTS

Parks
Make
Life
Better!

Family Fun Days

AT THE LOS ALTOS COMMUNITY CENTER

CO-SPONSORED BY THE LOS ALTOS LIBRARY

FREE!

10 AM - 2 PM

JOIN US ONE SATURDAY A MONTH FOR THEMED FAMILY FUN!

OCTOBER	NOVEMBER	DECEMBER
22	**19**	**10**
HAPPY HALLOWEEN	GIVING THANKS	WINTER WONDERLAND

Games • *Crafts* • *Movies* • *Read Alouds*

97 Hillview Avenue
(650) 947-2790 | LosAltosRecreation.org

santa clara county library district

HALLOWEEN
MOVIE NIGHT

Presented by Los Altos Parks & Recreation
Co-sponsored by the Los Altos Mountain View Community Foundation

Featuring

MONSTERS, INC.

Rated (G)

SATURDAY, OCTOBER 22 | 7 PM

Grant Park Soccer Field: 1575 Holt Avenue

FREE ADMISSION

Please bring your own chairs and blankets

Parking is limited: consider walking, biking, or carpooling

Questions? Call (650) 947-2790 or email rec-info@losaltosca.gov

TRICK OR TREAT
AT TOWN HALL

Open to trick or treaters of all ages. See Town staff & electeds, boo!

Friday, October 28th
2:00 - 4:00 pm
Los Altos Hills Town Hall

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Guess the Giant Pumpkin's Weight

Visit Town Hall & Submit Your Guess

Losaltoshills.ca.gov/pumpkin

LOS ALTOS HILLS

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CALIFORNIA

Guess the Weight
VERA VERDE

Official Weight: 1248lbs

Winners 🏅

1st Place: Dave M.
Guessed 1,250 lbs

2nd Place: Marcus
Guessed 1.256 lbs

3rd Place (Tie): Gerado. H &
Diane B.
Guessed 1,257 lbs

LOS ALTOS HILLS
CALIFORNIA

Global Age-friendly Cities: A Guide

World Health Organization

Global Age-friendly Cities:
A Guide

World Health
Organization

Table of Contents

Acknowledgements

The research protocol was implemented in the following 33 cities thanks to the efforts of governments, nongovernmental organizations and academic groups:

Amman, Jordan	La Plata, Argentina	New Delhi, India	San José, Costa Rica
Cancún, Mexico	London, United Kingdom	Ponce, Puerto Rico	Shanghai, China
Dundalk, Ireland		Portage la Prairie, Canada	Sherbrooke, Canada
Geneva, Switzerland	Mayaguez, Puerto Rico		Tokyo, Japan
Halifax, Canada	Melbourne, Australia	Portland, Oregon, United States of America	Tripoli, Lebanon
Himeji, Japan	Melville, Australia	Rio de Janeiro, Brazil	Tuymazy, Russian Federation
Islamabad, Pakistan	Mexico City, Mexico	Ruhr metropolitan region, Germany	Udaipur, India
Istanbul, Turkey	Moscow, Russian Federation		Udine, Italy
Kingston and Montego Bay (combined), Jamaica	Nairobi, Kenya	Saanich, Canada	

Finally, special gratitude is expressed to the older people in all research locations, as well as to the caregivers and service providers who were also consulted in many sites. In focus groups, these people articulated the model of an age-friendly city based on their experience that is at the heart of this Guide. These older people and those who interact with them in significant ways will continue to play a critical role as community advocates and overseers of action to make their cities more age-friendly.

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Introduction: about this Guide

Population ageing and urbanization are two global trends that together comprise major forces shaping the 21st century. At the same time as cities are growing, their share of residents aged 60 years and more is increasing. Older people are a resource for their families, communities and economies in supportive and enabling living environments. WHO regards active ageing as a lifelong process shaped by several factors that, alone and acting together, favour health, participation and security in older adult life. Informed by WHO's approach to active ageing, the purpose of this Guide is to engage cities to become more age-friendly so as to tap the potential that older people represent for humanity.

An age-friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age.

 In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.

To understand the characteristics of an age-friendly city, it is essential to go to the source – older city dwellers. By working with groups in 33 cities in all WHO regions, WHO has asked older people in focus groups to describe the advantages

and barriers they experience in eight areas of city living. In most cities, the reports from older people were complemented by evidence from focus groups of caregivers and service providers in the public, voluntary and private sectors. The results from the focus groups led to the development of a set of age-friendly city checklists.

- Part 1 describes the converging trends of rapid growth of the population over 60 years of age and of urbanization, and outlines the challenge facing cities.

- Part 2 presents the "active ageing" concept as a model to guide the development of age-friendly cities.

- Part 3 summarizes the research process that led to identifying the core features of an age-friendly city.

- Part 4 describes how the Guide should be used by individuals and groups to stimulate action in their own cities.

- Parts 5–12 highlight the issues and concerns voiced by older people and those who serve older people in each of eight areas of urban living: outdoor spaces and buildings; transportation; housing; social participation; respect and social inclusion; civic participation and employment; communication and information; and community support and health services. In each part, the description of the findings concludes with a checklist of core age-friendly city features obtained by analysing the reports from all cities.

- Part 13 integrates the findings within the WHO active ageing perspective and highlights strong connections between the age-friendly city topics. These reveal the principal traits of the "ideal" age-friendly city and show how changing one aspect of the city can have positive effects on the lives of older people in other areas. Seized by the promise of more age-friendly communities, WHO collaborators are now undertaking initiatives to translate the research into local action, to expand the scope beyond cities, and to spread it to more communities. An age-friendly community movement is growing for which this Guide is the starting point.

Part 1. Global ageing and urbanization: meeting the challenge of humanity's success

The world is rapidly ageing: the number of people aged 60 and over as a proportion of the global population will double from 11% in 2006 to 22% by 2050. By then, there will be more older people than children (aged 0–14 years) in the population for the first time in human history (1). Developing countries are ageing at a much faster rate than developed countries: within five decades, just over 80% of the world's older people will be living in developing countries compared with 60% in 2005 (2).

At the same time, our world is a growing city: as of 2007, over half of the global population now lives in cities (3). Mega-cities, that is, cities with 10 million inhabitants or more, increased tenfold from 2 to 20 during the 20th century, accounting for 9% of the world's urban population by 2005 (4). The number and proportion of urban dwellers will continue to rise over the coming decades, and particularly in cities with fewer than five million inhabitants (5). Again, this growth is happening much more rapidly in developing regions. By 2030, about three out of every five people in the world will live in cities and the number of urban dwellers in the less developed regions will be almost four times as large as that in the more developed regions (Fig. 2) (6).

Figure 1. Percent distribution of world population 60 or over by region, 2006 and 2050
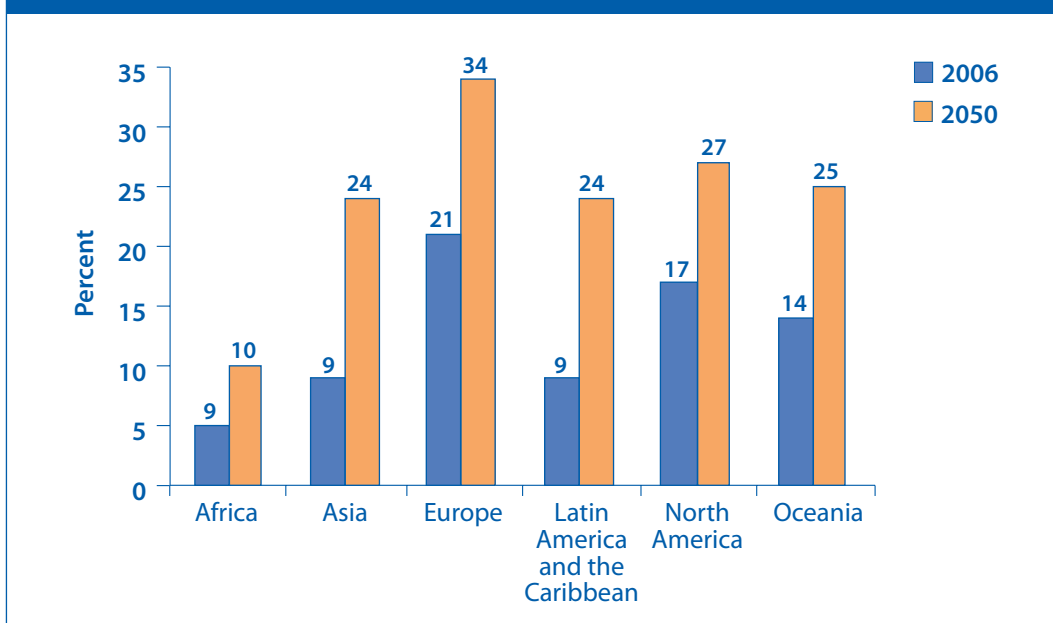
Source: United Nations Department of Economic and Social Affairs *(1)*.

Figure 2. Percentage of Urban Population in Major Areas
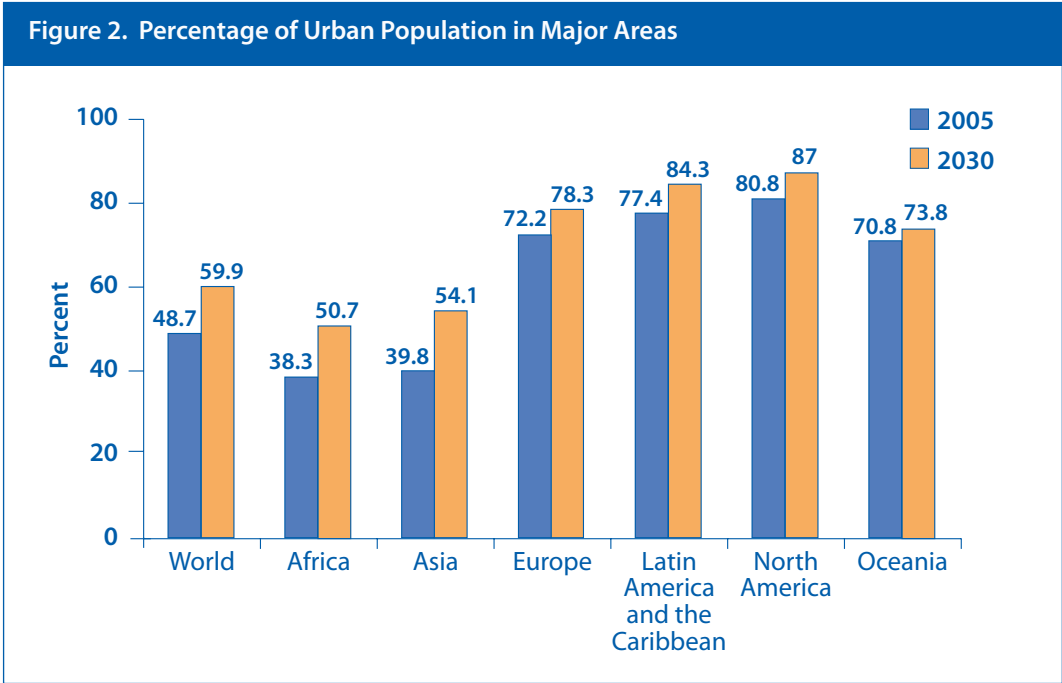
Source: United Nations Department of Economic and Social Affairs, Population Division *(6)*.

More older people are also living in cities. The proportion of the older adult population residing in cities in developed countries matches that of younger age groups at about 80%, and will rise at the same pace. In developing countries, however, the share of older people in urban communities will multiply 16 times from about 56 million in 1998 to over 908 million in 2050. By that time, older people will comprise one fourth of the total urban population in less developed countries (7).

Population ageing and urbanization are the culmination of successful human development during last century. They also are major challenges for this century. Living longer is the fruit of critical gains in public health and in standards of living. As stated in the WHO Brasilia Declaration on Ageing (8) in 1996, "healthy older people are a resource for their families, their communities and the economy". Urban growth is associated with a country's technological and economic development. Vibrant cities benefit a country's entire population – urban and rural. Because cities are the centre of cultural, social and political activity, they are a hothouse for new ideas, products and services that influence other communities and therefore the world. Yet to be sustainable, cities must provide the structures and services to support their residents' wellbeing and productivity. Older people in particular require supportive and enabling living environments to compensate for physical and social changes associated with ageing. This necessity was recognized as one of the three priority directions of the Madrid International Plan of Action on Ageing endorsed by the United Nations in 2002 (9). Making cities more age-friendly is a necessary and logical response to promote the wellbeing and contributions of older urban residents and keep cities thriving. And

Part 2. Active ageing: a framework for age-friendly cities

The idea of an age-friendly city presented in this Guide builds on WHO's active ageing framework (10).

Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age.

In an age-friendly city, policies, services, settings and structures support and enable people to age actively by:

• recognizing the wide range of capacities and resources among older people;

• anticipating and responding flexibly to ageing-related needs and preferences;

• respecting their decisions and lifestyle choices;

• protecting those who are most vulnerable; and

• promoting their inclusion in and contribution to all areas of community life.

Active ageing depends on a variety of influences or determinants that surround individuals, families and nations. They include material conditions as well as social factors that affect individual types of behaviour and feelings (11). All of these factors, and the interaction between them, play an important role in affecting how well individuals age. Many aspects of urban settings and services reflect these determinants and are included in the characteristic features of an age-friendly city (Fig. 3).

Figure 3. Determinants of Active Ageing

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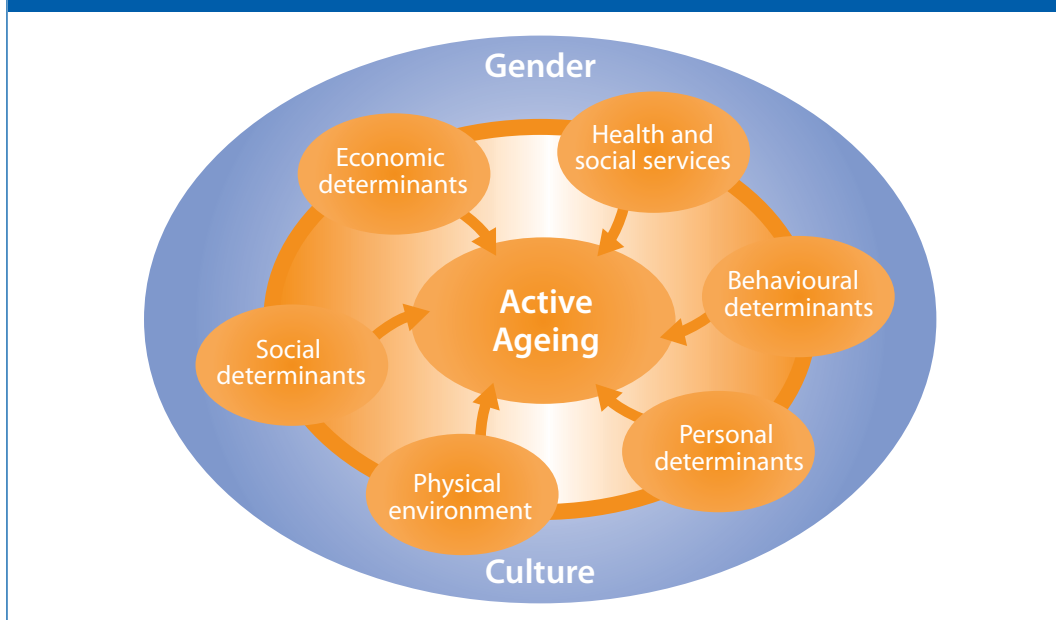
These determinants have to be understood from a life course perspective that recognizes that older people are not a homogeneous group and that individual diversity increases with age. This is expressed in Fig. 4, which illustrates that functional capacity (such as muscular strength and cardiovascular output) increases in childhood, peaks in early adulthood and eventually declines. The rate of decline is largely determined by factors related to lifestyle, as well as external social, environmental and economic factors. From an individual and societal perspective, it is important to remember that the speed of decline can be influenced and may be reversible at any age through individual and public policy measures, such as promoting an age-friendly living environment.

Because active ageing is a lifelong process, an age-friendly city is not just "elderly-friendly". Barrier-free buildings and streets enhance the mobility and independence of people with disabilities, young as well as old. Secure neighbourhoods allow children, younger women and older people to venture outside in confidence to participate in physically active leisure and in social activities. Families experience less stress when their older members have the community support and health services they need. The whole community benefits from the participation of older people in volunteer or paid work. Finally, the local economy profits from the patronage of older adult consumers. The operative word in age-friendly social and physical urban settings is enablement.

Figure 4. Maintaining functional capacity over the life course
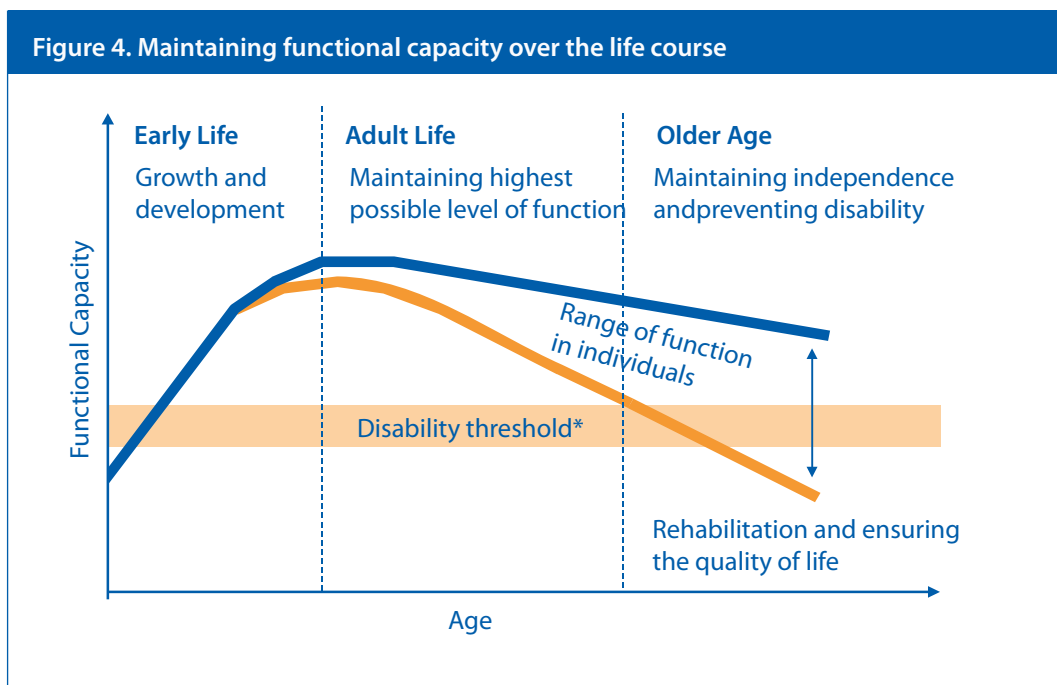
Source: Kalache & Kickbusch (12).

Part 3. How the Guide was developed

Cities in all WHO Regions

A total of 35 cities from all continents participated in the WHO project leading to the Guide, and 33 of these cities participated in focus group research thanks to the collaboration of government officials and nongovernmental and academic groups (1). These cities represent a wide range of developed and developing countries (Fig. 5). They reflect the diversity of contemporary urban settings, including six current mega-cities with over 10 million inhabitants (Mexico City, Moscow, New Delhi, Rio de Janeiro, Shanghai and Tokyo), "almost mega-cities" such as Istanbul, London and New York, as well as national capitals, regional centres and small cities.

Bottom-up participatory approach

The bottom-up participatory approach (13) involves older people in analysing and expressing their situation to inform government policies. It is recommended by the United Nations for empowering older people to contribute to society and to participate in decision-making processes. Because older people are the ultimate experts on their own lives, WHO and its partners in

each city have involved older people as full participants in the project. Project leaders sought the first-hand experience of older people. What are the age-friendly features of the city they live in? What problems do they encounter? What is missing from the city that would enhance their health, participation and security?

Focus groups were set up with older people aged 60 years and older from lower- and middle-income areas. A total of 158 such groups, involving 1485 participants, were organized between September 2006 and April 2007. Older people were the main source of information in all the 33 cities that conducted focus groups. To obtain the views of people who would be unable to attend focus groups owing to physical or mental impairment, most cities also held a focus group with caregivers who talked about the experience of the older people for whom they were caring.

To complement the information from older people and caregivers, most cities also conducted focus groups with service providers from the public, voluntary and commercial sectors. In all, 250 caregivers and 515 service providers were included in the consultations. These people made observations based on their interactions with older people. The caregivers and service providers sometimes provided information that older people did not report, but the information from both groups was always consistent with the views expressed by

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1. Edinburgh contributed information on the city's age-friendliness, based on a large survey and individual interviews collected a few months prior to the WHO project. The information from Edinburgh, using a different but complementary methodology, provided additional confirmation of the findings from focus groups. New York City was closely involved in the data analysis and in the development of the next phases of the Global Age-Friendly Cities project.

Figure 5. World map of age-friendly partner cities

Americas
Argentina, La Plata
Brazil, Rio de Janeiro
Canada, Halifax
Canada, Portage la Prairie
Canada, Saanich
Canada, Sherbrooke
Costa Rica, San Jose
Jamaica, Kingston
Jamaica, Montego Bay
Mexico, Cancun
Mexico, Mexico City
Puerto Rico, Mayaguez
Puerto Rico, Ponce
USA, New York
USA, Portland

Africa
Kenya, Nairobi

Eastern Mediterranean
Jordan, Amman
Lebanon, Tripoli
Pakistan, Islamabad

Europe
Germany, Ruhr
Ireland, Dundalk
Italy, Udine
Russia, Moscow
Russia, Tuymazy
Switzerland, Geneva
Turkey, Istanbul

UK, Edinburgh
UK, London

South-east Asia
India, New Delhi
India, Udaipur

Western Pacific
Australia, Melbourne
Australia, Melville
China, Shanghai
Japan, Himeji
Japan, Tokyo

The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dashed lines represent approximate border lines for which there may not yet be full agreement.

older people.

Discussion topics

A total of eight topics were explored in the focus groups to give a comprehensive picture of the city's age-friendliness. The topics cover the features of the city's structures, environment, services and policies that reflect the determinants of active ageing. The topics had been identified in previous research with older people on the characteristics of elderly-friendly communities (14,15). The same basic questions

about each area were asked in the focus groups in all cities.

The first three topics were outdoor spaces and buildings, transportation, and housing. As key features of a city's physical environment, they have a strong influence on personal mobility, safety from injury, security from crime, health behaviour and social participation. Another three topics reflect different aspects of the social environment and of culture that affect participation and mental wellbeing. Respect and social inclusion deals with the attitudes, behaviour and messages of other people and of the community as a whole towards older people. Social participation refers to the engagement of older people in recreation, socialization, and cultural, educational and spiritual activities. Civic participation and employment addresses opportunities for citizenship, unpaid work and paid work; it is related to both the

social environment and to the economic determinants of active ageing. The last two topic areas, communication and information and community support and health services, involve both social environments and health and social service determinants. The cross-cutting active ageing determinants of culture and gender were included only indirectly in this project, because their influence on active ageing extends far beyond urban living. Owing to their overriding influence, these determinants merit specially focused initiatives.

As with the determinants of active ageing, these eight aspects of city life overlap and interact. Respect and social inclusion are reflected in the accessibility of the buildings and spaces and in the range of opportunities that the city offers to older people for social participation, entertainment or employment. Social participation, in turn, influences social inclusion, as well

Figure 6. Age-friendly city topic areas
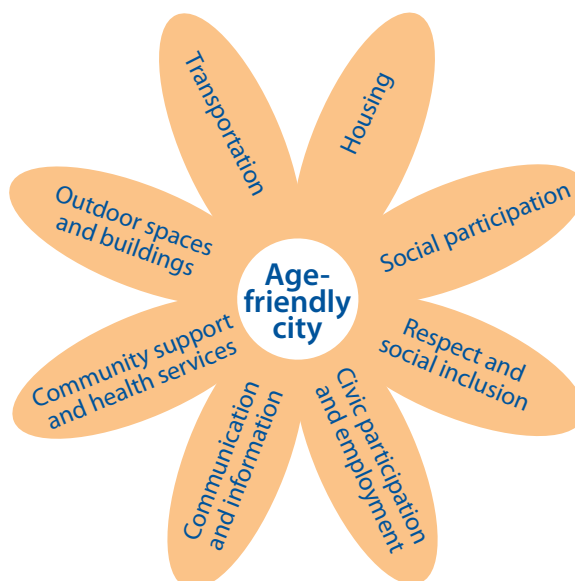
as access to information. Housing affects needs for community support services, while social, civic and economic participation partly depend on the accessibility and safety of outdoor spaces and public buildings. Transportation and communication and information particularly interact with the other areas: without transportation or adequate means of obtaining information to allow people to meet and connect, other urban facilities and services that could support active ageing are simply inaccessible. Fig. 6 depicts the age-friendly city topic areas.

Identifying age-friendly features

For each topic, the reports of age-friendly

aspects of the city, the barriers and gaps, and the suggestions for improvement voiced by focus group participants in all cities were transcribed and grouped into themes. The themes that were mentioned in each city were recorded to form a picture of what was most important overall and in different regions and cities. Based on the themes, a checklist of the core features of an age-friendly city was developed in each area of city living. The checklist is a faithful summary of the views expressed by the focus group participants worldwide.

Part 4. How to use the Guide

Core age-friendly features

The purpose of this Guide is to help cities see themselves from the perspective of older people, in order to identify where and how they can become more age-friendly. The following parts of the Guide describe, for every area of city life, the advantages and barriers that older people experience in cities at different stages of development. The checklist of core age-friendly features concluding each part applies to less developed as well as more developed cities. It is intended to provide a universal standard for an age-friendly city.

The age-friendly features checklist is not a system for ranking one city's age-friendliness against another's; rather, it is a tool for a city's self-assessment and a map to chart progress. No city is too far behind to make some significant improvements based on the checklist. Going beyond the checklist is possible, and indeed some cities already have features that exceed the core. These good practices provide ideas that other cities can adapt and adopt. Nevertheless, no city provides a "gold standard" in every area.

The checklists of age-friendly urban features are neither technical guidelines nor design specifications. Other technical documentation is available to help implement changes that may be required in individual cities (16,17).

Who will use the Guide?

The Guide is intended to be used by individuals and groups interested in making their city more age-friendly, including governments, voluntary organizations, the private sector and citizens' groups. The same principle followed in creating the Guide applies to using it; that is: involve older people as full partners at all stages. In assessing the city's strengths and gaps, older people will describe how the checklist of features matches their own experiences. They will provide suggestions for change and they may participate in implementing improvement projects. The situation of older people articulated through this bottom-up approach provides the essential information to be distilled and analysed by gerontology experts and decision-makers in developing or adapting interventions and policies. In the follow-up stages of "age-friendly" local action, it is imperative that older people continue to be involved in monitoring the city's progress and acting as age-friendly city advocates and advisers.

Part 5. Outdoor spaces and buildings

Overview of findings

The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people and affect their ability to "age in place". In the WHO project consultation, older people and others who interact significantly with them describe a broad range of characteristics of the urban landscape and built environment that contribute to age-friendliness. The recurring themes in cities around the world are quality of life, access and safety. Improvements that have been made or that are under way in cities at all stages of development are welcomed by those consulted, who also point out other changes that ought to be made.

1. Pleasant and clean environment

The beauty of the city's natural surroundings is a feature that people in many cities mention spontaneously as an age-friendly feature. For example, in Rio de Janeiro and Cancún, living close to the ocean is seen as a definite advantage, as is living close to the river in Melville and London. In Himeji, older people value the quiet and peacefulness of their environment. At the same time, older people do express complaints with respect to their city's cleanliness and to disturbing noise levels and odours.

> *You get out of your bed at four o'clock in the morning instead of six o'clock because there is too much noise outside.*
>
> Older person, Istanbul

In Tripoli, the smell of smoke from narguileh (oriental water pipes) is said to be "suffocating", especially in the evenings and during Ramadan. In Jamaica, concern is expressed at the loudness of music, compounded by the explicit language used in the songs. In a number of cities, the perceived dirtiness of the city detracts from older residents' quality of life. To address these problems, people in Mexico City suggest that a "clean street" campaign be organized, while in Jamaica, regulations addressing noise levels are recommended.

The size of the city is thought to be a problem in some cities. The increasing numbers of people in Tokyo are thought to be linked to a reduction in community cohesiveness. Nairobi is considered to be overcrowded and difficult for older people to get around.

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2. Importance of green spaces

Having green spaces is one the most commonly mentioned age-friendly features. However, in many cities there are barriers that prevent older people from using green spaces. In New Delhi, for example, some green spaces are said to be poorly maintained and have become "dumps", and in Himeji, some parks are considered to be unsafe. Concern is expressed in Melville about the inadequate toilet facilities and lack of seating. In Moscow it is reported that there is no protection from the weather, while in Udaipur difficulties in getting to the parks are highlighted. Another issue of concern is hazards resulting from shared use of the park.

> *It may be a limiting factor to an older person going into a park that might be a shared activity area with bikes whizzing by, or skateboards or roller-bladers, or large bounding four-legged beasts.*
>
> Service provider, Melbourne

Different suggestions are offered to resolve these problems. Caregivers in Halifax see a need for small, quieter, contained green spaces in the fringe areas of the city rather than the large busy parks used by children and skateboarders. Older people in Amman recommend special gardens for their age group, while older people in New Delhi suggest demarcated areas in parks for older people. Better park maintenance is called for in several locations.

3. Somewhere to rest

The availability of seating areas is generally viewed as a necessary urban feature for older people: it is difficult for many older people to walk around their local area without somewhere to rest.

> *There are very few seating areas … you get tired and need to sit down.*
>
> Older person, Melville

Older people and caregivers in Shanghai appreciate the relaxing rest areas in their city. In Melbourne, the redevelopment of outdoor seating areas is viewed positively. Yet there is some concern about encroachment into public seating areas by people or groups who are intimidating or who display antisocial behaviour. In Tuymazy, for example, it was requested that the public seating be removed for this very reason.

4. Age-friendly pavements

The condition of pavements has an obvious impact on the ability to walk in the local area. Pavements that are narrow, uneven, cracked, have high curbs, are congested or have obstructions present potential hazards and affect the ability of older people to walk around.

> *I had a fall due to the pavement. I broke my shoulder.*
>
> Older person, Dundalk

Inadequate pavements are reported as an almost universal problem. In many cities, such as Mexico City, Rio de Janeiro and those in Jamaica, pedestrians are forced to

share the pavements with street vendors. In other cities, such as La Plata, Moscow, Ponce and the Ruhr metropolitan region, cars parked on the pavement force pedestrians to walk on the road. The weather may compound the difficulties experienced by older people using pavements. In Sherbrooke, for example, concern is expressed about snow not being cleared from the pavements and in Portage la Prairie, the risk of falls is considered greater after it has snowed.

Approval is expressed for improvements that some cities are making to the design and maintenance of pavements. The following features to make pavements age-friendly are often suggested:

- a smooth, level, non-slip surface;
- sufficient width to accommodate wheelchairs;
- dropped curbs that taper off to be level with the road;
- clearance from obstructions such as street vendors, parked cars and trees; and
- priority of access for pedestrians.

> *I don't live downtown, I live in La Loma, but we have the same problem with the sidewalks and stuff. It is hard for me to walk, I use a cane, and I'm all the time looking down, as a friend of mine used to say. Now when I'm walking round downtown and ask for help to go across 7th street, I always see if I can find a young person or so, and people come to me, so I can't complain about that, about people helping.*
>
> Older person, La Plata

5. Safe pedestrian crossings

The ability to cross the road safely is an often mentioned concern, and it is reported that several cities have taken steps to improve the conditions for people crossing the road: traffic lights at pedestrian crossings in Cancún; traffic islands in La Plata; pedestrian crossings in Mayaguez, and non-slip strips on pedestrian crossings in Portland. Amman has built bridges and tunnels to assist pedestrians to cross roads.

In quite a few cities, it is reported that the pedestrian crossing lights change too quickly. In Melville, it is suggested that the crossing lights have a visual "countdown" so that pedestrians know how much time they have to cross the road. The auditory signals at pedestrian crossings are much appreciated in Istanbul, and in Portland and Udine, auditory as well as visual cues at crossings are recommended.

> *Cross lights are made for Olympic runners.*
>
> Older person, Halifax

Another common concern is that drivers fail to follow traffic signals and do not give way to pedestrians.

> *… there are pedestrian crossings but motorists have no respect for pedestrians. They see you on the thing and they come right up on you. If your heart is not strong you drop down.*
>
> Older person, Jamaica

In most of the cities, the volume and speed of road traffic is said to present barriers for older people, both as pedestrians and as drivers. In Udaipur, it is reported that the traffic is chaotic and older people fear going out because of heavy traffic; some will not go out unless they are accompanied. (The difficulties encountered by older drivers are discussed in Part 7.)

6. Accessibility

In both developed and developing countries, people think that their city was not designed for older people.

> *I only go into town when I have something specific to do. I go there and finish what I am doing and come straight back home. Why would I want to walk around the city? I am not a young person.*
>
> Older person, Nairobi

In many cities, reference is made to barriers to physical access, which can discourage older people from leaving their homes. In Rio de Janeiro, it is pointed out that the concrete ladders to access the favela (shanty town) are difficult for older people to use. The lack of ramps in some areas is an issue in Sherbrooke. The common recommendation for addressing these concerns is education, particularly for urban planners and architects, about the needs of older people.

7. A secure environment

Feeling secure in one's living environment strongly affects people's willingness to move about in the local community, which in turn affects their independence, physical health, social integration and emotional well-being. Many cities are considered to be generally safe from harm by others, but others clearly are not. Regardless of the actual level of danger, concerns about security are expressed nearly everywhere, including matters such as street lighting, violence, crime, drugs and homelessness in public places. Going out at night is especially fearful for many older people.

> *We are not going out in the evenings. I don't go anywhere … they might kill you.*
>
> Older person, Tuymazy

It is acknowledged that some cities have taken measures to improve security; for example, it is pointed out that Geneva and Sherbrooke have installed surveillance cameras.

A suggestion made in La Plata to improve security is to involve the community, such as promoting self-organized groups among older people for greater outdoor safety as well as providing more police. In Dundalk, it is suggested that the government provide a grant to enable older people to improve their personal security.

Earthquakes occur frequently in Turkey, and older people in Istanbul are concerned that the city is not designed to minimize the risk of injury resulting from earthquakes.

> *We should have an empty space to feel safe from the earthquakes, but they don't give us, they tell us to use the streets.*
>
> Older person, Istanbul

8. Walkways and cycle paths

Walkways and cycle paths are seen as part of a health promoting, age-friendly environment, yet there are hazards noted as well. In Geneva, cyclists are thought by some to be a danger to older people. In Udine, it is suggested there should be two pathways – one for cyclists and one for pedestrians. Older people in Cancún, Portland and Saanich value the walking trails provided in their cities. The need to ensure walkways have a smooth surface is highlighted by caregivers in Halifax, and the need to ensure they are easy to access with sufficient wheelchair access points is mentioned by older people and caregivers in Portage la Prairie. Older people in Udine advise developing a system of walkways to move through the area, and in Halifax, walkways in car parks are called for to ensure the safety of pedestrians. Adding public toilets near walkways is another idea put forward in Saanich.

9. Age-friendly buildings

In many cities, including Himeji, Mayaguez, Melbourne and New Delhi, reference is made to new buildings being accessible and improvements being made to make buildings more accessible. Generally, the features that are considered necessary for buildings to be age-friendly are:

- elevators
- escalators
- ramps
- wide doorways and passages
- suitable stairs (not too high or steep) with railings
- non-slip flooring
- rest areas with comfortable seating
- adequate signage
- public toilets with handicap access.

In two cities, however, barriers to older people using elevators are mentioned. In Nairobi, older people have a fear of using elevators and need to be accompanied; while in Tripoli, older people are reluctant to use elevators as electricity failures are common and they fear being stranded.

While there is widespread recognition of the importance of having accessible buildings, it is also widely acknowledged that many buildings, particularly old buildings, are not accessible. In some cases, it is not possible to make old buildings more accessible. Most of the cities see a need to improve the accessibility of their buildings, particularly to facilitate wheelchair access.

Some positive and negative attributes of

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large shopping centres are also mentioned. In Dundalk and Melville, some shopping centres provide wheelchairs for their customers and have wheelchair access. In Melbourne, the need to walk long distances is seen as a barrier to using large shopping centres. In Istanbul, shopping centres have escalators but older people find them difficult to use.

It is considered that buildings, including shops, should be located close to where older people live to enable them to have easy access to these services and facilities. Older people in Tuymazy appreciate living close to stores and markets. The clustering of businesses in Sherbrooke allows older people to do their transactions within a small radius of their homes.

10. Adequate public toilets

The availability of clean, conveniently located, well-signed, handicap-accessible toilets is generally regarded as an important age-friendly feature of the built environment. In Islamabad, appreciation is expressed for the recently introduced public toilets, which are increasing in number.

A number of barriers are identified in relation to public toilets. In Halifax, it is noted that the toilet doors are heavy. In Himeji, public toilets are small and not all are the type with seats. In La Plata, caregivers point out that there are no toilets accessible to people with disabilities.

11. Older customers

Good customer service that appreciates the needs of older people is considered to be an age-friendly feature. Preferential treatment is given to older people in Cancún, and in Jamaica, some businesses provide wheelchairs for older customers. In Mexico City, priority service is provided to older people by law. In Portland, an "elderly-friendly" business guide and audit system has been developed by a voluntary group.

One of the barriers identified in a number of cities is the long queues or waiting times older people face to be served. It is suggested that special service arrangements be made for older people, such as separate queues or service counters. Older people in Islamabad recommend giving older women priority in queues. In Sherbrooke, it is suggested that seats be placed in businesses, such as banks, where older people are required to wait.

Another barrier identified in some cities, including London and Tokyo, is the disappearance of the local shop or convenience store. With their closing, older people lose a potential source of social contact and are required to travel further to shop.

Age-friendly outdoor spaces and buildings checklist

Environment

- The city is clean, with enforced regulations limiting noise levels and unpleasant or harmful odours in public places.

Green spaces and walkways

- There are well-maintained and safe green spaces, with adequate shelter, toilet facilities and seating that can be easily accessed.

- Pedestrian-friendly walkways are free from obstructions, have a smooth surface, have public toilets and can be easily accessed.

Outdoor seating

- Outdoor seating is available, particularly in parks, transport stops and public spaces, and spaced at regular intervals; the seating is well-maintained and patrolled to ensure safe access by all.

Pavements

- Pavements are well-maintained, smooth, level, non-slip and wide enough to accommodate wheelchairs with low curbs that taper off to the road.

- Pavements are clear of any obstructions (e.g. street vendors, parked cars, trees, dog droppings, snow) and pedestrians have priority of use.

Roads

- Roads have adequate non-slip, regularly spaced pedestrian crossings ensuring that it is safe for pedestrians to cross the road.

- Roads have well-designed and appropriately placed physical structures, such as traffic islands, overpasses or underpasses, to assist pedestrians to cross busy roads.

- Pedestrian crossing lights allow sufficient time for older people to cross the road and have visual and audio signals.

Traffic

- There is strict enforcement of traffic rules and regulations, with drivers giving way to pedestrians.

Cycle paths

- There are separate cycle paths for cyclists.

Safety

- Public safety in all open spaces and buildings is a priority and is promoted by, for example, measures to reduce the risk from natural disasters, good street lighting, police patrols, enforcement of by-laws, and support for community and personal safety initiatives.

Services

- Services are clustered, located in close proximity to where older people live and can be easily accessed (e.g. are located on the ground floor of buildings).

- There are special customer service arrangements for older people, such as separate queues or service counters for older people.

Buildings

- Buildings are accessible and have the following features:

    – elevators

    – ramps

    – adequate signage

    – railings on stairs

    – stairs that are not too high or steep

    – non-slip flooring

    – rest areas with comfortable chairs

    – sufficient numbers of public toilets.

Public toilets

- Public toilets are clean, well-maintained, easily accessible for people with varying abilities, well-signed and placed in convenient locations.

Part 6. Transportation

Overview of findings

Transportation, including accessible and affordable public transport, is a key factor influencing active ageing. It is a theme running through many other areas of discussion. In particular, being able to move about the city determines social and civic participation and access to community and health services.

People consulted in the WHO project therefore have a lot to say on the topic, covering every aspect of infrastructure, equipment and service for all means of urban transportation.

> *For many older people, their lives are guided by the available transport system.*
>
> Service provider, Dundalk

1. Availability

Public transport services are said to be available in almost all of the cities, although not in all areas. Cities in developed countries and those with a transition economy (e.g. the Russian Federation) are more likely to indicate that their public transport system is well-developed or satisfactory. A range of transport services are available in many cities, including buses (private and public), trains, trams, trolleybuses, rickshaws (private and public), shuttle buses and minibuses, community (voluntary) transport services, services specifically for

disabled or frail older people, taxis, and personal drivers. Yet in cities at all stages of development, there are gaps reported that need to be addressed to make the community more age-friendly.

2. Affordability

Cost is viewed as a significant factor affecting older people's use of public transport. In some cities, free or subsidized public transport for older people is said to be provided. Geneva reportedly offers free transport for someone accompanying an older person, and in Dundalk, people 75 years and older are entitled to a Companion Pass. In some cities, however, the cost of public transport is considered to be too expensive. Older people in Nairobi complain about the arbitrary price increases charged because of bad weather, public holidays and peak travel periods. Difficulties getting subsidized or free fares are mentioned. In Himeji, it is said that the eligibility age for the complimentary pass is too high, while in New Delhi, the application process for concession travel is considered to be cumbersome. In Rio de Janeiro, free transport is not provided to the older people who live in the favela, as public transport does not service this area. In Geneva, discounted travel can only be obtained if older people purchase a railway season ticket. Subsidized fares can-

not be used for private transport services in some cities, although in Dundalk, free travel passes are accepted on some private bus services.

People in some cities suggest that free transport or subsidized transport be provided or extended for older people. In Mexico City, it is suggested that free transport be provided for older people to attend specific events.

3. Reliability and frequency

Having frequent and reliable public transport services is identified as an age-friendly feature. Some older people, especially in developed countries, indicate that the frequency of their city transport services is good.

Nevertheless, there are a number of reports from cities at varying stages of development that public transport services are not frequent or reliable enough. In Istanbul, older people indicate that travelling by public transport takes a very long time as it is not frequent. In Melbourne, some areas are said to have no bus service from Saturday afternoon until Monday morning. In the Ruhr metropolitan area, older people consider that public transport to the outer areas of the city and at night is not frequent enough. In some cities, it is suggested that public transport be more frequent, particularly at night and at weekends.

In a few cities, such as Geneva, London, Moscow and Tokyo, people indicate that their public transport services are reliable but this is not always the case in other similarly developed cities. This was not an age-friendly feature reported in developing cities. In Amman, there is no fixed timetable for the buses, and in Islamabad, there is no fixed timetable for public service vehicles. In La Plata, the buses are unreliable as the routes are often changed.

4. Travel destinations

The ability to use public transport depends very much on being able to get to where you want to go. People in quite a few cities state that their public transport services provide good coverage of at least some areas, enabling people to get to their desired destination. But concern is expressed in other cities in both developed and developing countries about the adequacy of public transport routes; people complain that several areas of the city are not covered, or it is difficult to cross the entire city, or there are poor connections between buses and other means of transport. In addition, important destinations of older people are not well-served. For instance, the bus in Dundalk does not travel to one of the nursing homes, and in Mayaguez, there is limited transportation to the seniors' centres. In Tuymazy, access by public transport to public gardens is considered insufficient.

> *The thing with public transit, there are big holes ... if you want to go downtown you're in great shape, if you want to go across town you're going to have to struggle.*
>
> Older person, Portland

5. Age-friendly vehicles

Boarding and disembarking from vehicles is another major issue raised. A number of cities are reported to have some public transport vehicles that are modified to provide easier access for older people: in Shanghai, modified seating is provided; in Saanich, there are some accessible buses; and in Udaipur, a public bus service is starting soon with low-floor buses. In Geneva, some buses have raised platforms and low floors.

People commonly observe that the design of public transport vehicles presents barriers to older people. In Udine, for example, the older people say that it is difficult to use buses owing to the high steps on the buses, and in Ponce, buses are not adapted for wheelchair access.

Residents in a small number of cities also mention other features that discourage the use of public transport. In New Delhi, older people point out that the bus route numbers are not clearly displayed on public service buses. The service providers in Dundalk question the roadworthiness of some buses, and in La Plata, older people express concern about the deteriorated condition of some buses.

6. Specialized services for older people

Older people who have difficulties using public transport need to have specially adapted means of transport. These are mentioned as an age-friendly feature in some cities in developed countries, but in others there are few such options available. Recommendations are made to provide services for people with disabilities. For example, in Rio de Janeiro, caregivers mention that taxis are the only available means of transport for older people with disabilities, but that their wheelchairs cannot fit into the boot of the vehicle because the petrol tank is located there. In Mexico City, caregivers suggest the provision of adapted buses specifically for disabled people and their caregivers.

7. Priority seating and passenger courtesy

A few cities indicate that having priority seating on public transport for older people is an age-friendly feature and in some cities, such as Islamabad, passengers do respect the priority seating for older people. This courtesy is not common, however, and public education on courtesy in public transportation is recommended by, for example, older people in Moscow.

8. Transport drivers

In some cities, courteous transport drivers are described as an age-friendly feature facilitating the use of public transport. In many others, however, concern is expressed about the insensitivity of drivers, particularly bus drivers, towards older people.

One of the major concerns raised is that drivers do not wait for older people to be seated before starting off.

> *I can get on the bus but the minute the man takes off the bus rocks and I'm flat on my face.*
>
> Older person, Saanich

In Rio de Janeiro, it is pointed out that many middle class older people take a taxi or the metro rather than ride in a bus, because they are afraid of falling in a bus.

A particular problem identified in developing cities, such as Amman, is drivers' reluctance to pick up older people. In Delhi and Geneva, older people highlight the difficulties caused when bus drivers do not stop close enough to the curb to enable them to get on and off the bus safely. People in Dundalk mention that bus drivers stop at unmarked locations, which is often dangerous, particularly at road corners. In Geneva and Ponce, some bus drivers are said to be to be impolite.

Other identified barriers include careless driving and disregard for the rules of the road.

> *They drive like mad … with very loud music.*
>
> Older person, Mexico City

A final issue identified in a few developing cities is exploitation by drivers. For example, in New Delhi, some rickshaw drivers overcharge their passengers, and in Nairobi, fares are changed very arbitrarily.

Not surprisingly, in quite a few cities it is suggested that drivers should be educated to be sensitive to the needs of older people. The driver training programme that has been implemented in Sherbrooke is regarded as a benefit for older passengers.

In a small number of cities, it is suggested other transport staff, for example counter staff, should also be educated about the needs of older people and how this affects their use of transport services.

9. Safety and comfort

Whether or not people feel safe using public transport has a significant effect on their willingness to use these services. In a few cities, it is reported that public transport is safe. In Cancún it was mentioned that there is less crime on public transport services than in other cities, and in Melbourne and Moscow, public transport is deemed to be safe. Yet even in places where some people consider public transport safe to use, for example London, it is still suggested that steps be taken to further improve safety. In the many cities where reservations about the safety of public transport are expressed, the issues are theft or antisocial behaviour.

> *The main problem is getting on and off the buses. Which of your pockets are you going to control? While you are looking after your pocket, you see that your purse has gone.*
>
> Older person, Istanbul.

In many cities, crowded public transport, particularly during peak times (the "rush hour"), also presents safety issues for older people. This problem is more commonly identified in developing cities and in the Russian cities. For example, in Jamaica, pushing and shoving is reported to be a problem for older people at bus stops and on boarding buses. In Moscow, it is pointed out that crowding makes it difficult to breathe in the railway station.

A few developed cities, like Dundalk, Portland and Saanich, also mention difficulties related to overcrowded public transport.

> *You can't breathe on it [train from Dublin]. If you collapsed nobody would know – you're wedged up!*
>
> Older person, Dundalk

In Nairobi, older people note with satisfaction that overcrowding problems have significantly improved since the introduction of legislation, the Michuki Rules, to ensure the required seating capacity is not exceeded. In Tuymazy, providing more buses during peak times is suggested, while in Saanich, it is recommended that older people be encouraged to use public transport outside peak times.

10. Transport stops and stations

The design, location and condition of transport stops and stations are significant features as well. In Shanghai, older people and caregivers value the benches, shelter and lighting provided at some transport stops. In Ponce, the bus stops and terminal are kept in good condition. In Portland, convenient access to transport stops is viewed with satisfaction.

The location of transport stops presents some difficulties for older people. Problems are encountered in Melbourne when there are few bus stops and the distance between the stops is too great. In Melville, older people express concern about having to cross a major road to get to the bus stop. In Saanich, some older people mention that bus stops are too far from their homes.

In some cities, there are issues of safety at transport stops. In Moscow, it is reported that there are pickpockets in the crowds at the transport stops, and in Melbourne, there are complaints about vandalism at bus stops. In Melville, a programme by which children decorate bus stops is believed to have reduced vandalism.

In San José, the lack of shelter at transport stops is perceived as a disadvantage, as is the lack of seating at transport stops in Shanghai. In Tokyo, however, it is pointed out that placing benches at bus stops makes it difficult for people with disabilities to walk around them, because the streets are very narrow.

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People in many cities consider that railway stations and bus terminals should be easy to get to and should have an age-friendly design with ramps, escalators, elevators, public toilets and clearly visible signage. In Tokyo, older people and caregivers value the lift that was installed in the metro station. In the Ruhr metropolitan region, older people consider the lack of facilities as the main railway station to be a barrier to transporting luggage and wheelchairs up to the platforms. In New Delhi, older people point out that the metro station is not located close to where they live and that signage at the station is inadequate.

11. Taxis

Taxi services are viewed as an age-friendly transportation option in a number of cities. In Cancún, taxis are considered to be affordable. In Dundalk, older people value the discounted fares provided by taxi services. In Melville, caregivers appreciate the government subsidy scheme for the use of taxis. In Halifax, it is said that some taxi drivers are very helpful to older people, and in Tripoli, it is reported that taxis provide a good and convenient service.

In other cities, barriers are identified in the use of taxis. Cost is one barrier and lack of disability access is another. In Portage la Prairie, caregivers are concerned that taxi drivers will not take wheelchair customers. In Halifax, the design of the taxi is a problem because there is no room to transport a walking frame. In Tuymazy, it is suggested that taxis should have large boots to accommodate wheelchairs.

12. Community transport

The availability of community transport services (i.e. free transportation provided by the voluntary or private sector) is considered to be an age-friendly service more often mentioned by people in developed than in developing cities. In Ponce, for example, there is free transportation provided by seniors' centres to attend medical appointments, and in Portage la Prairie community volunteer drivers and the shuttle service provided by grocery stores are valued services. In London, a suggested service is community transport with fully accessible buses and drivers trained to serve older people.

13. Information

In a few cities, there is mention of the importance of having information on transport options, on how to use transport services, and on timetables. In Portland, for example, programmes are provided to teach older people how to use public transport. In Melville, it is suggested that older people who can no longer drive be offered a course on how to use public transport. In Himeji, it is suggested that bus timetables indicate whether the bus is one that is accessible to people with disabilities. Older people in Tokyo identify the need for timetables to be in larger print and conveniently located.

14. Driving conditions

Driving as an essential transportation option for older people is discussed in a few locations. For example, it is observed that Melville is a city designed for cars, and in Himeji, cars are considered a necessity in the suburbs. In Ponce, cars are viewed as necessary because of the limited transport options available.

People in a few cities indicate that it is easy to drive around the city, a feature more likely to be mentioned by those in developed countries. In Portage la Prairie, the traffic is said to be light and driving easy. In Saanich, the older people appreciate the advance warnings of crossroads. In Tokyo, older people mention that the road signals and signs are easy to see. The streets of Tripoli are considered to be well-marked, and in Shanghai, the traffic management is viewed as good.

People in many more cities in countries at all stages of development report barriers to city driving. These include heavy traffic, poor condition of roads, ineffective traffic calming devices, inadequate street lighting, inadequate signage that is obscured or poorly positioned, and the disregard for traffic rules and regulations. For example, in Rio de Janeiro, the heavy traffic is viewed as a barrier. In Cancún the older people complain that the roads have holes and are generally in a bad condition. In Melville, concerns are raised about ineffective traffic calming devices such as roundabouts, which are either too small or are placed in inappropriate places. In Mayaguez, older people report that streets are not well-lit. In Halifax, the street signage is considered too small, too high and often obscured. Older people in Udine report that drivers do not respect traffic regulations. In Sherbrooke, other drivers are said to be often aggressive.

15. Courtesy towards older drivers

In addition to the barriers identified above, the disrespect shown to older drivers discourages a number of them.

> *I dislike driving. People curse you, make signs at you if you go slow. They are impolite.*
>
> Older person, Tripoli

In La Plata, it is stated that older drivers are abused because they drive too slowly. In Cancún, older people feel unsafe when driving owing to their own vision problems and the aggressive traffic. In Tuymazy, service providers comment that older people are not confident driving on the roads.

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In some cities, such as Portage la Prairie, where driving is an essential transport option, concerns are raised about the difficulties that older people face when giving up their licences. To ensure older people are confident drivers, refresher courses are recommended in some cities such as including Geneva and Portland. The special lessons given to older people in Himeji when they need to renew their licence is viewed as an age-friendly advantage.

16. Parking

Priority parking bays for older and handicapped people in close proximity to buildings, together with drop-off and pick-up bays, were seen as age-friendly features. In Amman, older people value the bays for the handicapped provided by stores. In Dundalk, free parking is appreciated. In Portage la Prairie, the large car park is considered an age-friendly asset for drivers.

In many cities, however, inadequate and costly parking facilities are identified as barriers for older people. Other problems are mentioned too. In Mayaguez, it is said that there are not enough drop-off and pick-up points for older people with disabilities, while in Portage la Prairie, it is pointed out that the parking bays are not wide enough for loading wheelchairs. In Saanich, the lack of handicap parking bays is raised as an issue. In Melbourne, concern is expressed about the inability to find parking close to buildings. One other concern expressed is the lack of respect for priority handicap parking bays.

> *They make disabled bays that are totally and utterly ignored.*
>
> Older person, London

Age-friendly transportation checklist

Affordability

- Public transportation is affordable to all older people.

- Consistent and well-displayed transportation rates are charged.

Reliability and frequency

- Public transport is reliable and frequent (including services at night and at weekends).

Travel destinations

- Public transport is available for older people to reach key destinations such as hospitals, health centres, public parks, shopping centres, banks and seniors' centres.

- All areas are well-serviced with adequate, well-connected transport routes within the city (including the outer areas) and between neighbouring cities.

- Transport routes are well-connected between the various transport options.

Age-friendly vehicles

- Vehicles are accessible, with floors that lower, low steps, and wide and high seats.

- Vehicles are clean and well-maintained.

- Vehicles have clear signage indicating the vehicle number and destination.

Specialized services

- Sufficient specialized transport services are available for people with disabilities.

Priority seating

- Priority seating for older people is provided, and is respected by other passengers.

Transport drivers

- Drivers are courteous, obey traffic rules, stop at designated transport stops, wait for passengers to be seated before driving off, and park alongside the curb so that it is easier for older people to step off the vehicle.

Safety and comfort

- Public transport is safe from crime and is not overcrowded.

Transport stops and stations

- Designated transport stops are located in close proximity to where older people live, are provided with seating and with shelter from the weather, are clean and safe, and are adequately lit.

- Stations are accessible, with ramps, escalators, elevators, appropriate platforms, public toilets, and legible and well-placed signage.

- Transport stops and stations are easy to access and are located conveniently.

- Station staff are courteous and helpful.

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Information

- Information is provided to older people on how to use public transport and about the range of transport options available.
- Timetables are legible and easy to access.
- Timetables clearly indicate the routes of buses accessible to disabled people.

Community transport

- Community transport services, including volunteer drivers and shuttle services, are available to take older people to specific events and places.

Taxis

- Taxis are affordable, with discounts or subsidized taxi fares provided for older people with low incomes.
- Taxis are comfortable and accessible, with room for wheelchairs and/or walking frames.
- Taxi drivers are courteous and helpful.

Roads

- Roads are well-maintained, wide and well-lit, have appropriately designed and placed traffic calming devices, have traffic signals and lights at intersections, have intersections that are clearly marked, have covered drains, and have consistent, clearly visible and well-placed signage.
- The traffic flow is well-regulated.

- Roads are free of obstructions that might block a driver's vision.
- The rules of the road are strictly enforced and drivers are educated to follow the rules.

Driving competence

- Refresher driving courses are provided and promoted.

Parking

- Affordable parking is available.
- Priority parking bays are provided for older people close to buildings and transport stops.
- Priority parking bays for disabled people are provided close to buildings and transport stops, the use of which are monitored.
- Drop-off and pick-up bays close to buildings and transport stops are provided for handicapped and older people.

Part 7. Housing

Overview of findings

Housing is essential to safety and well-being. Not surprisingly, people consulted by WHO in all regions have much to say on different aspects of housing structure, design, location and choice. There is a link between appropriate housing and access to community and social services in influencing the independence and quality of life of older people. It is clear that housing and support that allow older people to age comfortably and safely within the community to which they belong are universally valued.

1. Affordability

There is general agreement among the cities that the cost of housing is a major factor influencing where older people live and their quality of life. While in some cities the cost of housing, including rent, is considered to be affordable, in others housing is regarded as expensive, making it difficult for older people to move to more appropriate housing.

> *I have my retirement salary but how can I live with this little money? It comes into my house and it goes away in a few seconds.*
>
> Older person, Istanbul

For example, in Geneva it is reported that some older people are living in houses that are too big for them but, because they are pensioners, they cannot afford to move. Similarly, in Tuymazy, it is stated that the cost of moving house is too expensive and not possible for retirees. Free or low-cost public housing is regarded as a definite age-friendly advantage in some cities, such as London. In other cities, such as Islamabad, the lack of low-income housing is seen as a barrier. The need to have information about subsidized housing is highlighted in Portage la Prairie.

> *I've got a terraced house, council, rent-free. I love it.*
>
> Older person, London

In cities in countries at all stages of development, it is recommended that affordable housing be available for older person. Ideas include a lower level of tax on housing for older people in Amman, and having a housing subsidy for public and private housing in Himeji.

2. Essential services

In a small number of cities, essential services are found to be inadequate or very expensive. In Islamabad, houses in low-income areas have no electricity, gas or water supply. In Moscow, the public utility services are considered to be expensive. In Dundalk and Istanbul, older people are concerned by the high costs of heating and think that the government should assist with heating costs. In Jamaica, older people on a low income find it difficult to pay the high utility costs and suggest that these costs should be reduced.

> *When they send me the water bill it costs me $1000. I can't afford it so I don't use the shower and sometimes there is no water.*
>
> Older person, Jamaica

In Rio de Janeiro, older people value the improvements that have been made in water, sanitation and electricity services, and in Istanbul, the older people appreciate the good water supply.

3. Design

Several aspects of housing design are considered to affect the ability of older people to live comfortably at home. In general, it is considered important for older people to live in accommodation that is built from adequate materials and structurally sound; has even surfaces; has an elevator if it is multi-level accommodation; has appropriate bathroom and kitchen facilities; is large enough to move about in; has adequate storage space; has passages and doorways large enough to accommodate a wheelchair; and is appropriately equipped to meet the ambient environmental conditions.

Problems with housing construction are mentioned in a few cities. In Mexico City, people identify the need for supervised construction to ensure that the housing is structurally sound. Poverty is said to result in poorly constructed or maintained housing in Istanbul, and in Nairobi, the lack of available construction materials is a source of concern. In Islamabad, some housing is not earthquake-proof.

A number of structural features are identified as barriers. Home layout that impedes mobility is a problem identified in Dundalk. In La Plata, stairs and uneven floors are experienced as barriers. In Moscow, the need for purpose-built bathrooms and toilets for older people is reported. In New Delhi, it is considered that kitchens need to be better designed. In Mexico City, the need to have railings and elevators in multi-level buildings is mentioned, and people in Tokyo point out the need for passages and doorways to accommodate wheelchairs.

In a small number of cities, housing is not appropriately equipped for the weather conditions. In particular, air-conditioning is a reported need in Cancún and in some areas of Melville, where the roof design of new houses makes it hotter inside.

In many cities, there is recognition of the measures that have been taken to improve housing design to accommodate older people. In Mexico City, for example, 1% of all houses built must be suitable for older people. In Halifax, some condominiums are age-friendly and have access ramps, elevators, parking, gym facilities and wide doorways.

Nevertheless, people frequently feel that more needs to be done to ensure housing is appropriate for older people. In Himeji, more age-friendly housing is recommended, while in Melbourne, incentives to encourage architects and property developers to build age-friendly housing are suggested. People in New Delhi recommend that age-friendly features be incorporated into building by-laws. In Saanich, builders include adapted or adaptable features into their plans, such as lower placement of light switches, installation of showers rather than bathtubs, and stairways that can be converted to accommodate a chairlift.

4. Modifications

The ability to modify one's house or apartment also affects the ability of older people to continue to live comfortably at home. Caregivers in Dundalk appreciate the chairlifts that were installed to assist older people. In Mayaguez, apartments for disabled older people have the adaptations required. In a small number of cities, such as Himeji and Dundalk, financial assistance is provided for home modifications.

A number of difficulties are identified in relation to home modifications. In Halifax, retrofitting a home is considered to be expensive and difficult. Restrictions on the remodelling of public housing are mentioned in Himeji and New Delhi. In Portland, rented accommodation that has been remodelled is required to be returned to its original state. In Melbourne, it is pointed out that assistance equipment is not used because it does not fit into the home and many caregivers are unable to afford the necessary renovations. In Sherbrooke, the need to adapt housing for specific conditions is mentioned.

Besides identifying the need to ensure older people are aware of the possible options for modifying their homes, it is suggested in many cities that older people need to be able to obtain the necessary equipment. In Tuymazy, caregivers identify their need for information on different types of equipment and possible adaptations and on equipment that is easy to obtain. In Udaipur, difficulties in obtaining hand rails, ramps and toilets are mentioned.

5. Maintenance

Being unable to maintain one's home is as a major barrier for some older people. In Cancún, older people say they are unable to make repairs owing to the cost involved. In Melbourne, they are likewise concerned about costs of maintenance and suggest that the local municipality provide a home maintenance service for a nominal fee. In Rio de Janeiro, the high cost of condominium maintenance fees is considered to be a

barrier, although it is pointed out that it is possible to sublet condominiums to assist with the cost of the maintenance fees.

In Dundalk, the older people value the grants provided for home repairs but complain about difficulties in organizing the service people to undertake the repairs.

> *Went away in the middle of it and didn't come back for months to finish it.*
>
> Older person, Dundalk

In Melville, concern is raised about having strangers coming into the home to do maintenance work, and it is suggested that the local municipality maintain a list of dependable repair services that are prepared to deal with older people. In Portland, caregivers appreciate the system used for screening contractors and other repair and maintenance services.

Problems are also identified regarding the maintenance provided in public housing and rented accommodation. In London, concern is raised about repairs not being done in a timely manner. In Tripoli, older people indicate that landlords purposely neglect maintenance so that the older people leave. In Delhi, it is reported that common areas like staircases are often neglected, dirty and dark.

Nevertheless, staff in collective dwellings, such as concierges and caretakers, sometimes play an important role in ensuring well-being. In Geneva, the older people

mentioned the importance of the concierge in establishing contact among residents and taking care of repairs.

6. Access to services

The provision of services to older people in their homes is particularly important. In Udine, it is stated that older people do not consider moving house. In Tuymazy, the service providers similarly indicate that older people are very attached to their homes and do not want to move. In Saanich, receiving home assistance is considered preferable to moving house.

In a few cities, difficulty in obtaining services at home, including their cost, is considered a disadvantage. In the Ruhr metropolitan region, services such as cleaning and gardening are seen to be scarce and expensive. Older people in Saanich report that there are not enough cleaning and gardening services available.

Living close to services and facilities is also seen as an age-friendly feature. This is more commonly mentioned by people in cities in developed countries, such as Melville, Portage La Prairie and Tokyo. In San José, older people valued living in close proximity to public, commercial and religious services. In a number of cities, such as Nairobi, Udaipur and Udine, not living in close proximity to such services is seen as a problem.

Nevertheless, caution is also expressed about remaining at home and being unable to look after oneself adequately. In Mexico City, the need to educate older people about the risks of living at home is raised, and in Saanich, the idea is advanced on providing information on home services for older people by publishing a directory of home support services

7. Community and family connections

Familiar surroundings, whereby people feel part of the local community, contribute to the age-friendliness of a city. For this reason, older people are reluctant to move. In Udine, older people mention they have a kind of "psychological safety" in their environment. In Tripoli, older people highlight the importance of their neighbours. In Dundalk, service providers recognize the need to locate new homes close to where older people have lived in order to retain links with family and the community. In Himeji, concern is expressed that older people lose their connection with the community when they move to another facility.

Changes to the city affect these feelings of familiarity with the community. In Tokyo, the lack of personal contact with neighbours that results from the development of high-rise buildings is regarded as an age-friendly barrier. In Sherbrooke, older people express concern about the lack of multigenerational spaces for interaction. In Geneva, the lack of contact with younger people in apartment buildings is seen as a disadvantage. In Udaipur, caregivers are concerned that modern flats without front verandas leave no room for community interaction. The importance of design that facilitates community interaction is mentioned in Dundalk as well, where it is suggested that houses should overlook communal facilities to reduce the sense of isolation.

8. Housing options

A range of housing options in the local area to accommodate changing needs is regarded as an important age-friendly feature. In some cities, there are a number of such housing options. In Melville, for example, older people have the choice of moving into smaller accommodation, seniors' housing or care facilities. In many locations, however, the need for more housing options for older people is stressed. In Halifax, for example, it was mentioned that some older people were concerned about not being able to find accommodation in their local area and did not have good knowledge about the housing options in their area.

In some cities, dedicated seniors' housing options are provided. In Melville, seniors' housing complexes provide a range of services, amenities and activities.

> *You've got a lot of social activities, you can be busy the whole time or you can just close your door and not join in, it's your choice.*
>
> Older person, Melville

Dedicated seniors' housing seems to be in short supply in many cities and waiting times can be long, as mentioned in Halifax and Himeji. Seniors' housing also needs to be affordable to be age-friendly. Older people in Saanich express concern about the cost of seniors' housing. There is also a clearly expressed preference in a few cities for seniors' housing to be integrated into the local community. In Melville, it is suggested that small clusters of seniors' housing with small gardens be made available throughout the city, so that older people are not isolated from the community and particularly from children. In Portland, the need for multigenerational housing is identified. In the Ruhr metropolitan region and Sherbrooke, concern is expressed about creating ghettos of older people in large seniors' housing complexes.

9. Living environment

It is important for older people to have sufficient space and privacy at home. In a handful of developing cities and in Tuymazy, overcrowding is identified as a barrier for older people. In Delhi, for example, as the average family size has increased houses have become overcrowded and older people do not have sufficient space. In San José, overcrowding has resulted from the high housing costs that forces family members to live together.

Feeling safe in the home environment is another theme. In many cities, older people feel insecure and particularly fear living alone. Measures have been taken in some cities to improve the security in older people's homes. In Dundalk, for example, surveillance cameras are used in some homes; in Geneva, there is secure access to apartment buildings; in Saanich, older people are provided with free home security checks; and in Shanghai, there is a local security patrol. In Himeji, some apartments have emergency call monitoring devices to keep older people safe.

Nevertheless, there is an expressed need for more to be done to ensure that older people feel secure at home. In Udaipur, more information about home security is recommended, and in Saanich, it is suggested that emergency alarms be installed.

In some cities, the homes of older people are not located in environments that are safe from natural disasters. In La Plata, some homes are in flood-prone areas, and in Islamabad, older people are concerned about earthquakes.

Age-friendly housing checklist

Affordability

- Affordable housing is available for all older people.

Essential services

- Essential services are provided that are affordable to all.

Design

- Housing is made of appropriate materials and well-structured.

- There is sufficient space to enable older people to move around freely.

- Housing is appropriately equipped to meet environmental conditions (e.g. appropriate air-conditioning or heating).

- Housing is adapted for older people, with even surfaces, passages wide enough for wheelchairs, and appropriately designed bathrooms, toilets and kitchens.

Modifications

- Housing is modified for older people as needed.

- Housing modifications are affordable.

- Equipment for housing modifications is readily available.

- Financial assistance is provided for home modifications.

- There is a good understanding of how housing can be modified to meet the needs of older people.

Maintenance

- Maintenance services are affordable for older people.

- There are appropriately qualified and reliable service providers to undertake maintenance work.

- Public housing, rented accommodation and common areas are well-maintained.

Ageing in place

- Housing is located close to services and facilities.

- Affordable services are provided to enable older people to remain at home, to "age in place".

- Older people are well-informed of the services available to help them age in place.

Community integration

- Housing design facilitates continued integration of older people into the community.

Housing options

- A range of appropriate and affordable housing options is available for older people, including frail and disabled older people, in the local area.

- Older people are well-informed of the available housing options.

- Sufficient and affordable housing dedicated to older people is provided in the local area.

- There is a range of appropriate services and appropriate amenities and activities in older people's housing facilities.

- Older people's housing is integrated in the surrounding community.

Living environment

- Housing is not overcrowded.

- Older people are comfortable in their housing environment.

- Housing is not located in areas prone to natural disasters.

- Older people feel safe in the environment they live in.

- Financial assistance is provided for housing security measures.

Part 8. Social participation

Overview of findings

Social participation and social support are strongly connected to good health and well-being throughout life. Participating in leisure, social, cultural and spiritual activities in the community, as well as with the family, allows older people to continue to exercise their competence, to enjoy respect and esteem, and to maintain or establish supportive and caring relationships. It fosters social integration and is the key to staying informed. Yet the older people consulted by WHO indicate clearly that the capacity to participate in formal and informal social life depends not only on the offer of activities, but also on having adequate access to transportation and facilities and on getting information about activities.

> *When I see my group colleagues, I feel very well.*
>
> Older person, Mexico City

In most cities, older people report that they participate actively in their communities but feel there could be more possibilities for participation. They suggest having more and varied activities closer to where they live. They would like activities that foster integration within the community and with other age groups and cultures. The biggest concerns are affordability and accessibility, especially for people with disabilities, and awareness of activities and events. Having appropriate support in place to enable accessibility, particularly for people with

mobility issues, is important everywhere, and even more so in developing countries and those with economies in transition.

1. Accessible opportunities

Older people may be aware of events and activities that exist in their community, but in the experience of many participants in the project these activities are inaccessible. Personal safety, particularly at night, is mentioned as one barrier in both developed and developing cities, including Halifax, La Plata, London and Rio de Janeiro. In many cities, the locations are too distant and transportation is difficult. Another common problem is the accessibility of the buildings, especially for people with impaired mobility, and the lack of adequate facilities such as toilets, appropriate seating or smoke-free air. Another barrier mentioned is restricted admission, such as the requirement to be a member of an organization.

> *They [older people with disabilities] find it difficult to adjust as there are no proper arrangements for their sitting, toilet, etc. Recreation for most of them would be talking to their friends or relatives on the phone or occasional visits.*
>
> Caregiver, New Delhi

Efforts in several cities to accommodate older people are recognized by the older people themselves and those who interact

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with them. The municipal government in Mayaguez reportedly organizes a variety of activities at hours that are suitable for older people and provides transportation. An older person in Geneva notes that amenities are provided for people who are hard of hearing. The availability of community transport is reported from both Melbourne and Melville, conveniently located activities from Portland, and convenient timing of events and activities from Tripoli. Participants in Dundalk suggest that allowing older people to bring a friend to events would help them participate.

2. Affordable activities

Activities that are free or at least affordable facilitate participation by older adults. The cost of activities is a frequently mentioned problem, especially in cities in developing countries and those with economies in transition. In some areas, a variety of options exist only for people with adequate incomes, and recreation and leisure activities are only available to the rich. Participants in Islamabad note, however, that participation in activities is affordable. Rio de Janeiro offers many free leisure activities, and Mexico City has free or low-cost cultural events. In Dundalk, Geneva and London, it is mentioned that because of high insurance costs, non-profit organizations are obliged to charge prices for activities that they know may discourage participation.

3. Range of opportunities

The existence of a variety of opportunities that interest a broad range of older people encourages more participation. Many cities offer activities in major urban centres, but

fewer opportunities exist for people who live outside those centres. There may also be fewer options for people who are frail or disabled. Sometimes the schedules of activities are rigid and older people need to make a choice between meeting their personal needs, such as a regular nap in the afternoon, and participating in an activity. Locations where activities do occur may not appeal to older people because of noise levels or an emphasis on youth programmes. A variety of both targeted and integrated activities provides a broad and diverse range of choice for more people. The range can include organized events such as those in Himeiji, which are targeted to people over 80. In Jamaica, older people mention sporting events in which older people can compete at various levels. Portage La Prairie offers communal meals and social contact as part of the attraction. Outdoor activities, such as a walk in a garden in Nairobi and a fine-weather stroll in Moscow, are seen as simple and low cost ways of encouraging social participation

It is reported from Udine that buildings are offered to older people for activities such as theatre, clubs, and Third Age University. In Tuymazy, there is a chess club, a historical re-enactment society and a club for the over-60s. Participants from Cancún say they enjoy a "golden age" club, craft classes at the local monastery, and talks, music and dancing. All of the larger cities in the developed regions, and the majority of cities in the developing countries, are said to offer a variety of activities.

Religious activities and socializing within faith communities is an important form of participation for older people in most of the cities. Older people may be well-known and esteemed within their local faith community. These communities are usually welcoming and inclusive too, facilitating participation by people who may be at risk of becoming isolated. It is reported from Halifax, for example, that churches contribute to older people's lives through activities such as card games, group meals, drives to church, and outreach to isolated people. In Islamabad, it is noted that going to mosque more than once a day contributes to social participation.

> *At church we are listened to because of our experience. People look up to us.*
>
> Older person, Jamaica

Cultural, educational and traditional activities also remain important to older people in many locations. Continuing education through Third Age Universities or through courses at local community or seniors' centres provides ongoing engagement and learning. Going to weddings and funerals are opportunities to socialize. Older people in Islamabad report enjoying frequent traditional events such as weddings.

4. Awareness of activities and events

Several participants point out that older people need to know about activities and opportunities in order to participate.

> *I think where it falls down is on awareness – people knowing about what options are out there.*
>
> Service provider, Saanich

In Dundalk, it is reported that organizations promote their activities by sending information to older people before they retire. People who attend religious services and other scheduled activities regularly tend to hear about other activities through word of mouth. In San José, occupational associations promote their activities. A service provider in Shanghai suggests more older people can be engaged if there is enough publicity to attract participants.

5. Encouraging participation and addressing isolation

A consistent message from cities around the world is that social participation is easier when the opportunities are close to home and there are many of them. People in La Plata are dissatisfied with the lack of community centres in all neighbourhoods, and in Udaipur, it is suggested that community centres be provided within distances that are walkable for older people. Participants in Dundalk and Shanghai advise using facilities in the community, such as schools and recreation centres, for all community members, including older people. This suggestion is echoed in Islamabad: a greater variety of leisure time activities in more locations.

Concerted efforts to encourage and motivate older people to participate can sometimes make the difference between participation and isolation. Many people who are involved with groups and clubs for older people are very satisfied with their activities. However, some people express reluctance to join associations and clubs for a variety of reasons: they may not know anyone, they may feel that they have to associate with a particular political view, or they find that the activities of that club are not appealing.

> *Older people are reluctant to do anything. Many were asked to join the club and refused.*
>
> Service provider, Himeji

Various reasons are given to explain why isolated older people find it more difficult to associate with others. Their social contacts have become eroded after the death of their spouse and then gradually other family members and friends. Their health may be declining, limiting their ability to participate. Owing to societal changes, more women are in the workforce and are therefore not at home during the day to visit older people. Outreach to isolated older people in their homes provides a social connection and a way of encouraging them to participate. In both Melbourne and Shanghai, it is reported that organizations take the initiative to seek out older people and invite them to activities.

> *I think there are lots of opportunities if people are connected and have someone to go with, but I think we can hear from the lonely people and the marginalized through organizations to rebuild social networks or make some connections.*
>
> Service provider, Halifax

Caregivers, many of whom are older people themselves, are particularly vulnerable to feeling isolated because their world is so centred on the person for whom they care. Participants suggest more programmes and options whereby older people with disabilities can socialize outside the home without requiring the presence of their caregiver. Provision of day programmes and respite options are suggested as ways of helping older caregivers and their charges to continue to connect with society.

> *Few men participate; they do not accept their age and/or they feel uncomfortable surrounded by so many women.*
>
> Older person, Cancún

The lack of social participation by men is raised in several cities, including Cancún and Geneva. In some cities, nevertheless, there are activities intended to appeal to men: in Melville, for example, there is a "Men's Shed" offering activities for men of various ages. Older people in Istanbul mention that mosques are good places for men to participate in society. Participants in Mexico City suggest more activities specifically for men, such as workshops or playing dominos or cards.

Some older people choose not to participate, and respect for those who prefer to disengage is advised by participants in Portland.

6. Integrating generations, cultures and communities

Older people want opportunities to socialize and integrate with other age groups and cultures in their communities, activities and families.

> *Older people feel they can participate in different areas and with people of all ages, depending on the personal initiative and desire.*
>
> La Plata, Argentina

Intergenerational activities are considered to be more desirable than activities for older people alone. These opportunities can be provided by sharing spaces and facilities, such as in Saanich, where a seniors' centre is located in an unused part of an elementary school. In Ponce, some activities involve older people in school settings. Programmes provided at community and recreation centres are suggested for encouraging participation by people of different ages and levels of ability.

If older people are unable to participate in activities outside of their homes, watching television remains their only source of leisure and connection with society. The need to integrate options for all generations and ages is reflected in the concerns of older people in some cities about the poor range of programming choices available on television, with little that appeals to them.

> *TV viewing is one option, but the kinds of programmes that are being dished out these days on TV are not meant for family audiences.*
>
> Older person, Udaipur

Older people in many areas want to participate in their families in a meaningful way. In Amman, for example, older people state that they do not want to be isolated from their families. However, families may not give enough consideration to older people, especially if there are expectations for grandparents to care for grandchildren or if there is little time to devote to activities with or for an older family member.

Better integration of generations is seen as a way to counter ageism in society, which can also mar older people's experience when participating, or even discourage their participation. Older people express the desire for more public education about their experiences and the reality of aging, and consider that other generations would be more patient and respectful if they understood each other better.

Intergenerational opportunities enrich the experience for all ages. Older people pass on traditional practices and knowledge and experiences, while younger people offer information about newer practices and help older people navigate in a rapidly changing society. Older people in Nairobi are engaged in traditional dances and skills, enabling them to pass that knowledge to others.

> *[Older people] are a source of "lived tradition".*
>
> Caregiver, Nairobi

The constitution and design of a neighbourhood can encourage the integration of people from various backgrounds, ages and cultures. Many neighbourhoods in cities around the world are changing. Younger people may not live in the same neighbourhood as their older family members. People may not have the same neighbours throughout their lifetimes, and many cities have growing populations of immigrants who may not share the same language and background as the majority population.

> *Villages became empty. They moved to the cities. Now the villagers become older in cities.*
>
> Older person, Istanbul

An open and welcoming neighbourhood in the Ruhr metropolitan region provides a basis for newcomers to integrate. Newcomers in cities around the world are at risk of becoming isolated, and older people in this project recognize the need to better integrate their activities to encourage more participation by people from other places and cultures.

> *I wish there were a way to foster more multicultural community activities in neighbourhoods where there's a diverse population.*
>
> Older person, Portland

> *The solution must be for older residents to strive to accept new residents as their companions. Also, it will be good for neighbours to exchange greetings among themselves.*
>
> Older person, Tokyo

Age-friendly social participation checklist

Accessibility of events and activities

- The location is convenient to older people in their neighbourhoods, with affordable, flexible transportation.

- Older people have the option of participating with a friend or caregiver.

- Times of events are convenient for older people during the day.

- Admission to an event is open (e.g. no membership required) and admission, such as ticket purchasing, is a quick, one-stop process that does not require older people to queue for a long time.

Affordability

- Events and activities and local attractions are affordable for older participants, with no hidden or additional costs (such as transportation costs).

- Voluntary organizations are supported by the public and private sectors to keep the costs of activities for older people affordable.

Range of events and activities

- A wide variety of activities is available to appeal to a diverse population of older people, each of whom has many potential interests.

- Community activities encourage the participation of people of different ages and cultural backgrounds

Facilities and settings

- Gatherings, including older people, occur in a variety of community locations, such as recreation centres, schools, libraries, community centres in residential neighbourhoods, parks and gardens.

- Facilities are accessible and equipped to enable participation by people with disabilities or by those who require care.

Promotion and awareness of activities

- Activities and events are well-communicated to older people, including information about the activity, its accessibility and transportation options.

Addressing isolation

- Personal invitations are sent to promote activities and encourage participation.

- Events are easy to attend, and no special skills (including literacy) are required.

- A club member who no longer attends activities is kept on the club's mailing and telephone lists unless the member asks to be taken off.

- Organizations make efforts to engage isolated seniors through, for example, personal visits or telephone calls.

Fostering community integration

- Community facilities promote shared and multipurpose use by people of different ages and interests and foster interaction among user groups.

- Local gathering places and activities promote familiarity and exchange among neighbourhood residents.

Part 9. Respect and social inclusion

Overview of findings

Older people report experiencing conflicting types of behaviour and attitudes towards them. On the one hand, many feel they are often respected, recognized and included, while on the other, they experience lack of consideration in the community, in services and in the family. This clash is explained in terms of a changing society and behavioural norms, lack of contact between generations, and widespread ignorance about ageing and older people. It is clear from the consultation that the respect and social inclusion of older people depend on more than societal change: factors such as culture, gender, health status and economic status play a large role. The extent to which older people participate in the social, civic and economic life of the city is also closely linked to their experience of inclusion.

1. Respectful and disrespectful behaviour

Project participants primarily comment on the behaviour of people towards them that shows respect and courtesy, or the opposite. As a whole, older people are respected in the cities that have been studied: most of the older people and other participants in the focus groups recall the respect and kindness expressed in everyday life towards older adults.

> *You walk down the street and people smile at you, you go into a shop and you're served, the kids even say hello to you even if they don't know you.*
>
> Older person, Melbourne

In Jamaica and in Ponce, for example, older people feel they are given priority service in businesses and public places. In Islamabad and Moscow, it is said that people give up their seats on buses to older adults. Examples of age-friendly services are mentioned in some cities: in Portage la Prairie, ballot papers are taken to the homes of older people who are unable to go to polling stations, and headsets are provided in churches for people with hearing impairments. In Mexico City, there is mention of a bank whose employees are trained to treat older people well, and at the end of each month time is reserved exclusively to serve older people. It is also reported that in some businesses in Jamaica, older people can sit and wait to be served directly by employees assigned to the sitting areas. Also, in Tokyo, older people note that businesses treat them well because most customers are older. In addition, older people feel particularly respected and included in seniors' clubs. It is also noted that when older people themselves are respectful and pleasant, they often receive the same response from others.

Nevertheless, participants in several cities also report disrespectful behaviour towards older people. People are seen to be impatient with older people who are slower doing things, and rude gestures are made towards older drivers. In Sherbrooke, they feel they are treated like children. Older adults in Amman also feel they are criticized by young people for their different clothes and way of talking. Some young people are said to lack good manners (Tokyo and Udine), not to give up their seats on buses (Portland) and to be verbally or physically aggressive towards older people (Halifax, New Delhi and San José).

> *They look at you as if your "use-by" date has passed and they don't want to serve you.*
>
> Older person, Melville

Commercial and professional services are also said to be disrespectful or inconsiderate of older people's needs in some cities. A caregiver in Amman noted that food in restaurants is not suitable for older people. Poor service in shops is noted in Melville. In La Plata and Mayaguez, banks clerks and employees in public agencies are said to not listen to the needs and complaints of older people. In San José, the example is given of doctors having their prescriptions prepared even before seeing older patients. Other concerns about service providers are expressed in, for instance, Nairobi, Ponce and Saanich.

> *Some old people keep going from one office to another without getting the information they are looking for because nobody takes time and has the courtesy to listen to them.*
>
> Service provider, Mayaguez

Suggestions for promoting age-friendly services focus on training service providers to understand how they can better respond to the needs of older people.

2. Ageism and ignorance

In a society that glorifies youth and change in its popular imagery, the common negative images of age and ageing are often evoked to explain disrespectful behaviour. Among the ageist biases reported, older people are considered to be useless, less intelligent, stingy and a burden. As a group, there is a perception in developed countries that they are demanding and a drain on public resources. Older people who are ill or who have disabilities are more likely than those who are healthy to be viewed negatively.

> *You are far more respected if you are healthy and not dependent on anyone, even by your own child.*
>
> Older person, Tripoli

Disrespectful behaviour and ageism are believed to result from ignorance of good manners in some cities, the impersonality of large and growing cities, the lack of interaction between generations, and the general lack of public knowledge about

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ageing and older people. In Melbourne and New Delhi, it is also recognized that there is a gap between contemporary norms of individualism and the expectations of older people.

3. Intergenerational interactions and public education

> *There is a big disadvantage today … kids don't have that privilege, getting to be with old people … it pays an awful price.*
>
> Older person, Portland

In nearly all the cities in the project, participants underlined the great need to facilitate and organize encounters between the generations, such as: working together; participating in intergenerational planned events; older people participating in civic or historical education at school, or taking care of children in public spaces; and young people helping of old people on a voluntary basis. Every solution that promotes intergenerational activities is welcomed in most cities. In Geneva, older people mention that they themselves should take the first step in meeting the younger generation.

A common view is that public awareness about ageing and its issues is greatly lacking, and that education about ageing should begin early and extend to all groups in society.

> *What you run into is the attitude towards seniors that needs to be readjusted. I find that's the biggest problem, and I don't know how to educate younger people to respect seniors.*
>
> Older person, Portage la Prairie

Many express the opinion that community education should begin in primary school, so that people learn cultural values and to appreciate older people. In the view of participants, education about ageing should include acquiring some understanding of the difficulties caused by physical aging and common impairments. As stated in Jamaica, people would be able to prepare themselves for that period of life by means of such education. Almost all of the focus groups insist on the importance of inculcating respect for older adults; in Udaipur, summer camps concentrating on social values are suggested as a way to do this. Education about ageing through age-friendly advertising in the media is proposed as well; examples are given in Melville of a television programme showing a young person relating to an older person, or of newspapers writing profiles of local older people who have done a lot for the community. Advertisements and posters with attractive depictions of ageing are also mentioned, as well as presentations of older people in realistic and non-caricatured ways.

4. Place within the community

> *We don't listen to the voices of the elderly in our societies.*
>
> Caregiver, Sherbrooke

The role that older people play in the community contributes to the respect and inclusion they enjoy. In a few cities, such as Moscow and Tokyo, it is reported that they still maintain an active local leadership role and have an impact on public decisions. More often, however, participants talk about the loss of these leadership responsibilities, and even reluctance to listen to advice from older people, as reported in Melville. In Mayaguez, participants note that the community is no longer used to taking older people's opinions into account, and now even decisions concerning older people are taken without consulting them.

Social engagement by older people positively contributes to their esteem in the community. Older people seem to be very often involved in volunteer services, in which they may play an active role, as in Halifax and Melbourne. Some jobs are reserved for older people, such as in the supermarkets in Cancún. In Himeji, a programme called "Ask Older People" is cited as an example of age-friendly inclusion: this programme involves older people in activities in which they have experience, such as gardening, organizing events or talking at elementary schools. In Saanich, programmes that connect older people with schools are reported.

> *We rely on … the elderly as volunteers and we certainly value their opinion and their input.*
>
> *Service provider, Saanich*

Older adults are sometimes on committees and boards of associations and organizations, although in Sherbrooke it is said that they still need to be better represented in these areas. A point that is often raised is that older people, their capacities and their life experience have to be trusted and used in decision-making. Their resources have to be valued by the community, as suggested in Dundalk and Mexico City. Service providers in Portland add that older people can be important eyes and ears of a community.

5. Helpfulness of the community

> *You know, people know one another, it's not a big city. And this is it, when you know one another, you help one another.*
>
> Older person, Portage la Prairie

Many comments concern the helpfulness of people in the city towards older people and the reasons why communities are more or less inclusive. Smaller communities, where people have lived for a long time and know each other, are seen to be friendlier and more inclusive: examples are Dundalk, Portage la Prairie and the Copacabana district of Rio de Janeiro.

> *People would notice if you weren't at mass.*
>
> Older person, Dundalk

In other, larger cities, comments are made to the effect that the city is "too big" and impersonal, as in Istanbul. Neighbourhoods are seen to not be cohesive in Islamabad and Mexico City, and in London, the neighbours seem to change so quickly that people no longer have the time to meet and get to know one another. Nevertheless, more inclusive communities can be fostered. Some of the focus groups propose promoting better organized neighbourhoods with, for example, local street committees (San José and Tuymazy). The creation of places for neighbourhood meetings is suggested in Istanbul; this is reported to be already in place in La Plata, where a part of the city hall is designated for older people's meetings.

6. Place in the family

In some cities, such as Amman and Udaipur, it is considered an advantage for older people to live with their family. Remaining with the family signifies being cared for, having affection and maintaining social status in the view of people from Tripoli. In Udaipur, older people are not only consulted by their families when decisions are made, but their views are accepted. Some older people mention that they have left their community of origin to go and live with their children in Cancún. Family members are said to be helpful and supportive, but at the same time it is noted that family relationships are changing. Comments are made, for instance in Istanbul and New Delhi, that families are more scattered because children move away, and that younger generations do not have much time to spend with older family members. As a consequence, it is reported from New Delhi that older people are gradually marginalized in their own families. In Islamabad, older people report that older women are not always consulted in family matters. In New Delhi, grandparents are said to become reduced to the state of servants of their grandchildren. In San José, some families even require the grandparents to work for money. Service providers in a few cities mention problems of abandonment or abuse of older people.

7. Economic exclusion

> *I'm feeling intimidated when I am in a store because I cannot afford to buy what I need.*
>
> Older person, Tuymazy

In several countries, the majority of older people have rather low incomes, and poverty at any age excludes people from society. In the Russian Federation, many older people report that they feel excluded from the society because of their low income: retired people fully depend on the small government allowances. It is reported in Jamaica and Mexico City that people often get very little personal financial aid from the government, and that there is too much bureaucracy involved in obtaining entitlements. In Cancún, older people say that they do not feel included in government programmes.

> *For the first time, somebody thought about the needs of those who don't have any income [about the "Si Vale card"].*
>
> Older person, Mexico City

In Mexico City, people highly appreci-

ate the economic support adapted to the economic condition of older people. This includes an ID card allowing them access to lower prices and even free services, and a "Si Vale card" guaranteeing the poorest an income of US$ 80 per month.

Age-friendly respect and social inclusion checklist

Respectful and inclusive services

• Older people are consulted by public, voluntary and commercial services on ways to serve them better.

• Public and commercial services provide services and products adapted to older people's needs and preferences.

• Services have helpful and courteous staff trained to respond to older people.

Public images of ageing

• The media include older people in public imagery, depicting them positively and without stereotypes.

Intergenerational and family interactions

• Community-wide settings, activities and events attract people of all ages by accommodating age-specific needs and preferences.

• Older people are specifically included in community activities for "families".

• Activities that bring generations together for mutual enjoyment and enrichment are regularly held.

Public education

• Learning about ageing and older people is included in primary and secondary school curricula.

• Older people are actively and regularly involved in local school activities with children and teachers.

• Older people are provided opportunities to share their knowledge, history and expertise with other generations.

Community inclusion

• Older people are included as full partners in community decision-making affecting them.

• Older people are recognized by the community for their past as well as their present contributions.

• Community action to strengthen neighbourhood ties and support include older residents as key informants, advisers, actors and beneficiaries.

Economic inclusion

• Economically disadvantaged older people enjoy access to public, voluntary and private services and events.

Part 10. Civic participation and employment

Overview of findings

Older people do not stop contributing to their communities on retirement. Many continue to provide unpaid and voluntary work for their families and communities. In some areas, economic circumstances force older people to take paid work long after they should have retired. An age-friendly community provides options for older people to continue to contribute to their communities, through paid employment or voluntary work if they so choose, and to be engaged in the political process.

Many older people would like to continue working and some, in fact, do so. In addition, older people participating in the WHO project expressed a desire and a willingness to work as a volunteer in their communities. Older people in most cities have access to employment and volunteer opportunities and in general feel respected for their contributions. Older people would like to have more opportunities for employment, and would like to see current employment and volunteer opportunities better tailored to their needs and interests. They would also like to see more efforts made to encourage civic participation and feel there are barriers to participation, including physical barriers and cultural stigmatization, surrounding participation by older people.

1. Volunteering options for older people

> *It's been scientifically proven that volunteering can help you stay healthy and live longer.*
>
> Older person, Halifax

In many of the participating cities, older people are very actively involved in voluntary activities and enjoy many benefits from volunteering, including a sense of self worth, of feeling active, and of maintaining their health and social connections. Participants in some cities report that there is a well-developed volunteer infrastructure, such as volunteer resource centres or well-established voluntary organizations. In most cities, participants say there are many opportunities to volunteer.

In Ponce, older people like feeling useful through volunteering, and in Udine it is noted that voluntary work is rewarding and prevents isolation. Older people in Geneva volunteer within clubs and organizations.

Despite the importance of volunteering, participants note many barriers for older people, such as finding out about volunteer opportunities, particularly those that would be most suited to them. Participants want more opportunities and a greater range of options. Creating central registers is suggested as a way to address this. In Melbourne, there is a project under way to use the Internet to match volunteers to opportunities, and a site that lists volunteer opportunities exists in Portland. Older residents in Melville and Udaipur suggest creating a central database or register of volunteers, and participants in New Delhi suggest this could be run by an organization such as HelpAge India. .

In addition, older people face problems getting to and from voluntary jobs, and some report physical limitations in completing the tasks assigned to them. In more developed countries, some older people and service providers report that un-reimbursed expenses (such as for petrol) or liability issues (on the part of the voluntary organizations) impede their ability or willingness to volunteer.

Several participants mention a general decline or change in the voluntary sector that affects older volunteers. This includes a feeling that the ethic of volunteering is diminishing and that younger people are failing to replace older people. In Halifax, an older person considers that increasing paperwork and insurance costs are contributing to the decline in the body of volunteers. In Dundalk, it is suggested that insurance costs be waived for older volunteers.

Suggestions for improving volunteering call for strengthening voluntary organizations generally, establishing elderly volunteer corps, and reimbursing volunteers for expenses related to their work. Participants in Islamabad call for establishing a volunteer corps of older people to work with the disadvantaged. In Mayaguez, incentives for older volunteers are suggested, and a service provider in Mexico City recommends that volunteers should be reimbursed for their expenses. In Himeji, financial support for voluntary organizations is suggested. In Shanghai, it is felt that a rewarding and supportive social atmosphere would encourage more people to volunteer. In Tokyo, invitations are suggested as a way to encourage older people to volunteer.

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2. Better employment options and more opportunities

> *My mother often talks about working, but I know she can't manage. It's just that they like their own money.*
>
> Caregiver, Jamaica

> *We need to assist the old people to remain employed. To work is a gift of health and of life.*
>
> Service provider, Tripoli

Participants in many cities report that they are eager and willing to work and have the experience and qualifications to work. However, older people face a variety of barriers in finding work or staying employed. Policies that make retirement mandatory by a certain arbitrary age, which varies among countries, are rejected by focus group participants. Some countries have policies whereby any money earned after the "retirement" age is deducted from government income support programmes or pensions, thus creating another barrier for older people who want to continue working.

In several places, older people report that they are simply too frail to work, have difficulty getting to and from work, or do not feel safe travelling to or while at work. Several cities note that the only job opportunities available to older people are often menial, low-paid or generally undesirable. In some areas, older people assist their families by caring for grandchildren, and in Mexico City it is felt that doing this kind of work prevents older people from obtaining proper employment.

In places of low income and limited government support, some older people feel that they need to work whether they want to or not. In some cities (e.g. Moscow, Nairobi and Ponce), focus group participants comment that the general level of unemployment and competition for jobs affect their ability to find work.

> *I cannot think of working. Why? Because you know, unemployment is high even in youth, so how can I want to work?*
>
> Older person, Istanbul

Despite these barriers, older people are still working in a number of cities. Older people in Tripoli note many benefits of continuing to work, including income, combating attitudes that older people are dependent, and continued social connections. Many older people in Himeji are willing to work, and would like to see more opportunities for employment. Older people in Amman suggest that the time and experience of older people should be used as long as they are able to work, and that incentives be provided to encourage participation.

A few places, largely in developed countries, do have policies, and some mention specific companies that promote and value older workers. In Mayaguez, service providers note that there is little absenteeism among older workers, and they also tend to be punctual. In Melville, it is felt that workplaces are changing and that there is a more positive attitude to retaining older workers.

Participants have a number of suggestions for how to improve and create new opportunities for employment for older people. These include offering incentives to employers who hire older people, having government-sponsored employment programmes, creating public/private partnerships, and hiring older people to do public sector jobs.

Eliminating mandatory retirement, or age restrictions for employment, is suggested in the places where such legislation exists. Allowing people to work beyond the retirement age is suggested in Dundalk, and eliminating the legal age restriction for employment is proposed in Islamabad. Service providers in Sherbrooke feel there should be greater flexibility in legislation and policies to enable retired people to return to work. One older person in Istanbul suggests banning early retirement.

There were also a number of suggestions for improving the type or conditions of work. In some places, respondents feel that the problem was not having the information and tools to match the skills and needs of older workers with those of employers. Suggestions to remedy the situation include better advertising of positions, creating databases to match older worker with jobs, and developing a register listing older people's skills for potential employers to consult. In Istanbul, it is felt there should be more support for women working at home, and in New Delhi, sensitizing employers to the needs of older people is suggested.

3. Flexibility to accommodate older workers and volunteers

> *I don't want something I have to be there every week at 9:00; I got enough of that working.*
>
> Older person, Portland

Flexibility in opportunities for older people in paid and voluntary work is cited as a way to better tailor such opportunities to older people.

There are reports of rigid schedules, and a feeling that voluntary jobs have become too professionalized. Participants propose that opportunities for paid and voluntary work should be structured in ways that accommodate older workers. Volunteering should be more flexible and better suited to the needs of older people. At several places, there is a mention of more flexibility from employers in terms of hours and seasonal or temporary employment, and adjustment according to the physical demands of the job.

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Older people in Geneva feel that voluntary opportunities should be flexible and match the ability of those volunteering, taking into account the needs of older people who may tire more quickly. Service providers in Himeji feel that corporations should develop an environment whereby older people can work without difficulty, and many corporations have this as a goal for the future.

Lighter workloads and more flexible sick leave for older employees are suggested in Halifax. Participants in London suggest small projects that are interesting to older people and that make use of their skills. In Nairobi, Ponce and Tuymazy, participants call for part-time opportunities. In Tokyo, there is a human resource service for temporary work, which may suit the needs of older people. Older people in Tuymazy consider that consulting work is particularly suited to older people.

4. Encouraging civic participation

Reports about the level of civic engagement vary. In general, older people are interested in and willing to participate in civic functions. In some places, elders already have an active voice through community boards or seniors' boards. Some cultures reportedly value the experience and expertise of seniors and routinely put them in positions of authority, though some felt these positions were largely symbolic. In Melville, there are special-interest groups in which older people participate, and in Mayaguez, there is a high proportion of elders in the city legislature. Participants in Tripoli report that older people serve on boards of trustees, and in Halifax, older people are involved in helping with elections.

Despite these reports of civic engagement, a significant proportion of cities also report that opportunities for older people to engage in civic affairs are limited. Some cities mention logistical barriers, such as lack of transportation to civic functions, lack of physical accommodation, and safety concerns at large civic events.

Suggestions for improving civic engagement include reserving seats for older people, improving accessibility at civic events (e.g. physical accessibility and providing aids for the hard of hearing) and developing or reinstating community boards and other participatory bodies. Participants in Dundalk consider that better information about civic activities would lead to more participation. In Portland, it is suggested that older people become involved by voicing their concerns to government officials. Older people in La Plata call for more opportunities for political participation by older people, and a role for older people in solving the problems of the community. In Tokyo, it is suggested that older people be allocated the specific civic role of taking care of the concerns of other older people, and participants in Saanich suggest that older people be engaged in planning for older people.

5. Training

> *Now volunteering is a professionalized thing.*
> *To be a volunteer you have to go through*
> *training.*
>
> Service provider, London

Training is seen as a way to enable older people to connect with the workforce and to participate as volunteers. Some cities report that elders feel they lack the job skills (largely surrounding the use of technology) needed to compete in the workplace. A few cities report that older people would like opportunities for training or retraining (although this is a suggestion more commonly made by service providers than the elderly themselves). In New Delhi, pre-retirement training and retraining is suggested. In Amman, training older people for light jobs that can provide some pay is called for. In Tuymazy, it is felt that training for older workers should focus on self-employment and small business opportunities.

6. Entrepreneurial opportunities

Some participants suggest creating entrepreneurial opportunities for older people as a way for them to earn money and participate in the workforce. Financing or otherwise supporting self-employment opportunities are suggested as ways of helping to support older people, and such ideas tend to come from cities that also report general unemployment or low-income support for older people (e.g. Cancún, Mexico City, New Delhi, Ponce, Tripoli, Tuymazy and Udine).

Older people in several cities are actively involved in a variety of self-employed activities, such as handicrafts and gardening. In San José, older people find opportunities as street vendors. There are opportunities for selling hand-made crafts in Cancún, although older people there suggest that having a location for a market would assist them. In Tripoli, it is suggested that non-governmental organizations could assist older people with small and home-based businesses, and that farming could be encouraged as an option for older people, while in Tuymazy, farmers' markets are proposed as a way for older people to generate income.

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7. Valuing older peoples' contributions

Reports of age discrimination in the workforce are widespread. This is manifested in a variety of ways, ranging from feelings of disrespect by other workers to a flat refusal by employers to hire older workers. In some cities it is apparently culturally unacceptable for older people to work after the retirement age. Some of these prejudices come from the older people themselves; some report that they simply do not want to work after having worked all their lives

There are reports of older people being treated disrespectfully. Others mention that it is difficult to work for people younger than themselves, to take positions that they consider to be beneath them, or to work in environments where they feel they are being patronized.

The degree to which older volunteers feel their contributions are appreciated and recognized also varies. Certificates of appreciation are given out in Geneva. In Nairobi, service providers feel that older people are seen as leaders because of their experience and trustworthiness.

In Udine, it is considered that there should be more appreciation for the experience of elders. Some suggest sensitivity training for employers about the needs and qualification of older workers. In Mexico City, it is felt that societal recognition of the value of older peoples' expertise and presence in the workforce should be increased. Older people in Jamaica suggest employing older people to teach younger people about the culture of aging, addressing both participation and ageism.

Age-friendly civic participation and employment checklist

Volunteering options

- There is a range of options for older volunteers to participate.

- Voluntary organizations are well-developed, with infrastructure, training programmes and a workforce of volunteers.

- The skills and interests of volunteers are matched to positions (e.g. register or database).

- Volunteers are supported in their voluntary work, for example by being provided with transportation or having the cost of parking reimbursed.

Employment options

- There is a range of opportunities for older people to work.

- Policy and legislation prevent discrimination on the basis of age.

- Retirement is a choice, not mandatory.

- There are flexible opportunities, with options for part-time or seasonal employment for older people.

- There are employment programmes and agencies for older workers.

- Employee organizations (e.g. trade unions) support flexible options, such as part-time and voluntary work, to enable more participation by older workers.

- Employers are encouraged to employ and retain older workers.

Training

- Training in post-retirement opportunities is provided for older workers.

- Retraining opportunities, such as training in new technologies, is available to older workers.

- Voluntary organizations provide training for their positions.

Accessibility

- Opportunities for voluntary or paid work are known and promoted.

- Transportation to work is available.

- Workplaces are adapted to meet the needs of disabled people.

- There is no cost to the worker of participating in paid or voluntary work.

- There is support for organizations (e.g. funding or reduced insurance costs) to recruit, train and retain older volunteers.

Civic participation

- Advisory councils, boards of organizations, etc. include older people.

- Support exists to enable older people to participate in meetings and civic events, such as reserved seating, support for people with disabilities, aids for the hard of hearing, and transportation.

- Policies, programmes and plans for older people include contributions from older people.

- Older people are encouraged to participate.

Valued contributions

- Older people are respected and acknowledged for their contributions.

- Employers and organizations are sensitive to the needs of older workers.

- The benefits of employing older workers are promoted among employers.

Entrepreneurship

- There is support for older entrepreneurs and opportunities for self-employment (e.g. markets to sell farm produce and crafts, small business training, and micro-financing for older workers).

- Information designed to support small and home-based business is in a formats suitable for older workers.

Pay

- Older workers are fairly remunerated for their work.

- Volunteers are reimbursed for expenses they incur while working.

- Older workers' earnings are not deducted from pensions and other forms of income support to which they are entitled.

Part 11. Communication and information

Overview of findings

Focus group participants strongly agree that staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for active ageing. Participants in most cities in the developed world say there is a variety of information from many different general and specialized media for older people, while in cities in developing countries, people in the focus groups emphasize a few community-wide media, mostly television, radio and newspapers. Yet the fear of missing information and of being left out of the mainstream is voiced almost everywhere. Rapidly evolving information and communication technologies are both welcomed as useful tools and criticized as instruments of social exclusion. Regardless of the variety of communication choices and the volume of information available, the central concern expressed in the focus groups is to have relevant information that is readily accessible to older people with varying capacities and resources.

> *It becomes worst [sic] as you get older …*
> *as your faculties begin to fade, this kind*
> *of thing appears to cause more in terms of*
> *stress.*
>
> Older person, Halifax

1. Widespread distribution

In all cities, local community-wide media are singled out as providers of useful information. In developing countries and in the Russian Federation, the communication media familiar to older people tend to be limited to radio, television and newspapers. In developed countries, an abundance of general and targeted information of interest to older people is described, from diverse sources including the Internet. Valued everywhere is information that reaches older people in their daily lives and activities, through direct personal delivery, telephone and distribution in key locations: community centres and bulletin boards, public services, libraries, stores, doctors' offices and health clinics. Older people in Istanbul report that the telephone is the most universal and reliable way of communicating with them. Governments and voluntary organizations are seen to have a major role in ensuring that information is widely available: systematic, effective public distribution services are valued as an age-friendly feature. In Himeji, there is said to be a well-structured distribution of municipal information to residents' associations, who pass it on to district leaders who then deliver it to every household. In cities where the private sector has yet to become aware of this growing grey market, such as Tripoli, business too is mentioned as a potential funder of information dissemination for older people. Distributing a local directory of "age-friendly" services, suggested by older people in Saanich, could appeal to a chamber of commerce, for example.

Affordable access to communication channels and information is essential. Radio is the mainstay of communication for older people in Nairobi because it is cheap; in Udaipur, local notice boards are important in reaching people from lower socioeconomic groups. To ensure information access in Tuymazy, free newspaper subscriptions are provided to retirees by former employers. In Dundalk, the cost of a home telephone line is publicly subsidized for people over the age of 70. Free publications and public access to newspapers, computers and the Internet in community centres and libraries, at no or minimal cost, are age-friendly features in other cities..

2. The right information at the right time

> *Much information is available, but finding needed information is complicated.*
>
> Caregiver, Moscow

Regardless of the number and variety of information sources, the preoccupation with getting relevant and timely information is shared in cities at varying stages of development. In some developed cities, such as Geneva, managing the information overload is difficult and important information may be missed. A frequent barrier is lack of awareness of available information or services, or not knowing how to locate needed information. The result is that older people may not receive benefits or services to which they are entitled or learn about them too late to apply. Knowing how to deal with intrusive telemarketing and identify frauds and scams is another concern, voiced in a few developed cities only. Older city dwellers in developing countries more often face the problem of insufficient up-to-date information on important matters, such as health, legal rights, benefit entitlements, services and community events. It is noted in La Plata that the general community media do not cover topics important for older people in enough detail to be useful.

A frequent suggestion for making communication more age-friendly is to provide more information targeted to older people through dedicated newspapers or regular columns in the general press, as well as through specialized radio and television programmes. Another idea is to have communication channels broaden their programming and coverage of issues to include the interests of an older adult audience. Older people in some cities complain that television in particular seems to exclude their interests and tastes.

People want information to be coordinated in one easy-to-access service that is widely known throughout the community. In Portland, the local county has a live 24-hour telephone information service. Older people consulted in New Delhi suggest that a central and respected voluntary organization, such as HelpAge India, collect and organize a database of information relevant to older people and make it available by telephone. In Islamabad, a community information room with newspapers and television is recommended.

3. Will someone speak to me?

> *Older people call into radio programmes at all hours.*
>
> Service provider, Mayaguez

No matter how developed the city, word of mouth is the principal and preferred means of communication for older people, both through informal contacts with family and friends and through clubs, associations, public meetings, community centres and places of worship. Radio is a very popular information source in many cities, with broadcasting in vernacular languages or with open-line programmes whereby callers ask questions to experts or participate in on-line discussions. The interpersonal dimension of communication is very important, and it is repeated that staying active and involved in the community is the best way to remain informed. Regret is expressed about losing opportunities to interact with others as a result of changes, such as new high-rise buildings in the neighbourhood, the closing of community post offices, and automating banking and other services. Oral communication is especially important for older people who are visually impaired and for those who are not literate. Illiteracy rates are very high in the older adult population in developing countries, and in developed countries, older people on average have a lower level of literacy than younger people. The "grapevine" works too because people trust the person providing the information and because they can ask questions until they get what they want to know. Receiving the attention of a real person who is helpful, clear and unhurried is highly valued by older people around the world.

> *Every district has a mosque. The Arabic word for mosque is a synonym for the place that brings people together.*
>
> Older person, Tripoli

Age-friendly communication everywhere recognizes and uses these informal channels to reach older people. One way is to regularly provide relevant information in places where older people normally gather; another is to create social occasions to offer information of interest to them. In Rio de Janeiro, for instance, it is proposed using the auditorium of the health care centre for educational lectures. A third strategy is to inform individuals who will in turn pass on the information to others, one-to-one. These "key informants" can be volunteers, as suggested in Jamaica, social and health service providers or people in service industries – estate agents, hairdressers, postal workers, or the doormen in apartment buildings in Rio de Janeiro who know each resident and are a recognized source of informal information and support.

The problem of reaching those who are socially isolated – older people who are out of touch with the world because they live alone with significant impairments and have minimal family support – arises in richer and poorer cities alike. E-mail and the Internet is one solution that is men-

tioned, but rarely. One-to-one outreach by trusted individuals is the favoured approach, through volunteers who visit or telephone or through social service workers. Anticipating the locations outside the home where older people at risk of social isolation may be found is also suggested: the use of the district health clinic as a distribution point for information about services for older people with health problems is suggested in San José.

4. Age-friendly formats and design

> *I got a letter yesterday. They're checking up, apparently, on what benefits you're getting …You've got to read it about four times to really understand.*
>
> Older person, London

The single biggest universal barrier to communicating with older people is the visual and auditory presentation of information. Font size on text materials, mainly hard copy but also visual displays such as television, is too small to read. Product labels and instructions, particularly for medications, are hard to decipher. Page layout is often confusing, with too much information in a small space. Auditory information is spoken too quickly and commercials on radio and television make older people lose their train of thought. The language used is often too complicated, with many unfamiliar terms. Official forms – which are vital for receiving services and benefits – are especially difficult to understand.

> *Write simple, short with big letters.*
>
> Service provider, Mexico City

Service automation adds a further layer of complexity to daily transactions. Visual displays and buttons on mobile telephones and electronic equipment are too small, while automated banking, postal, parking and other ticket machines are all different, are poorly lit and have unclear instructions. For people in a wheelchair, the panels are too high to reach. To make telephones accessible to illiterate older people so they can call family or services, a suggestion made in Amman, is to colour-code the telephone buttons and the telephone numbers.

Automated answering services are a general source of complaint: there is too much information given too quickly, the choices are confusing, and there is often no opportunity to speak to a live person.

5. Information technology: boon and bane

Information technology, especially computers and the Internet, is appreciated by some older people for its comprehensiveness and convenience. In Tripoli, older people say the Internet is a good way for them to stay in touch with children who live far away, perhaps in other countries.

Nevertheless, many older people experience a sense of exclusion because they do not use computers and the Internet. The conversion of direct services and documentation to computer technology increases feelings of exclusion. In developing countries and

the Russian Federation, computers are too costly for many older people or just not widely available in the community. In other places, physical access to computers is possible but older people are totally unfamiliar with the technology and are afraid they cannot learn. Affordable public access to computers for older people in community centres, older people's clubs, public services and libraries is an important age-friendly feature. Computer training, preferably adapted to individual needs and pace of learning and given by a trusted person, is strongly advised. In Halifax, for example, older people mention a permanent Internet tutor who is available to help out older people individually, visiting them in their homes if requested.

6. A Personal and collective responsibility

Like other citizens, older people have a personal responsibility to keep abreast of new information by staying involved in community activities, and to make an effort to adapt to change and take the risk to learn. Collectively, governments, voluntary organizations and the private sector are responsible for removing the communication barriers that progressively cut older people off from others, particularly barriers related to poverty, low literacy and diminished capacity.

Age-friendly communication

Information offer

- A basic, universal communications system of written and broadcast media and telephone reaches every resident.

- Regular and reliable distribution of information is assured by government or voluntary organizations.

- Information is disseminated to reach older people close to their homes and where they conduct their usual activities of daily life.

- Information dissemination is coordinated in an accessible community service that is well-publicized – a "one-stop" information centre.

- Regular information and programme broadcasts of interest to older people are offered in both regular and targeted media.

Oral communication

- Oral communication accessible to older people is preferred, for instance through public meetings, community

and information checklist

centres, clubs and the broadcast media, and through individuals responsible for spreading the word one-to-one.

- People at risk of social isolation get information from trusted individuals with whom they may interact, such as volunteer callers and visitors, home support workers, hairdressers, doormen or caretakers.

- Individuals in public offices and businesses provide friendly, person-to-person service on request.

Printed information

- Printed information – including official forms, television captions and text on visual displays – has large lettering and the main ideas are shown by clear headings and bold-face type.

Plain language

- Print and spoken communication uses simple, familiar words in short, straightforward sentences.

Automated communication and equipment

- Telephone answering services give instructions slowly and clearly and tell callers how to repeat the message at any time.

- Users have the choice of speaking to a real person or of leaving a message for someone to call back.

- Electronic equipment, such as mobile telephones, radios, televisions, and bank and ticket machines, has large buttons and big lettering.

- The display panel of bank, postal and other service machines is well-illuminated and can be reached by people of different heights.

Computers and the Internet

- There is wide public access to computers and the Internet, at no or minimal charge, in public places such as government offices, community centres and libraries.

- Tailored instructions and individual assistance for users are readily available.

Part 12. Community support and health services

Overview of findings

Health and support services are vital to maintaining health and independence in the community. Many of the concerns raised by older people, caregivers and service providers in the focus groups deal with the availability of sufficient good quality, appropriate and accessible care. Participants in the WHO consultation report their experiences from the context of very different systems with very different expectations; but nevertheless older people everywhere voice a clear desire for basic health and income support. Health care costs are perceived as too high everywhere, and the desire for affordable care is consistently expressed.

> *I've run into so many seniors that put off going to the doctor, and their health just deteriorates and deteriorates, because they don't have the money.*
>
> Older person, Portland

In many cities in developing countries, a basic shortage of necessary services and supplies is observed, and in others, services are found to be poorly distributed. Some of the most developed countries have, at the same time, the greatest volume and range of health and community support services and the greatest number of complaints. While this certainly reflects dissatisfaction with existing services, it also shows that older people in these cities have a level of access to services that may be lacking in other parts of the world.

In most collaborating cities, the supply, organization and financing of many health and social services are decided by the state or national government rather than the city. Also, the supply and professional training of health and social workers are outside the city's control. Nevertheless, health and social services are delivered within a city by local people in local establishments, and community-based for-profit and voluntary groups play an important role in delivering support and care. Public decision-makers and the private and voluntary sectors at the city level do have an influence on the number, range and location of services and on other aspects of the accessibility of facilities and services in their territory. Local service authorities also provide staff training and set service performance standards. Civil society plays a role in providing financial support and voluntary work. In reporting the findings and developing a checklist of community and health service features in an age-friendly city, the Guide focuses on those aspects of community support and health services that are within the scope of an age-friendly city's influence.

Health service issues dominate the focus group discussions in the majority of cities, reflecting their importance for active ageing. Access to health care as well as to a range of health services that are not strictly medical are major themes. Although less attention is paid in general to community support and social services, the key attributes of an age-friendly city can be identified from the comments made by the participants.

1. Accessible care

Having well-located, easily accessible health services is fundamentally important for older people in every collaborating city. Older people in cities such as Amman, Rio de Janeiro, Sherbrooke and Tokyo value having health services near by, and in Geneva and Shanghai, older people appreciate good transportation to health facilities. Services that are far away or difficult to reach are often seen as barriers. Public transportation is considered inadequate in some places and in others, such as Delhi and Mexico City, transportation for people with disabilities is reported to be a particular problem. Access to health care in emergency situations is a frequent concern. Besides particular complaints, such as a lack of emergency care in some cities, those consulted also mention that ambulance services are either insufficient (Ponce) or too slow because of heavy traffic (Moscow). Ways to minimize geographical barriers include the idea of co-locating or decentralizing services so they are available in all neighbourhoods. Other ideas are to offer transportation by volunteers and to provide health emergency telephone services, as in Himeji, for older people living alone.

Barrier-free structures and mobility within health facilities is important, as is the safety of the buildings. Among the barriers noted are poorly maintained elevators and ramps in Udaipur, poor building access for people with disabilities and a lack of wheelchairs or walking frames for patients in Cancún, and overcrowded facilities in many other cities. Safety concerns or lack of space in nursing homes are raised in Amman, La Plata and Portage la Prairie.

Another frequently mentioned barrier to accessing care is insufficient knowledge about the health services available in the city. As observed in Melbourne, if services are not known about they are not used. Better advertising of local health services, educating older people on the health system, coordination of information, and health information telephone services are suggested as possible solutions.

Finally, the attitudes of health service providers towards older people are frequently mentioned. Tuymazy is one of the few places reporting the polite and friendly behaviour of clinic receptionists and nurses. Negative attitudes and poor communication by health providers are common complaints about care. Problems voiced include indifference, disrespect, uncaring attitudes, and treating older people as a burden or as a drain on resources. General suggestions offered for improving the attitudes and behaviour of service providers are to improve their communication skills and to train health professionals to treat older people better. In Amman, it is suggested that young people be encouraged to do voluntary work caring for older people.

> *When they came to wash and change her they treated her like a piece of furniture – no dignity, no respect.*
>
> Older person, London

2. A wider range of health services

In all cities, people's views reflect the need for a wide range of health services for older people. The availability of various specific forms of care for older people emerges either as an asset or as a gap in the urban landscape: geriatric clinic services and hospital beds, adult day centres, care for the demented, mental health services, respite care and training for caregivers, rehabilitation and palliative care are mentioned. Along with services, a greater supply of equipment is recommended, such as wheelchairs, walking frames and hearing aids. However, the health services that receive the most attention worldwide are disease prevention and health promotion, home care, and nursing (long-term care) homes.

3. Ageing well services

Older people and others in several cities either report a lack of services or programmes for disease prevention and health promotion or include them in their suggestions for improvement. In the list of important services are preventive screening, physical activity, education on injury prevention, nutritional guidance, and mental health counselling. Age-friendly features reported in the Ruhr metropolitan area include self-help groups or organizations offering sports activities for fitness and rehabilitation, and regular health checks

at home. Older people in Mexico City are pleased with the targeted vaccination campaign and free eyeglasses. Participants in Saanich suggest expanding seniors' centres into community wellness centres, and people in Tuymazy propose providing older people with subsidized access to health resorts (spas). In Islamabad and Mexico City, it is seen as a good idea to provide services in the local neighbourhoods rather that at a central point.

4. Home care

One very consistent theme is the need for a wide range of home support and care services – from help with shopping and/or providing meals to home visits from doctors and other service providers. With few exceptions, the focus group participants want services that would allow them to tend to their health and personal care needs in their own homes. Barriers experienced in getting home care services include a general lack of such services, poor organization of services, restrictive eligibility criteria, high cost, and high turnover in home care staff. Suggestions for improving home care services depend very much on the context. In several cities, especially in developing countries, the message is simply "provide home care". In other cities, comments focus on how to improve the number or range of services (e.g. physiotherapy and psychological counselling) or their quality (e.g. providing care soon after discharge from hospital, increasing the number of case managers, and always being cared for by the same person). In some places, comments deal with ways of managing costs, such as through insurance coverage or by using the services of a housekeeping cooperative enterprise,

as mentioned in Sherbrooke. In Shanghai, caregivers report that people over 80 years of age, the widowed, people on a low income and the disabled are entitled to one hour per day of free housekeeping.

5. Residential facilities for people unable to live at home

A common concern is the lack of adequate and affordable options in the city to care for older people no longer able to live in their own homes. Lack of vacancies and high cost are the most frequent complaints. Caregivers in Portage la Prairie observe that there is insufficient storage space for personal effects in nursing homes, and older people in Geneva suggest that nursing homes be located in the centre of the city or have easy access to the centre. Serious concerns are expressed in a few cities about safety, substandard care in homes for poor older people, insufficient personnel, and suspected general sedation of residents. Ideas for alternative models are proposed: caregivers in Amman suggest establishing small homes housing a few residents instead of the "huge" nursing homes; service providers in Jamaica and older people in Udine similarly call for such group homes offering housekeeping and some health and personal care.

6. A network of community services

The scope of community social services and the way in which they are provided vary enormously among cities. In some cities, particularly in developed countries, social services are delivered, or funded, by the government. Elsewhere, support services

are reported to be provided primarily by families, religious institutions, charitable organizations or community groups. Among the appreciated services offered by the community are cheaper meals for older people in restaurants in Rio de Janeiro and Geneva, help with pensions and other entitlements in Jamaica, and a system for screening contractors and handyman services in Portland to ensure they are legitimate. Community centres and centres for older people are regarded as ideal locations for social services because of their convenience, familiarity and accessibility.

Several barriers are noted, with more frequent and more acute problems in less developed regions: services are insufficient, too costly, difficult to access or of poor quality. As with health services, some participants say that they simply do not have good information about what is available or how to access it. Lack of coordination among services, causing needlessly complicated application formalities and gaps in services, is also frequently raised as a problem. Suggestions for improving community social services are varied. Improving coordination among services, adding more case managers and integrating service teams are ideas proposed in cities with well-developed but somewhat fragmented service networks. Reducing or facilitating administrative formalities are mentioned in the majority of cities, regardless of region. Co-locating social and health services in community or older people's centres and providing more funding for services are other recommendations.

Many social services are said to be needed or improved, often to protect and care for older people with low incomes who constitute the majority in many cities. In addition to enhancing basic income support, older people think their cities should establish or strengthen: shelter and protection for homeless and destitute older people and people who have been abused; meals services and programmes; discounts on utilities for people with low incomes; registers of older people living alone; assistance in obtaining pensions and other entitlements; and spiritual support. A good example described in Mexico City is an ID card for older people, giving the holder access to lower prices and some free services.

7. Volunteers wanted

A consistent theme is the need for volunteers to help fill gaps in the health and social services. More volunteers are wanted to assist older people in clinics and hospitals, as well as to deliver social services and home care, to provide transportation for shopping and appointments, or simply to walk the pets of older people who are no longer able to do so themselves. Suggested sources of voluntary help are the "50+" associations of young retirees, students in social and health services, and schoolchildren. Intergenerational volunteering is an idea repeated in several cities. Strong voluntary networks are easier to mobilize in established communities where people feel socially connected: a barrier mentioned in Islamabad is that the city is relatively new and people do not know each other well.

> *The doorman is really nice, he looks after four older people in my building. He bathes them, he is a cleaning man and in his lunch time he helps people.*
>
> Older person, Rio de Janeiro

8. Other issues

Two other concerns are raised in a few cities: taking account of older people in emergency situations and the lack of cemetery space. Although these issues are seldom mentioned, they are nevertheless important in expanding cities. Participants in two locations perceive a gap in support for older people in emergencies, such as natural disasters and human conflicts. In Jamaica, where hurricanes are frequent, older people comment that churches play a vital role in providing care during disasters. Service providers in Amman suggest that the city develop emergency and disaster plans that include older people. Although it is not proposed in this context, a useful suggestion for emergencies made in Dundalk is to have a community register of older people living alone. The lack of sufficient cemetery space is mentioned very briefly in Cancún and Melbourne; as a solution, service providers in the latter city suggest having a "vertical" or layered cemetery.

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Age-friendly community and health services checklist

Service accessibility

- Health and social services are well-distributed throughout the city, are conveniently co-located, and can be reached readily by all means of transportation.

- Residential care facilities, such as retirement homes and nursing homes, are located close to services and residential areas so that residents remain integrated in the larger community.

- Service facilities are safely constructed and are fully accessible for people with disabilities.

- Clear and accessible information is provided about the health and social services for older people.

- Delivery of individual services is coordinated and with a minimum of bureaucracy.

- Administrative and service personnel treat older people with respect and sensitivity.

- Economic barriers impeding access to health and community support services are minimal.

- There is adequate access to designated burial sites.

Offer of services

- An adequate range of health and community support services is offered for promoting, maintaining and restoring health.

- Home care services are offered that include health services, personal care and housekeeping.

- Health and social services offered address the needs and concerns of older people.

- Service professionals have appropriate skills and training to communicate with and effectively serve older people.

Voluntary support

- Volunteers of all ages are encouraged and supported to assist older people in a wide range of health and community settings.

Emergency planning and care

- Emergency planning includes older people, taking into account their needs and capacities in preparing for and responding to emergencies.

Part 13. Wrapping up and moving forward

Active ageing in an age-friendly city

The starting point for this Guide was the concept that an age-friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. The assets and barriers reported by approximately 1500 older people and 750 caregivers and service providers consulted in this global project confirm this idea and provide many examples to show how the features of city reflect the determinants of active ageing in many interconnected ways. The city's landscape, buildings, transportation system and housing contribute to confident mobility, healthy behaviour, social participation and self-determination or, conversely, to fearful isolation, inactivity and social exclusion. A wide range of opportunities for age-integrated as well as age-targeted social participation fosters strong social connections and personal empowerment. Empowerment and self-worth are reinforced by a culture that recognizes, respects and includes older people. Relevant information in appropriate formats also contributes to personal empowerment, as well as to healthy types of behaviour. Accessible and well-coordinated health services have an obvious influence on older people's health status and health behaviour. Although opportunities for paid work in urban settings are related to the economic determinants of active ageing, more important still are policies that reduce economic inequalities in access to all the city's structures, services and opportunities.

Design for diversity has emerged as a prime characteristic of an age-friendly city that is repeated often across many topic areas. Within the WHO life course perspective for active ageing described in Part 2, design for diversity is the key to supporting optimal capacity among high-functioning individuals and enabling older people to function who would otherwise become dependent. According to the project participants, it should be normal in an age-friendly city for the natural and built environment to anticipate users with different capacities instead of designing for the mythical "average" (i.e. young) person. An age-friendly city emphasizes enablement rather than disablement; it is friendly for all ages and not just "elder-friendly". There should be enough public seating and toilet facilities; dropped curbs and ramps to buildings should be standard features, and lights at pedestrian crossings should be safely timed. Building and housing design should be barrier-free. Information materials and communication technologies should be adapted to suit diverse perceptual, intellectual and cultural needs. In a word, spaces and structures must be accessible.

Acknowledging and respecting diversity should characterize social and service relationships no less than physical structures and materials. The participants in this WHO project make it clear that respect and consideration for the individual should be major values on the street, at home and on the road, in public and commercial services, in employment and in care settings. In an age-friendly city, users of public spaces should be considerate in sharing the amenities, and priority seating in public transport and special needs stopping and parking areas should be respected. Services should employ friendly staff who take the time to give personal assistance. Tradespeople should serve older people as well and as promptly as other clients. Employers and agencies should offer flexible conditions and training to older workers and volunteers. Communities should recognize older people for their past contributions, not only for their current ones. Because education fosters awareness, schoolchildren should be taught about ageing and older people and the media should portray them in realistic and non-stereotypical ways.

The life course approach includes all ages within the process of promoting active ageing. It also embraces the value of intergenerational solidarity. In the view of the project participants, another important characteristic of an age-friendly city is that it should foster solidarity between generations and within communities. An age-friendly city should facilitate social relationships – in local services and in the activities that bring together people of all ages. Opportunities for neighbours to get to know each other should be fostered; they

should watch out for each other's safety and help and inform each other. Thanks to a network of trusted family, friends, neighbours and service providers, older members of the community should feel integrated and safe. Moreover, there should be personalized outreach to older people at risk of being socially isolated, and the economic, linguistic or cultural barriers experienced by many older people should be minimized.

Integrated and mutually enhancing urban features

The strong connections among the different aspects of city living made by people consulted in the WHO project clearly show that an age-friendly city can only result from an integrated approach centred on how older people live. Taking this approach means coordinating actions across different areas of city policy and services so that they are mutually reinforcing. Based on the reports of the older people and others in the project, joint action that respects the following relationships appears especially important.

- Housing must be considered in connection with outdoor spaces and the rest of the built environment such that older people's homes are located in areas safe from natural hazards and are close to services, other age groups and civic attractions that keep them integrated in the community, mobile and fit.

- Transportation services and infrastructures must always be linked to opportunities for social, civic and economic participation, as well as to access to essential health services.

- Social inclusion of older people must target social arenas and roles that carry power and status in society, such as decision-making in civic life, paid work and media programming.

- Because knowledge is key to empowerment, information about all aspects of city living must be accessible to everyone at all times.

Beyond the age-friendly city guide and checklists

This project is a starting point for many more community development and research activities, as well as for the establishment of a larger global network of age-friendly communities. The next steps for collaborating cities and for WHO will be to confirm the validity of the checklists. One city has already conducted site visits to verify the barriers in the natural and built environments and in services that were reported by older people. Others are returning to the original focus group participants to determine whether the features in the Guide accurately capture what they said, or are setting up focus groups with older people in other locations to assess the level of agreement between their views and the checklists. Another approach to validation will involve experts in the field of ageing, who will compare the checklists based on the views of older people with evidence from gerontological research and practice.

At the same time, many other cities have expressed an interest in using the WHO Guide and checklists to initiate age-friendly city development. Currently being considered are country-level networks, for example in Japan and Spain, as well as regional "hubs" in the Middle East, in Canada and in Latin America and the Caribbean. To facilitate the spread of age-friendly cities, translation of the Guide into several languages is under way, including Chinese, French, German, Japanese, Portuguese and Spanish. Because the age-friendly cities idea has much in common with the successful and effective Healthy Cities concept, an active and mutually beneficial link between the two networks is being pursued. Within WHO, the Ageing and Life Course programme will continue to provide an institutional "home" for the WHO age-friendly city initiative.

Focus group participants reported several examples of age-friendly practices in their cities. Some of these have been very briefly mentioned in this Guide. Another important step will be to obtain further information about these initiatives from the project leaders and to publish an inventory of these good practices. A conference to exchange local and international age-friendly city initiatives was held in June 2007 in the Ruhr metropolitan area, sponsored by the State Government of North Rhine Westphalia, to mark the selection of the city of Essen as a European Capital of Culture for 2010. A further best practices meeting is being planned for Istanbul, also in connection with the selection of this city as the other 2010 European Capital of Culture. To generate more good practices from the WHO research, experts and service providers will

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be invited to identify interventions corresponding to the age-friendly features in the checklists. The current checklists also will be tested in at least one location for their usefulness in creating age-friendly interventions.

The research leading to the Guide has yielded many rich findings worldwide, as well as connections among researchers concerned with ageing and the environment. With the support of the Institute of Aging of the Canadian Institutes of Health Research, collaboration among researchers is being encouraged to advance knowledge about ageing in urban settings. Technical research papers are planned that will describe more fully the concept and methodology of the WHO-led research, more closely examine age-friendly settings in relation to active ageing, and reveal evidence of the convergences between ageing, urbanization and globalization – the major forces shaping the 21st century that are central to this project.

As stated earlier, the present research did not focus specifically on the cross-cutting active ageing determinants of gender and culture, although their effects are mentioned sporadically in this Guide. For example, it is observed in many cities that men are less engaged in social activities than women, and the situation of many older women is described in the barriers faced by economically disadvantaged groups in many areas of urban living. Further focused research, involving collaboration among

cities in different regions of the world, will be conducted to address these specific determinants, beginning with an initiative led by the New York Academy of Medicine on the theme of "ageing in a foreign land".

Finally, non-urban communities must also become more age-friendly. In many countries, older people constitute a high percentage of the population in rural and remote areas as a consequence of the emigration of younger people. Canadian federal and provincial governments are leading a project to identify the age-friendly community features in several small towns and villages, and the results will eventually be shared worldwide.

There is already much enthusiasm for disseminating and adopting the Guide and checklist. New initiatives and collaborators in a worldwide network are welcome. Active ageing in supportive, enabling cities will serve as one of the most effective approaches to maintaining quality of life and prosperity in an increasingly older and more urban world.

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Age-Friendly Sunnyvale Action Plan

Tracey M Gott

City of Sunnyvale

4/28/2019

Executive Summary

In September 2017, the City of Sunnyvale was formally designated an Age-Friendly City by the World Health Organization and AARP. This designation marked the beginning steps in Sunnyvale's Age-Friendly journey. The City of Sunnyvale prides itself on strategic and smart planning. As our commitment to be a part of the Age-Friendly network, we are developing an action plan that encompasses our values and vision and provides for sustainable growth. While we recognize that an Age-Friendly City is truly a city for all ages, we hope that by implementing this action plan we are taking steps to build a stronger community, keep people engaged and informed and most important, utilize older adults as an asset to help our City grow.

Below are the 11 goals developed for this first three year action plan. Although the Library and Community Services Department is primarily responsible for this project, we will engage with other City partners to expand our reach as we make progress toward these goals, which are:

1. Create a safe, accessible city for all ages to utilize.
2. Improve mobility options for older adults.
3. Provide resources that support older adults aging in place and provide an avenue for input on future housing policies and projects.
4. Increase the variety of opportunities and programs that meet the diverse needs and culture of our community.
5. Decrease the stigma of aging and ensure that older adults remain engaged in the community.
6. Promote and increase opportunities that utilize the contributions and skills of older adults in impactful ways in the community.
7. Improve communication strategies that will increase dissemination of information to more residents.
8. Provide a continuum of services and programs that support older adults' ability to age in place.
9. Ensure that older adults are aware of and included in emergency preparedness operations.
10. Ensure access and adapt our services and programs to support the changing needs of our population.
11. Increase access and use of technology that keeps seniors engaged and supported in the community.

Age-Friendly Sunnyvale

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Community Analysis

Introduction to the City of Sunnyvale

The City of Sunnyvale was incorporated in 1912, when its population was 1,800 residents. Sunnyvale is considered the "Heart of Silicon Valley" and is the seventh most populous city in the San Francisco Bay Area. Its current population of 153, 656 makes it the second largest city in Santa Clara County (World Population Review, 2019). Sunnyvale's first industries were the Hendy Ironworks and Libby Cannery, but during World War II, became more focused on the defense and aerospace industries. In the 1950s and 1960s, almost 65% of the City's housing was built along with 50% of
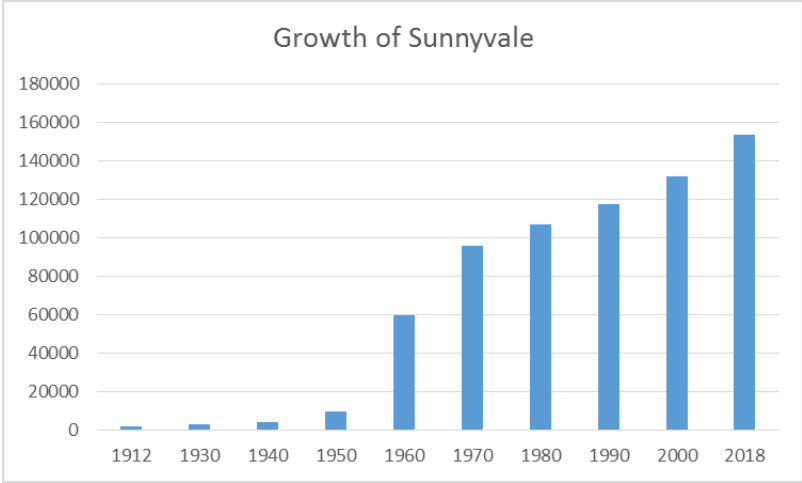
the industrial buildings; the population increased to 96,000. In the latter part of the Twentieth Century, Sunnyvale attracted more technology companies and its population continued to grow. This growth slowed in the early 2000's with the recession, but the economy of Sunnyvale has continued to rebound after 2005 with the development of new industries and jobs (Sunnyvale General Plan, 2011).

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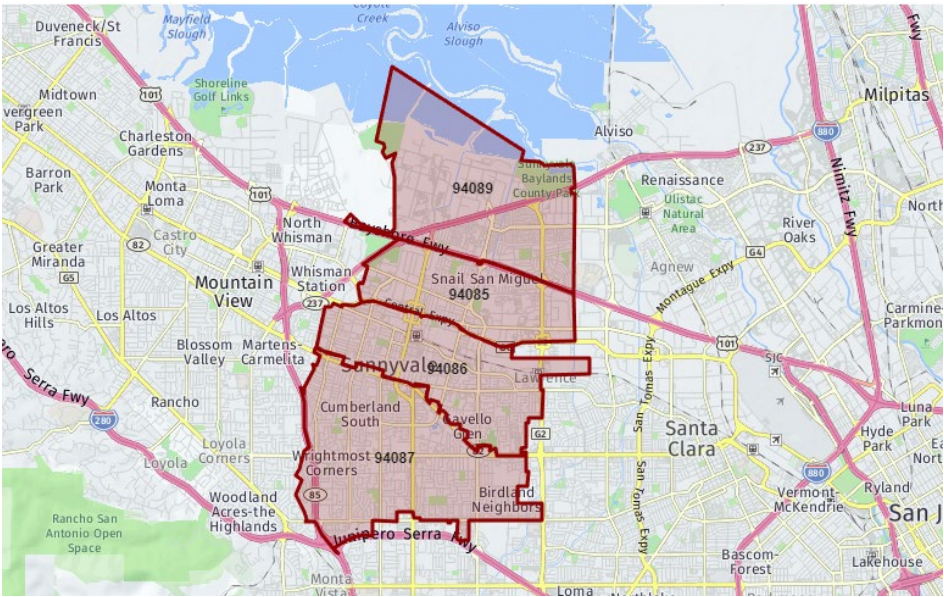
Sunnyvale is 22.69 square miles and lies between the cities of Santa Clara, Cupertino, Los Altos and Mountain View. Residential properties encompass 52% of the land use while industrial and office account for 26%, along with open space at 8%. (Community Development Department, 2006). Sunnyvale has been known for its long-range planning, which has kept the City sustainable through years of recessions and other fiscal challenges. Per research from SmartAsset, Sunnyvale was ranked as one of the safest cities in America in 2018 (Wood, 2019). The Department of Public Safety has the distinction of being one of the few departments that integrates police, fire and emergency response.

The City of Sunnyvale updated its General Plan in 2011. The General Plan is the tool that provides long-term goals and policies for the next 10-20 years along with information about the community. The goals are broad targets that describe the outcome, whereas the policies identify ways to achieve the goals. Some of the assets of Sunnyvale listed in the General Plan are its mild climate, central location, and quality public education, high level of public safety, innovative businesses, a diverse population, a responsive government, and quality parks, playgrounds, library and community centers. Some of the issues include a lack of an active downtown, lack of affordable housing, limited fiscal resources to meet a growing demand for public services, limited participation of many minority and foreign-born residents, lack of access to public and private services for those in northern areas and limited transportation options. One of the future challenges called out related to the aging population was around how the City will need to change its future method and delivery of services for older adults to meet the growing population (Sunnyvale General Plan, 2011).

Sunnyvale Values (Sunnyvale Community Vision, 2011): Sunnyvale is an attractive, safe, environmentally-sensitive community which takes pride in the diversity of its people, the innovation of its businesses and the responsiveness of its government.

Sunnyvale's Vision Statement: It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become:

- A strong, diverse community.
- A community with a vibrant and innovative local economy.
- A regional leader in environmental sustainability.
- A safe, secure and healthy place for all people.
- A city managed by a responsible and responsive government.
- A community with a distinctive identity.

The City has seven councilmembers who are elected at large by voters. It operates under a council-manager form of government (City Governance). The City Manager is appointed by the Council and is responsible for providing leadership, strategic direction and guidance for the City. Under the City Manager, there are 10 departments that comprise the City's services and structure.

Sunnyvale Community	
City Council	
City Manager / City Attorney	
Department of Community Development	Department of Public Safety
Department of Public Works	Department of Environmental Services
Department of Finance	Department of Human Resources
NOVA	Department of Library and Community Services
Office of the City Manager	Department of Information and Technology

Overview of Sunnyvale's Demographics

Demographic Profile of Sunnyvale Residents

The median age of all Sunnyvale residents is 35 years, with 68% between the ages of 15-64, 12% over 64 years and 20% under 14 years old. Sunnyvale's population is 33% White, 43% Asian and 18% Hispanic (ACS, 2012-2016). Approximately 44% of Sunnyvale's residents were foreign born. This is nearly 4 times higher than the U.S. average and speaks to the diversity of the City. When it comes to language, almost 50% of households speak a language other than English. Approximately 11% of the population's income falls below 150% of poverty level (US Census Bureau, 2005).

Demographic Profile of Seniors 65+ in Sunnyvale

The primary races for this age group are 60% White, 34% Asian and 8% Hispanic. Approximately 42% speak a language other than English, with 28% speaking English less than "very well". Of this age group, approximately 15% have incomes at 149% of the federal poverty level, or less. While this may seem like a relatively low percentage, if you compared the income of seniors to the Elder Index, which measures how much income an older adult needs to live in Santa Clara County, this percentage increases to 30% (Elder Index, 2018).

The median age for this group is 74 years, with 6% between 65 to 74 years, 4% between 75 to 84 years and 2% over 84. Although the proportion of seniors in Sunnyvale is comparatively low right now, it is projected to increase over time.

If you look at the Population Pyramid below, you can see that within the next 20 years, the population of older adults will be steadily increasing.

Santa Clara County, California Population Pyramid 2019
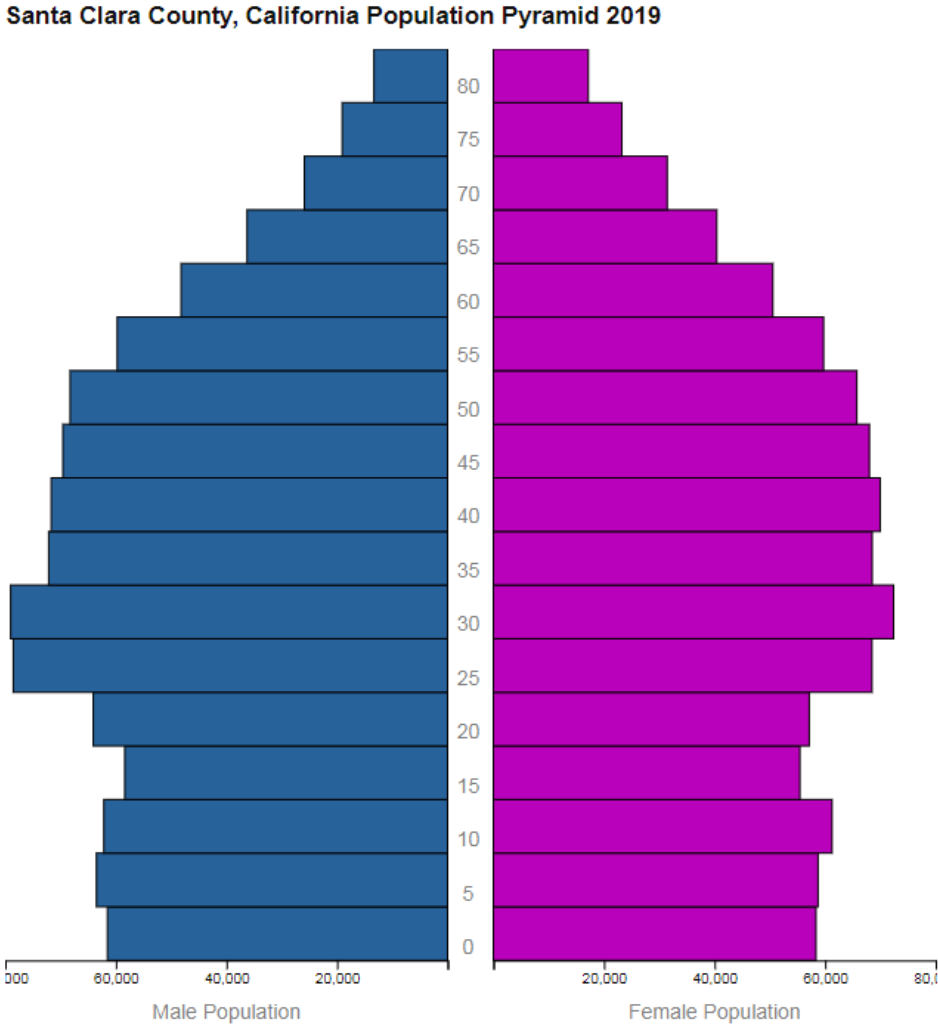
This pyramid also highlights how Santa Clara County is expected to increase its population of ages 60+ by more than 200% from 2010-2060 with most of the growth occurring between 2010-2030. Within the 85+ age group, growth is expected at 605%, with most of the growth between 2030-2040. (Santa Clara County Population, 2019)

Sunnyvale's changing population mirrors that of Santa Clara County, and this change is one reason that the Age-Friendly initiative started to develop in Santa Clara County. During the 2011 County of Santa Clara's Board of Supervisor's State of the County Address, a Seniors' Agenda was formed to start addressing how the County and its Cities were preparing for the changing demographics. In 2015, the Seniors' Agenda recommended that Santa Clara County pursue designation as an Age-Friendly County, with each city also pursuing designations as Age-Friendly (County of Santa Clara, 2017).

Overview of Age-Friendly

Purpose of Age-Friendly

The concept of Age-Friendly cities initiated from a study that the World Health Organization (WHO) developed to address two major global trends – rapid aging and increasing urbanization. From this study, WHO identified eight domains that are at the core of age-friendly cities and then further developed a checklist that cities could use to assess their "age-friendliness" (WHO, 2007).
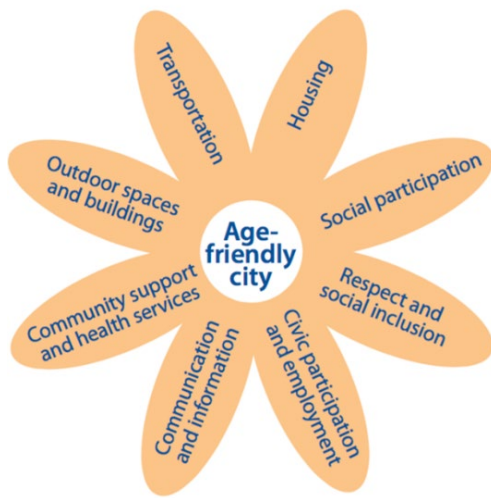
WHO Eight Domains of Livability

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support and health services

It is important to note that these domains often overlap each other. For example, if you don't have adequate transportation, that can affect social participation opportunities. Likewise, if there is not adequate communication, that can impact someone's social inclusion in the community.

From this work, WHO developed a process where cities and counties could apply to be part of the WHO network of age-friendly cities and make a commitment to take steps towards enabling people of all ages and abilities to be part of their community (WHO, 2007). Once cities submit their initial application, they have two years to develop a three year action plan to WHO and then continually evaluate and adjust progress.

Alongside WHO, AARP also supports this work through their network of Age-Friendly Communities. AARP assists cities by facilitating their enrollment in the WHO and AARP network and provides assistance navigating through the assessment and implementation process (AARP, 2014). When cities or counties apply for an age-friendly designation they

are making the "commitment to actively work toward making their city or county a great place to live for people of all ages" (AARP Livable Communities).

AARP provides a four step framework for a five year age-friendly program cycle: (AARP Network, 2015)

1. City enters a network
2. Planning phase (year 1-2) – assessments/action plan developments
3. Implementation and evaluation (year 3-5)
4. Continuous improvement (year 5+)
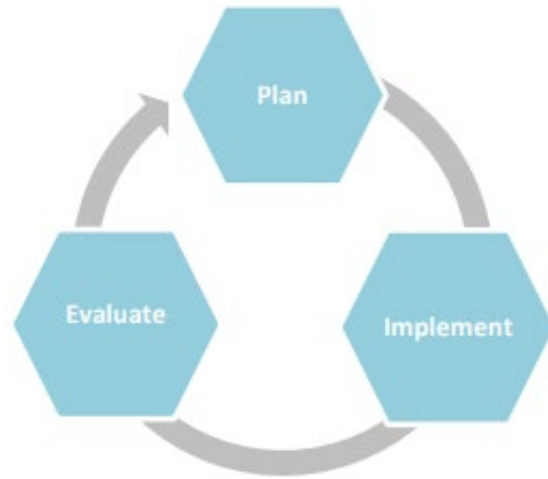
Purpose of Age-Friendly Sunnyvale

Sunnyvale was designated as an Age-Friendly City in September 2017. The Department of Library and Community Services, under which the Sunnyvale Senior Center is housed, has taken ownership of this initiative. For the Sunnyvale Senior Center, this was an opportunity to develop a plan that provided room for continuous improvement. With the changing demographics, the way the Senior Center delivers its services is changing and age-friendly initiatives provided the platform to evaluate how well the Center is doing and opportunities for future growth. The Senior Center is also using this as an opportunity to assess what partners or programs are in our community and learn where there is duplication or identify gaps to be more efficient in our operations.

The advantage of the Sunnyvale Senior Center taking ownership of this initiative is that staff have years of experience working with the community and have built up a lot of relationships with community and county partners to move some of this work forward. For this reason, this three-year action plan mainly focuses on the steps that the Department of Library and Community Services plans to take around each domain.

The purpose of Age-Friendly Sunnyvale is to:

1) Be aware of what other departments in the City are doing as it relates to Age-Friendly
2) Use the information learned from the assessments to help inform other City departments as they update or implement items in the City's general plan or specific City study items.
3) Provide a framework that the Department of Library and Community Services (LCS) can use in implementing Age-Friendly initiatives.
4) Re-frame the City's perspective of an aging population and share resources among the community to support livability for all ages.

Introduction to the Action Plan

Sunnyvale's Age-Friendly Process

Senior Center staff utilized the four following assessments to help inform development of an action plan.

1) Community survey of older adults
2) Focus groups conducted throughout the City
3) Meetings with representatives from each department
4) Review of the City's Livability Index

The following sections provide an overview of these efforts and a summary of the findings from each area. Additionally, a copy of this report and updates on the status of Age-Friendly Sunnyvale will be posted to the Age-Friendly Sunnyvale website at https://sunnyvale.ca.gov/news/topics/agefriendly/default.htm.

General Highlights of the Community Survey Results:

The community survey for Sunnyvale was done between March and May of 2018. The survey was distributed by the staff of the Senior Center and was also made available online through the City of Sunnyvale's OpenGov system. The survey was based off AARP's Livable Community Survey, meant to capture feedback in regards to the eight domains of livability (AARP Community Survey, 2019). The survey included 49 questions and 388 community responses were collected from the survey.

As the survey was only printed in English, the survey results are not entirely reflective of the community. About 82% of the respondents identified as White or Caucasian, 15% as Asian and 3% as other races. Many the respondents, 94%, spoke English at home. In future surveys, the recommendation would be to have the survey printed in other languages as to be more inclusive.

Below, some of the general findings from the community survey are presented, with a more in-depth review of the community survey covered in the analysis of each domain later in this report.

Overall, many the people that responded to the survey felt that their City was a good place to live as they age and 92% responded that it is either very important or extremely important to be able to live independently in their home as they age.

While more than one-half of the people have lived in Sunnyvale for more than 25 years, the same number said it was either somewhat likely, very likely or extremely likely that they will move to a different home outside of their city. The following factors contributed to this: the expense of homes and maintenance, needing a home that will help them live independently and needing more access to public transportation.

Transportation and housing were two of the higher ranked concerns. Transportation issues included walkability of the City and the concern of having affordable and reliable transportation options for when older adults can no longer drive themselves. When it comes to housing, affordability was one of the key concerns, but also identified, was the need for resources that allow people who own homes, to stay in them for as long as they can.

Largely, older adults in Sunnyvale are very active and utilize the open spaces and parks. While the survey demonstrates the need for some higher-level projects that may be more complex, such as increasing the amount of affordable housing, it also identified smaller projects that the City can take to start improving its livability and engaging more residents.

Focus Groups Findings

Twelve different focus groups were conducted throughout the City during May and June of 2018. Focus groups were held at mobile home parks, senior living facilities and other sites throughout Sunnyvale. Translators were used to garner feedback from residents who spoke Chinese or Spanish and notes were taken for each group. Positive feedback was heard around the quality of the City's parks, the services that the library and senior center offer and the Department of Public Safety. The below table of the focus groups summary, highlights the more commonly heard themes throughout the groups:

Focus Group Summary

Outdoor Spaces and Buildings	• Improve streets/signage/sidewalks/lighting • Improve sharing of sidewalks and pathways with bicyclists and other non-motorized transportation • More outdoor seating options • Safety of intersections
Transportation	• Education on transportation services • Affordability • Bus stops that are too far away • Increased transportation support as the last mile is an issue
Housing	• Lack of affordable housing and increasing rents • Preservation of mobile home parks • Lack of senior communities or long waitlists • Housing modifications – need more information and consider changing income qualifications
Social Participation	• Affordable and accessible (alternative locations) activities • Increase access to technology • Opportunity for intergenerational activities
Respect and Social Inclusion	• Provide senior discounts • More awareness for businesses to be age-friendly • Inclusion of seniors in the community
Civic Participation and Employment	• Increase awareness of volunteer opportunities • Highlight part time work opportunities for older adults • Council meetings that are held at night
Communication and Information	• Improve the city's website • Provide more printed information • City's answer point only available during the day
Community and Health Services	• Some neighborhoods have more support than others • Not enough services for caregivers or those with dementia • Some areas of the city are isolated due to transit options and locations, makes it hard to access services

Sunnyvale's Livability Index

Another way to understand the needs of seniors in Sunnyvale is to utilize the AARP livability index. You can type in your zip code and it provides you a score based on seven areas. The Livability Index is a signature initiative of the Public Policy Institute to measure the quality of life in American communities across multiple dimensions. The Livability Index allows users to compare communities, adjust scores based on personal preferences and learn how to take action to make their own communities move livable. Sunnyvale's average score across zip codes was 53.25 – while that may seem low, Berkeley, which is one of the top ten livable cities, has a score of 64 (AARP Livability Index, 2018).

The livability index highlighted that overall health and access to health rated fairly high across all Sunnyvale zip codes. Transportation, environment, housing and engagement were lower than the other areas and identified area of improvement.

	94085	94086	94087	94089
TOTAL INDEX SCORE	52	56	54	51
HOUSING — Affordability and access	47	49	45	45
NEIGHBORHOOD — Access to life, work, and play	63	65	64	63
TRANSPORTATION — Safe and convenient options	43	46	42	35
ENVIRONMENT — Clean air and water	36	42	41	35
HEALTH — Prevention, access and quality	82	89	89	86
ENGAGEMENT — Civic and social involvement	33	33	32	30
OPPORTUNITY — Inclusion and possibilities	62	64	67	65

Overview of Current Age-Friendly Efforts

As part of the assessment process, information was gathered from the various departments within Sunnyvale to identify some current age-friendly practices and future projects that relate to the age-friendly effort. This assessment was very positive in that overall, most of the City's Departments are taking steps to serve a community for all ages.

Community Development Department:

This department has four main programs: Building Safety, Planning, Housing and Community Development Block Grants (CDBG) and Department Administration. Sunnyvale has several home improvement programs for lower-income residents that include home access grants, exterior paint grants, emergency grants and housing rehabilitation loans. Through CDBG funding, grants are given to community based organizations that help finance senior housing projects and support senior programs such as congregate meal services, meal delivery, adult day services and legal services.

Sunnyvale is in the beginning phases of developing a Housing Strategy that will include an analysis of rent stabilization programs for mobile home parks, age-friendliness of housing, strategies to increase the affordable housing supply and strategies to help with the demand for affordable housing (Community Development, 2019).

Environmental Services:

This department manages the City's environmental utility services, such as water and waste and leads the coordination of the City's sustainability initiatives. Two direct age-friendly services they provide are rear yard collection and annual household hazardous waste service. One of their major projects is the development of the Climate Action Playbook, which identifies specific actions that the City and community can take to implement climate action priorities (Environmental Services, 2019). This can have an age-friendly benefit as one of their main projects is reducing the number of vehicles on the road and encouraging the use of alternative transportation options, such as transit, walking or biking.

Finance:

The Finance Department is responsible for planning the City budget, managing contracts and bids and sending the utility bills. What was interesting to note from the discussion with this department is the high number of calls or walk-in visits that they receive from seniors in the community. This department is aware of services and resources that they can provide to seniors and others who may have challenges paying their bills and refer them to the City's Care Management Program when needed (Finance, 2019).

Human Resources:

This department manages recruitment of employees, supports employee engagement and wellness programs, and provides training and development of employees and general volunteer recruitment and placement. In regards to age-friendly practices, while Human Resources provides services for all ages, they have recently provided employee training opportunities on working within a multi-generational workplace. The Human Resources Department also manages the recruitment and processing of all volunteers within the City so they play a vital role in the civic engagement area (Human Resources, 2019).

NOVA Workforce Services:

NOVA is a nonprofit, federally funded employment and training agency that is based within Sunnyvale. NOVA is a unique service in that its services support seven cities in northern Santa Clara and all of San Mateo, but is housed in the City of Sunnyvale. They provide a variety of services to job seekers and employers. More than 70% of the customers they serve are above the age of 45. One of their more recent programs focused on individuals over 50 and is titled Mature Worker Job-Coaching Program that provides one on one coaching, peer groups and specialized workshops that address financial topics, professional appearances and working in a multi-generational workforce (NOVA, 2019).

Department of Public Safety:

Public Safety Officers are cross-trained as police officers, firefighters and emergency medical technicians. Their role inherently involves community engagement; they are active in providing services and training to community members. Some of the trainings they offer for adults are a personal emergency preparedness program, community emergency response team, crime prevention along with a variety of volunteer opportunities. Officers are very knowledgeable about the services and supports that community members can access through the Senior Center and other community organizations (Department of Public Safety, 2019).

Public Works:

Public Works has five different divisions: Engineering Services, Public Works Operations, Parks, Golf and Trees, Transportation and Traffic and Administration and Property Management (Department of Public Works, 2019). Through this department, a Vision Zero Plan is being developed to eliminate traffic fatalities and severe injuries. Another project, the Fair Oaks Park Renovation, will create a Magical Bridge Playground, which will have an all-inclusive design to allow for users of all ages and abilities. The Transportation Division is also preparing a comprehensive Active Transportation Plan that aims to improve safety, mobility within transportation options and encourage transportation alternatives to cars. Additionally, Parks

and Facilities is exploring the idea of building Lakewood Branch Library and Learning Center in partnership with the Sunnyvale School District that would create more access in an area that has been identified as isolated in services. One other project to note is the replacement of the Washington Community Swim Center, which will improve access into the pool with the zero depth entry and provide therapeutic opportunities (Top 30 Project Summaries, 2019).

Library and Community Services:

The Library and Community Services Department is one of the few combined departments in the state with a goal of providing a continuum of library, recreation and community services. This Department is responsible for managing the Public Library, the City's Community Centers (including the Senior Center, Columbia Neighborhood Center and Theatre and Performing Arts Center) and providing a variety of recreation classes and activities throughout the City (Library and Community Services, 2019). The Library sees almost 2,000 visitors a day and provides a range of services and workshops for patrons of all ages. One of the issues noted in the City's General Plan was around incorporating the range of needs for senior recreation services in the current services and how to plan for multiple generations and people with differing needs (Sunnyvale General Plan, 2011).

Development of action plan:

The action plan was developed in response to the information obtained in the aforementioned assessments. Assessments were done by Senior Center staff and there was no additional funding other than staff time used to develop the plan. Senior Center staff utilized tools from AARP's Age-Friendly Resource Guide, Action Plan Template, WHO checklist of essential features of Age-Friendly Cities and its publication, Global Age-friendly Cities: A Guide.

While this plan involves all City Departments, it will be managed by the Senior Center Staff. Other Library and Community Services staff will support some of the action items, but the management and tracking of the plan will be done within the Senior Center.

The active involvement of seniors has been a priority: most of the feedback utilized in the action plan came from older adults in the community, and the plan includes an ongoing Age-Friendly Advisory Group, which will help refine the action plan, implement action items and track progress. The action plan will be shared for review with the Senior Center's Advisory Council as well as with the City's Parks and Recreation Commission.

Action Plan

This plan aims to create goals that promote opportunities for older adults to be engaged in each age-friendly domain. The plan addresses some of the current barriers older adults face in the community and takes some small steps towards decreasing these barriers so that there is equitable access for all ages to enjoy the same quality of life in the city that they live in. The action plan is broken down into eleven domains, with a brief overview of some survey findings or statement of need, followed by a goal and then strategies to take to reach the goal.

Following the action plan is an implementation strategy that summarizes the goals and identifies the potential community partners, approximate funding required, metrics staff will use to identify success and a timeline.

> **"I am currently 68 and highly independent but watched what my parents went through once they were in their 80s. It was scary to watch. I have no one who could take care of me, so I'm eager to have Sunnyvale be a good place for aging!"**

Outdoor Spaces and Buildings

When it comes to outdoor spaces and buildings, many areas received high ratings in the community survey. The survey and focus groups found that while people enjoy having parks and community buildings in their area, access could be improved through the creation of safer walking paths for pedestrians and development of businesses that are responsive to the needs of older customers.

- 80% felt it was either very important or extremely important to have well-maintained and safe parks within walking distance.
- 95% indicated the importance of sidewalks that are in good condition, free from obstacles and are safe and accessible.
- 87% responded that it was very important or extremely important to have well-maintained public building and facilities that are accessible.

Goal: To create a safe, accessible city for all ages to utilize.

Strategies:

1) Promote pedestrian safety among older adults in the community.
    a. Work with community partners to provide educational seminars on pedestrian safety.
    b. Develop walking groups that include pedestrian safety components.
    c. Partner with Department of Public Safety to provide pedestrian safety workshops and recruit pedestrian advocates.
2) Provide a forum for seniors that promotes walkability, safe transit options and information sharing among providers.
    a. Work with other departments to gather input on transportation plans such as Vision Zero or the City's Active Transportation Plan.
    b. Utilize pedestrian advocates to assess walkability in different areas of Sunnyvale.
    c. Provide information to older adults on how they can share their concerns regarding streets and sidewalks.
3) Utilize parks to promote exercise and programming opportunities.
    a. Encourage the inclusion of age-friendly equipment when building new parks (Magical Bridge).
    b. Identify park buildings that can be utilized for older adult programming and expand services.
4) Engage local businesses in age-friendly practices.
    a. Create a short guide of recommendations of age-friendly practices that businesses could utilize.
    b. Host a series of workshops to invite local business members to attend.

Transportation

Seniors in Sunnyvale are highly reliant on their cars and don't want to ask others for assistance. This shows the importance of developing alternative options to promote mobility that seniors are not afraid to use. Almost 8,000 seniors in Sunnyvale are over 75 years old, an age at which, per a 2017 Insurance Institute for Highway Safety report, seniors are less likely to have a driver's license or have decreased the amount they drive.

In the area of transportation, the survey showed the following:

- 93% of those surveyed drove themselves – followed by walking, using taxis or Uber, biking, accessing public transit and then lowest was asking others to drive them.
- 83% felt it was very important or extremely important to have affordable, accessible and convenient transportation along with special transportation services for those with disabilities.
- 89% surveyed noted it was either very important or extremely important to have safe and reliable public transportation, including safe stops and waiting areas.
- Over 90% of those surveyed felt the following was very important or extremely important: well-maintained streets, easy to read traffic signs, enforced speed limits, well-lit streets and safe intersections.

Goal: To improve mobility options for older adults.

Strategies:

1) Develop a transportation guide for older adults and encourage the use of available transit options.
   a. Identify other transportation providers in Sunnyvale.
   b. Provide travel training opportunities for utilizing public transit.
2) Continue to offer driver safety classes and expand to other community locations.
3) Look for ways to partner with other transportation providers to combine services.
4) Implement a pilot transportation program.
   a. Define the area to be served.
   b. Hold community meetings to propose solutions.
   c. Identify cost and funding source.
5) Research the potential of Senior Safety Zones.

Housing

Affordable housing, along with the high cost of living in Sunnyvale, is a major issue for seniors. In the City of Sunnyvale, the Community Development Department is currently undergoing a Housing Element study to identify some of the concerns that were mentioned in our survey and focus groups – preservation of mobile home parks, affordable housing and age-friendly features of housing. Other items of interest that the survey and focus groups revealed are that:

- 90% of the respondents felt it was very important or extremely important to have home repair contractors who are trustworthy, do quality work and are affordable.
- 80% noted it was very important or extremely important to have a home repair service for low-income and older adults that helps with repairs.

Goal: To provide resources that support older adults aging in place and provide an avenue for input on future housing policies and projects.

Strategies:

1) Increase awareness of available housing resources.
   a. Provide education on home safety and home modifications programs.
   b. Provide workshops on City of Sunnyvale's housing programs.
2) Develop a list of trusted handyman / repair providers.
   a. Create a system to identify reliable repair providers.
   b. Accept applications and review provider qualifications.
3) Provide a forum to ensure that older adults are considered in future planning and housing strategies.
   a. Provide workshops with planning department or housing so that older adults can provide input and learn about how planning strategies are developed.
   b. Provide information on how older adults can share input on the City's Housing Element.

> **"Affordable housing for low-income seniors is getting harder and harder to find. Many senior complexes which used to provide a supportive, active community for seniors have been bought by other companies that seem to have no interest in their residents other than for income. The "senior community" aspect of these complexes has vanished."**

Social Participation

When it comes to social participation and community information the following areas were identified:

According to WHO's Global Age-friendly Cities Guide, social participation and having strong social supports is important to health and well-being. Areas to consider in this area include the accessibility of activities, their affordability and increasing the range of opportunities that meet the growing diversity of the cultures (WHO, 2007).

- 65% or more of those surveyed felt it was very important or somewhat important to have activities specifically geared for older adults, activities that offer senior discounts and activities that involve young and old people together.

- 77% indicated that it was very important or extremely important to have accurate and widely publicized information about social activities.

- 81% felt it was very important or extremely important wanted activities that are affordable to all residents.

Goal: To increase the variety of opportunities and programs that meet the diverse needs and culture of our community.

Strategies:
1) Increase partnerships with local community based organizations to strengthen programming.
   a. Identify other recreation and leisure services within the City for older adults and determine duplications or gaps in service.
2) Explore providing subsidized activities or scholarships.
   a. Identify a funding source to provide subsidies.
   b. Develop an application or process to determine eligibility.
3) Expand programming to alternative sites throughout the City.
   a. Identify partner agencies that would be willing to host programs.
   b. Identify a way to recruit more instructors.

> **"Other neighboring senior centers do not charge membership fees or fees to access certain activities (fitness center, computers) in their senior center facilities as Sunnyvale does. Sunnyvale Senior Center should adopt the same principles and not charge a membership fee or other access fees."**

Respect and Social Inclusion

Loneliness is likely to be a problem faced by seniors in Sunnyvale. Recently, AARP released findings from a national survey of adults 45 and older regarding loneliness and social connections. Some of their key findings revealed that among adults age 45 and older, 1 in 3 report being lonely and older adults with lower incomes are at greater risk (AARP Research, 2018). Along with increasing social connections, improving the public image of ageing is important. A recent NY Times article pointed out that older people who have a positive view of aging are more likely to recover from a disability than those who believe negative aging stereotypes (Span, 2019).

Goal: To decrease the stigma of aging and ensure that older adults remain engaged in the community.

Strategies:

1) Increase intergenerational opportunities.
   a. Work with Recreation Center staff to determine intergenerational opportunities within their youth and teen programs.
2) Expand programs to reach isolated or homebound seniors.
   a. Partner with the library on their homebound delivery service to identify participants that could use additional resources.
   b. Develop a volunteer friendly visitor program that can help support the City's care management program.
3) Re-frame the perception of aging in the community.

Civic Participation and Employment

The Corporation for National and Community Service (CNCS) did a study in 2015 to look at the health benefits of volunteering as an older adult. The study found that two-thirds of the volunteers reported a decrease in their sense of isolation along with fewer symptoms of depression (Hayes 2016).

When asked about civic engagement and employment, the surveys and focus groups highlighted the following:

- More than 70% surveyed felt it was very important or extremely important to have: a range of volunteer activities to choose from that are easy to find, have adequate volunteer training and have the opportunity for older adults to participate in decision making bodies.
- Of the 41% that were still employed in some manner, 58% said it was very likely or extremely likely that they would continue to work for as long as possible.
- Having a range of flexible job opportunities and job training opportunities was very important or extremely important to 58% of the respondents.

Goal: To promote and increase opportunities that utilize the contributions and skills of older adults in impactful ways in the community.

Strategies:
1) Promote job opportunities and provide employment workshops / trainings for older adults.
    a. Dedicate a space at the senior center to post job and volunteer opportunities.
    b. Partner with local agencies to provide employment workshops at the center or other locations throughout the City.
2) Increase awareness of and the range of volunteer opportunities.
    a. Evaluate current volunteer opportunities.
    b. Identify new volunteer opportunities either through community partners or volunteer interest.
    c. Develop a plan to market volunteer opportunities.
3) Provide census trainings to increase older adult participation and count.
    a. Ensure staff are trained to assist older adults in filling out their census forms.
    b. Work with County and local census workers to offer trainings within our center

4) Engage seniors in local government.
   a. Explore the idea of having council members hold office hours during the day time to increase senior involvement.
   b. Offer a training program for older adults that teaches them how to be engaged in government and advocate.

Communication and Information

Sunnyvale prides itself on being a diverse community. One of the issues identified in its general plan was around how to increase the participation of its residents who are minority or foreign born in the overall life of the community (General Plan, 2011).

In the area of communication and information the following highlights were identified.

- 92% of those surveyed turned to the internet for resources for older adult, followed by senior centers at 88%.
- More than 90% felt it was either somewhat important, very important or extremely important to have the following: access to community information in one central source, clearly displayed printed community information in large lettering, free access to computers and internet in public places, and community information that is delivered in person to those that may not be able to leave their home.
- 82% would prefer community information available in several different languages.

Goal: Improve communication strategies that will increase dissemination of information to more residents.

1) Make printed information more accessible.
   a. Ensure that information is available in alternate languages and formats.
   b. Create a newsletter for senior services that can be distributed to center partners
2) Improve utilization of City website for older adults.
3) Coordinate information sharing among community partners.
   a. Display information about services and resources from partner agencies in locations other than the Senior Center
   b. Increase awareness of 211 as an information resource.

Community Support and Health Services

Community support and health services are an important component in older adults' ability to maintain their health and independence (WHO, 2007). Many of the people in the community surveys felt that having access to doctors who listened, who were respectful and provided affordable care was important.

When it comes to community support and health services the survey also found the following:

- In general, 93% of those surveyed rated their health as either good, very good or excellent when compared to peers their age and 98% felt that it was important to remain physically active for as long as possible..
- 88% indicated that they exercise more than one time a week, with 35% exercising every day.
- 80% or more felt that it was very important or extremely important to have the following: conveniently located health and social services, information easily available on health and supportive services, well-trained and affordable home health providers, affordable assisted living facilities and respectful and helpful hospital or clinic staff.

Goal: To provide a continuum of services and programs that support older adults' ability to age in place.

Strategies:

1) Increase partnerships with local hospitals and community based organizations.
   a. Identify other support and health services and resources that older adults can utilize.
   b. Offer targeted programs to meet specific needs of older adults' health conditions.
2) Increase amount of evidence based programs (EBP's), including Falls Prevention programs, throughout the City.
   a. Expand the number of locations that EBP's are offered.
   b. Collaborate with other cities and hospitals to partner in the delivery and coordination of EBP's.

> **"There is almost no advertisement on reliable resources for older adult care in my community. I have no idea where to go for advice on financial planning for my parents, what resources are available to them, or how to help them."**

3) Increase the number of caregiver programs and services.

a. Implement new support groups for caregivers within the senior center.
b. Identify ways to provide additional caregiver support within the care management team at the Senior Center.

Emergency Preparedness

Emergency preparedness is important for all ages, but as adults' age they may face additional challenges in an emergency. Being isolated, or limited on mobility or other chronic conditions may affect what happens in an emergency (CDC, 2019).

Goal: To ensure that older adults are aware of and included in emergency preparedness operations.

Strategies:

1) Provide emergency preparedness trainings for older adults throughout the City.
   a. Partner with local agencies to increase the amount of trainings provided for older adults.
2) Develop a plan to address how isolated seniors will be reached in an emergency.
   a. Explore models utilized in other cities for reaching isolated seniors.
   b. Work with Senior Center Care Managers to identify clients needing additional help during emergencies.

Therapeutic Recreation

Therapeutic recreation utilizes recreation and other activity-based interventions to address the needs of individuals with illnesses and/or disabling conditions to improve their psychological and physical health, recovery and overall well-being (NCTRC, 2019). The City of Sunnyvale currently provides therapeutic recreation programs for children and young adults, but has not yet incorporated therapeutic recreation into the planning of older adults.

Goal: To ensure access and adapt our services and programs to support the changing needs of our population.

Strategies:
1) Increase programming opportunities for older adults with disabilities.
    a. Identify available programs in the area and determine gap.
    b. Recruit partners or instructors to provide programming.
2) Increase awareness of dementia friendly practices in the community.
    a. Encourage City staff to be trained as dementia friends.*
3) Develop an inclusion strategy for older adults.

Technology

Technology is rapidly evolving in today's environment. While more older adults are using technology now than in the past, barriers in accessing technology remain. These include isolation, income and language barriers. Additionally, technology is being increasingly used to support older adults' aging in place. Being able to keep up with the changes and provide ongoing support will be important.

Goal: To increase access and use of technology that keeps seniors engaged and supported in the community.

Strategies:
1) Increase access to technology through resources and programs.
    a. Coordinate and promote technology programs with the library.
2) Provide a forum that educates older adults on current technology advancements.
    a. Partner with local businesses and organizations to host technology fairs.
    b. Engage in workshops that provide information to older adults about gerontechnology products.
3) Senior center to utilize technology to improve operations and user friendliness.
    a. Research software for the Care Management program to improve their services and coordination of care.
    b. Explore how to engage older adults in utilizing online registration platforms.

IMPLEMENTATION STRATEGY

The implementation strategy summarizes the goals from each domain and identifies potential community partners, anticipated fiscal impact of the projects, who will be responsible for the collection of metrics and the timeframe. The initial analysis was done by City staff and then will be reviewed by the Age-Friendly advisory group along with the associated departments on an annual basis.

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
Domain: Outdoor Spaces and Buildings				
Goal: To create a safe, accessible city for all ages to utilize.				
1. Promote pedestrian safety among older adults in the community.	Department of Public Safety, California Walks, County of Santa Clara	0	Senior Center Staff 1) Number of participants attending educational seminars. 2) Number of walking groups and workshops.	Short Term
2. Provide a forum for seniors that promotes walkability, safe transit options and information sharing among providers.	Department of Public Works, Community Volunteers, California Walks	0	Senior Center Staff 1) Number of participants that provide input.	Short Term
3. Utilize parks to promote exercise and programming opportunities.	Library and Community Services, Neighborhood Groups	+	Senior Center Staff 1) Number of programs placed in park buildings	Mid Term
4. Engage local businesses in age-friendly practices.	Chamber of Commerce, local businesses, other City Departments	+	Senior Center Staff 1) Number of businesses that receive training.	Long Term

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
Domain: Transportation				
Goal: To improve mobility options for older adults.				
1. Develop a transportation guide for older adults and encourage the use of available transit options.	County of Santa Clara, VTA, Heart of the Valley	+	Senior Center Staff 1) Number of guides distributed 2) Number of people surveyed that demonstrated they would be more willing to use public transit after travel training.	Mid Term
2. Continue to offer driver safety classes and expand to other community locations.*	CHP, CHP Volunteers, AARP	0	Senior Center Staff 1) Number of participants served by driver safety classes.	Short Term
3. Look for ways to partner with other transportation providers to combine services.	LCS Executive Staff, Technology Companies that use shuttle (Google)	+++	Library and Community Services 1) Number of providers reached out to	Mid Term
4. Implement a pilot transportation program.	Heart of the Valley, West Valley Community Services	+++	Library and Community Services 1) Pilot program identified.	Mid Term
5. Research the potential of Senior Safety Zones.*	County of Santa Clara, California Walks	++	Senior Center Staff 1) Area to place a Senior Safety Zone is identified.	Long Term

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
Domain: Housing				
Goal: To provide resources that support older adults aging in place and provide an avenue for input on future housing policies and projects.				
1. Increase awareness of available housing resources.	Rebuilding Together, Housing Department, County of Santa Clara	0	Senior Center Staff 1) Number of workshops held 2) Number of attendees	Ongoing
2. Develop a list of trusted handyman / repair providers.	Rebuilding Together, Heart of the Valley	+	Senior Center Staff 1) Number of repair providers vetted 2) Number of referrals provided	Mid Term
3. Provide a forum to ensure that older adults are considered in future planning and housing strategies.	Community Development Department, County of Santa Clara	0	Senior Center Staff 1) Number of workshops and attendees. 2) Number of older adults surveyed who demonstrate increased knowledge of housing policies.	Mid Term
Domain: Social Participation				
Goal: To increase the variety of opportunities and programs that meet the diverse needs and culture of our community.				
1. Increase partnerships with local community based organizations to strengthen programming.	Local churches or Volunteer organizations, Local Non Profits	0	Senior Center Staff 1) Number of community based organizations reached out to	Short Term

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
2. Explore providing subsidized activities or scholarships.	Library and Community Services	+++	Library and Community Services 1) Number of subsidies provided	Long Term
3. Expand programming to alternative sites throughout the City.	Local churches, non-profit agencies, mobile home parks, senior housing	+	Senior Center Staff 1) Number of alternative sites utilized	Mid Term
Domain: Respect and Social Inclusion				
Goal: To decrease the stigma of aging and ensure that older adults remain engaged in the community.				
1. Increase intergenerational opportunities.	Library and Community Services, Local Schools, Community volunteers	0	Senior Center Staff 1) Number of intergenerational programs provided.	Ongoing
2. Expand programs to reach isolated or homebound seniors.	Library and Community Services, Sunnyvale Community Services	+++	Senior Center Staff 1) Increase in the number of isolated seniors reached.	Mid Term
3. Re-frame the perception of aging in the community.	Library and Community Services, City Departments, Community	+	Senior Center Staff 1) Number of community events held that promote healthy aging.	Ongoing

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
Domain: Civic Participation and Employment				
Goal: To promote and increase opportunities that utilize the contributions and skills of older adults in impactful ways in the community.				
1. Promote job / volunteer opportunities and provide employment workshops / trainings for older adults.	Human Resources, NOVA	0	Senior Center Staff 1) Increase number of employment workshops provided. 2) Create a volunteer recruitment board at Senior Center	Short Term
2. Increase awareness of and the range of volunteer opportunities.	Human Resources, Community Organizations	0	Senior Center Staff 1) Number of different volunteer opportunities created.	Mid Term
3. Provide census trainings to increase older adult participation and count.	County of Santa Clara, Library and Community Services	0	Senior Center Staff 1) Number of staff that attend trainings. 2) Number of trainings provided for older adults.	Mid Term
4. Engage seniors in local government.	Council Members, CMO	++	Senior Center Staff 1) Development of a Civic Senior Program	Mid Term
Domain: Communication and Information				
Goal: Improve communication strategies that will increase dissemination of information to more residents.				
1. Make printed information more accessible.	Library and Community Services, Translation Services	++	Senior Center Staff 1) Number of documents translated into alternative languages.	Short Term

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
2. Improve utilization of social media to inform the community about programs and services.	Library and Community Services, CMO	0	Senior Center Staff 1) Increase in the number of social media posts 2) Increase in the number of followers.	Short Term
3. Coordinate information sharing among community partners.	211, local non-profits, senior housing, mobile home parks	0	Senior Center Staff 1) Increase in calls to 211 from Sunnyvale residents.	Mid Term
Domain: Community Support and Health Services				
Goal: To provide a continuum of services and programs that support older adults' ability to age in place.				
1. Increase partnerships with local hospitals and community based organizations.	Local hospitals, other senior centers	+	Senior Center Staff 1) Number of new programs developed through partnership.	Mid Term
2. Increase amount of evidence based programs, including Falls Prevention programs, throughout the City.	Stanford, Health Trust, AACI, City of San Jose, County of Santa Clara, Public Health Department	++	Senior Center Staff 1) Increase of evidence based programs offered in the community. 2) Increase in the number of participants served through these programs.	Long Term
3. Increase the number of caregiver programs and services.	Local hospitals	+	Senior Center Staff 1) Increase in number of caregiver programs provided.	Mid Term

Strategies	Community Partners	Fiscal Impact (0,+,++,+++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Domain: Emergency Preparedness				
Goal: To ensure that older adults are aware of and included in emergency preparedness operations.				
1. Provide emergency preparedness trainings for older adults throughout the City.	County EMS, Red Cross, Department of Public Safety	0	Senior Center Staff 1) Number of participants surveyed who felt they were more prepared in case of emergency.	Ongoing
2. Develop a plan to address how isolated seniors will be reached in an emergency.	County EMS, Red Cross, Department of Public Safety	0	Senior Center Staff 1) Final plan developed.	Mid Term
Domain: Therapeutic Recreation				
Goal: To ensure access and adapt our services and programs to support the changing needs of our population.				
1. To increase programming opportunities for older adults with disabilities.	Local Community Colleges, Hospitals	+	Senior Center Staff 1) Increase in the number of therapeutic programs.	Mid Term
2. To increase awareness of dementia friendly practices in the community.	County of Santa Clara, Alzheimer's Association	0	Senior Center Staff 1) Number of City employees trained to be Dementia Friends	Mid Term
3. Develop an inclusion strategy for older adults.	Other City Therapeutic Providers	+	Senior Center Staff 1) Inclusion strategy is developed.	Mid Term

0=Staff Time or existing resources / + = $1-$1,000 / ++ = $1,001-$5,000 / +++ = $5,001 or more				
Strategies	Community Partners	Fiscal Impact (0,+,++, +++)	Metrics / Responsible Department	Timeframe Short Term:0-1 Mid Term: 1-2 Long Term: 2-3 Ongoing
Domain: Technology				
Goal: To increase access and use of technology that keeps seniors engaged and supported in the community.				
1. Increase access to technology through resources and programs.	Local volunteer groups, local businesses	0	Senior Center Staff 1) Number of technology programs increased.	Ongoing
2. To provide a forum that educates older adults on current technology advancements.	Local businesses, Technology Companies, other Senior Centers	0	Senior Center Staff 1) One technology fair will be held per year. 2) Increase in workshops that specialize in gerontechnology.	Long Term
3. Senior center to utilize technology to improve registration operations and user friendliness.	Information Technology Department	++	Senior Center Staff 1) New software will utilized for Care Manager Program 2) Increase in older adults utilizing online registrations.	Mid Term

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Age-Friendly San Rafael
Strategic Action Plan 2020–2023

"An age-friendly community enables people of all ages to **actively participate** in community activities and treats everyone with **respect**, regardless of their age. It is a place that makes it easy for older people to **stay connected** to people who are important to them. And it is a place that helps people stay **healthy and active** even at the oldest ages and provides **appropriate support** to those who can no longer look after themselves."

— *World Health Organization*

INTRODUCTION

Age-Friendly San Rafael Leadership Team

Chrisula Asimos, Marin County Commission on Aging

Caran Cuneo, County of Marin, Business Development and Employment (Ret.)

Gail Gifford, Senior Community Volunteer

Linda Jackson, Program Director, Aging Action Initiative; San Rafael School Board

Salamah Locks, Marin County Commission on Aging

Diana López, Marin County Commission on Aging; HICAP Counselor, Patient Navigator

Patty McCulley, City of San Rafael, Program Coordinator

Suzie Pollak, a founder of Marin Villages and CVNL

Sparkie Spaeth, Board Member, Marin Villages; Chair, San Rafael Village

Stakeholder Interviews

Susan Andrade-Wax, City of San Rafael, Library & Recreation Director

Henry Bankhead, City of San Rafael, Assistant Library & Recreation Director

Diana Bishop, City of San Rafael, Police Chief

Omar Carrera, CEO, Canal Alliance

Kate Colin, City of San Rafael, Vice Mayor

Christopher Gray, City of San Rafael, Fire Chief

Bill Guerin, City of San Rafael, Public Works Director

Nancy Masters, Jewish Family and Children's Services

Age-friendly San Rafael Action Plan

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Nancy Frank, Survey Consultant

Catherine Quffa, Assistant Library & Recreation Director – Survey Support

Marin Aging & Adult Services, Age-Friendly Survey

Sami Mericle, Age-Friendly San Rafael Plan, Editor

Age-Friendly Marin Network

Special thanks for assistance with the Age-Friendly San Rafael Survey:

- San Rafael Public Libraries
- Albert J. Boro Community Center
- Terra Linda Community Center
- San Rafael Community Center
- Aldersley Retirement Community

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LETTER FROM THE MAYOR

May 22, 2017

World Health Organization, Age-Friendly Communities
c/o AARP
150 Post Street, Suite 450
San Francisco, CA 94108

Dear World Health Organization, Age-Friendly Communities,

On behalf of the City of San Rafael, I am pleased to share our ongoing commitment to being an Age Friendly City. We would like to request membership in the WHO Global Network of Age-Friendly Cities and Communities. A citizen-led task force, named Age-Friendly San Rafael Task Force, is championing our local effort and working collaboratively with the City. Consequently, San Rafael is thrilled to submit our application to become designated as an Age Friendly City.

The City of San Rafael has embraced the fact that our community is aging-in-place. Our middle age and older residents have become a larger proportion of the City's population since 2000. We have over 6,000 senior households (over one-half are 75 years and older) of which 73 percent are homeowners. As our community population ages, there is greater need for more supportive housing options and services. Acknowledging this need, the City's General Plan 2020 Housing Element includes policies that reinforce senior housing and ageing-in-place

Age-friendly San Rafael Action Plan

assistance. With over 14 percent of the owner-occupied residential units, the City has made efforts to facilitate innovative ways for these residents to continue to live in their homes. In 2016, the City adopted a Junior Second Unit Ordinance, which offers a simple and affordable approach to re-purposing existing home space as a separate unit for the resident or a caregiver. In tandem with this effort, services such as Whistlestop's "Meals-on-Wheels" help support aging in the home. The City has also strongly supported alternative housing options for seniors of all income levels and lifestyles; examples include Rotary Manor and San Rafael Commons, which provide low-income apartments for seniors, as well as full-service communities such as Villa Marin and Smith Ranch Homes.

San Rafael also has an active seniors' program with 1100 members throughout San Rafael; including a Multicultural Program offered at the Al Boro Community Center in the Canal neighborhood. San Rafael Community Center in partnership with the County of Marin are congregate meal sites that provides both a healthy meal and a needed opportunity for people to socialize. The City also has a successful partnership with Whistlestop which provides support staff to help run the Multicultural Senior programs for Spanish and Vietnamese speaking participants. Special workshops are coordinated with other nonprofits in the community to help educate older adults about senior access, AARP, the Alzheimer's Association, the SMART Train, Golden Gate Transit, Wellness Center, nutrition classes, exercise and much more. Older adults in the community also have access through the City of San Rafael to exercise classes, technology classes, swim programs, volunteering, card games, travel, special events and much more. The City of San Rafael provides a comprehensive community program so that older adults in the community can stay active, remain social and involved in their community.

We have developed a strong framework to build upon addressing the WHO eight domains that contribute to the health and quality of life for older adults. We look forward to joining this global network of communities dedicated to giving their older residents the opportunity to live rewarding, productive, and safe lives.

Sincerely,

Gary Phillips
Mayor

MESSAGE FROM LEADERSHIP

It is with a sense of pride, hope, and gratitude that we submit our Age- Friendly Strategic Action Plan for the City of San Rafael. Our hope is that it helps San Rafael become a thriving intergenerational community; inclusive, accessible, and collaborative.

Our journey began in early 2017, when several local leaders met with Mayor Phillips and Councilmember Kate Colin to share information regarding the World Health Organization's (WHO) Global Network for Age-Friendly Cities and Communities as well as age-friendly efforts already underway throughout Marin County.

City leaders, well aware that close to 25 percent of the community is over 60 years of age, were interested in expanding, building on, and complementing the City's successful services and programs. In April 2017, the San Rafael City Council resolved to become an Age-Friendly City. An application to become a member of the WHO Global Network for Age-Friendly Cities and Communities was submitted in May 2017.

In early 2018, after recruiting additional community members for our Leadership Team, we began a two-year process of developing our Strategic Action Plan.

We were fortunate to receive a $10,000. from the City of San Rafael and the County of Marin to support our work.

In partnership with the City, we conducted an analysis of San Rafael's current status related to the Eight Domains of Livability that cities can address to better serve the needs of older people: transportation, housing, employment, civic participation, communication, social participation, respect and social inclusion, and outdoor spaces and buildings. Based on the needs of our community, we added a ninth domain, emergency preparedness.

We then engaged the Frameworks Institute to educate ourselves and others in the community who work with older people about the most effective strategies to design policies that address aging and ageism. This step — 'reframing aging' — was a critical foundational step for moving forward.

In 2019, we created a survey tool to gather baseline community data. The survey was sent out electronically in English and Spanish and hard copies were also distributed throughout the City. The data was analyzed by the Leadership Committee and shared with the City Council and the community.

Additionally, key informant interviews were held with various City Department heads and community nonprofit leaders. We planned to supplement our data by hosting focus groups in the community. Unfortunately, we were not able to hold in-person focus groups due to the COVID-19 pandemic. We will solicit community feedback and input throughout the implementation of the Strategic Action Plan.

In early 2020, we were able to host a wonderful celebration for the members of the community who are 90 years old and better. We are very grateful for the City's support for this event and to the City and County officials who attended and helped us celebrate!

The Strategic Action Plan for Age Friendly San Rafael was completed in 2020. The partnership and support from the City and the Age-Friendly Marin Network has been crucial to our success.

"Old age will only be respected if it fights for itself, maintains its rights and asserts control over its own to its last breath." - Cicero

Age-friendly San Rafael Action Plan

INTRODUCTION TO THE PLAN

The San Rafael Age-Friendly Task Force seeks to work with local government to make San Rafael a place where individuals who live and contribute so much to the community can continue to be a vibrant and essential part of its culture as they age. With a population of over 58,000[1], San Rafael is the largest city and the county seat of Marin, the most rapidly aging county in the state. The San Rafael community includes several unincorporated areas including Santa Venetia and Marinwood, whose residents are governed by County law but may still take advantage of city services such as libraries and recreation centers. 18 percent of San Rafael's population is over the age of 65, and that number is rapidly increasing.[2] The largest number of Marin's low-income seniors live here.

Overall, San Rafael's older residents find it a decent place to age, with plenty of room for improvement. Eighty-nine percent of respondents to the San Rafael Age-Friendly survey replied that the city is an "excellent", "good" or "OK" place for people to live as they age.[3]

Common challenges for residents include expensive housing and other costs of living, and suburban design patterns that promote traffic and can be difficult to navigate without a car. More than a third of respondents reported that it is "very important" for them to remain in San Rafael as they age.[4]
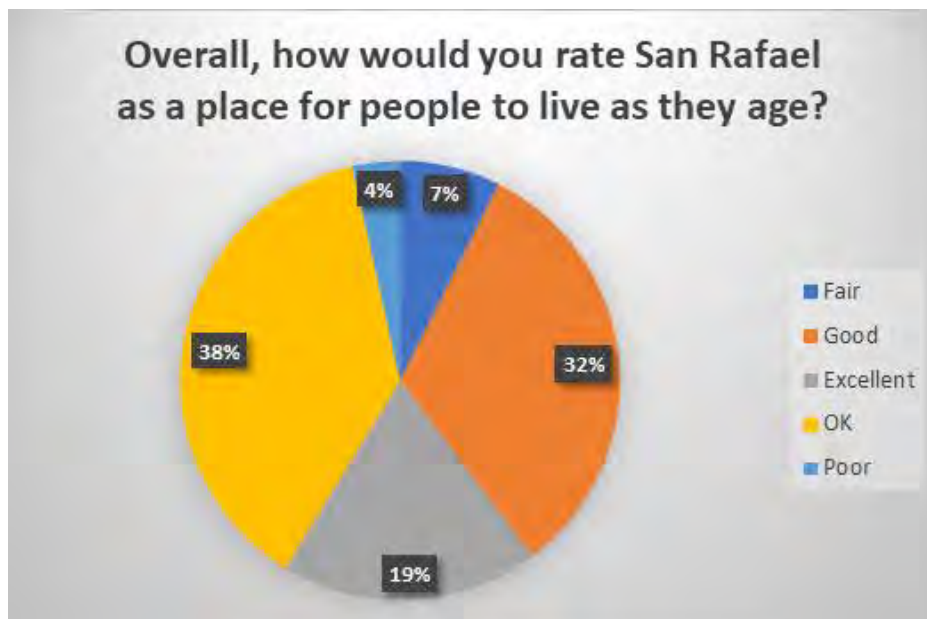
There is much to be done to meet the need for viable, affordable and safe senior housing. Roughly half of San Rafael residents are renters,[5] including many older people, who face one of the most expensive rental markets in the

Overall, how would you rate San Rafael as a place for people to live as they age?

- Fair — 7%
- Good — 32%
- Excellent — 19%
- OK — 38%
- Poor — 4%

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[1] United States Census Bureau, San Rafael City (2019)
[2] United States Census Bureau, San Rafael City (2019)
[3] San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)
[4] San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)
[5] United States Census Bureau, San Rafael City (2019)

country. Meanwhile, many "house rich, cash poor" homeowners may not be able to afford needed retrofits for their homes as they age, and may feel isolated from their community, particularly if they are unable to drive. While there are several options for senior housing, spanning the range from independent retirement communities to skilled nursing facilities, affordable options are still lacking.

This plan particularly takes into account that while San Rafael is the most diverse city in Marin County, there are distinct racial inequities in income and health outcomes for both aging adults and the general population.

The COVID-19 pandemic is having a disproportionate effect on members of our community who live in nursing homes and other congregate living sites as well as essential workers who live in multigenerational homes.

Another theme of this plan is the need to address the pernicious effects of ageism as a social determinant of health, a form of discrimination and an issue of social justice. Ageism can damage all aspects of an older person's life, including in the workplace, family life, health care, overall health, and civic participation. This plan makes the case for the City to adopt a strong anti-ageism stance through its messaging, services and policies.

Fortunately, there are many projects already underway to address these compound challenges. Numerous nonprofits provide opportunities for access to food, social interaction, on-going learning, mental health resources and much more. Whistlestop's new healthy aging campus, soon to be under construction in downtown San Rafael, promises to be a hub of activities and services for older people, as well as providing 66 affordable housing units. Additionally, all three of San Rafael's community centers include programming for older adults. The Marin Aging Action Initiative, funded by the County of Marin, seeks to coordinate these many efforts for service innovation, education, and better advocacy on behalf of older people.

The San Rafael Age-Friendly team is part of the dynamic Age-Friendly Marin Network, which meets monthly to share updates and brainstorm ideas to help make every Marin jurisdiction an inclusionary place for older people to live. The County of Marin is currently hiring its first ever age-friendly coordinator, who will oversee the integration of the County's own age-friendly plan and provide leadership to help the community-driven age-friendly efforts meet their goals.

SAN RAFAEL COMMUNITY PROFILE (2018)

AARP Age-Friendly Index

Total Index Score: 58%

The Age-Friendly Index summarizes data for each of the age-friendly domains. An age-friendly percentage score was created indicating the level of success in meeting a 50 percent minimum standard threshold of age-friendliness. Meeting or exceeding the 50 percent threshold does not indicate fulfillment of all requirements, but rather serves as a relative comparative measure.

Not all of the domains in the San Rafael Age-Friendly Action Plan are listed here.

Neighborhoods

Age-Friendly Index Score: 67%

Factors:

- Proximity to destinations
    - Grocery stores and farmers markets
    - Parks
    - Libraries
    - Jobs by transit
    - Jobs by auto
- Mixed-use neighborhoods
- Compact neighborhoods
- Personal safety
- Neighborhood quality

Transportation

Age-Friendly Index Score: 56%

Factors:

- Convenient transportation options
    - Local transit service
    - Walking
    - Congestion
- Transportation costs
- Safe streets

Civic Participation

Factors:

- Internet access
- Opportunity for civic engagement
- Voting rate
- Social involvement
- Cultural, arts and entertainment institutions

Age-Friendly Index Score: 60%

Employment

Factors:

- Equal Opportunity
  - Income inequality
- Economic opportunity
  - Jobs per worker
- Educational opportunity
  - High school graduation rate
- Multi-generational communities
  - Age diversity

Age-Friendly Index Score: 42%

Housing

Factors:

- Percentage of housing units with zero-step entry
- Availability of multi-family housing
- Housing affordability
  - Housing costs
  - Housing cost burden
  - Availability of subsidized housing

Age-Friendly Index Score: 45%

ACTION PLAN

⌂ DOMAIN 1: HOUSING

Age-Friendly Index Score: 45%

Introduction:

Housing is essential to safety and well-being. There is a link between appropriate housing and access to community and social services that influences the independence and quality of life of older people. Housing that allows older people to age comfortably and safely within the community to which they belong is universally valued.[6]

Older adults are extremely vulnerable to the rising cost of housing. If the rising cost of housing (and other costs of living) are factored into calculations of poverty, statistics for the "hidden poor" emerge, revealing a large population of older adults living above the poverty line but below the Elder Economic Security Standard Index.[7]

The City of San Rafael is a strong supporter of accessory dwelling units. San Rafael is home to numerous quality senior residential and care facilities, and longtime homeowners create stability and are committed to our community.

> For more information, see the Marin Commission on Aging Report, "Older Adult Housing in Marin: Planning for 2030" (2018)

Marin is one of the most segregated counties in the Bay Area. Sixty percent of its tracts have a similar proportion of white people to the county's population. On the other hand, for Latino, Asian, and Black people, those percentages are 15 percent, 29 percent and 7 percent, respectively.

A family of four with an income of $105,350 per year is considered low-income in Marin — higher than Seattle, Boston and Los Angeles.

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[6] World Health Organization, Global Age Friendly Cities: A Guide (2007)
[7] Wallace & Padilla-Fausto (2016)

A neighborhood in San Rafael, as highlighted in the map, is the most segregated tract for Latinos in the entire Bay Area, where more than 90 percent of the population is of this group. Novato also contains a substantial number of Latinos, with a 19 percent Latino population.

Five of the 10 most segregated census tracts in the entire Bay Area for white people are located in Marin County, as is visible below. A small number of clustered public housing or affordable housing communities are home to many of the people of color in the county. Anti-development policies strictly regulate where new or affordable housing can be built, helping maintain patterns of racial segregation. As we will see in the next brief in this series, however, many people of color have left or been displaced from Marin County in recent decades. [8]
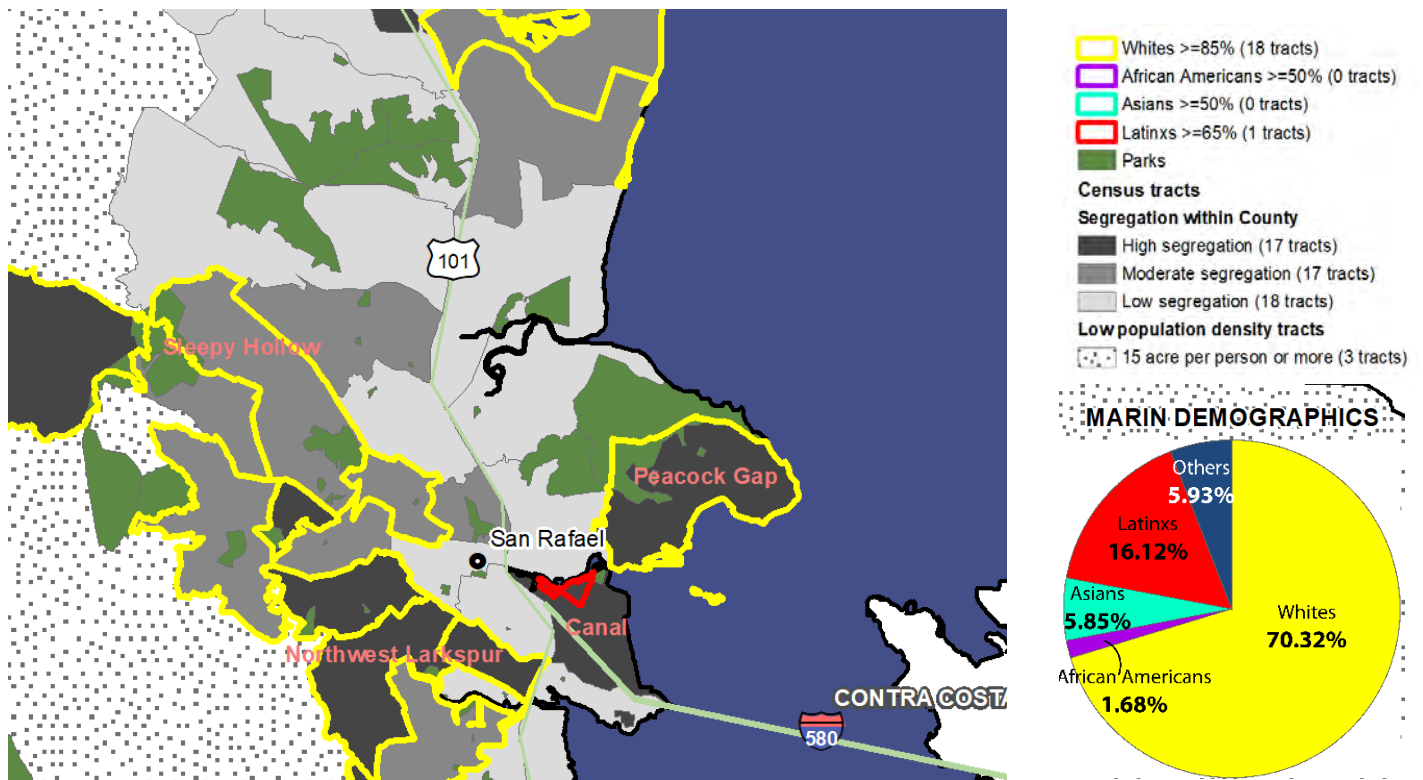
Map from the Haas Institute[9]

[8] John Powell, "The Perils and Promises of Fair Housing" (2020)
[9] Stephen Menendian and Samir Gambhir, "Racial Segregation in the San Francisco Bay Area, Part 1" (2018)

Age-friendly San Rafael Action Plan

Issue #1: Existing Homes

Existing homes no longer meet the needs of residents or the community.

Goal: Streamline retrofitting homes so people can stay in their homes safely and comfortably.

- ➢ **Action #1:** Reduce cost and simplify permit process.
    - ▪ **Partners:** San Rafael Building Division
- ➢ **Action #2:** Work with contractors and retail businesses to secure discounts for goods and services related to retrofitting.
    - ▪ **Partners:** Local contractors and businesses such as Home Depot, Goodman's Lumber, etc.
- ➢ **Action #3:** Educate residents about the benefits of retrofitting their homes
    - ▪ **Partners:** City of San Rafael, contractors, local businesses.

Issue #2: Residential Facilities

Residential facilities have availability but are not affordable.

Goal: Gain insight into the factors that make up the cost of Residential Care Facilities

- ➢ **Action #1:** Research what factors affect the monthly residential care charges
    - ▪ **Partners:** County of Marin Social Services, Area Agency on Aging
- ➢ **Action #2:** Research how individual resident's total monthly charges are affected by their health conditions and functional status.
    - ▪ **Partners:** County of Marin Social Services, Area Agency on Aging
- ➢ **Action #3:** Determine what services Medicare and Medi-Cal will pay for
    - ▪ **Partners:** County of Marin Social Services, Area Agency on Aging
- ➢ **Action #4:** Disseminate information to San Rafael residents
    - ▪ **Partners:** County of Marin Social Services, Area Agency on Aging

Issue #3: Affordable Housing

There is a dearth of affordable housing in San Rafael for people of all ages. Assembly Bill 1537, adopted in 2014, changed the designation of Marin County from "metropolitan" to "suburban" until 2023. This change requires fewer low-income units to be created.

Goal: Monitor viable options including city properties, churches, public/nonprofit and commercial sites for affordable housing.

➢ **Action #1:** Proactively support and promote affordable housing options for older people and their caregivers (workforce housing), including junior accessory dwelling units and land trust housing.
  ▪ **Partners:** City of San Rafael, housing advocates
➢ **Action #2:** Advocate for affordable housing
  ▪ **Partners:** County of Marin, Marin Housing Authority, EAH Housing

DOMAIN 2: EMPLOYMENT

Introduction:

Age-Friendly Index Score: 42%

In *Elderhood: Redefining Aging, Transforming Medicine, Reimaging Life,* Louise Aronson writes:

> "Working longer, even (perhaps especially) if we work different jobs or fewer hours in our older years than in our younger ones, is likely to increase our life satisfaction while decreasing our rates of chronic disease and disability. This is just one of the societal and public health interventions that, unlike disease treatments offered by medicine, might move us toward true compression of morbidity – in other words, toward lives that are longer and healthier."

Aronson continues:

> "Although older adults as a group hold a disproportionate amount of wealth, the average older adult of today, often no longer generating income, is not wealthy. While those in the upper income brackets tend to over save, people with less to begin with get poorer by the year. Both are working in increasing numbers, albeit for very different reasons, to the point where the so-called encore career may become the new normal. Recent studies show an increased risk of death in the two years after retirement for men in their sixties and that over 40 percent of older people, fitter than those of previous generations, are 'unretiring.'"[10]

One of the key motivating factors for San Rafael to join the WHO and AARP Age-Friendly movement was the critical need to provide job

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[10] Louise Aronson, *Elderhood: Redefining Aging, Transforming Medicine, Reimaging Life* (2019)

opportunities for older adults who need and want to work.

The Marin Economic Forum's recent Business Retention and Expansion Survey showed that 60 percent of the businesses surveyed state that their biggest challenge is hiring and retaining employees.[11]

"More older adults want to continue to work," said Nancy Masters, associate executive director of Jewish Family and Children's Services, in a stakeholder interview.

San Rafael Age-Friendly Task Force Survey results showed that 48 percent of respondents are working or looking for work and 62 percent of respondents are 'very likely' or 'extremely likely' to work for as long as possible rather than choosing to retire.[12]

It is essential to consider the impact of COVID-19 on working people to determine and provide what is needed, such as training and tech knowledge, to keep people employed.

Issue #1: Ageism

"A form of discrimination and prejudice, which limits the value of a person through definitions and stereotypes of old age." – Carroll Estes, Aging A–Z[13]

> For more information, check out the Gerontological Society of America's Reframing Aging Initiative.

Goal: Reduce ageism in the workplace

➢ **Action #1:** Foster intergenerational communication and teams
  ▪ Market older adults as an integral, important, and necessary component of a business
  ▪ Highlight the importance of wisdom on a team
  ▪ **Partners:** City of San Rafael, CareerPoint MARIN, Future of Work Commission

Issue #2: Many older adults must work in order to continue to live in San Rafael

Consider the intersection of affordable housing public policies and employment.

Goal: Reduce cost of living burdens for older people who cannot work full time

➢ **Action #1:** Advocate for senior affordable housing (see housing domain)

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[11] Marin Economic Forum, "Marin County Business Retention & Expansion Project" (2020)
[12] San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)
[13] Carroll Estes, *Aging A–Z: Concepts toward Emancipatory Gerontology* (2019)

➢ **Action #2:** Provide and promote part-time work opportunities for those who are able
  ▪ **Partners:** City of San Rafael, San Rafael Chamber of Commerce
➢ **Action #3:** Provide and promote tax cuts and grant programs for low-income older people to cover expenses such as rent and utility payments
  ▪ **Partners:** County of Marin, utility providers such as Marin Municipal Water District and Marin Sanitary

Issue #3: Employers think in terms of full-time jobs and career ladders

Residents are thinking in terms of part-time, self-employment and 'gig' work.

The Future of Work Commission emphasizes the importance of creating 'high road jobs'.[14]

As stated by the Roberts Enterprise Development Fund (REDF), the key components of 'high road' jobs are:

- "A living wage that supports a decent standard of living.
- A safe workplace.
- A benefits package, including health insurance, paid time off (i.e. sick time and paid vacation time) and a retirement savings plan.
- Access to training and professional development.
- Potential for upward mobility and wealth-building, so the employee can save to buy a home, send children to college and retire with security.
- Dignity, respect and agency."

REDF continues:

"The Federal Home Loan Bank, among others, have defined criteria for 'quality jobs' – let's provide procurement incentives and low-cost capital to employers/companies to create more. … Make sure 'quality' employers provide job opportunities to the people served by social enterprise and that investments are made in social enterprise growth. We must view job quality through an equity lens to get to the right solutions."

- Enforce standards. Accountability/enforcement to meet current wage and other labor standards
- Invest in worker training. Encourage and incentivize employers to see labor as an 'asset' worthy of investment and to share responsibility for training with

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[14] Carla Javits, Roberts Enterprise Development Fund, "The Future of Work Commission —A Bird's Eye View" (2019)

other employers in their sector (GE, as an example, paid people 95 percent of wage during training).
- Job growth. Fighting climate change and ameliorating the disasters it is driving are job growth opportunities."

Future of Work Commission Findings and Statistics

As is stated by the REDF:

"While skill building (e.g. job training, education, etc.) is essential for individuals to contribute their full range of talent and improve their incomes, it will not solve inequity or reduce poverty by closing the huge and growing gap between a small percentage of working people at the top of the income scale, and everyone else, nor fundamentally shift gender or racial inequities. To close the gap requires an all-out effort to raise wages across the board for front-line jobs and low-income workers.

- Today, 35 percent of California workers earn $15/hour or less (half of Latinx workers; 35 percent of African Americans; 25 percent of whites) across many industries; 21 percent of them have an associate degree or bachelor's degree, and 29 percent have some college.
- Between 1978 and 2018, worker productivity rose by 259 percent; but worker compensation rose by 11.6 percent.
- Comparative data definitively shows that the race and gender wage gap cannot be explained by differences in skills or education.
- Decisions by employers and policymakers on wages/working conditions matter and have the greatest impact on the most vulnerable/disadvantaged workers and those impacted by racial inequity.
- The median wage rose 1% annually pre-1973 but 0.2 percent annually since 1973. If it had risen at 1 percent, it would be at $26/hour. This while a much higher percentage of the workforce now has college degrees than pre-1973.
- A Commissioner asked that we stop speaking about 'low skill' work, and instead name it as 'low wage' work which requires significant skill to do well (from hospitality to recycling to childcare)."[15]

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[15] Carla Javits, Roberts Enterprise Development Fund, "The Future of Work Commission —A Bird's Eye View" (2019)

Goal: Ensure older workers in San Rafael are fairly compensated.

> ➢ **Action #1:** Consider raising local minimum wage to account for high cost of living, and reevaluate annually.
>> ▪ **Partners:** City of San Rafael, Chamber of Commerce

Issue #4: Workforce Development

Training opportunities and job fairs can help older adults gain new skills and find suitable jobs.

According to Omar Carrera, CEO of Canal Alliance, workforce development is critical to providing economic opportunities for the residents of the Canal and the Bahia neighborhoods.

Employment Social Enterprise funding Roberts Enterprise Development Fund invests exclusively in social enterprises that employ and empower people overcoming barriers to work.

Special attention should be paid to immigrant workers. There is an opportunity to help promotoras — experienced community health workers — to move from volunteers into the paid workforce. Avionte, a Latino-owned, California staffing agency for the tech sector, could be a model for promotoras/community health workers.

Goal: Provide viable job opportunities

> ➢ **Action #1:** Define work environments that are suited for older adults
>> ▪ Recognize that there are work environments that are not suited to older adults
>> ▪ Define work environments that work for older adults
>> ▪ **Partners:** Buck Institute, Marin Economic Forum
> ➢ **Action #2:** Job fair(s) for older adults
>> ▪ Develop ways to link older adults into existing job fairs
>> ▪ Encourage 'high road' employers to participate in job fairs
>> ▪ **Partners:** San Rafael Chamber of Commerce, City of San Rafael, CareerPoint MARIN
> ➢ **Action #3:** Collaborate with existing "Employment Hub" — a one-stop shop where people of all ages can go to learn about employers and jobs.
>> ▪ Current job programs:

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- o YWCA
- o CareerPoint MARIN – minimally funded, focus on the hardest people to employ
- o Senior Community Service Employment Program
- Include mentoring program in which older adults mentor younger adults who are working in their area of expertise
  - o SCORE
- Leverage and use the current change in dynamics as a model; MDs, RNs and other professionals coming out of retirement in response to the COVID-19 pandemic
- Technology training
- **Partners**: County of Marin Aging & Adult Services, San Rafael Chamber of Commerce, Marin Economic Forum

Notes:

- Marin County employers pay less than those in San Francisco.
- The Los Angeles Board of Supervisors developed a special classification for older employees that compliments rather than competes.

Age-friendly San Rafael Action Plan

DOMAIN 3: CIVIC PARTICIPATION

Introduction:

Civic participation involves working to make a difference in the civic life of one's community and developing the combination of knowledge, skills, values and motivation to make that difference.

Older adults can promote the quality of life in the San Rafael community through both political and non-political processes.

A high degree of civic participation was reflected in the survey conducted by the Age-Friendly San Rafael Task Force.16 Many residents of San Rafael attend community sponsored events, volunteer in the community, and/or participate in civic organizations.

The San Rafael Public Library sees itself as a "central place, like a watering hole," said Henry Bankhead, assistant library and recreation director, in a stakeholder interview. "We're like a naturally occurring group – all different kinds and types of people come to the library." A new, combined library and community center is being planned, which offers an opportunity for older adults to engage in the planning process.

 "Changing attitudes about aging and ageism is our future," said Nancy Masters, associate executive director of Jewish Family and Children's Services. Bankhead stated, "We are becoming aware of ways we discriminate against each other, including age. … It seems to be harder to recognize and talk about. We get divided."

Issue #1: Older adults may not know that their participation is welcomed in civic organizations

San Rafael's older residents have valuable insight and should be encouraged to participate in public planning processes and in the nonprofit sector.

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[16] San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)

Goal: Develop a local repository of civic engagement leaders and opportunities for civic participation

- ➢ **Action #1:** Identify resources, e.g., City of San Rafael, Center for Volunteer and Nonprofit Leadership and other civic organizations, and codify them in a database that is easy to use and kept up-to-date
    - ▪ Identify where the database will be housed and at what intervals will it be updated
    - ▪ Explore opportunities to publicize and promote the repository, e.g. San Rafael Employment and Civic Participation Fair
    - ▪ Monitor for effectiveness
    - ▪ **Partners:** Age-Friendly San Rafael Task Force, San Rafael representatives to the Marin County Commission on Aging, City of San Rafael and County of Marin Volunteer Coordinators

Goal: In what way and how does the next generation want to participate?

- ➢ **Action #1:** Create a nexus for intergenerational civic participation
    - ▪ Research available data
    - ▪ Explore potential for research partnerships with Dominican University and College of Marin
    - ▪ Identify gathering opportunities for intergenerational contact
    - ▪ Use the data to create a nexus for intergenerational civic participation
    - ▪ **Partners:** Age-Friendly San Rafael Task Force, San Rafael representatives to the Marin County Commission on Aging, City of San Rafael Volunteer Coordinator, Dominican University and College of Marin

Goal: Create a strong partnership with the San Rafael Library

- ➢ **Action #1:** Define the most effective way(s) to participate in the program planning process
    - Active engagement in the planning process is an opportunity for civic engagement for older adults.
    - Community-based organizations are integral to the planning process
    - Ensure that program design has a multicultural, intergenerational focus
- ➢ **Action #2:** Advocate for the representation of San Rafael older adults in the program planning process
    - Meet with the library director and Susan Andrade-Wax to assess status and potential for involvement
    - **Partners:** City of San Rafael

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DOMAIN 4: COMMUNICATION

Introduction:

In order for the actions and services listed in this plan to be effective, it is critical that older residents are kept up-to-date on programs, services and meetings. Communications should be offered in several forms to be sensitive of different needs, including access to and comfort with technology, language barriers and visual or hearing impairments.

Public Sector

Currently, the City of San Rafael has a primary source of information, the Snapshot Newsletter, issued bi-weekly sharing highlights of City Council meetings and important community-wide announcements. Each City department has a unique interface with residents. Only one department, Library and Recreation, has services specific to older adults. Some, such as the police department, have programs for other ages and have expressed an interest in offering more for older adults.

San Rafael has three senior clubs: San Rafael Goldenaires, the Terra Linda Seniors and the Albert G. Boro Community Center older adult program. Two of the centers host a weekly congregate meal and other activities.

The County of Marin has an Information & Assistance phone line and website, 415-473-INFO, to help older people connect to resources.

Nonprofit Sector

As the County seat, San Rafael is home to several countywide organizations providing essential communication to older residents. Whistlestop publishes a monthly activity and information guide called *Whistlestop Express.* Marin Center for Independent Living's Information and Referral program provides information on free disability-relevant community resources.

Communication and Tech
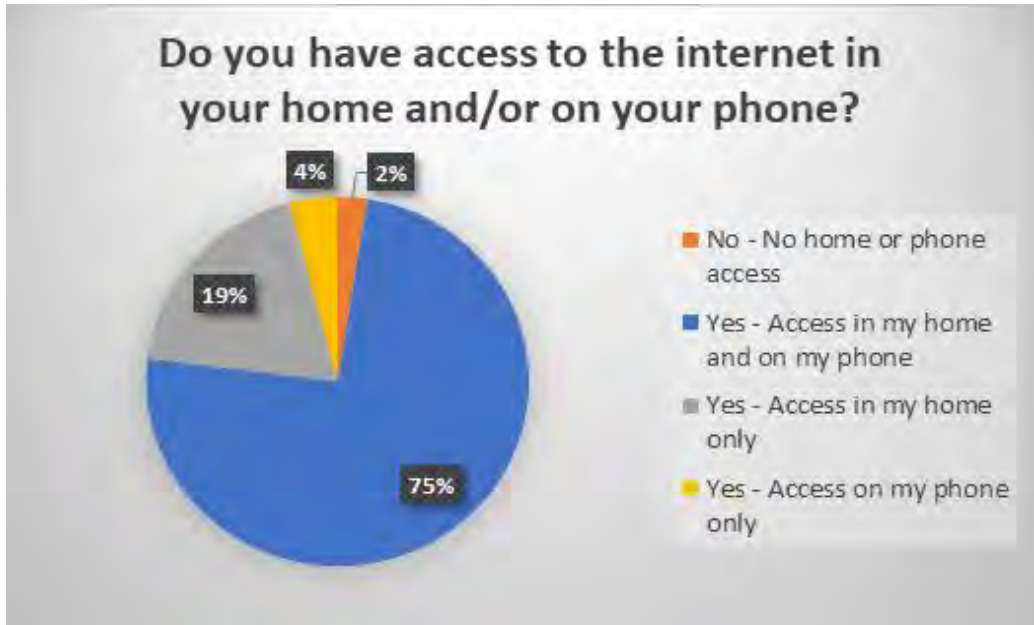
Of those who responded to the San Rafael Age-Friendly survey, 94 percent have internet in their home or their home and phone.[17] Many older people in San Rafael are comfortable with technology, although changes in programs and systems may be challenging to keep up with over the years. In addition, parts of San Rafael, including the Canal neighborhood and other parts of San Rafael nestled in the hills, do not have adequate internet or mobile phone access.

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[17] San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)

People use the internet, family, and friends for information. Other sources are Osher Lifelong Learning Institute at Dominican University, Emeritus Students College of Marin at the community college, and online searches. There is room for the library to expand its services and better meet the information needs of older people
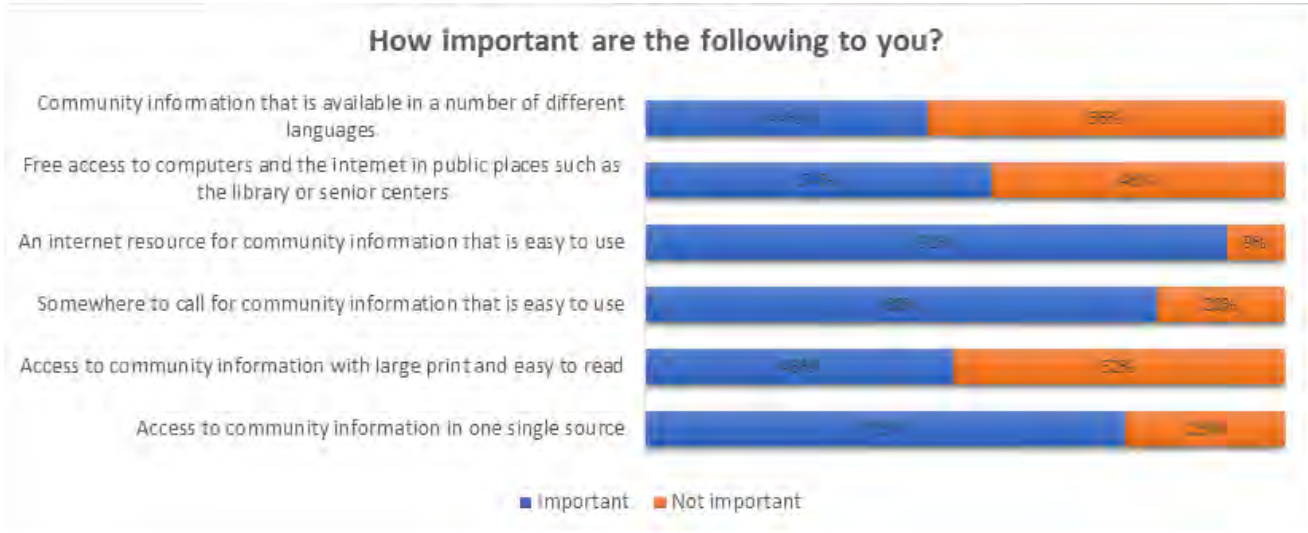
Community survey results showed the need for a central location for information. There are a multitude of programs, events and activities in San Rafael; however, it can be difficult for older adults to find what they want or need. This is especially challenging when a change occurs in health when it's essential to quickly find help with meals or care.

A significant number of people would like to see information in languages other than English. In order to ensure quality communications with older people, information needs to be presented in a variety of methods (e.g., in print and online, using different social media outlets, etc.) and in ways that are accessible to older people and people with disabilities.

Issue #1: Communication

Despite an increase in the number of older people, there has been a decline in participation by them in City programs.

Goal: Ensure effective communications to older adults

➢ **Action #1:** Expand, tailor and share outreach tools to make the most of City communications
   ▪ Make communication devices available and provide seating near speakers so seniors and others with hearing difficulty can participate in public meetings.

- Enhance the City's Age-Friendly website so that it is the go-to resource about services, news, projects and activities in San Rafael. Look for ways to integrate information from the library and recreation department online communications to reach all older residents.
- Develop a list of best practices for effective print and online communications with older people so they are not excluded due to lack of ability, skills, or resources. Work with representatives of different populations (low income, immigrants, disabled) to ensure appropriate communication techniques. Ensure that all City communications follow best practices and standards for communication.
- **Partner:** City of San Rafael
- **Action #2:** Research ways to provide better and/or free wi-fi connections throughout the city's valleys and hillsides.
  - **Partners:** City of San Rafael, utility providers

DOMAIN 5: OUDOOR SPACES AND COMMUNITY BUILDINGS

Introduction:

People need public spaces to gather. Public parks and open spaces are important places for building a sense of community and social belonging. Accessible public spaces improve physical health, provide mental health benefits and enhance community connections for people of all ages. Recreation plays a key role in the well-being of older adults and in enhancing quality of life by increasing health and fitness and providing opportunities for socialization.[18]

Issue #1: Aging and inadequate infrastructure in public outdoor spaces

Build on San Rafael's strengths: With our moderate climate encouraging outdoor activities, 19 neighborhood parks and six community parks and a variety of multicultural services in community centers, San Rafael parks and open spaces are an important community asset, along with County and State parks located in San Rafael.

Goal: Expand opportunities for older adults to safely participate in outdoor community life through collaborative partnerships with the City and local neighborhood associations to repair, replace and improve existing infrastructure.

- ➢ **Action #1:** Expand partnership between the San Rafael's Department of Public Works and local neighborhood associations to support efforts to repair or replace aging infrastructure, which is often outdated and not accessible or welcoming.
  - ▪ Create shade structures and exercise equipment for seniors in parks and open spaces. Collaborate with the art community on this project.
  - ▪ Expand Sidewalk Repair Program with City as sidewalks and pathways, in and out of parks, are not always accessible or safe.
  - ▪ Add benches downtown and in parks that are designed to assist elders and people with disabilities get up more easily.
  - ▪ Assure that parks and community spaces have working water fountains.
  - ▪ Encourage neighbor walking partners and groups.

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[18] Bhawana Singh and UV Kiran, *International Journal of Humanities and Social Science*, "Recreational Activities for Seniors" (2014)

- Encourage the City of San Rafael to work with developers to continue to develop safe accessible outdoor spaces.
- **Partners**: City, County and State Parks & Open Space, art community, Marin Center for Independent Living, other disability advocacy groups, developers

Issue #2: Concerns and perceptions that our parks, trails and open spaces are unsafe

The City of San Rafael has a lack of affordable housing for very low-income people, and several nonprofit organizations, primarily located in the downtown, provide services to adults experiencing homelessness. This often results in a higher visibility of homelessness in the parks and open spaces downtown and in surrounding areas.

Goal: Address perception of safety issues around people experiencing homelessness in our community.

- ➤ **Action #1:** Promote partnership with public safety personnel and the downtown business community to address perceptions around safety in parks and streets and address concerns about homeless encampments.
  - **Partners**: City of San Rafael, nonprofit agencies, Chamber of Commerce

Issue #3: Lack of intergenerational programming

The three San Rafael community centers offer programming that support the unique cultures of their communities. None of the centers offer focused intergenerational programs.

Research shows that intergenerational programs offer benefits to all age groups. In the Age Friendly San Rafael survey administered in 2019, 80 percent of respondents indicated that "activities mixing younger and older people" were very important and somewhat important to them.

Creating places, practices and policies that promote interaction across ages leads to increased: participation in services and opportunities to learn and contribute; connection and reduced isolation; and an increased sense of shared fate and shared responsibility. In addition to these short-term benefits, long-term outcomes have shown improved well-being of children, youth, older adults and families; increased capacity to address critical issues

Age-friendly San Rafael Action Plan

from a multi-generational perspective; and responsive and comprehensive systems that support all generations.[19]

Goal: Develop and support intergenerational programming at the City's community centers and libraries.

- ➤ **Action #1:** Encourage and support community center staff to promote best practices and planning around intergenerational and multicultural programming.
    - ▪ Age-Friendly Task Force members can educate and provide evidence-based practices from other successful intergenerational programs (referenced in other cities' age-friendly plans).
    - ▪ Involve community members in program development related to the new Whistlestop Senior Center, which will provide opportunities to model and build best practices.
    - ▪ **Partners**: City of San Rafael, Whistlestop, San Rafael Age-Friendly Task Force

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[19] The Intergenerational Center at Temple University, "International Community Building: Resource Guide" (2012)
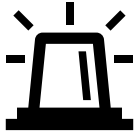
DOMAIN 6: COMMUNITY PREPAREDNESS

Introduction:

Considering recent and looming natural disasters like earthquakes, wildfires and pandemics in Marin County, emergency preparedness is a prominent concern and presents many challenges for all residents, especially older adults aging in place. As emergencies tend to force people to evacuate without much warning, this presents challenges for people with limited mobility as well as those who rely on durable medical equipment or have limited support networks. Hearing and vision limitations, as well as cognitive impairments, may also hinder one's ability to quickly respond to an emergency. Additional barriers to emergency preparedness for many older persons include lower income and geographic isolation.

Issue # 1: Vulnerable elders in San Rafael face barriers and challenges regarding emergency preparedness.

To date, there are no well-established methods to identify special needs for the older adult population in our communities. Many neighbors do not know each other for purposes of checking-in. Some also live in isolated situations, often without cell phones, computers and unreliable air wave reception. Responses from our San Rafael Age-Friendly Survey indicated that 33 percent of respondents were not confident that members of their community would assist them if they required assistance.[20]

Goal: Older persons are prepared for and safe during natural disasters, pandemics and emergencies.

> ➢ **Action #1:** Use census and other local data to identify and locate vulnerable persons.
>   - ▪ **Partners:** City of San Rafael, Emergency Medical Services, Neighborhood Response Groups, Community Emergency Response Teams
> ➢ **Action #2:** Develop and distribute emergency GO kits and checklists giving priority to single occupant households, adults with disabilities and non-English speakers.
>   - ▪ **Partners:** City of San Rafael, San Rafael Village

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[20] San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)

➢ **Action #3:** Collaborate with local community-based organizations to coordinate printed information related to emergency preparedness for the hard-to-reach communities.
  ▪ **Partners:** Food banks, Center for Volunteer and Nonprofit Leadership, Marin Voluntary Organizations Active in Disaster, Marin Financial Abuse Specialist Team, colleges and universities, faith community, Marin Health & Human Services

➢ **Action #4:** In concert with San Rafael officials and neighborhood captains, recommend routine rolling community and/or neighborhood emergency drills and evacuation procedures.
  ▪ **Partners:** Community Emergency Response Teams, San Rafael Fire Department, homeowner associations

➢ **Action #5:** Collaborate with face-to-face contactors in alerting all communities about episodic events, such as PG&E shutdowns and pandemic updates.
  ▪ **Partners:** United States Postal Service, Meals on Wheels, San Rafael Village, emergency medical services

Age-friendly San Rafael Action Plan

DOMAIN 7: RESPECT AND SOCIAL INCLUSION

Introduction:

Aging in place has its complexities with older adults. In some cases, older adults experience positive recognition and regard, while in other cases experience being dismissed, ignored or disregarded. This can occur in family matters or in community settings. Ageism, as this phenomenon is typically called, is more prevalent in some cultures than in others. There can be multi factors contributing to this generational disconnect including a lack of understanding about the aging process, changing societal norms, separation of the nuclear family with the accompanying generational divide, a society that values youth, physical compensation and economic stresses. Results from WHO surveys report that respect and social inclusion of older adults is also related to the extent to which older people participate in the civic life of their city.

How did we arrive at this generational split? 'Senior citizens' used to be sought after for their wisdom and experiences and were asked to weigh in on important life's issues. Let us promote and support intergenerational activities which contribute to a sense of inclusion and better understanding of the differences and similarities of different generations.

Issue #1: Older adults are neglected and depreciated in many settings, causing serious effects on physical, mental and social well-being.

Goal: San Rafael's older residents feel valued and do not face discrimination based on age.

> ➢ **Action #1:** Launch an age-friendly educational campaign, providing examples of what "age friendly" means for San Rafael and dispelling common myths about aging.

- Include outreach to business owners to encourage offering special benefits to older adults, as well as promoting patience and respectful treatment of older customers.
- Recognize that aging exists, develop expertise and understanding of aging, and reframe perceptions about growing older in San Rafael.
    - Provide educational opportunities to improve the skills of older adults and service providers on best communication practices in print, electronic and social media.
- Work with Dominican University and Osher Lifelong Learning to offer culturally diverse programs and gerontology courses to enhance a broader understanding of the aging process.
- **Partners:** City of San Rafael, San Rafael Chamber of Commerce, Dominican University

- **Action #2:** Educate all city staff members on basic facts and myths about aging, and teach the most effective communication strategies.
    - **Partners:** City of San Rafael

APPENDIX

RESOURCES

FrameWorks Institute, "Aging"

San Rafael Age-Friendly SWOT (Strengths, Weaknesses, Opportunities, Threats)

San Rafael Age-Friendly Task Force presentation to the San Rafael City Council

San Rafael Age-Friendly Task Force, "San Rafael Age-Friendly Survey" (2019)

UCLA Fielding School of Public Health, "The Elder Index: Research and Data" (2018)

Age-Friendly Berkeley

Action Plan

CITY OF BERKELEY

Berkeley, California • December 2018

Celie Placzek

Peter Sussman

Nancy Rubin

**Older adults are
at the heart
of our community**

Nancy Rubin

Peter Sussman

CAN YOU DIG IT?

Peggy Malley

AGE-FRIENDLY BERKELEY

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Mayor's Letter

O n behalf of Berkeley, California and its residents, I am proud to present this three-year Age-Friendly Berkeley Action Plan. This roadmap, developed by residents, community organizations, and the city, demonstrates our commitment to a livable community where all generations are included and are able to thrive.

Older adults are at the heart of our community and a vital part of the fabric of our neighborhoods and civic life. Rapidly changing demographics drive the timing of this effort, with the number of residents 65 and older expected to more than double by 2030 to over 1 in 5 people in the city

In 2016 under former Mayor Tom Bates, Berkeley was accepted into the World Health Organization and AARP's network of Age-Friendly Communities, which now includes over 300 US cities and 37 countries. This Action Plan addresses several areas identified by the World Health Organization as key to ensuring an aging-friendly environment.
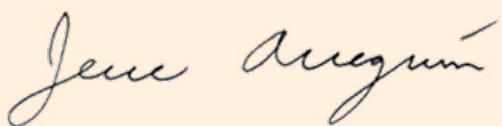
Planning was driven by the community through surveys, focus groups and discussions with community non profits and city departments. Three objectives emerged from this work that inform the recommendations. The action plan is designed to:

- Enable people to remain in their homes and communities as they navigate the transitions of aging

- Maintain and enhance the ethnic and economic diversity of Berkeley

- Ensure that people of all ages and abilities can enjoy the social and cultural assets Berkeley has to offer.

We look forward to forming broad partnerships across all sectors of our community including residents, nonprofit organizations, business leaders, faith communities and others as we move forward with these recommendations. Because services and supports cross city and regional boundaries, we will continue to work with neighboring cities and counties to address common goals.

Berkeley is uniquely positioned to address the needs of our rapidly growing older adult population and maximize the benefits of creating a more inclusive, equitable and accessible city. An extensive 2 year planning process has engaged residents, city officials and staff, nonprofits and community partners. Continued collaboration will be vital as we move forward with our next steps.

Age-Friendly communities benefit all of us and this Action Plan is part of an evolving community process for generations to come. For questions or additional information see agefriendlyberkeley.org or contact Aging Services at (510) 981-5200.

Jesse Arreguin
Mayor, City of Berkeley

The GOAL of Age-Friendly Berkeley is to:

Create a culture and community that is inclusive, equitable, and accessible for people of all ages.

"An age-friendly community enables people of all ages to **actively participate** in community activities and **treats everyone with respect**, regardless of their age. It is a place that makes it easy for older people to **stay connected** to people who are important to them. And it is a place that **helps people stay healthy and active** even at the oldest ages and provides appropriate support to those who can no longer look after themselves."

— *World Health Organization*

Rochelle Bluestein

Contents

Appendices

Executive Summary

Background and Context

The population of older adults in Berkeley will double in the next 10 years, resulting in 1 in 5 adults being over 65 years of age. According to a study by AARP and the Age-Friendly Berkeley community survey, the vast majority of older adults want to age in their homes and communities.[1] With this shift in demographics and the desire of people to stay and thrive in their communities, policy makers need to look at how our neighborhoods are designed, including the affordability of places to live, the inclusivity of social activities, the accessibility of infrastructure, and the availability of jobs for older people. This Action Plan builds on the work of the World Health Organization's (WHO) Age-Friendly Cities and Communities Initiative, launched in 2005 in partnership with AARP in the United States. This network has expanded to over 37 countries around the world and to over 300 cities in the United States.

The Age-Friendly Berkeley initiative helps prepare Berkeley for its rapidly aging population by gathering input from the community and pulling together public and private leaders, resources, ideas, and strategies to address the issues raised. Age-Friendly Berkeley is a collective effort whose goal is to ensure that all Berkeley residents are connected, healthy, and engaged in their environments. Planning for Age-Friendly Berkeley was guided by a Leadership Team of individuals and organization representatives who have been key voices in community conversations about aging. It has members from the city, the health sector, and the nonprofit sector (See Appendix A) who worked together to ensure that the recommendations are relevant and feasible.

The Age-Friendly Communities movement focuses largely on collaborations with city and county governments to anticipate the wants and needs of their older populations, as well as on the growing demand for and cost of medical and social services. With Berkeley anticipating a doubling of its older adult population and with the support of former Mayor Tom Bates in 2016, the City of Berkeley completed an initial assessment, applied to and was accepted into the World Health Organization (WHO) and AARP's Global Network of Age-Friendly Cities and Communities.

Needs Assessment

Thus began a needs assessment and a 2- year process using the WHO framework to support Age-Friendly planning. The needs assessment included a review of related research and plans from other cities, a survey of over 1400 Berkeley seniors, 5 focus groups, and interviews with 18 city staff and numerous community partners. The findings are summarized in Appendix B and indicate that the needs of older adults in Berkeley are representative of findings across international, national and local studies and surveys. The community responses indicate that residents appreciate the service/activity rich environment of Berkeley, as well its walkability and its diverse people. Strikingly, residents' feelings on whether Berkeley is a good place to age varied significantly depending on income. Those earning less than $32,000 annually were more than twice as likely to rate Berkeley poorly when compared to top earners.

[1] AARP, 2012 and Age-Friendly Community Survey 2018

Rating of Berkeley as a place to age by income group
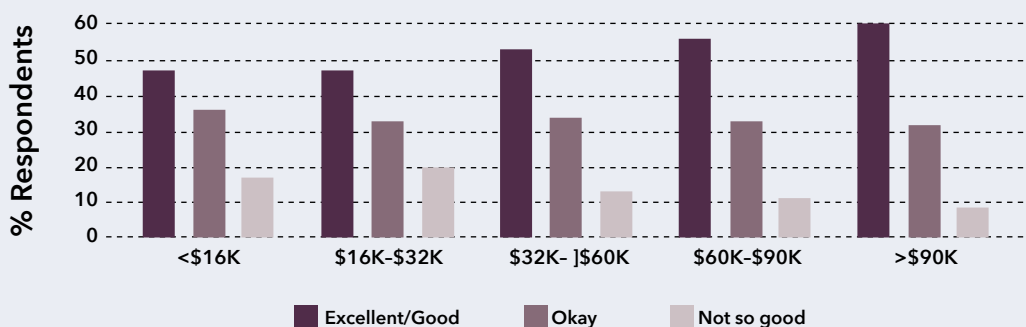
Common issues raised by community responses included:

- The high cost of living
- Lack of affordable housing, including affordable home modification and in-home supports
- Limited reliability, coordination, and options of transportation
- Problems with sidewalks, poor lighting, lack of benches, and limited parking
- Crime
- Widespread homelessness
- Insufficient number of affordable, desirable settings for out-of-home assisted living
- Limited options for subsidized services for moderate income individuals
- Lack of "human touch" for information, referral and system navigation assistance.

The Age-Friendly planning process also leveraged and incorporated community feedback gathered as part of the city's strategic planning process and the 2018 Health Status Report. The City's strategic planning process includes a focus on affordable housing, improving ADA compatibility, investing in infrastructure and improving access to information. The Health Status Report found many strengths in Berkeley related to life expectancy, but troubling disparities for African Americans and other people of color. This Age-Friendly Plan is presented as a complementary, consistent and collaborative set of recommendations focused on creating a city that is inclusive, equitable, and accessible for people of all ages.

Approach

Several themes cut across the plan's recommendations and actions. These include the need to:

- **create complete neighborhoods** that have a mix of housing types and land uses, affordable housing and transportation options, and access to healthy foods, schools, retail, employment, community services, parks and recreation options

- **foster ongoing collaborations** within large organizations, such as municipal entities, and across sectors and community organizations, as these are key to implementing policy and programs

- **leverage existing resources** to support, expand and coordinate a system of services and supports for aging in community

- **capture emergent opportunities** and leverage innovations in both technology and care/service delivery to support community-based living

- **strengthen intergenerational relationships** because while programs abound, they are mostly age-specific

- **work with other regional jurisdictions** and Age-Friendly cities to address overlapping issues and services and to find solutions to common challenges.

"Housing is not affordable."

"It is a lively city with active people."

"Does not have a welcoming downtown."

AGE-FRIENDLY BERKELEY

SURVEY COMMENTS OF BERKELEY SENIORS

Recommendations

The recommendations in this Action Plan are designed to build on what is already occurring in the community, improve impact, and address gaps. While recommendations are too numerous to list in the executive summary (see Appendix B), the leadership team reviewed local results using the 8 domains in the WHO framework and identified 4 priority areas and goals for the Action Plan: [2]

HOUSING AND ECONOMIC SECURITY:

Develop a continuum of affordable, accessible housing options for older adults to age in their community regardless of their health or financial status.

TRANSPORTATION AND MOBILITY:

Advance a network of public and private transportation that equitably serves residents and connects them to services, social activities, and employment opportunities.

HEALTH AND WELLNESS:

Develop a more integrated system of services and supports that is person-centered and ensures that all residents have the opportunity to engage in health promoting activities.

SOCIAL PARTICIPATION AND CIVIC ENGAGEMENT:

Enhance neighborhood cohesion and social connectedness of all Berkeley residents with community events and activities that are inclusive, affordable, and accessible.

[2] Detailed information for all 8 domains is included in Appendix B where each domain includes relevant resources, current efforts that are in process, survey results and information from focus groups, GIS maps, and information from the 2016 Alameda County Plan for Older Adults and the Berkeley Age-Friendly Continuum needs assessment.

Implementation of the 3-year Action Plan

The prime objective of the Age-Friendly planning process was to develop a 3-year action plan to serve as a road map for collective action. Activities below are paced from Year 1 through Years 2-3, including evaluation and recommendations for continued improvement.

Year 1

- Designate Health, Housing and Community Services as the lead city department and the Aging Services division as the backbone agency to coordinate the initiatives
- Form a leadership team from relevant sectors of the community to work with the city
- Solidify action teams for the priority areas; prioritize recommendations
- Finalize budget and Identify funding opportunities
- Develop shared metrics and begin data collection
- Implement internal and external communication plans, set up a dashboard on the Age-Friendly website
- Catalogue and track efforts already in development.

Years 2-3

- Clarify desired outcomes and implement Year 2-3 recommendations
- Monitor progress and evaluate results using a Results Based Accountability framework
- Use the dashboard on the Age-Friendly website to track progress
- Integrate focus on aging into ongoing operations and partnerships
- Report back to the community on the status of all recommendations and begin to assess the next steps.

Community Profile

Berkeley is located on the east shore of the San Francisco Bay in northern Alameda County, California. The current population is estimated to be 117,385.[3] Berkeley was recently named one of the most livable cities in America based on AARP's Livability Index. Health, Transportation/ Walkability, and access to activities, work and play are among the assets identified in Berkeley.

Cost of living and cost of housing present some of the greatest barriers to livability. Median home sale prices remain dramatically higher than the rest of the nation, now at $1,200,000,[4] fueled by spillover from the San Francisco housing shortage, a local tech boom, and population growth. Local parcel taxes, approved by voters to support important local programs like the public schools, are generous but add to pressures on low and moderate income homeowners and renters. The high cost of living in the Bay Area was raised as a major challenge by older adults in all surveys and focus groups.

Historically, Berkeley has been a city of unexpected diversity and activity in social policy, such as fair housing legislation, voluntary school desegregation, and the independent living movement. However, current challenges threaten the economic and cultural diversity that make Berkeley a vibrant city. Recent gentrification has contributed to a 37% decline in the African American population,[5] especially in some historically African American neighborhoods in South and West Berkeley. The mortality rate for African Americans remains twice as high as the mortality rate of Whites. Berkeley has the highest per capita rate of homelessness in Alameda County. [6] Low and moderate income individuals are finding it difficult to afford to live and work here and there is an increasing divide between income levels. Estimates in 2014 indicated that 23% of those 60+ in Berkeley were living under 200% of the Federal Poverty Level. [7] Significant policy changes are needed locally and regionally as Berkeley continues to tackle these challenges.

Berkeley has a number of assets to support an active, healthy and engaged community. Berkeley is one of three cities in the state of California with its own Public Health Jurisdiction. This distinction enables public health services and initiatives to be focused on and dedicated to a discrete population. Berkeley is also home to a number of educational institutions, including the University of California, Berkeley campus, the Lawrence Berkeley National Laboratory, Berkeley City College, and the Graduate Theological Union. These institutions enhance Berkeley's reputation as an intellectual mecca and are also an economic engine for the City. Thirty percent of local jobs are in education.[8] Berkeley's international reputation plus its active arts and culture scene and a dynamic social center contribute to making it a magnet for inventive people, an incubator for business start-ups, and a science and technology hub.

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3   Population number from the(the City of Berkeley based on projections from the 2010 census
4   Median housing price based on information from Zillow.
5   Summary of Our Beloved Community Proposal: Alameda County Anti-Displacement Funding Policy Plan, January 6, 2017 (unpublished), The Dellums Institute using census analysis 2010-2015.
6   City of Berkeley Health Status Report, 2018
7   American Community Survey 2010-2014, US Census Bureau
8   From the City of Berkeley's Economic Profile.

Nancy Rubin

City Demographics

Gender & Age
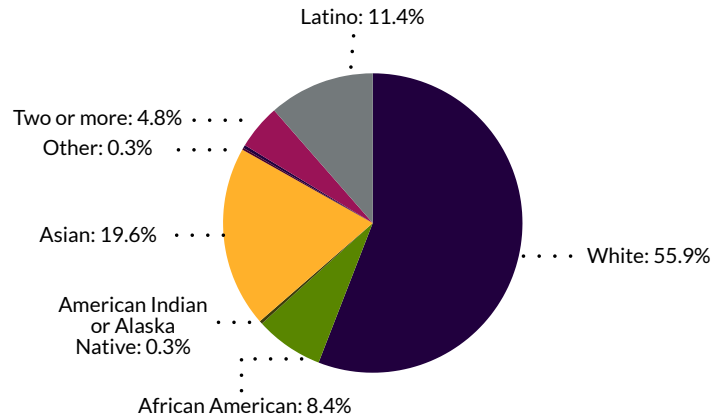From American Community Survey 2016 5-year estimates Table **S0101**

Female	
Under 5 years	2,641
5 to 9 years	1,856
10 to 14 years	1,828
15 to 19 years	7,202
20 to 24 years	10,712
25 to 29 years	6,108
30 to 34 years	4,231
35 to 39 years	3,532
40 to 44 years	2,903
45 to 49 years	2,693
50 to 54 years	3,159
55 to 59 years	3,114
60 to 64 years	2,931
65 to 69 years	3,903
70 to 74 years	2,799
75 to 79 years	1,036
80 to 84 years	658
85 years +	847

65+
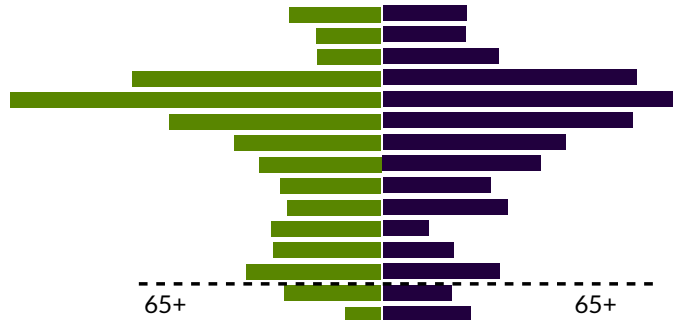
Male	
Under 5 years	2,365
5 to 9 years	2,339
10 to 14 years	3,285
15 to 19 years	7,200
20 to 24 years	8,424
25 to 29 years	7,072
30 to 34 years	5,188
35 to 39 years	4,488
40 to 44 years	3,057
45 to 49 years	3,544
50 to 54 years	1,300
55 to 59 years	2,011
60 to 64 years	3,300
65 to 69 years	1,952
70 to 74 years	2,486
75 to 79 years	1,187
80 to 84 years	531
85 years +	452

65+

Race & Ethnicity

Race & Ethnicity data from:
American Community Survey
2011-2015 5-year estimates
Table **B03002**

Latino: 11.4%
Two or more: 4.8%
Other: 0.3%
Asian: 19.6%
American Indian or Alaska Native: 0.3%
African American: 8.4%
White: 55.9%

Adults Over 65 Living Alone
From American Community Survey 2017
1-year estimate Table B09020

male 691
female 3,119
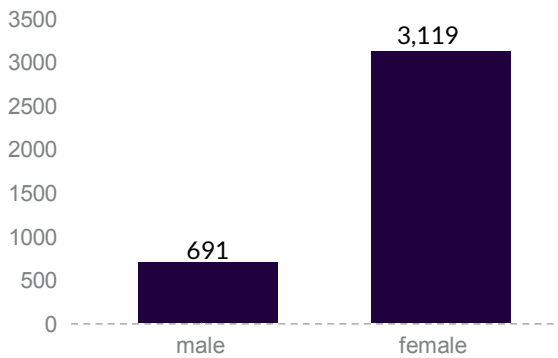
Education of Population 65+
From American Community Survey 2017
1-year estimate Table **S1501**

High School Graduate 95.2%
College Graduate 72%
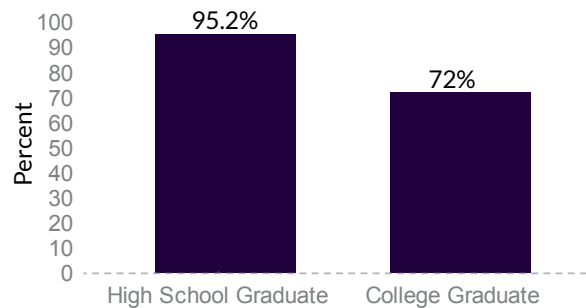
Where do older adults live?

Many older adults live in the Berkeley hills in the north eastern part of the city. [9]

These raw estimates are of people over age 60 living in each block group. Some blocks near the center of the city have high numbers because of the location of high-density affordable senior apartments.

Legend

 # adults age 60+

- 0 - 95
- 96 - 190
- 191 - 285
- 286 - 379
- 380 - 474
- 475 - 569
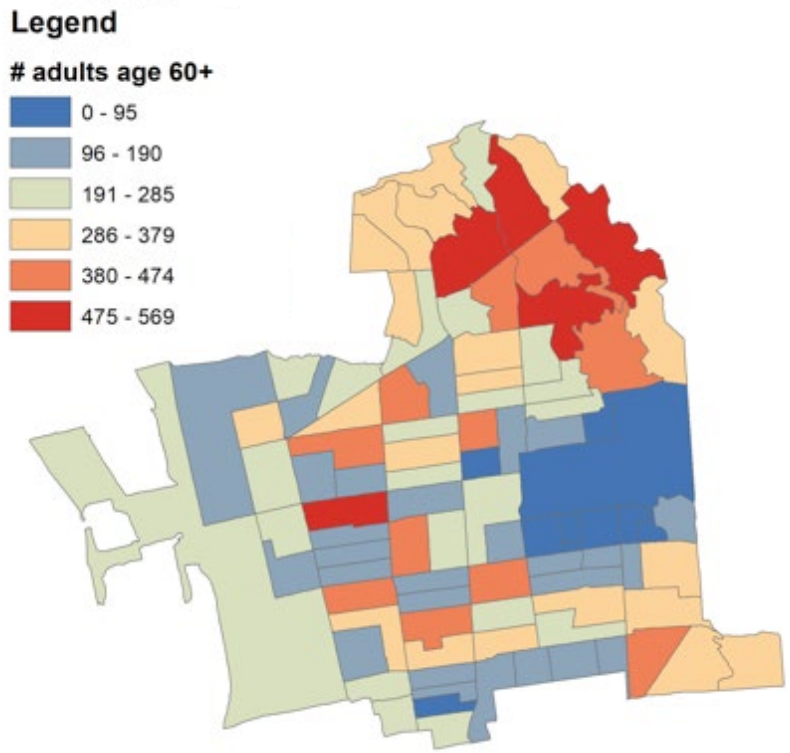
The high concentration of older adults living in the hills becomes even more apparent when looking at the percent of people over age 60 compared to the total population living in each block group.

Legend

% of total population age 60+

- 0%
- 0.1% - 10%
- 10.1% - 20%
- 20.1% - 30%
- 30.1% - 40%
- 40.1% - 50.1%
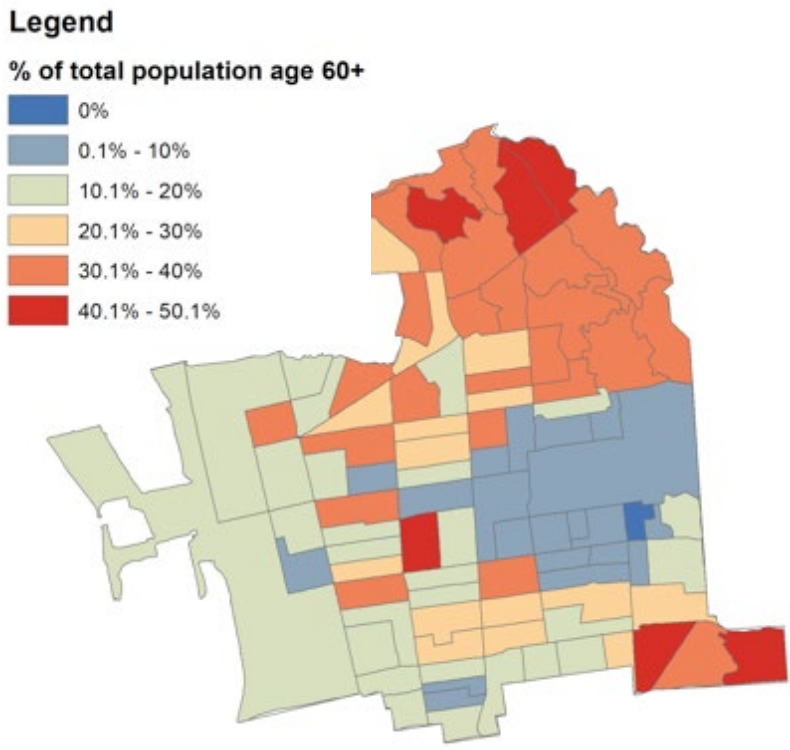
[9] Data are from the 2017 American Community Survey 5-year estimates table B01001 and were mapped using ArcGIS 10.5.1

AGE-FRIENDLY BERKELEY

Why Now?

The Census Bureau projects 2030 to be a transformative decade for the US population. Advancements in medicine and public health have led to more people living longer. The Census Bureau estimates that by 2035, older adults will outnumber children for the first time in US history. This rapid increase has major implications and will place un-precedented demands on cities and communities. In response, the World Health Organization's (WHO) Age-Friendly Cities and Communities Initiative was launched in 2005 in partnership with AARP in the United States. This network has expanded to over 37 countries around the world and to over 300 cities in the United States.

The demographic shifts projected nationally will be mirrored in Berkeley. The population of older adults in Berkeley will double in the next 10 years, resulting in 1 in 5 adults being over 65 years of age. Life expectancy in Berkeley is 86.7 years for women and 83 years for men, compared to 78.8 years nationally and 80.8 years in California. Mortality rates in Berkeley are lower than those of surrounding Alameda County and California— reflecting the city's long life expectancy. [10] As with health status, there are great disparities in longevity based on race and class

According to a study by AARP and the Age-Friendly Berkeley community survey, the vast majority of older adults want to age in their homes and communities. An Age-Friendly community promotes policies, enhances services, and creates a built environment that enables a growing population of older adults to age in their community while supporting a more inclusive, equitable and accessible city for all.

Toward an Age-Friendly Berkeley

Age Friendly Berkeley is a collective effort whose goal is to ensure that all Berkeley residents are connected, healthy and engaged in their environments. Enhanc-

10 Health Status Report, City of Berkeley, 2018

ing the affordability of places to live, the inclusivity of social activities, the accessibility of infrastructure, the safety of our public spaces and improving communication and access to information are activities that will make Berkeley a better place to grow up and grow old. Addressing the needs of our older population benefits people of all ages.

To realize this vision, the Age-Friendly Berkeley initiative pulls together public and private leadership, resources, ideas, and strategies; it builds on information gleaned from the community. The leadership team for this project has local residents and members from the city, the health sector, and the nonprofit sector (see Appendix A) who have helped build partnerships to ensure the recommendations are relevant and feasible.

The World Health Organization's (WHO) Age-Friendly Cities and Communities Initiative provided a framework and network of similar efforts that supported the development of this Action Plan.

Natalie Ornstein, Berkeleyside

The Age-Friendly Framework

The World Health Organization and AARP's Global Network of Age-Friendly Cities and Communities fosters the exchange of experiences and initiatives as cities strive to better meet the needs of their older residents. The Age-Friendly Cities Initiative provides guidance for assessing local conditions and identifying areas for change. The Initiative uses a framework with eight domains which identify social and environmental factors that influence how well we age and how long we live. These domains align closely with the social determinants of health as defined in Healthy People 2020.[11] Based on the information gleaned from the local needs assessment, the domains in this report include:

1. Housing:

Public and private housing options, home maintenance, home modification, safety and comfort, proximity to services and community life

2. Health and Community Services:

Promote, maintain and restore health, provide home care services, coordinate service delivery and emergency planning

3. Transportation:

Public and private transit options, reliability, specialized services for people with disabilities, priority seating, traffic flow, roads, driver education, parking

4. Outdoor Spaces and Buildings:

Public areas, green spaces, outdoor and indoor seating, walkways, bike paths, lighting, customer service arrangements, public toilets

5. Social and Civic Participation:

Venues, timing, affordability, events and activities, inclusion on decision-making bodies, fostering diversity and inclusion; combating social isolation

6. Employment and Economic Security:

Volunteer and employment options, job training, age discrimination, entrepreneurship, elder fraud abuse, cost of living

7. Respect and Social Inclusion:

Programs to support cultural and ethnic diversity, public images of aging, intergenerational and family dialogue, public education, recognition of contributions to past and present, economic inclusion

8. Communication and Information:

Distribution of information, person-to-person communication, printed information, media, access to and use of technology and the Internet

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11 https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health

AGE-FRIENDLY BERKELEY

Our Planning Process [12]

2016

✔ Convened leadership team and worked with the Mayor to launch the initiative

✔ Completed assessment and was accepted into the national and international Network of Age-Friendly Cities

✔ Included "Age-Friendly" planning in the City of Berkeley's strategic plan

2016-2018: Action Planning cycle

✔ Researched background information
- Reviewed WHO guidelines and other cities' Age-Friendly Action Plans
- Researched Age-Friendly assets and resources in Berkeley.
- Reviewed Berkeley results from the 2016 Alameda County Plan for Older Adults
- Collected relevant information from the 2017 Berkeley Age-Friendly Continuum Needs Assessment [13]

✔ Collected data from the community using WHO's Global Age-Friendly framework
- Conducted a community survey both online and by utilizing local organizations to distribute hard copies in English and Spanish
- Interviewed City staff from all departments to assess how their work could align with Age-Friendly goals, and to assess resources and potential recommendations
- Evaluated results

✔ Gathered additional community feedback from public sessions
- Added two additional focus groups to the 3 focus groups [14] from the 2017 Berkeley Continuum needs assessment
- Held several meetings and a public forum with the Commission on Aging
- Presented progress report and solicited feedback from the Berkeley City Council

✔ Synthesized community data and worked with partners to frame recommendations.

December 2018 -January 2021

➔ Finalize report and submit to AARP and WHO

➔ Implement Action Plan (see page 21)
- Year 1 Set up action framework, convene work teams and begin data collection
- Years 2-3: Execute, coordinate, and track progress of action items
  - Conduct an evaluation of the implementation process
  - Determine future needs
  - Update Action Plan

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[12] The Age-Friendly planning process coincides and aligns with the city's Strategic Planning process, including a focus on affordable housing, improving ADA compatibility, investing in infrastructure and improving access to information.

[13] For the detailed Needs Assessment and Strategic Plan of the Berkeley Age-Friendly Continuum's 2017 report, with reference to Alameda County and national trends, go to www.berkeleycontinuum.org.

[14] Thank you to Beatrice Leyva-Cutler and Faye Combs, community volunteers who organized the focus groups.

Top Findings

What Older Berkeley Residents Like Best and Least in Berkeley

The 'word clouds' below display words that were used to answer an open-response question on the Age-Friendly Berkeley Community Survey. People responded to what they like best and least about Berkeley as a place to age. The more common the response, the larger the font. Transit is highlighted in both positive and negative comments which is most likely linked to where people live, with people in the Berkeley Hills being most concerned about transit.

Reasons for Positive Views of Berkeley as a Place to Age

Reasons for Negative Views of Berkeley as a Place to Age

Findings and Priority Areas

There are many programs and services in Berkeley that support an active and healthy community for people of all ages. The recommendations from this Action Plan are designed to build on what is already occurring, improve impact, and address gaps. Given the rapidly changing landscape and the pace of developing technology, we see this action plan as a living document, open to enhancement.

Several themes cut across the plan's recommendations and actions. These include the need to:

- **create complete neighborhoods** that have a mix of housing types and land uses, affordable housing and transportation options, and access to healthy foods, schools, retail, employment, community services, parks and recreation options

- **foster ongoing collaborations** within large organizations, such as municipal entities, and across sectors and community organizations, as these are key to implementing policy and programs

- **leverage existing resources** to support, expand and coordinate a system of services and supports for aging in community

- **capture emergent opportunities** and leverage innovations in both technology and care/service delivery to support community-based living

- **strengthen intergenerational relationships** because while programs abound, they are mostly age-specific

- **work with other regional jurisdictions** and Age-Friendly cities to address overlapping issues and services and to find solutions to common challenges.

After reviewing community responses and promising local efforts already underway, this Action Plan identified four priority areas: [15]

Housing and Economic Security

Transportation and Mobility

Health and Wellness

Social Participation and Civic Engagement

Within each of these 4 areas, recommendations fell into 3 categories:

Equity and Inclusion

Information

Infrastructure and Policy

These priority areas and recommendations are summarized in the following pages along with local programs and policies already in development. Detailed information for all 8 domains can be found in *Appendix B.*

[15] Detailed information for all 8 domains is included in Appendix B where each domain includes relevant resources, current efforts that are in process, survey results and information from focus groups, GIS maps, and information from the 2016 Alameda County Plan for Older Adults and the Berkeley Age-Friendly Continuum needs assessment.

HOUSING AND ECONOMIC SECURITY

Financial and housing worries topped the list of concerns across all income levels. Given housing costs in the San Francisco Bay Area, most housing is no longer affordable; nor, is there a continuum of housing options (including assisted living) available in Berkeley as we age. More affordable housing is needed to prevent further displacement. Should older adults remain in their homes, they need affordable options for safety and accessibility home modifications. While there are several housing programs in Berkeley, and some programs specifically designed to help low income seniors, they are disconnected and it is clear from focus groups that people are unaware of them. Berkeley also needs to work with neighboring communities to expand eligibility criteria for those just above income guidelines who struggle without subsidized programs. Additionally, many residents believed that there are not enough flexible jobs with accommodations for older workers to stay employed. 20% of those who reported that they are retired are, in fact, "gigging" to make ends meet. The scale of these problems requires broad, often regional, policy solutions.

Already In Development

✔ Senior and disabled home loan program

✔ Accessory Dwelling Unit (ADU) policies

✔ Expanded home safety inspection program

✔ Several pilot programs: Homeless Coordinated Entry, Berkeley Home Match and the development of a Service Linked Senior Housing/ Community Center model

✔ Business Succession Planning

Goal and Recommendations

Develop a continuum of affordable, accessible housing options for older adults to age in their community regardless of their health or financial status.

➔ Equity and Inclusion:

- Include targets for the older adult population in the City Housing Element.
- Address the need for affordable, accessible housing at all levels of need; expand eligibility criteria for subsidized services to raise access levels to moderate income individuals.
- Expand access to supportive housing for vulnerable populations.

➔ Information:

- Provide an online resource and educational workshops at Senior Centers about renters' rights and strategies to qualify for access to both market and below market rate housing.
- Offer workshops and education on financial planning and elder fraud abuse.
- Assess and map housing options for the public via written materials and the internet.
- Provide broader communication of assistance with local taxes for low income residents.

➔ Infrastructure and Policy:

- Develop a program for housing cost relief for moderate income seniors who do not qualify for income restricted housing.
- Incorporate mixed zoning in all neighborhoods, increasing walkability and access to services and commercial areas.
- Pursue affordable settings for out-of-home assisted living (e.g., CCRC and alternatives).
- Enable increased development of accessory dwelling units (ADU) by streamlining the construction approval process.

HEALTH AND WELLNESS [16]

Berkeley and surrounding cities have abundant healthcare and community service resources; however, most programs do not have the capacity to meet the increasing demand from seniors. Care navigation for accessing resources, affordable in-home care, and memory care are gaps in local resources. Participants in the Berkeley Continuum, Age-Friendly Berkeley and Alameda County planning consistently voiced a desire to bring services and supports to them in their home rather than requiring institutional care. Residents need access to providers and other health and wellness services such as venues for fitness, especially in South and West Berkeley. Berkeley is unique in having its own public health jurisdiction, however, there needs to be more coordination with the County Public Health Department and neighboring cities' Age-Friendly efforts to address and prevent common health issues.

Already In Development

✔ Emergency preparedness and resiliency planning

✔ Healthy food access and cooking programs

✔ Whole Person Care pilot, an Alameda County wrap around program for the homeless

✔ Alameda County's Senior Injury Prevention Program (SIPP)

Goal and Recommendations

Develop a more integrated system of services and supports that are person-centered and ensure that all residents have the opportunity to engage in health promoting activities.

➔ Equity and Inclusion:

- Implement additional health related programs around nutrition and exercise, with special outreach to underserved groups.
- Broaden outreach for dental care to low income and vulnerable seniors.
- Expand eligibility criteria for subsidized services to raise access levels to moderate income individuals.

➔ Information:

- Provide affordable, local navigators to help address basic systems navigation needs, e.g., public benefits, housing, and service referrals.

➔ Infrastructure and policy:

- Obtain funding for additional geriatric case managers and navigators.
- Convene a summit on memory care to plan a community response to dementia and related diseases.
- Improve the workforce pipeline of home care workers and create a centralized source of vetted referrals.
- Champion lower costs for in-home services, while ensuring a living wage for home health care workers.

[16] In this context "wellness" refers to the social determinants of health, defined by the World Health Organization as "the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life." https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health

TRANSPORTATION AND MOBILITY

Transportation is a major concern for older residents, especially those in isolated areas such as the Berkeley Hills and low-income residents in other areas of the city. Many older adults are unfamiliar with public transportation or do not trust its reliability. Uneven sidewalks and pedestrian safety concerns are also barriers for accessing transportation options. Public transit issues such as the absence of benches or shelter at station stops and inadequate lighting, often prevent people from using services. Better public transportation options can help seniors access needed services and combat feelings of isolation. Safe driving refresher courses are also needed but there are few local options.

Already In Development

✔ New street policy and design approaches being used as streets are repaired and developed

✔ Master Pedestrian Plan being developed in commercial areas

✔ City sidewalks being assessed for repairs

✔ Mobility management and travel training being offered to seniors

Goal and Recommendations

Advance a network of public and private transportation that equitably serves residents and connects them to services, social activities, and employment opportunities.

➔ Equity and Inclusion:

- Ensure that popular destinations are accessible via various transportation modes, particularly for those in outlying neighborhoods or with mobility challenges.

➔ Information:

- Extend education programs about transit options.
- Promote older driver safety by linking seniors to low-cost defensive driving workshops.

➔ Infrastructure and policy:

- Continue to develop 'complete streets' design to ensure safe travel and access for users of all ages and abilities regardless of their mode of transportation.
- Collaborate to advance affordability, availability, and reliability of public transportation.
- Improve transportation infrastructure (benches, pavement, shelters).
- Create well marked 'safe routes' to common destinations with smooth sidewalks, large print signs, and good lighting.

"Good public transportation."

"Walkability in 'the flats' "

"Convenient parking in downtown is not easy to find."

"Poor transportation options"

SURVEY COMMENTS OF BERKELEY SENIORS

AGE-FRIENDLY BERKELEY

SOCIAL PARTICIPATION AND CIVIC ENGAGEMENT

While many Berkeley residents participate in local activities, organizers need to outreach broadly across race, immigration status, sexual identity and orientation, income level, and housing status. The population of isolated seniors needs to also be considered. Although there are various websites and newsletters indicating what is available in Berkeley, most residents are unaware of the offerings. Multiple modes of communication need to be used to ensure that older adults stay informed and engaged. The city website is difficult to navigate and needs to be regularly updated to be useful. In addition, many people call the county 2-1-1 information line, but data about why people call and how they manage referrals is not tracked. Being the home of the independent living movement, Berkeley was ahead of other cities in terms of accessibility. However, public buildings and parks need to continue to be updated with evolving standards to ensure residents with mobility challenges can participate. For the same reason, amenities to make parks safer and more accessible, like public bathrooms, lighting, and benches, are needed.

Already In Development

✔ Development of a home visit program to isolated seniors

✔ Inclusion of older people in public images

✔ Intergenerational programming in the schools and community (e.g., active volunteers)

✔ Redesign of the city website to make it more accessible and easier to navigate

✔ Plans to increase access to broadband internet, up-to-date devices, and training, in partnership with nonprofit organizations

✔ Redevelopment of Berkeley's 3-1-1 line, an online service center

✔ Improved access to information about the options for social engagement in Berkeley

✔ Older adult inclusion in concept planning for the North Berkeley Senior Center

✔ Addition of older adult programs in parks and recreation venues and consideration of increased hours at public parks

Goal and Recommendations

Enhance neighborhood cohesion and social connectedness of all Berkeley residents with community events and activities that are inclusive, affordable, and accessible.

➔ Equity and Inclusion:

- Re-frame senior centers and outreach to attract a broader community.
- Promote Age-Friendly business practices through an Age-Friendly Business Certification program.
- Seek older adult input into current municipal planning around resiliency and infrastructure.

➔ Information:

- Create an easier to access and navigate directory of Age-Friendly organizations, activities and engagement opportunities.
- Add a link to activities for older adults to the City of Berkeley website.

➔ Infrastructure and policy:

- Create safe routes to common destinations.
- Improve park bathrooms and facilities.
- Re-open Willard Pool to improve public access to swimming in South-East Berkeley.

Implementation Plan

Infrastructure
Designate the City of Berkeley Health, Housing, and Community Services, Aging Services Division as the Backbone Agency and obtain funding to support the Aging Services Manager in coordinating the initiatives

Year 1

Solidify Action Teams
Use the potential partners list (page 22) to identify regional, city, and community based team members for each priority area

Form a Leadership Team
consisting of 5-7 champions from relevant sectors (the City, local residents, health, transportation, business, etc.) to guide implementation of the action plan

Create Communication Network
Identify City staff to be contacts for work within the City. All City Departments will be responsible for the Action Plan recommendations.

Commit to the Action Plan & Work on Year 1 Goals
Community partners and city staff coordinate Year 1 activities for each priority area
Leadership team finalizes funding needs and plans strategies to support year 2-3 recommendations

Develop Shared Metrics
Action and Leadership team members Identify and agree on high level indicators and set up a framework using Results Based Accountability to measure progress in years 2-3

Communicate Results of Year 1
Develop an online dashboard using the Age Friendly website to inform the public and track progress
Ensure that the Commission on Aging is continually updated and consulted

Year 2-3

Prioritize and begin work
the remaining recommendations in collaboration with City and community partners

Work on Year 2-3 Initiatives
Community partners and City staff work toward Year 2-3 targets

Monitor & Improve
Monitor progress and continually improve processes using the Results Based Accountability framework

Communicate Results of Year 2-3
Use the online dashboard on the Age-Friendly Berkeley website to inform the public and track progress

Potential City & Community Partnerships

A critical goal for Year 1 Implementation (see Plan on page 21) will be to solidify the teams that will address goals in each priority area. Partners come from City of Berkeley departments, local community organizations, county and regional entities, as well as other cities with Age Friendly initiatives. Below is a table with city departments, a partial list of relevant local organizations, and some regional linkages that can help address broad areas such as housing, health and transportation.

	Regional	City of Berkeley	Local Community
Housing & Economic Security	• Housing Authority of Alameda County • BACS (Bay Area Community Services) • SAHA (Satellite Affordable Housing Associates) • RCD (Resources for Community Development) • Covia • Rebuilding Together • Habitat for Humanity • ASSETS • Encore, Inc. • East Bay Works	**Health Housing & Community Services:** Housing Services **City Manager's Office:** Office of Economic Development **Health, Housing, & Community Services:** Community Services & Administration **Planning & Development**	• Ashby Village • BOSS (Building Opportunities for Self Sufficiency) • UC Retirement Center • Legal Assistance for Seniors • Berkeley Chamber of Commerce
Transportation & Mobility	• AC Transit • BART • East Bay Paratransit	**Health, Housing and Community Services** Aging Services Division **Public Works:** Transportation Division	• Senior Center Shuttles • CIL Shuttles • CEI Shuttles • UC Berkeley: SafeTREC • Ride share companies
Health & Wellness	• Alameda County Health Care Services Agency • IHSS (In-Home Supportive Services) • LifeLong Medical Care • CEI (Center for Elders' Independence) • Alzheimer's Services of the East Bay • Alta Bates Medical Center • Sutter Health • Kaiser Permanente • Alameda County IHSS Program • CIL (Center for Independent Living) • Legal assistance for seniors	**Health, Housing, & Community Services:** Public Health Division Community Services & Administration Aging Services Division **CARE Team** **Berkeley Fire Department**	• SIPP (Senior Injury Prevention Program) • Lifelong Over 60 Health Center • YMCA • Jewish Family Services • Berkeley Continuum
Social Participation & Civic Engagement	• California Department of Aging • CEI (Center for Elders' Independence) • CIL (Center for Independent Living) • Covia: Well Connected • Jewish Community Center of the East Bay • University of California Retirement Center • Forget Me Not • Lavender Seniors • Gray Panthers • East Bay Regional Park District • BORP (Bay Area Outreach and Recreation Program) • Eden I & R (2-1-1)	**Health, Housing & Community Services:** Aging Services Division **Public Works:** Disability Compliance Program **Parks, Recreation, & Waterfront Deparment** **Information Technology** **Planning & Development**	• Ashby Village • Alta Bates Tele-Care • UC Botanical Garden • Tilden Regional Park • UC Berkeley: Center for Technology & Aging • Berkeleyside • Berkeley Public Libraries • J-Sei • UC Berkeley Osher LifeLong Learning Institute • UC Berkeley Bears for Elder Welfare • Berkeley Student Co-op • Elder Action

Appendix A: Team Me

Age-Friendly Berkeley Leadership Team

Project Director: Steve Lustig, Associate Vice Chancellor Emeritus, UC Berkeley; Ashby Village Board

City of Berkeley Aging Services: Tanya Bustamante, DrPH, Manager

Leah Talley, Interim Deputy Director, Health, Housing and Community Services

Lifelong Medical Care: Kathryn Stambaugh, Geriatric Services Director

Center for Independent Living, Inc. (CIL): Thomas Gregory, Deputy Director

Ashby Village: Andy Gaines, Executive Director

Graduate Student Interns: Rachel Bell, MPH candidate 2019, UC Berkeley;

Abbey Dykhouse, MSW, UC Berkeley

Survey Consultation: Nancy Frank & Associates, Piedmont, CA

Project supported by the Pilgrimage Foundation

...and with support from the Berkeley Age-Friendly Continuum Leadership Team:

Chair: Steve Lustig, Associate Vice Chancellor Emeritus, UC Berkeley; Ashby Village Board

City of Berkeley: Jesse Arreguin, Mayor and Paul Buddenhagen, Interim Deputy City Manager

Former Mayor of Berkeley: Tom Bates. (ex-officio member)

Ashby Village: Andra Lichtenstein, Chair, Ashby Village Board; Principal, Capital Incubator

Center for Technology and Aging, UC Berkeley: David Lindeman, Director

Lifelong Medical Care: Marty Lynch, CEO

Covia (formerly Episcopal Senior Communities): Kevin Gerber, President and CEO

CalQualityCare: Charlene Harrington, Professor Emeritus, UCSF School of Nursing, Principal

Chaparral House: K. J. Page, Administrator

California Advocates for Nursing Home Reform: Carla Woodworth, Co-Founder; former member Berkeley City Council

...and Partners

Ashby Village: Andy Gaines, Executive Director

Alameda County Health Care Services Agency: Rebecca Gebhart, Finance Director

Alameda County Interim Director of Housing: Janet Howley

Center for Independent Living, Inc. (CIL): Thomas Gregory, Deputy Director

Center for Elders Independence (CEI): Linda Trowbridge, CEO; Lenore McDonald, Development Director

Covia (formerly Episcopal Senior Communities): Tracy Powell, Vice President Community Services

Center for the Advanced Study of Aging Services, UC Berkeley: Andrew Scharlach, Director

J Sei: Diane Wong, Executive Director

Consultant: Nancy Frank & Associates, Piedmont, CA

Graduate Student Intern: Carrie Gladstone, MPH, MBA

Project supported by: Kaiser Permanente Community Benefits Program, Sutter Health: Alta Bates Summit Medical Center, City of Berkeley, Wallace Gerbode Foundation

Fiscal Sponsor: Ashby Village is the fiscal sponsor for Berkeley's Age-Friendly Initiatives

Appendix B: The Domains: Existing Resources, Projects in Development, Survey and Other Data, Recommendations

AGE-FRIENDLY BERKELEY

Housing

Housing options were identified in the community survey and focus groups as a top priority. Rent and home prices in this region are among the most expensive in the country. Some programs and non-profit organizations help, but the scale of the programs are unable to meet the demand, including for moderate income adults who do not qualify for many of these programs. People who want to downsize or need different accommodations cannot afford to move and sometimes have difficulty making home modifications. Additional resources need to be directed towards increasing the availability of affordable housing and filling gaps in the continuum of housing options. Broad policy approaches may be needed to support older adults remaining in their communities as long as possible .

AGE FRIENDLY RESOURCES

Public

Housing Resiliency
The City Planning Department manages a $3 million FEMA grant for residential seismic retrofits.

Housing Safety
A City Planning team responds to identified housing safety complaints.

Home Improvement Loan
This interest free loan program provides up to $100,000 loan for seniors or people with disabilities to repair safety problems in their home (home value <$1.2M, owner >62 or disabled, income <$53k).

Short-Term Rental Assistance
Short-term Rental Assistance provides rental application support on the phone and through workshops hosted by the City Finance Department.

Section 8
There are 1,939 Section 8 housing vouchers in Berkeley managed by the Berkeley Housing Authority. Eligible low-income residents are not required to pay more than 40% of their income for rent.

Home Safety Inspection
Ashby Village provides home safety inspections for members at enrollment, provides some modifications from volunteers, and provides a vetted referral list.

Shelter Plus Care
Shelter Care Plus, a HUD funded program provides short-term rental subsidies for people experiencing chronic homelessness and who have disabilities. About half of the recipients in Berkeley are over 50.

Nonprofit

BOSS
BOSS (Building Opportunity for Self Sufficiency) is a nonprofit program that helps low-income people navigate housing options and find long-term affordable and supportive housing.

Rebuilding Together
Rebuilding Together is a nonprofit program that helps low-income homeowners make needed home repairs with help from volunteers.

CIL Residential Access
CIL (Center for Independent Living) helps low-income residents install home modifications that enhance access into, out of, and within the home for free (e.g., ramps, lifts, grab bars).

CIL Housing Assistance
CIL provides listings of available units and instructions on how to apply for a Housing Choice Voucher.

SPECIALTY HOUSING MAP

Legend

- rcd   RCD
- SAHA   SAHA
- 🏠   AssistedLiving
- #   Number of units
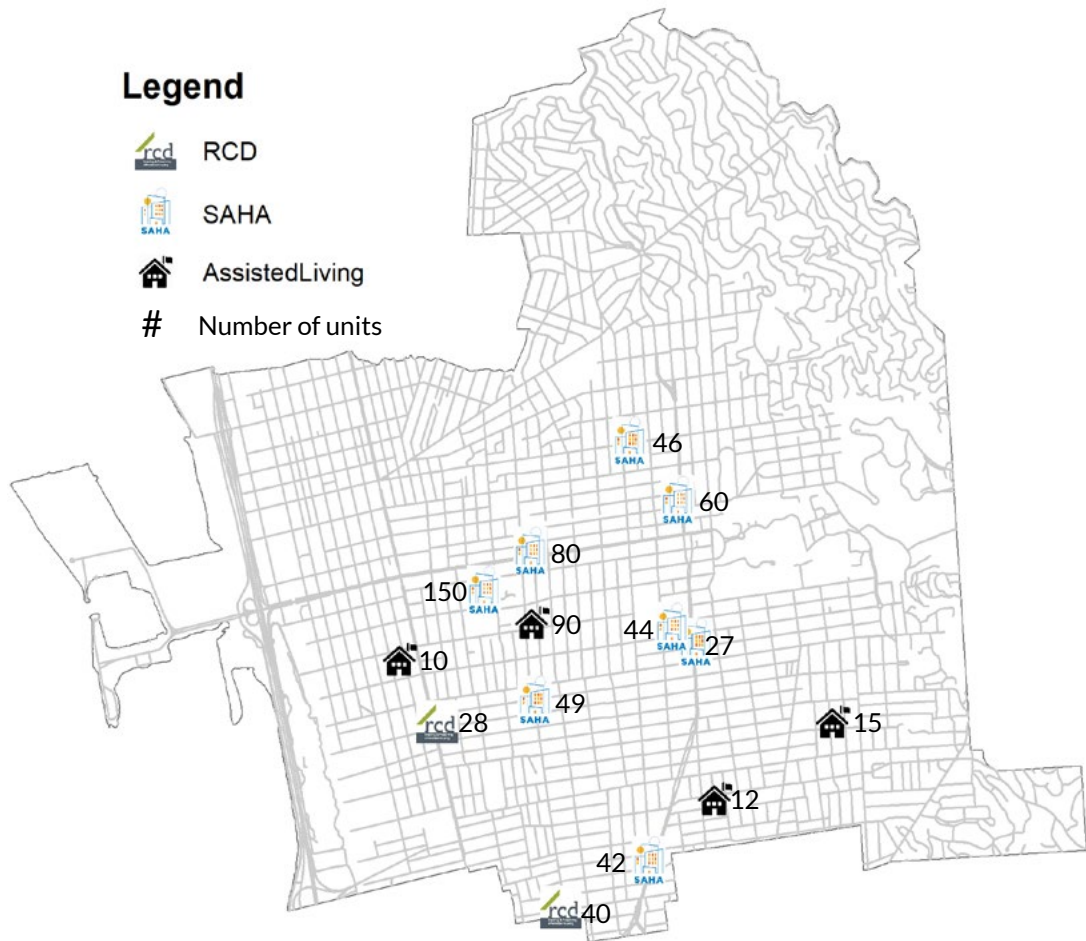
For low-income seniors, there are a number of affordable housing options in Berkeley, including eight SAHA (Satellite Housing) locations, two RCD (Resources for Community Development) locations, and almost 2,000 Section 8 vouchers. However, the restrictions to qualify for these units leave out people who struggle just above the subsidized income limit. The average cost of a one bedroom apartment in Berkeley is $2,705 and only 38% of apartments cost less than $2,000 per month (1), leaving many struggling to make rent payments or unable to downsize.

There are three small and one large assisted living locations in Berkeley, with only one offering memory care. Even though these locations are quite expensive, some have wait lists and applications for openings always exceed availability .

1 https://www.rentcafe.com/average-rent-market-trends/us/ca/berkeley/ Accessed 9/9/18

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COMMUNITY SURVEY RESULTS

The Age-Friendly Berkeley survey revealed that residents over 50 consider housing a top priority, often preventing Berkeley from being a great place for people to live as they age. Still, about half of the survey respondents thought it was 'Not At All Likely' they would move out of Berkeley after Retirement. According to the survey, the biggest problems with housing include:

- Housing Cost
- Availability of appropriate housing
- Property tax cost
- Gentrification
- Homelessness

For those who said they would likely move out of Berkeley, the top reasons included **cost** and **housing options.**

Likelihood of Moving Out of Berkeley After Retirement
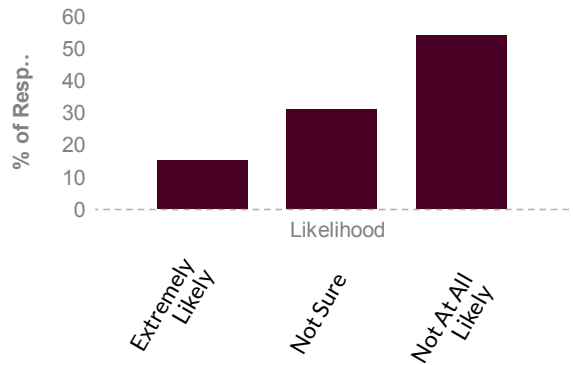
Current Primary Home Type
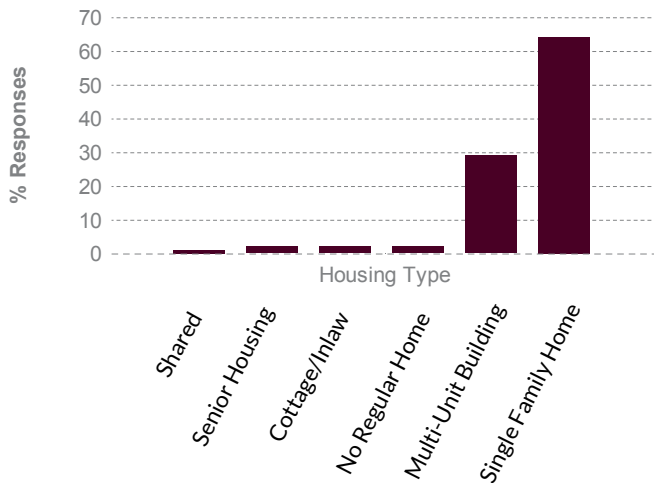
The overwhelming majority of survey respondents live in a single-family home or apartment.

People who want to stay in their current home recognized a need to make modifications, especially to update their bathrooms (57%), add an emergency alert system (41%), and improve access to their home (39%).

According to the Alameda County Plan for Older Adults 2016-2017,

48%
of Berkeley households with an adult age 60+ is a single person household

55%
of Berkeley renters age 60+ are spending > 30% of their income on rent

3
of of the top 10 concerns for Berkeley adults 60+ are affordable housing, being able to maintain their home, and being able to stay in their home.

33%
of California's homeless population were over age 50 in 2015*

$1,200,000
is the current median home sale price in Berkeley according to Zillow

$2,705
is the average price per month in 2018 for a one-bedroom apartment in Berkeley according to RentCAFE

AGE-FRIENDLY BERKELEY

*Kushel, MD, Margot. "Growing Older, Getting Poor." New American Media, April, 2015, as presented in Alameda CountyArea Plan, p. 17.

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TAKE AWAYS

▶ **Infrastructure and Policy:** Finding an affordable place to live is a major problem for people of all ages throughout the Bay Area. Small nonprofits are working hard to address the problem, but with almost 1,000 people experiencing homelessness in Berkeley alone (the highest per capita rate of homeless in Alameda County), the scale of the problem requires a much broader and regional policy solution.

▶ **Equity and Inclusion:** For seniors who own homes, making needed safety and accessibility repairs or being able to downsize to a space that fits their needs, often feels out of reach financially. Volunteer-run programs and city loans help, but again the scale of these programs cannot meet the growing need. Additional funding or staff are needed to manage the demand.

▶ **Information:** There are a lot of disconnected housing programs in Berkeley and many people don't know where to go to find information about these resources. Though the county publishes a senior housing guide, there needs to be more publicity about this resource. City programs are listed on their website, but the website is difficult to navigate.

ACTION PLAN

In Process

Senior Housing and Universal Design
Conversations are taking place about creating unique living quarters along a continuum of housing options for older adults. The City is also looking at incorporating universal design that goes beyond ADA requirements into new building codes.

ADU's
The Disability and Planning Commissions are looking at amending the Accessory Dwelling Units (ADUs) guidelines so that units will be more accessible .

Continuum Housing Demonstration
The Berkeley Continuum is in the process of designing a service-linked senior housing model that also functions as a neighborhood center with community spaces, a cafe and a technology hub.

Coordinated Entry System
In this new system, city services, emergency shelters, transitional housing and other housing resources for people experiencing homelessness are accessed through a central coordinated system

Mixed-Use Zoning
The City is exploring promoting a mix of uses in buildings and neighborhoods through zoning codes and planning tools that will provide access to necessary services (grocery stores, pharmacies, etc.) in all neighborhoods.

Home Safety Expansion
The City Planning's housing safety program intends to expand its proactive program to protect low-income housing stock; their goal is to inspect 30,000 units.

Berkeley Home Match
A program is currently being designed that will match UC Berkeley students who need affordable housing with older home owners who have space.

Year 1

Housing Workshops
In collaboration with City Housing and Community Services and the Rent Board, provide educational materials on-line and through workshops at Senior Centers about rental rights and strategies for obtaining housing.

Year 2-3

Home Database
Create a publicly accessible, Age-Friendly Buildings database where seniors can view rental opportunities as is now being done in the Dahlia Project on San Francisco's housing portal. This would replace the need to call each establishment individually.

Rent Subsidy
Develop a program for moderate income seniors who do not qualify for subsidized housing, modeled after Section 8. Consider a rent subsidy tax policy proposal for moderate income households.

Housing Element
Include targets for older adults in the City Housing Element and adjust as needed given changing demographics; update the community about progress via a dashboard on the webpage.

Health & Community Services

Berkeley has numerous health care resources, including Alta Bates Summit Medical Center, part of the Sutter system, and LifeLong Medical Care, a network of community health centers. The ratio of primary care doctors to residents is well above the national average. Berkeley is located between Stanford and UCSF medical schools. Stanford Health Care and John Muir Health recently expanded to Berkeley. However, there remain stark health inequalities across ethnicity, income, and neighborhood that several community programs are addressing. These include access to dental care, especially for vulnerable and underserved populations. Additional care navigation and programs that de-stigmatize seeking help for mental health and other basic needs are necessary to improve the well-being of all residents.

AGE FRIENDLY RESOURCES

Public

Senior Center Programs
City Senior Centers provide recreation, affordable hot meals, health & wellness education and other supportive services.

In-Home Supportive Services (IHHS)
Alameda County, with federal, state, and local funding, provides personal care services that help seniors on Medi-Cal stay safely in their homes as long as possible.

City Public Health Department
The city has its own public health department, allowing a focus on local health issues residents face.

AC Care Connect
AC Care is a county program that provides complete services for those experiencing homelessness, including behavioral and physical health, housing, and legal services.

MSSP
The CA Dept. of Aging Multipurpose Senior Services Program (MSSP) provides healthcare management for seniors who qualify for nursing home care and prefer to remain in their home.

Heart to Heart
A mobile van run by the City and LifeLong Medical Care helps address inequities in treatment for hypertension and heart disease in South Berkeley by connecting residents with programs, resources, and services.

Adult Immunization
Free flu shots and low-cost immunizations are available at the Ann Chandler Public Health Center.

Case Management
Targeted case management for Medi-Cal beneficiaries is available through the city; referrals are also available through City Aging Services, Jewish Family Services, LifeLong Medical Care, and the Public Health clinic.

Senior Injury Prevention
City injury prevention workshops and education about geriatric health concerns are available from the Berkeley Fire Department that often responds to 9-1-1 calls from seniors.

GMOL
Getting the Most Out of Life is an Alameda County Health Care Services Agency program that promotes planning for end-of-life and hospice care before a medical emergency occurs.

Food Assistance
There is meal delivery and food assistance available through Meals on Wheels, CalFresh, Food Bank, and the Area Agency on Aging

CARE Team
Community Accessing Resources Effectively (CARE) is a cross disciplinary team that looks at improving care for high utilizers of emergency services.

Health Status Report
The Health Status report is a regular City report that provides information about residents' health status.

Peer-to-Peer
City community health advocates visit churches, parks, and community centers to let people know about programs.

AGE-FRIENDLY BERKELEY

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AGE FRIENDLY RESOURCES

Public

Nurse of the Day
A City public health nurse provides free health information, referrals, and education.

CERT
A Community Emergency Response Team provides education in disaster preparedness and training in basic emergency skills (Fire Department).

Fire Dept. Collaboration
Berkeley Fire refers 'at-risk' seniors to City Aging Services; emergency forms posted in seniors' homes notify EMS of critical health information.
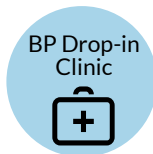
Ombudsman Program
This Alameda County program, with funding from the Older Americans Act through the Area Agency on Aging, ensures residents of long-term care facilities are receiving safe, quality services.

County Veterans Services
This county program helps inform people about veteran services and assists people with claiming and maintaining benefits for which they are eligible.

Nonprofit

Over 60 Health Center
Lifelong Medical Care's Over 60 Health Clinic offers primary care, chronic disease management, social services, and health education specifically for seniors.

BP Drop-in Clinic
There is a drop-in clinic for checking blood pressure at LifeLong's Over 60 Health Center to address health disparity in monitoring hypertension.

Living Well With A Disability
Free peer workshops are organized by CIL and designed for seniors (55+) who have a newly acquired disability.

YMCA classes
The YMCA in Berkeley offers Healthy Living Programs to help manage chronic diseases, as well as several senior aquatics, aerobics, chair exercise, and gentle yoga classes.

Alzheimer's Services of the East Bay
Alzheimer Services is a nonprofit organization that provides care services to people with dementia, support for caregivers, and education about dementia care.

LAS
Legal Assistance for Seniors (LAS), located in Oakland and serving all of Alameda County, is a nonprofit that provides legal advice, representation, and education to residents over 60.

CEI PACE Program
The Center for Elders' Independence is the only wrap-around service provider in Berkeley, offering medical care, transportation, adult day care, exercise classes, nutrition support, and social activities.

Transitions Program
Lifelong Medical Care manages a support program for patients following hospital discharge.

ICR Personal Assistance
Inclusive Community Resources provides mobility training, personal assistance, and attendant management services for adults with developmental disabilities.

Ethiopian Community & Cultural Center
This center is a nonprofit organization that, along with cultural, advocacy, and social activities, offers family caregiver support for Ethiopian-American elders.

Cooking Matters
LifeLong Medical Care offers Cooking Matters classes for patients in West Berkeley along with fresh produce giveaways.

LifeLong Geriatric Dental Program
LifeLong Medical Care offers a Geriatric Dental Program at several locations and with a mobile van.

HEALTH CARE MAP

Legend

- **$** Alta Bates Summit Medical Center
- LifeLong Medical Care
- Ann Chandler Public Health Center
- Berkeley Free Clinic
- UC Berkeley Tang Center
- Suitcase Clinic
- **+** Urgent Care Clinic
- **+** Other Clinics
- Center for Elders' Independence
- Jewish Family & Community Services East B
- Alzheimer's Services of the East Bay
- John Muir Health/UCSF Health Outpatient Center

Alameda County is above the 90th percentile for the ratio of primary care doctors to population
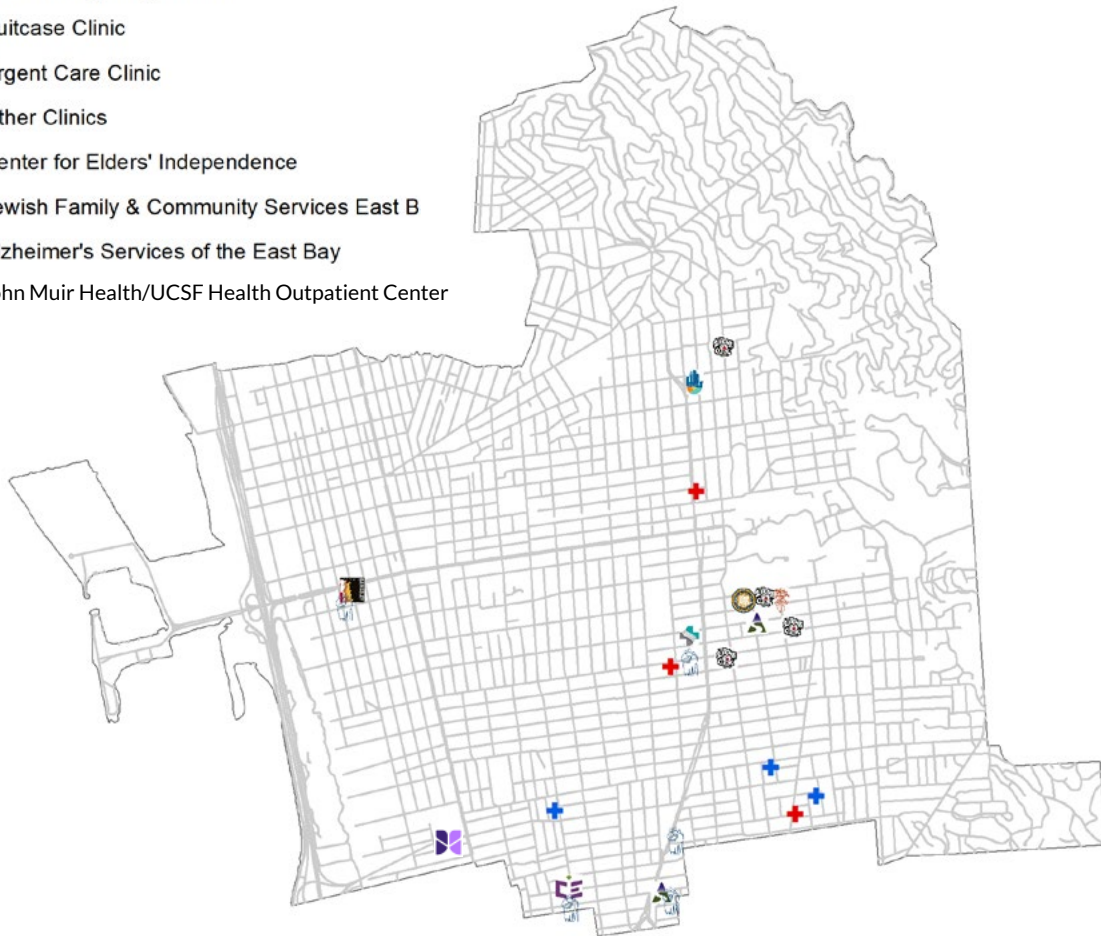
There are many healthcare options along the main city corridor which runs through downtown. Stanford and John Muir Health care have both moved into South Berkeley, but there are few options available in West Berkeley. Several service providers such as Alzheimer's Services of the East Bay, CEI, and Jewish Family & Community Services are also concentrated near downtown.

COMMUNITY SURVEY RESULTS

Health by Age Group
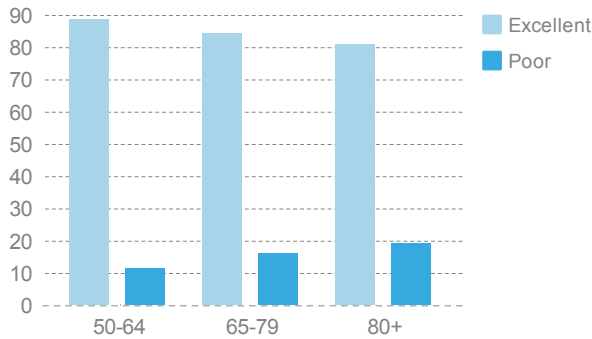
Overall, subjective reports of health are good among older adults in Berkeley who responded to our survey.

However, there are predictable disparities in self-reported health across income and race. The graph below shows a trend similar to what is found in most studies nationally of the relationship between health, race, and financial resources. Berkeley is continuing its work on eliminating disparities.

Health by income
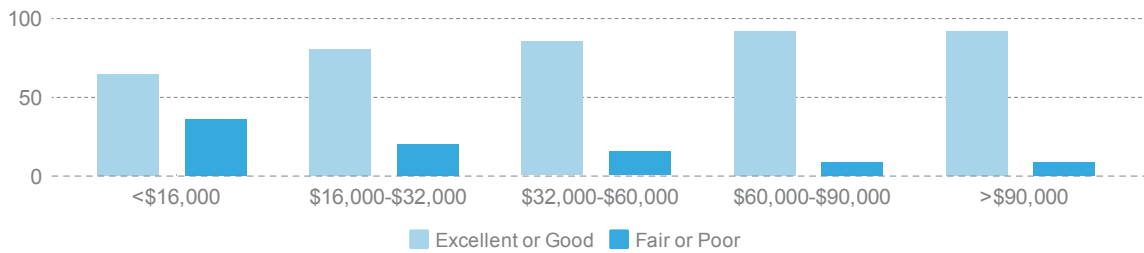
Health by Race
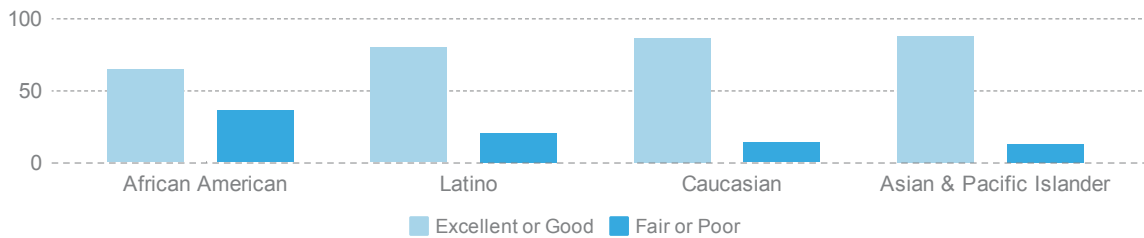
According to the Alameda County Plan for Older Adults 2016-2017,

15.7% of Berkeley residents over 60 have MediCal

48% of Alameda County older residents have avoided needed medical care because of cost

39% of older, low-income Alameda County residents are "very concerned" about being able to prepare healthy food as they get older

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TAKE AWAYS

▶ **Equity and Inclusion:** Most subjective health reports from residents are good to excellent; however, disparities are apparent in Berkeley along socioeconomic and racial lines. Addressing this is a priority of the City and County Public Health Departments, and more is being done. However, this may require expanding current programs, adding new ones, and implementing policy changes.

▶ **Information:** Even though there are abundant healthcare resources in Berkeley and surrounding cities, care navigation, in-home care and memory care are three areas where there is a gap. Seniors who need support to stay at home often need help finding service providers but may not be able to afford services unless they qualify for Medi-Cal. Those who are just above income guidelines struggle to find affordable services. A clear source of information about these services and their affordability is needed.

▶ **Infrastructure and Policy:** While Berkeley has many excellent health and community service programs, most are not large or well-funded enough to meet the increasing demand for services. Also, with the planned closure of the local hospital scheduled for 2030, the city will need to continue to work on ensuring residents have access to emergency care.

ACTION PLAN

In Process

Measure GG
The City continues to work on Measure GG, which focuses on Emergency Preparedness, resilience, & community response capacity. One focus is on utilizing nurses who have relationships with vulnerable community members.

Geriatric Housecalls
LIfeLong Medical Care provides in-home primary care for homebound seniors and they are expanding this program into Berkeley.

Cooking Classes
The schools continue to explore creating an inter-generational program that teaches children to cook healthy food at school so they can bring those skills home.

Gateway Program
The Berkeley Continuum is piloting a prevention/intervention program that helps older adults proactively plan for their aging experience.

Year 1

CalFresh Restaurants
Encourage Berkeley restaurants to participate in CalFresh so those who are not able to cook can buy prepared meals as an alternative to the grocery program.

Exercise & Nutrition
Implement additional health related programs in senior centers and in the community, e.g., around nutrition and exercise, and walking groups. with targeted outreach to under served groups.

SIPP
Increase awareness of Alameda Country's Senior Injury Prevention Program (SIPP) by educating seniors, healthcare providers, case managers, and emergency responders about fall prevention. Ensure there is equitable access to the program.

Memory Care Planning
Convene a summit on memory care to plan a community response to dementia and related diseases

Year 2-3

Case Managers
Identify funding for additional geriatric case managers and community health workers for the general population and for people experiencing homelessness.

In-home Service Providers
Develop and implement a plan, including new funding streams, to lower costs and expand access to in-home services.

Affordable Navigators
Launch a program of affordable navigators (as opposed to comprehensive care managers) to help older adults address basic system navigation needs (public benefits, housing, service referral).

Trusted Referrals
Focus efforts to recruit, train, and retain a quality workforce of home care workers and develop a centralized, easily accessible source for vetted referrals for in-home care.
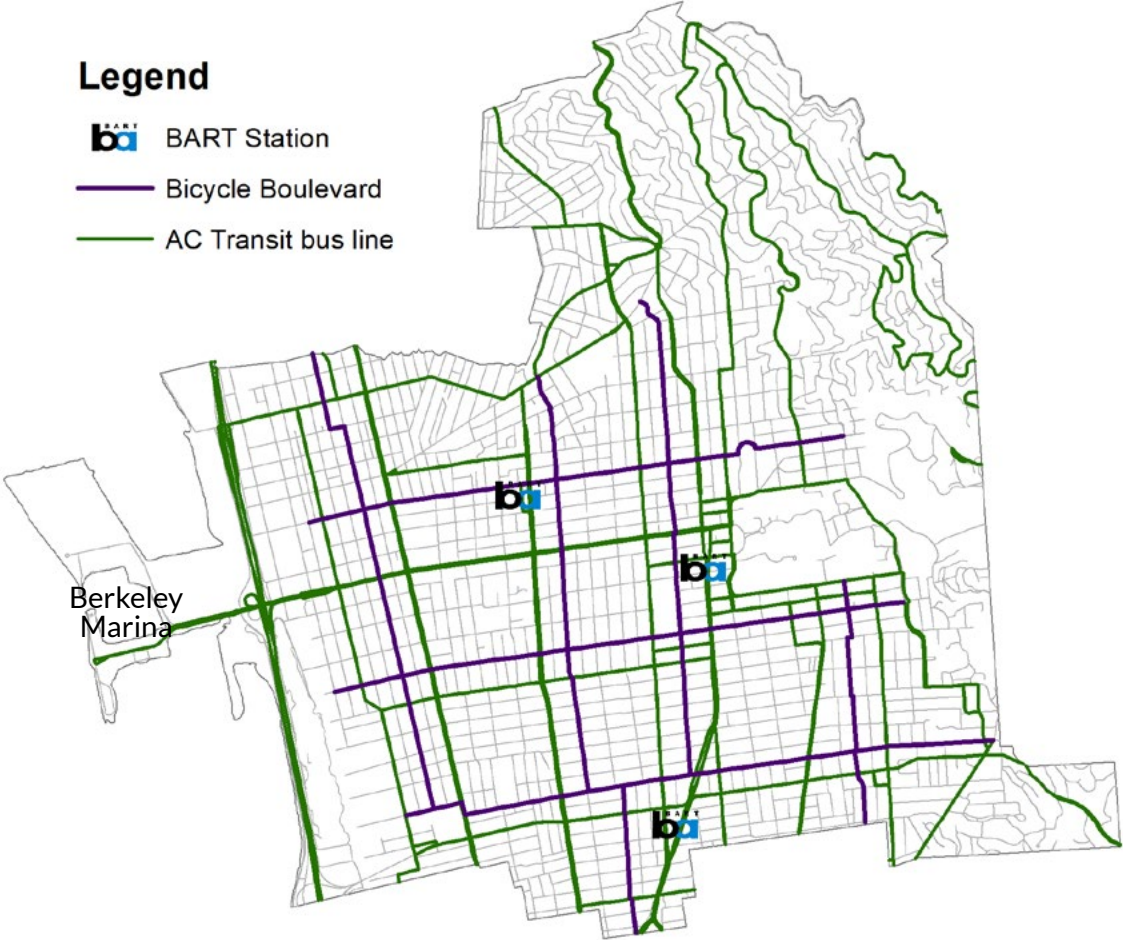
Transportation

Berkeley is connected to the Bay Area by way of several public transportation options. Bay Area Rapid Transit (BART) has three stations in Berkeley and AC Transit, the bus line for the county, has 155 bus lines throughout the region. Currently, the city is working to improve transportation options with strategic plans that address barriers to walkability and transit safety. There need to be additional resources for addressing driving safety and improved collaboration between transportation, technology, and aging organizations in the county to ensure that the public's needs are met across neighborhoods and all modes of transit.

AGE FRIENDLY RESOURCES

Public

Public Transit
AC Transit and BART have a senior discount and have priority seating for seniors.

Travel Vouchers
App ride hailing vouchers and taxi script services are available through the City.

Senior Center Shuttle
The Senior Center shuttle is available to bring people to the center and for organized outings.

Bicycle Boulevards
Bicycle Boulevards are streets with slower, lower traffic volume. Large painted street markers and street signs on each block clearly mark the designated bicycle areas.

Street Safety
City Planning & Development department is addressing transportation and street safety to ensure comfortable, safe environments.

Paratransit
East Bay Paratransit is available for door-to-door transportation services for people with disabilities.

511
511 is the phone number and website to plan travel on fixed-route public transportation throughout the Bay Area.

Nonprofit

Community Connections
Free CIL travel training for people age 55+ and/or with disabilities: One-on-one instruction for accessing fixed route transit, mastering specific trips, and use of mobility device on transit.

CEI Transit
The Center for Elders' Independence runs a PACE center in Berkeley and has vans that provide transit for their elders to the center, medical appointments, and field trips.

Road to Recovery
This American Cancer Society program provides transportation to appointments for cancer patients.

Private

Ride Sharing
Bay Area companies like Uber, Lyft, SilverRide, and Chariot offer ride sharing services, including new programs that doctors can use to order rides for their patients.

TRANSIT MAP

Legend

ba BART Station

—— Bicycle Boulevard

—— AC Transit bus line

Berkeley Marina

With three BART stations and major AC Transit bus lines, most of Berkeley is well connected by public transportation. However, residents who live in the Berkeley hills have less frequent buses and not all station stops throughout the city are covered or well lit.

Bicycle Boulevards help make cyclists and pedestrians safer. Plans for additional improvements are underway.

A new ferry boat, Tideline, connects the Berkeley Marina to downtown San Francisco for commuters.

DATA

One of the main reasons Berkeley was rated positively by survey respondents as a place to age was **walkability.** However, sidewalk disrepair and traffic safety are issues raised by many residents. While Berkeley has made an effort to be accessible (curb cuts, etc.), trees often cause sidewalks to become uneven and some survey respondents also reported feeling unsafe crossing the street. Most people who responded to the survey said they drive to get around town, and highlighted parking as a problem. Many people thought driver education for seniors would be an important resource to have.

How Seniors Get Around Berkeley
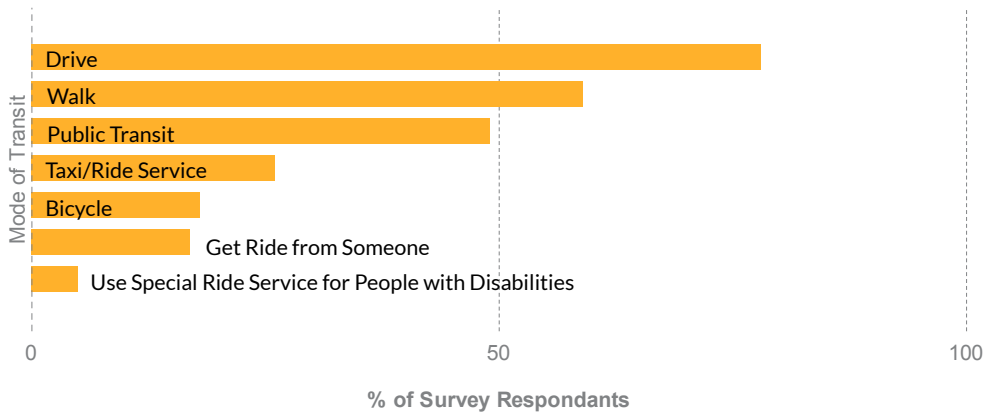
Top Very or Somewhat Important Transportation Resources
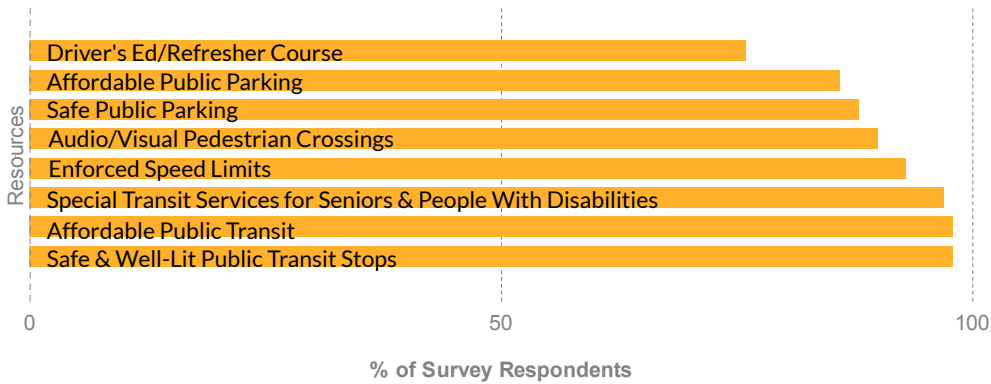
According to focus groups conducted by the Berkeley Continuum

- Participants felt that the City's taxi voucher system is useful but is too limited by the number of times it can be used and the the purposes for which it can be used. In addition, many people did not know that vouchers were available. Ride sharing apps can be helpful, but they are still too expensive for many people to use regularly.

- Participants said they want public transit to be more frequent and more flexible.

TAKE AWAYS

▶ **Infrastructure and Policy:** Many survey respondents felt that one of Berkeley's best traits is its walkability. However, sidewalk disrepair and pedestrian safety concerns can be a barrier. The Bicycle Boulevards and some new protected bike lanes are a safety improvement, but there is still more work to do.

▶ **Equity and Inclusion:** Social activities, volunteer opportunities, and jobs are important, but without thoughtful infrastructure and transit programs that help seniors get where they need to go, these resources will not be utilized to their fullest extent. BART and AC Transit help connect Berkeley to the rest of the Bay Area, but issues like the "last mile," not having benches at station stops, and inadequate lighting can be a problem for some older people and prevent them from using these services.

▶ **Information:** Even with abundant public transportation options, many people want to maintain the freedom of driving, and want to do so safely. Many people are interested in safe driving refresher courses, but there are limited local options for these courses. Stigma may be an issue and classes should be advertised carefully to prevent promoting stereotypes and to make sure people feel comfortable attending.

ACTION PLAN

In Process

Master Pedestrian Plan
A plan considering safety, walkability, lighting, etc., is in development for commercial areas .

Sidewalk Review
The City is developing a plan to address broken sidewalks throughout the city and working to prevent future problems.

Senior Transit Coordinator
A new Aging Services Transportation Coordinator will oversee paratransit and senior center shuttles, will expand the senior shopper shuttle, and will expand mobility management and travel training.

Senior Shuttle
The City is in the early planning stages for a new senior shuttle, funded with County Measure BB funds, that will address some current public transportation limitations

BeST Plan
Berkeley's Strategic Transportation (BeST) plan strives to allow residents, students, and visitors of any age, background, and ability to have equal access to move throughout the city.

Year 1

Support Safe Driving
Promote older driver safety by linking them to defensive driving classes, such as those offered by AARP and the Safe Driver program promoted in the Berkeley Senior Center.

Transit Training
Help individuals learn how to use public transportation options with educational programs and a pool of volunteers willing to be companions on public transportation trips.

Year 2-3

Partnering & Planning
Improve collaborative planning between City Planning, Aging Services, and local transportation companies to increase public transit access for older adults; partner with carpool and private transportation services .

Transit
Advance the reliability, frequency, and local travel destinations for transit, especially in such areas as the Berkeley hills that have limited access.

Transit Infastructure
Improve citizen experience of transportation infrastructure, e.g., benches, shelters, traffic signals, and pavement on pedestrian sidewalks.

Utilize Shuttles
Partner with community agencies to increase transportation options by better utilizing and organizing shuttles during off-hours

Outdoor Spaces & Buildings

Berkeley values it's green space, with many city parks, parklets, and miles of walking trails. Thanks to Ed Roberts, who led the disability rights movement as a student at UC Berkeley in the 1960's, accessibility of outdoor spaces and public buildings was advanced with nearly universal curb cuts, accessible city-owned buildings, and a robust set of non-profit organizations dedicated to ensuring that the needs of all residents and visitors are considered in the built environment. Improvements that go beyond ADA compliance and additional programs for older adults with varied physical abilities will make the city even more livable for everyone.

AGE FRIENDLY RESOURCES

Public

Parks & Rec Adult Classes
City Parks & Recreation programs include adult classes such as painting, yoga, and Tai Chi.

ADA Compliant Buildings
New businesses, housing developments and redevelopments are required by the City to be ADA compliant.

Parklets
A city ordinance has allowed several 'parklets' to be built, which provide outdoor seating and tables in commercial areas; at least six more are planned.

EBRPD
East Bay Regional Park District, the largest urban regional park district in the US with about 120,000 acres, has a variety of free and affordable outdoor activities and volunteer opportunities.

Accessible Streets
Sidewalks, curb cuts, street lighting, benches, and traffic calming devices are developed in most areas.

Senior Aquatics
City Parks & Recreation organizes several aquatics classes specifically for older adults and people with disabilities.

Customer Service Center
The City's Customer Service Center has been renovated to be more accessible with lower counters, better lighting, and large screens.

Nonprofit & University

Bay Area Outreach & Recreation
BORP provides opportunities for people with disabilities to enjoy the outdoors, including special programs for veterans.

UC Botanical Garden
The UC Botanical Garden is 34-acres with over 10,000 different plant species. With paved paths throughout the garden, it is an accessible place to enjoy nature and learn about conservation.

Berkeley Walks
Berkeley Walks organizes 30 minute walks 3 days a week for all levels of UC Berkeley faculty and staff.

PARK MAP

Legend

- 🔴 James Kenney Community Center
- 🌳 UC Berkeley Botanical Garden
- 🏛 Francis Albrier Community Center
- 🏊 Public Pools
- ⬛ East Bay Regional Park District
- 🟩 City Park

Berkeley
Marina

With parks spread out across the city, there are many opportunities to enjoy the outdoors. However, the quality and availability of amenities such as bathrooms, benches, and lighting vary across parks. There is a bus from downtown directly to the Marina and the Botanical garden, but public transit access to some other parks is limited. It may be necessary to drive to some parks, especially for those traveling from destinations other than downtown.

DATA

One of the top reasons survey respondents rated Berkeley positively as a place to age was walkability.

59% said they walk   18% said they bike

...as a form of transportation for errands and appointments

However, sidewalk disrepair and traffic safety are issues raised by the community. While Berkeley has made an effort to be accessible (e.g., curb cuts), trees often cause sidewalks to become uneven and some survey respondents reported feeling unsafe crossing the street.

TAKE AWAYS

▶ **Infrastructure and Policy:** While there are many green spaces around the city, amenities to make spaces safer and accessible, like public bathrooms, lighting, and benches, are variable. In addition, while some areas of the city, such as downtown, have various public transportation options, accessing parks from other areas requires a car or multiple bus lines.

▶ **Equity and Inclusion:** The city started implementing accessibility standards ahead of many other places, but improvements to sidewalks, bus stations, and other outdoor spaces have not continued with the same momentum. The city is aware of these problems and assessing where to invest in additional accessibility efforts.

▶ **Information:** There are many wonderful parks throughout Berkeley, but information about these parks, their programs, and the accessibility of activities are not easy to find and the city website is not always up to date with information.

ACTION PLAN

In Process

More Classes — City Parks & Recreation staff are considering additional classes and programs for older adults.

ADA Self-Evaluation — The Public Works department is implementing a self-evaluation to review the built environment for ADA compliance, inviting comments from older adults

CPTED — The City Planning Department is using 'Crime Prevention Through Environmental Design' (CPTED) to address safety issues and uncomfortable spaces.

T1 Funds — Funds from local Measure T1 will be used to improve existing infrastructure and facilities in the city.

Year 1

Age-Friendly Parks — Assess needs and secure funding to improve park bathrooms, lighting, parking, and other facilities for the older population; identify and advertise parks that are already Age-Friendly.

Park Access — Ensure that green spaces are accessible by various transportation modes and to those with mobility challenges, including shuttle access, smooth pathways, and room for wheelchairs next to benches.
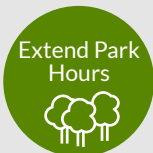
Signage — Encourage large, easily visible street numbers on businesses and houses.

Web Information — Add a link on the City of Berkeley website to outdoor recreation activities for older adults.

Year 2-3

Extend Park Hours — Open public park exercise areas (James Kenney & Live Oak Parks) during the day in addition to the current 3 nights/week.

Re-Open Pool — Re-open the Willard Pool to improve public access to recreational swimming in South-East Berkeley

Safe Routes — Create safe routes to common destinations that have well maintained sidewalks, large signs, and good lighting,; create safe route maps.

Older Pedestrian Input — Ensure that older adults have opportunities for input into the development of the Master Pedestrian Plan by reviewing meeting times and consulting the Commission on Aging.

Social Participation & Civic Engagement

A variety of social opportunities are available for older adults in Berkeley. These include fitness, art, education, political and and cultural activities. While the vast majority of survey respondents indicated that they participate in social activities at least a few times a week, transportation and affordability of activities were raised as barriers. Making activities more affordable, accessible, and widely advertised would help residents, particularly isolated seniors, participate.

AGE FRIENDLY RESOURCES

Public

Senior Centers — Senior Centers serve hundreds of people daily with group classes and activities including meals, foreign language, memoir writing, music, field trips, dance, and birding. They also have voter registration materials.

City Boards & Commissions — The City's 43 Boards & Commissions attract numerous seniors from across the city, including to the Commission on Aging.

Nonprofit & University

OLLI @ Berkeley — UC Berkeley Osher Lifelong Learning Institute offers a wide variety of classes for adults 50 and older.

J-Sei Activities — J-Sei is a community center that offers a space for inter-generational activities and services that pass on Nikkei values and traditions.

JCC — The Jewish Community Center organizes group "Trips Around Town" for seniors and has adult classes, lunches, clubs, and events.

CEI Social Activities — The Center for Elders' Independence organizes social activities and has an adult day health center as part of their PACE program.

CIL — The Center for Independent Living advocates with and for people of all ages with disabilities and offers organized social activities.

Ashby Village — Ashby Village members organize events, volunteer activities and various interest groups that meet regularly including advocacy, poetry, bridge, movies, and technology.

Lavender Seniors Group — A support and advocacy group for LGBTQ seniors, Lavender Seniors has a 'Friendly Visitor' program and monthly lunches to keep members connected.

UC Retirement Center — As a major local employer, the UC Berkeley retirement center connects 2,245 UC retirees in Berkeley and Albany with volunteer opportunities, book clubs, workshops, and Retirees' Associations.

BLBC — The Berkeley Lawn Bowling Club is a nonprofit outdoor sport club that has been active since 1928. Members offer free classes to the public.

Gray Panthers — The East Bay Gray Panthers are an intergenerational advocacy group fighting for social justice and combating ageism.

Elder-Action Group — A new advocacy and social justice interest group growing out of Ashby Village meets to discuss and plan advocacy efforts.

Berkeley Continuum — The Berkeley Continuum is a non-profit group that is working to ensure that a continuum of services and supports are available for older people to age in their communities.

DATA

One of the top reasons Berkeley was rated positively by survey respondents as a place to age was the availability of many different services and activities. The vast majority of survey respondents said they are actively participating in social activities. However, various surveys indicate that 6-11% of Berkeley seniors socialize less that once week and follow up is needed to identify the needs of these isolated seniors.

89% said they socialize at least a few times a week

91% said it is important for them to have a range of opportunities to volunteer

60% said they participate in continuing education or self-improvement classes

31% said they have transportation to and from volunteer activities

Where people go for self-improvement or continuing education
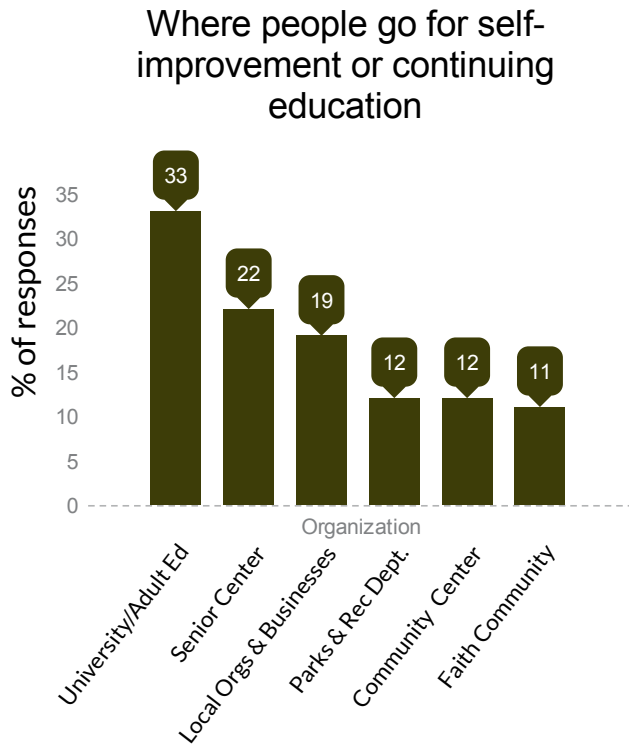
According to focus groups moderated by the Berkeley Continuum

- Some people had been to the senior centers and liked them. However, a few people said they did not like the senior center, with some adding that it seemed "depressing".

- Participants who lived in multi-unit housing indicated that they needed more information about what activities were happening in the community.

- Those living in single family homes showed more interest in finding ways to be connected to social activities.

Berkeley has a long history of being at the center of social movements. Older adults in the community are heavily involved in local politics.

54% said it is <u>very</u> important to have opportunities to participate in local government and decision making

>75% said their community has volunteer and civic engagement opportunities

80% said it is important for them to have opportunities to participate in local councils and committees

78.1% of registered Berkeley voters participated in the 2016 election, higher than the county turnout (75.42%)

TAKE AWAYS

▶ **Infrastructure and Policy:** Transportation to activities, language accommodations, and making activities accessible is especially important for seniors who are at risk of isolation and are not typically included in community events. Reducing barriers to participation with infrastructure and policy improvements will make community events and activities more inclusive.

▶ **Equity and Inclusion:** Active civic engagement has been a prominent part of Berkeley's history and continues to be important to residents of all ages. Opportunities for older adults with a variety of physical abilities, cultural backgrounds, and languages will help foster a stronger sense of community, both intergenerationally and among older adults in Berkeley.

▶ **Information:** Having activities available will not be enough to ensure that everyone has a way to participate. We want to also ensure that there are various modes of communicating information about the programs so that those without computer access or who are more isolated will have information about services and activities they can participate in. This will also require communicating information in multiple languages and in written and audio formats.

ACTION PLAN

In Process

Measure GG
Older adults are included in Measure GG (emergency preparedness) outreach and workshops, especially to consider isolated and low-income seniors.

Senior Center Upgrade
The North Berkeley Senior Center building is being upgraded with $5.8 million in local T1 funds to accommodate additional community programs. Input from older adults who use the senior centers was used in developing the plan.

Year 1

Senior Centers
Reframe "senior centers" and modify programming to attract "younger" seniors.

Diversify Activities
Plan additional intergenerational community activities that encourage participation of different ages and cultures.

Meeting Timing
When possible, schedule public meetings when it is convenient for older adults and offer transportation options for people who may not feel comfortable traveling alone at night.

T1 Spending
Consider older adult comments and public input to T1 infrastructure expenditures to ensure public spaces are developed with the needs of older adults in mind.

Year 2-3

Collaborate
Help neighborhood associations, formal and informal groups, and city agencies focus on providing opportunities for older people to participate, especially low-income, isolated and disabled seniors.

Activity Directory
Create an easy to access directory of Age-Friendly organizations, activities and engagement opportunities for older adults.

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Employment & Economic Security

Our community survey and focus groups found that the cost of living throughout the Bay Area is a prominent concern among older adults. Many older people are worried they won't be able to afford their property taxes or rent, and the cost of transportation and food continue to rise. Retiring may be a financial impossibility for many people in Berkeley. It is critical to ensure there are local job opportunities for people of all ages and abilities and adequate financial support and advice for those who can no longer work. .

AGE FRIENDLY RESOURCES

Public

Minimum Wage $

In October 2018, Berkeley adopted a $15 minimum wage which will help all those who work in Berkeley make a basic wage.

Very Low Income Tax Refund

For seniors 65+ who have a household income less than $46,500, certain city taxes can be refunded, such as Sanitary Sewer fees and the School Maintenance tax.

Clean City Program

The Clean City Program, managed by BOSS, hires people experiencing homelessness for temporary jobs cleaning sidewalks in the City while BOSS helps them navigate their housing and health services.

Nonprofit & University

ASSETS

ASSETS Senior Employment Program provides job training and job search assistance for Alameda County residents age 55+.

Legal Assistance for Seniors

LAS is a nonprofit legal assistance organization that helps senior clients with legal problems such as changes to public benefit payments and elder abuse cases including financial abuse.

UC Retirement Center

The UC Berkeley Retirement Center gathers information about resources for retirees who are looking for part-time work or volunteer opportunities.

East Bay Works

The Berkeley Adult School & Career Center offers workshops, career fairs, computer access for job searching, and one-on-one assistance to help adult job seekers.

Encore

Encore is a Bay Area company that helps adults 50+ find impactful work in the social sector, mentor younger adults, and participate in advocacy for older adults.
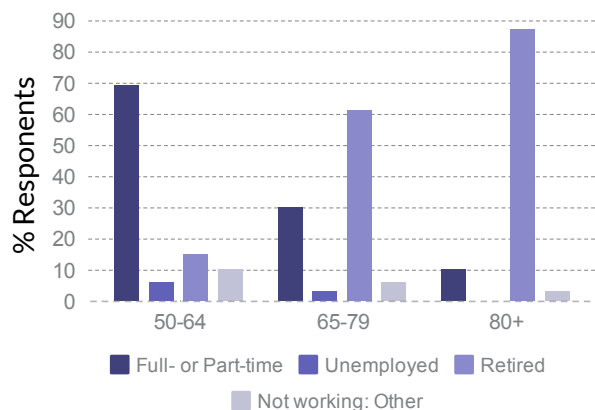
DATA

While many older adults expressed interest in job training, flexible jobs for older people, and jobs that are adapted for older people, few thought these resources were available.

## Important and available employment resources
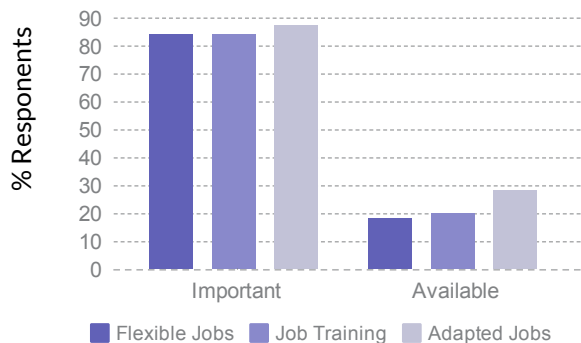
Work Status

Focus groups and survey respondents consistently named financial security and the cost of living in the Bay Area as their top issues. When looking at how older adults rated Berkeley as a place to age on the survey, answers vary by income group, with higher income groups more likely to rate Berkeley as "Excellent/Good" and less likely to rate it as "Not so Good/Poor"

Rating of Berkeley as a place to age by income group
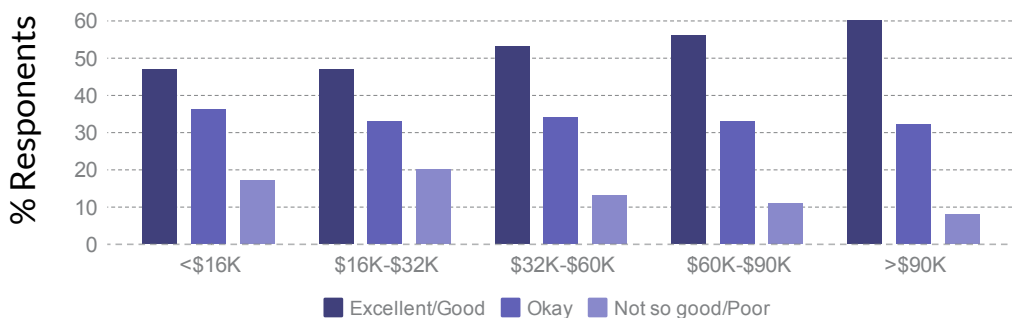
According to the Alameda County Plan for Older Adults 2016-2017,

51%

of Berkeley residents age 60+ said they were "concerned" or "very concerned" about having enough income to meet their basic needs

"Income for basic needs"

was the top concern among older adults county-wide and in Berkeley

TAKE AWAYS

▶ **Infrastructure and Policy:** Financial stress is common among older adults in Berkeley. There is a wide range of incomes that are creating a disparity in how residents view the city as a place where they can stay as they age. To prevent further displacement, there needs to be more affordable housing units and other programs to help people stay in their communities.

▶ **Equity and Inclusion:** There are not enough jobs that offer the flexibility and accommodations that some older workers are looking for. This is a major issue for those who are choosing to work longer and those who need to because of financial concerns. Access to jobs needs to be addressed through policy and business incentives.

▶ **Information:** Though the city has a number of programs designed to help low-income seniors, it is clear from focus groups that not everyone is aware of these programs. Additionally, there is a need to expand these programs beyond what is considered "low-income" for the purposes of federal benefit programs because the cost of living in the Bay Area is so much higher than the national average.

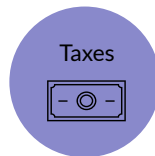## ACTION PLAN

In Process

Succession Planning — The City Economic Development department is working on outreach and a small business forum regarding succession planning and how to help older adults plan for their next phase.

Year 1

Financial Planning — Offer workshops and education on financial planning and elder fraud abuse.

Taxes — Broaden communication of assistance with local taxes for low income residents.

Year 2-3

Age Friendly Business — Consider a program of Elder Friendly business certification (Elders in Action provides this in Portland) which would indicate businesses that accommodate both older workers and customers.

AGE-FRIENDLY BERKELEY

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Respect & Social Inclusion

The students at UC Berkeley are an excellent example of a volunteer resource, from student groups specifically created to improve the welfare of older adults to individuals who sign up to volunteer, for example at the Senior Centers, Meals on Wheels and Ashby Village. Seniors in Berkeley are diverse and may have many intersecting identities that make them more or less vulnerable to agism and other forms of discrimination. Volunteer and service programs keep these issues in mind when engaging with local residents.

AGE FRIENDLY RESOURCES
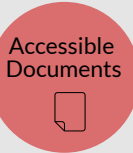
Public

Accessible Documents — Large print materials of public documents are available through the City Clerk's office.

Accessible Customer Service — Counters in all city public service areas are accessible and staff are trained to assist people with disabilities.

Meals on Wheels — Volunteers in the community bring hot meals to isolated and frail seniors and socialize with them.

Nonprofit & University

Bears for Elder Welfare — Bears for Elder Welfare is a student organization at UC Berkeley intended to help improve the well-being of local older adults and to foster respect for elders among Berkeley students.

Berkeley Student Co-Op — Members of UC Berkeley's student Co-Op volunteer to assist Berkeley seniors to remain in their homes as long as possible.

CIL Wellness Program — CIL runs 10 week workshops for older adults with new limitations that helps them gain skills they need to overcome barriers to independent living and so they can continue to participate in their communities.

Forget Me Not — Forget me Not is a phone call program that partners socially isolated older adults with compassionate high school volunteers for conversation and to forge social bonds.

AV Volunteers — Volunteers of all ages help facilitate Ashby Village activities, including support groups.

Lavender Seniors — Lavender Seniors give service providers who are LGBTQ allies"The Emblem" which is a marker that states "Safe, Visible and Celebrated."

AltaBates Tele-Care — AltaBates Medical Center runs a program where volunteers call daily to check-in on people who opt-in to the program and alert emergency contacts if unable to reach someone.

Well connected — Covia manages Well Connected, an online and over the phone support for individuals and social groups.

COMMUNITY SURVEY RESULTS

As a "college town", there are many activities and organizations in Berkeley that are focused on attracting the younger generations. Older adults are also active in the community and identified a wide variety of social resources they consider important.

Top Responses for Important Social Resources

■ At least somewhat important ■ Very important
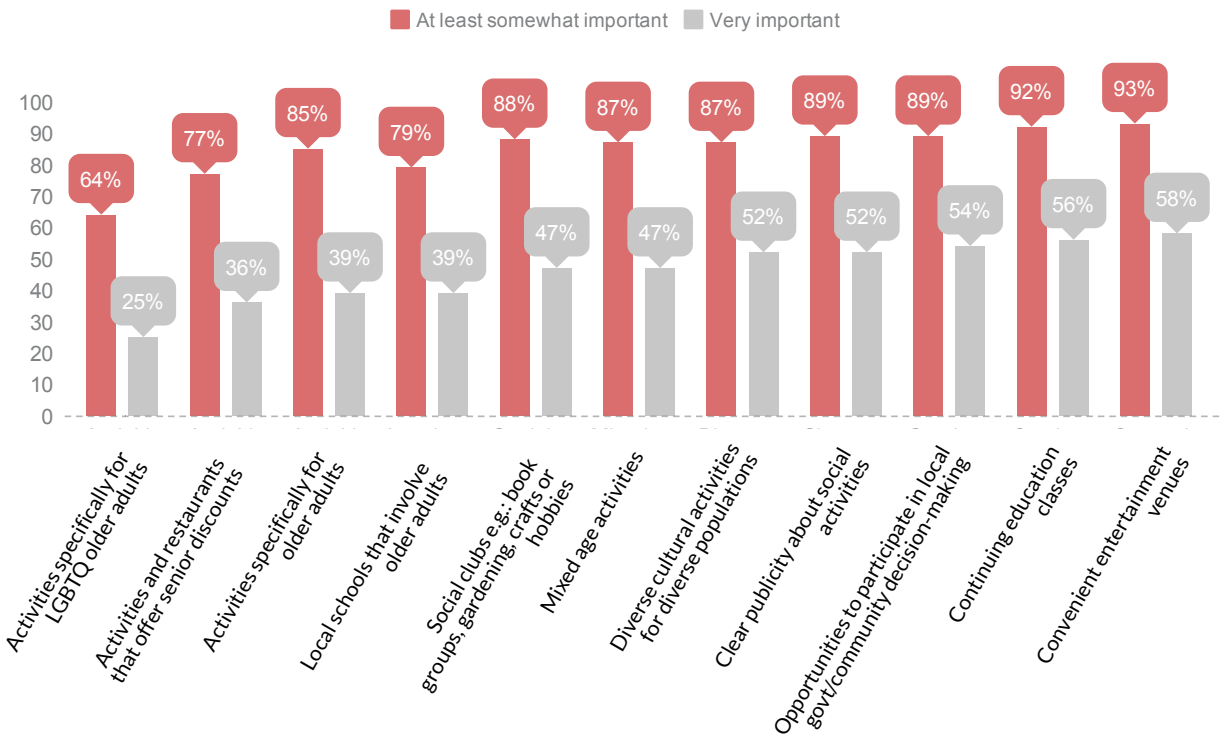
The vast majority of our survey respondents have someone to socialize with at least weekly and have friends or family to turn to when they need help. At least 6% of the respondents, however, socialize less than once a week and the survey did not capture some of the more isolated seniors.

94%
of survey respondents socialize at least once a week

68%
of survey respondents would turn to family, a friend, or a neighbor if they needed information about servies

TAKE AWAYS

▶ **Equity and Inclusion:** Seniors in Berkeley are a diverse group, some with many intersecting identities. Language, race, immigration status, sexual orientation, gender, income level, housing status, and other factors all play a role in the way seniors experience life in Berkeley and it is important for volunteers and service providers to keep this in mind.

▶ **Information**: The people who filled out our survey are involved in activities in the community and most are socially connected. However, we know this is not representative of the larger community because our survey relied on community organizations and social networks for distribution. Some of the reasons people don't participate in the community is because they are isolated and/or don't know about the activities or resources that could help them participate. The City and organizations need to communicate information clearly and reach out to people who may be more isolated.

ACTION PLAN

In Process

Prevent Isolation
Working with the Berkeley Continuum and established student groups, home visits are being offered to socially isolated seniors.

Media Campaign
Older adults are included in public imagery of local media campaigns, positively and without stereotypes; community members are consulted as to how best to portray older people.

Public Schools
Inter-generational programming is continuing to be fostered in schools and in the community, such as student interns and volunteers .

Public meetings
Communication devices are available to ensure that seniors with hearing difficulty are able to participate in public meetings.

Year 1

Part of the Family
When "family" events or activities are organized by the City or other organizations, include older adults as part of the target audience, not only children and families.

Year 2-3

Inter-generational Event
Organize an annual inter-generational event that celebrates the value of people of different ages and fosters understanding across generations

AGE-FRIENDLY BERKELEY

Richard Bermack

Communication & Information

While there are a myriad of programs, events, and activities throughout Berkeley, it is often difficult for older adults to find what they want or need. Many older adults have internet access either through their mobile phone or at home, but websites are not intuitive or easy to navigate. Input from older adults about their needs and how they are currently getting information will help tailor existing communication to better meet their needs.
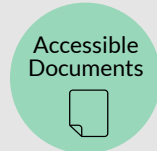
AGE FRIENDLY RESOURCES

Public

3-1-1
3-1-1 is a non-emergency single point of contact for the City that helps direct people to the appropriate department for information or services.
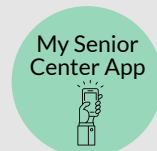
Accessible Documents
Large text and alternate formats of public records are available.

Eden I&R 2-1-1
Alameda County residents have access to a 2-1-1 phone line, managed by the nonprofit Eden I&R, for information and referral services.

My Senior Center App
This App is available in senior centers for information about daily activities and for internal tracking.

The Nugget
The monthly newsletter for Berkeley's senior centers is distributed to 200 seniors via email and is available in hard copy at the centers. It announces class schedules and events.

Public Libraries
There are 5 public libraries in Berkeley. They host the Berkeley Information Network, an online database of local resources that can be accessed on their website and that has a specific section for seniors.

Nonprofit & University

CIL I&R
The Center for Independent Living's (CIL) Information and Referral (I&R) is a program that provides information on free disability-relevant community resources.
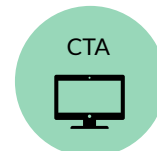
CTA
The Center for Technology & Aging (CTA) at UC Berkeley is designed specifically to encourage and enhance the development of new technologies for the aging population.

Private

Berkeleyside
Berkeleyside is a local independent news site for Berkeley residents reporting on local events and issues that has an average of 270,000 unique users each month.

Nextdoor
The NextDoor website helps neighbors communicate. Individuals need to verify their address through the mail to use it. Many older people in Berkeley accessed our survey through announcements on this site.

DATA

Some information regarding internet use among seniors emerged from the community survey. Many residents who submitted the survey did so online, making the sample slightly skewed towards more internet savvy people. Even though the majority of respondents said that they were comfortable using the internet, almost half indicated they would be interested in internet/technology classes if they were available.

Internet Access
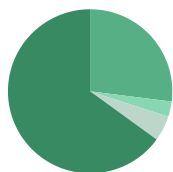
Home (27%)   Phone (3%)   None (5%)
Both (65%)

Comfort Using Internet

Internet comfort
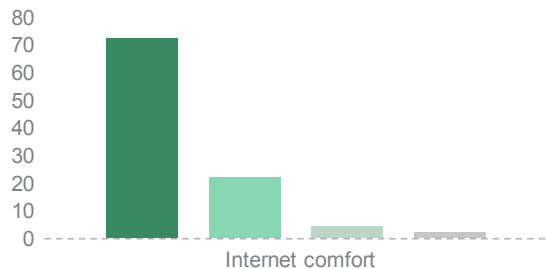
Very Comfortable   Somewhat Comfortable
Not Very Comfortable   Not at All Comfortable

An independent needs assessment contracted by the city as part of their Digital Divide project found that some of the barriers for older adults in using technology include:

Basic Training

Quality Devices

Reliable Internet

46%

of survey respondents would be at least somewhat likely to use Internet/Technology training if it was free or low-cost

270,000

people on average read Berkeleyside each month

3,492

2-1-1 calls were made by Berkeley residents between January and August 2018

5,211

2-1-1 referrals were made between January and August 2018

According to focus groups done by the Berkeley Continuum and the Age-Friendly Berkeley Initiative

- Many older people are concerned about how to navigate different systems in the city, including resources for transportation, housing, and healthcare

- Most people want to be able to call someone or go somewhere to find information about services, but they don't know of any "one stop shop" for different kinds of information.

- While people who are members of an organization like Ashby Village or who live in affordable housing with a service coordinator know where to go for help, this situation does not exist for most people.

- Most people said they prefer getting information from a person, either over the phone or face-to-face, rather than online. However, the number of people who can find information online if they need it is increasing.

AGE-FRIENDLY BERKELEY

TAKE AWAYS

▶ **Infrastructure and Policy:** The city website is difficult to navigate and needs to be updated more regularly in order to be a useful source of information for residents with varying degrees of comfort using the internet.

▶ **Equity and Inclusion:** While most survey respondents said they use the internet, this may be a skewed sample because of the many surveys completed online. Focus groups indicated that older people also get information from schools, their children, or their neighbors. Multiple modes of communication, including paper and online formats, should be used to ensure that older adults are able to stay informed, particularly those who are isolated.

▶ **Information:** While 2-1-1 receives hundreds of calls each month from Berkeley residents and makes referrals to services, it is not clear how many older people use this service and follow through on referrals (the system does not collect this data). This site is also difficult to navigate and does not contain information regarding activities and opportunities for social engagement.

ACTION PLAN

In Process

City Website
The City website is being redesigned to reduce the number of pages (now 18,000 pages), make it more searchable, and address ADA compliance throughout.

Digital Divide
A Master Plan is being created that includes improvement to infrastructure for high speed broadband internet access and technology for seniors; and that includes a collaboration with non-profit groups.

Improving 3-1-1
The 311 line is being redevloped with a new online solution; expected to roll out in 18 months.

Year 1

Monitor 3-1-1
Look at the frequency of 311 calls for different services from older residents in order to better understand and support the resources they are seeking.

Age Friendly Website
Create an Age Friendly website that provides updates on services, news, projects, and activities.

IT Strategy
As part of the City's IT strategic plan, gather input from older adults about how content can be best presented to them .

Year 2-3

Mobile App
Consider developing a City of Berkeley Mobile app, to facilitate how people in the field triage incidents involving older adults.

City Newsletter
Piggyback on the popularity of local newspapers with a Senior Newsletter, similar to the one in Fremont, California, or an Age-Friendly page or link in local newspapers.

Appendix C: Data Collection

A. Survey: The AARP Age-Friendly Community Survey was used with a few minor adjustments
1. Circulation: The survey was available between March 1st and April 10
    - A link to the online version of the survey was posted on NextDoor and sent as an email blast through the following organizations:
        o   The Mayor and City Council Member's websites
        o   A City website news announcement
        o   Ashby Village
        o   University of California Retirement Center Newsletter
        o   AARP mailing to local members
        o   Member organizations of the Senior Services Coalition of Alameda County
    - A press release announcing the survey was sent out by the local paper, Berkeleyside,
    - Hard copies were made available at organizations:
        o   All 5 Berkeley Public Library Locations
        o   2 Resources for Community Development senior housing locations
        o   6 Satellite Affordable Housing Associate senior housing locations
        o   Both Senior Centers
        o   J-Sei
        o   Ashby Village
        o   Meals on Wheels
        o   LifeLong Medical Care Over 60 Health Center
        o   Jewish Community Center of the East Bay
2. 1402 residents responded. Analysis provided by Nancy Frank & Associates, Piedmont, CA
B. Supplemental local reports:
    - See www.berkeleycontinuum.org 2017 needs assessment and focus group information used in this report
    - See Alameda County Plan for older adults, May 2016 https://alamedasocialservices.org/public/services/elders_and_disabled_adults/docs/planning_committee/5.2016_County_Area_Plan.pdf
C   Interviews with 18 city staff in 9 City of Berkeley departments: April-May 2018
D   Additional Focus Groups, Public Forum, City Council Presentation and meetings with the Commission on Aging
    - City Council Presentation and Workshop: July 17, 2018
    - Additional Focus Groups: September 22, 2018, October 24, 2018
    - Public Forum co-hosted with the Commission on Aging: October 27, 2018
    - Several meetings with the Commission on Aging throughout project

FOCUS GROUPS SUMMARY

Latinx Focus Group

Location: Bahia , inc.
Group size: 10
Average age: 59.4
All lived in Berkeley >20 years

Income
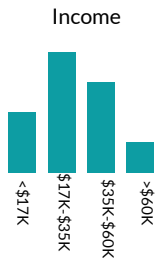
What is working well?
- Good Schools
- Living close to work
- Latinx community
- Cultural diversity
- Advocacy for rights & equality
- Neighborhood is safe

What is NOT working well?
- Not informed about resources
- Feel like we're being pushed out
- Growing homelessness issue
- Cost of living; children can't afford to live nearby
- "Low-income" program cut-off doesn't match cost of living
- Neighborhood permit parking
- Homeowner sidewalk responsibility
- High taxes
- Disruption in church community; congregation spread out

Top Concerns

1. Affordable housing
2. Cost of living
3. Affordable health insurance
4. Accessible places to get services

Some Recommendations
- Linguistically/Culturally appropriate assisted living options
- Affordable dental care resources

African American (faith-based) Focus Group

Location: St, Paul's AME Church
Group size: 9
Average age: 59.4

What is working well?
- Feel safe, not threatened: Berkeley is like a "Garden of Eden"
- Diversity
- Church as support system
- Taxi scrip resource through Senior Centers

What is NOT working well?
- Vandalism
- Not enough senior housing
- Lack of community cohesion, support
- Maintaining diversity; many are leaving for more affordable communities
- Cost of living, pressure to sell home
- Family/children live far away

Top Concerns

1. Cost of living
2. Affordable housing
3. Pressure to move out

Some Recommendations
- Centralized information in a senior resource guide
- Fill gaps in public transportation (more bus lines and stops)

Berkeley Continuum Focus Groups

Group size: 57 across 3 groups
Age range: 48-93
53% lived in Berkeley >10 years

See Berkeley Continuum Needs Assessment for details
www.berkeleycontinuum.org

Main concerns:
- Housing cost is too high, fear of having to leave Berkeley, affordable housing waitlists too long
- People want in-home supports, but are worried about where to find them, who to trust, and affordability
- Need more access to face-to-face or personalized over the phone systems for navigation support
- Need more frequent and flexible public transport
- Concerns about sidewalk safety

Income

Berkeley Commission on Aging Forum (2)

Location: St, Paul's AME Church
Group size: 36
Age range: 48-93
53% lived in Berkeley >10 years

Concerns were similar to those heard elsewhere and focused on:
- how older adults can learn about what goes on in the community[housing health care and transportation were mentioned] and needing online and in-person ways to learn that);
- need for affordable housing
- need for sidewalk safety

Location: North Berkeley Senior Center
Group size: 18

Concerns and needs were similar to those heard elsewhere and focused on:
- more employment opportunities
- affordable meals
- community navigators/advocates
- transportation in the hills
- more housing for seniors with different levels of care
- more help for those just above "low-income" level
- access to and knowledge of community events (not just for parents and children)

Focus Group Question Guide

Question 1: Imagine that you are describing to people the experience you are having in Berkeley as you grow older. What do you like best about it? What is working well for you? What has been most challenging for you? What are the "age friendly" characteristics that are most important to you?

Question 2: Which of the characteristics we just mentioned are strongest or currently lacking in Berkeley?

Question 3: Of all the things we've listed here, what do think are the priorities? Where should we start if we are going to develop new services, supports or conditions?

As time allows and depending on focus of discussion:

Question 5: Do you have concerns about whether you will be able to live out your years in Berkeley? If so, why? Where would you go?

Question 6: How many of you have access to a computer and the internet in your home or building? Do you ever skype? Other uses?

Question 7: How do you want to be able to learn about resources that are available to you as your health and/or everyday needs change? A place (like a center?), a person (like a navigator?) the internet ?

Question 8: If someone offered to come to your home to check it out for fall hazards, talk to you about what is available in the community, needs you might have, help you plan and provide you with referrals and linkages, would that be attractive to you?

Question 9: If you had to move out of your home because you need more help day-to-day than you can get at home, where would you go? What would be your fears about living in assisted living or nursing situation?
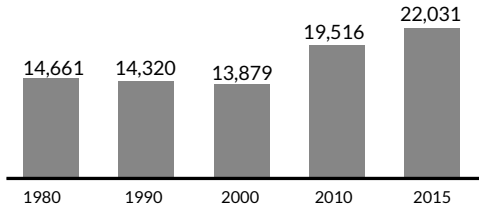
Focus Group Survey

1. How old are you? _____

2. What is your zip code? _____

3. Did you participate in any recent survey about aging either from Berkeley or Alameda County?

4. Are you on Medicare or MediCal?

5. Where do you get your medical care?

6. Income: What would you estimate was your income last year from ALL sources (social security, retirement, pension, savings, employment, tenants, other)

Does that income support: Only you, Yourself and a partner/spouse with no other income, Yourself and a partner/spouse with additional income from them, Includes another dependent
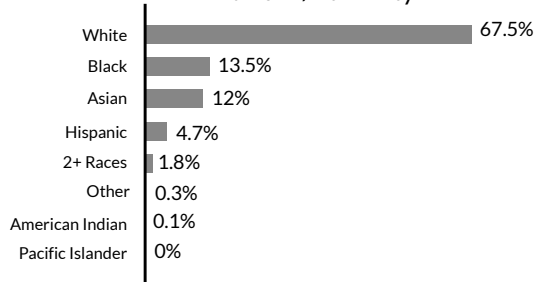
8. What are the biggest challenges you are facing (or anticipating) as you age in Berkeley:

Is there anything else you would like to tell us?

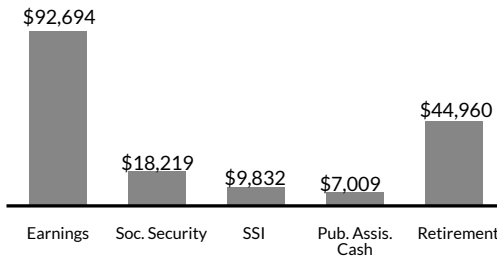## *Berkeley Results from the*
ALAMEDA COUNTY PLAN FOR OLDER ADULTS
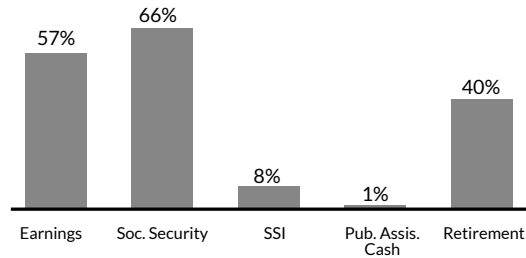## 2016-2017

Growth of 60+ population

1980	1990	2000	2010	2015
14,661	14,320	13,879	19,516	22,031

% Race/Ethnicity

White	67.5%
Black	13.5%
Asian	12%
Hispanic	4.7%
2+ Races	1.8%
Other	0.3%
American Indian	0.1%
Pacific Islander	0%

Household avg. income by source

Earnings	Soc. Security	SSI	Pub. Assis. Cash	Retirement
$92,694	$18,219	$9,832	$7,009	$44,960

% Households with income source

Earnings	Soc. Security	SSI	Pub. Assis. Cash	Retirement
57%	66%	8%	1%	40%

Survey Top 10 Concerns	Rating
1. Income for Basic Needs	3.4
2. Inclusion in Decisions	3.3
3. Housing Affordable	3.3
4. Income for Future	3.3
5. Stay in Home	3.3
6. Maintain Home	3.2
7. Falling	3.0
8. Prepare Healthy Food	2.9
9. Anxiety of Stress	2.7
10. Confusion or Memory	2.6

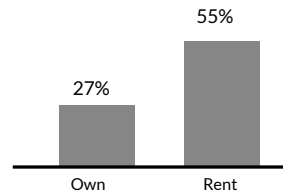| Survey Top 10 Resources Lacking	% Without
1. Job Opportunities	31.9%
2. Clean & Well-kept Sidewalks	21.3%
3. Affordable Housing	19.9%
4. Safe & Well-lit Streets	16.9%
5. A Computer You Feel Comfortable Using	16.1%
6. Housing Suited to Your Needs	15.3%
7. Resources to Feel Safe	14.9%
8. Fresh Vegetables & Fruit I Can Afford	12.2%
9. A Trusted Source to Go for Needs	11.8%
10. Health Services Culturally/Language Appropriate	11.2%

Living Arrangements

Living Alone	Married Couple
48%	36.5%

Own vs Rent

Own	Rent
69%	31%

>30% Income on Housing

Own	Rent
27%	55%

Medi-Cal Enrolled	Veterans	IHHS Enrolled
3,458	2,733	1,188
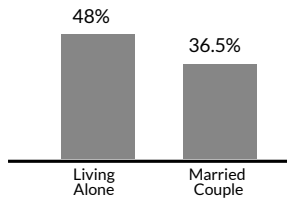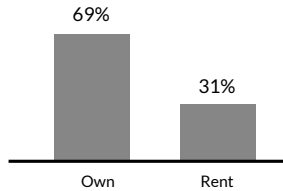
English Proficiency & Citizenship

Foreign born	Non-citizen	Non-English at Home	Not English Proficient
17.3%	3.8%	17.9%	6.9%
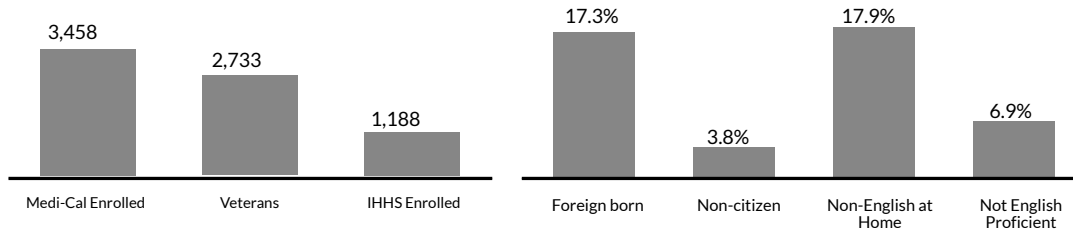
Notes: Older Adults=60+; Survey Results from AC Older Adults Survey 2015; Concerns rated from high (5) to low (1) with the average of all ratings shown; Bar graphs from the US Census, ACS 2010-2014 Table S0102 and ESRI 2015

This page was copied from the Alameda County Plan for Older Adults 2016-2017 Appendix D

AGE-FRIENDLY BERKELEY

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Appendix D: Useful Refe[...]

AARP Livable Communities

> http://www.aarp.org/livable-communities/network-age-friendly-communities/
>
> AARP Livable Communities: Great Places to Age
>
> https://states.aarp.org/aarp-livable-communities-great-places-for-all-ages/

Age-Friendly BusinessCertification Programs

> http://www.programsforelderly.com/awareness-elders-in-action-age-friendly-business-certification.php

Age-Friendly Communities,

> Grantmakers in Aging https://www.giaging.org/issues/community-development/
>
> Scharlach, Andrew E.; Amanda Lehning, "Creating aging-friendly communities," Generations, vol. 33, no. 2

Aging Survey-*The United States of Aging*; American Association of Retired Persons [AARP] (2012).

> https://www.aarp.org/livable-communities/learn/research-trends/info-12-2012/the-united-states-of-aging-2012.html

Alameda County Plan for Older Adults

> https://alamedasocialservices.org/public/services/elders_and_disabled_adults/docs/planning_committee/5.2016_County_Area_Plan.pdf

American Community Survey

> https://www.census.gov/programs-surveys/acs/

Berkeley Reports

> Age-Friendly Berkeley Continuum Executive Summary and Needs Assessment, 2016 www.berkeleycontinuum.org
>
> Health Status Report (2018)
>
> https://www.cityofberkeley.info/uploadedFiles/Health_Human_Services/Level_3_-_Public_Health/2018-health-status-report-berkeley.pdf
>
> Berkeley on AARP list of Top Ten "Livable Cities," Streetsblog Cal, June 21, 2018
>
> https://cal.streetsblog.org/2018/06/21/san-francisco-berkeley-on-aarp-list-of-top-ten-livable-cities/
>
> Broadband Equity Research Report, May 1, 2018, Nutter Consulting
>
> https://www.cityofberkeley.info/uploadedFiles/Manager/Economic_Development/2018-06-19%20WS%20Item%2002%20Referral%20Response%20Addressing.pdf

Community Need Assessment

> Alta Bates Summit Medical Center Community Health Needs Assessment 2016 https://www.sutterhealth.org/pdf/for-patients/chna/absmc-2016-chna.pdf

Fall Prevention

> http://www.cdc.gov/homeandrecreationalsafety/falls/adultfalls.html
>
> https://www.ncoa.org/healthy-aging/falls-prevention/preventing-falls-tips-for-older-adults-and-caregivers/

Food Assistance

http://www.alamedasocialservices.org/public/services/food_assistance/index.cfm

Global Age-Friendly Cities: A Guide

http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

Poverty

Kushel, MD, Margot. "Growing Older, Getting Poor." New American Media, April, 2015, San Francisco

Senior Center Transformation

https://www.aarp.org/livable-communities/act/civic-community/info-12-2012/transforming-senior-center-into-21st-century-wellness-centers.html

Senior Center without Walls

http://www.seniorcenterwithoutwalls.org/about/

Social Determinants of Health

https://www.kff.org/disparities-policy/issue-brief/beyond-health-care-the-role-of-social-determinants-in-promoting-health-and-health-equity/

https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health

Technology, David Lindeman, MPH

https://citris-uc.org/technology-older-adults-new-era-connected-aging/

Transportation Needs in an Aging Friendly Community

https://www.aarp.org/livable-communities/learn/transportation-mobility/info-12-2012/meeting-transportation-needs-in-an-aging-friendly-community.html

Cultural Festivals Around the World

Month	Festival	Country
JANUARY	Sankranti Kite Festival	India
	Harbin Ice Festival	China
	Tunarama Tuna Festival	Australia
FEBRUARY	La Merangada Candy Festival	Brazil
	Setsubun Manemaki Bean Toss	Japan
	Pea Shooting	Wickham, UK
MARCH	Holi Festival of Colors	India
	Baisakhi Harvest Festival	India
	St. Patricks Day	Ireland
	Alevromoutzouromata Flour Festival	Greece
APRIL	Songkaran Festival	Thailand
	Earth Day	Global
	April Fool's Day	Global
MAY	Mayday	Global
	Vappu Carnival	Finland
	Mother's Day	Global
JUNE	Dragon Boat Festival	China
	Hara Wine Festival	
	Father's Day	Global

Cultural Festivals Around the World

Month	Festival	Country
JULY	International Joke Day	Global
	Naadam Horse Riding	Mongolia
AUGUST	Rakshabandhan Brother Sister Day	India
	La Tomatina	Spain
SEPTEMBER	Oktoberfest	Munich, Germany
	La Merce	Barcelona, Spain
	Lake of Stars Festival	Malavi, Africa
	Moon Festival	China
OCTOBER	Diwali Festival of Lights	India
	Hachiman Matsuri	Japan
	Concurs De Castells	Spain
	Albuquerque Balloon Festival	New Mexico
	Tubingen Rubber Duck Race	Germany
	Halloween	USA
NOVEMBER	Lewes Bonfire	England
	Baconfest	Penn, USA
	Chang Mai Lantern Festival	Thailand
	Blackpool Lights	England
	Thanksgiving & Macy's Parade	USA, New York
DECEMBER	Festival De Santo Tomas	Guatemala
	Mt Popa Nat Festival	Myanmar
	New Year Festival	Global