

4. Social Participation: Offer affordable and accessible activities, events and programs that provide social interaction for varying ages, abilities, and cultures.

Strategy	# Proposed Action	
Expand Recreation Department offerings to include a broader spectrum of programs and times.	18 Survey older adult residents every 2-3 years for feedback on activities that they are interested in, assessing the level of demand.	Existing program offerings with room for growth
Educate and disseminate information to increase awareness and understanding of housing issues and opportunities	19 Enhance social events for older adults so they have more opportunities to expand their social networks; consider age-friendly hours. Continue to offer and expand upon events at the Community Park such as sports for older adults (e.g. ping pong and bocce ball), a cultural fair, and encourage attendance at Day in the Park. Promote community garden programs and events, and introduce a community comedy night	
Incorporate intergenerational activities and events to encourage connections between generations	20 21 Build upon past successful events such as seniors reading to preschool children at the senior center, karaoke, creative writing group, and 3D printing with teenagers. 22 Explore scheduling after-school tutoring where older adults help support under- resourced students. 23 Continue to offer an Appy Hour/Tech Help in which older adults are paired with youth who teach them technology skills. 24 Consider the feasibility of a program for seniors and babies to benefit both 25 Consider establishing a volunteer program "Helping with Pet Care"	

5. Communication and Information: Provide information about resources and activities in multiple languages and formats, disseminate at a variety of venues, and make these available in a centralized location as well as distribute throughout the community.

Strategy	# Proposed Action	
Broaden types of communication formats used for older adults. Publicize information about programs and events in various formats, and provide in multiple predominant languages at locations frequented by older adults.	26 Provide information electronically and in print, and include pertinent information in welcome packets for new residents. 27 Disseminate information in multiple languages. Expand the Senior Corner webpage; add an age-friendly section to The Blast and the printed monthly STAR newsletter; include major neighborhood projects, community events, and resources specific to older adults. i. Utilizing the Activity Guide, continue to create Active Adult booklets to be made available at City Hall, the Sunrise Room, and Parks and Recreation office.	In Motion
Ensure communication about programs and events to residents at Sierra Point Mobile Home Park.	28 Increase methods of communication to older residents: Mail a resource guide annually, Create an older adult/senior newsletter that is distributed twice per year; make it available at the Library, Community Center, Farmers' Market, and big events, Have Police provide updates related to crime statistics, police events, and presentations offered to the community in The Blast on a quarterly basis, Have the Communications staff announce events more frequently. Provide bulletin boards in City buildings where North County Fire Authority can display their website address with QR codes for accessing information in different languages. 29 Have Communications staff or other City staff members visit the site to invite residents to events and provide an update on City issues. 30 Install a visible dark-sky compliant sign (similar to at the Ridge and the front of town) that advertises upcoming events 31 Have Help at Home guides delivered to the property manager at Sierra Point Mobile Home Park, which can be included with a lease packet.	In Motion
Communicate using alternative formats as many older adults are not tech-savvy	32 Place flyers with key resource information at businesses and venues where older adults frequent such as cafes and parks; install kiosks and electronic bulletin boards throughout the City. 33 In addition to the school districts (encapsulating Brisbane School District and Jefferson Union High School District), continue to partner with schools to disseminate information through their newsletters 34 Continue to expand the Teen Tech program, where teens assist seniors with tech questions one-on-one by appointment once per week. Brisbane has previously utilized the County's system-wide provider who also offers monthly classes on basic technology. 35 Partner with schools and the Youth Advisory Committee to offer more tech classes and to increase interpersonal connections. 36 Continue exploring the opportunity to implement telehealth for medical and other appointments.	Existing Program Existing Program

6. Respect and Social Inclusion: Provide an environment that is inclusive, respectful, and supportive of the need for older adults to remain acknowledged and engaged.

Strategy	# Proposed Action	
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Strategy

Expand and promote opportunities for older residents to volunteer, counteract isolation, and stay actively engaged in the community.

Broaden opportunities for older adults to work and publicize full or part-time jobs in local publications.

- 48 Publicize volunteer options in The Luminary; hold an annual Volunteer Fair where nonprofits, Commissions/Committees, and Council Members have tables with information and volunteer opportunities. Promote Commission/Committee vacancies to older adults.
- 49 Encourage businesses, City departments, and the Chamber of Commerce to develop new volunteer positions geared toward older residents and expand civic participation options such as an Age-Friendly Commission/Committee.
- 50 Have older adults write articles to be placed in The Blast, the STAR, and the Age-Friendly City page in the Community section of the Brisbane website.
- 51 Partner with schools to establish volunteer opportunities for older adults.
- 52 Have a centralized location to post volunteer and job opportunities.
- 53 Offer a stipend or City contract to older people who want to teach a workshop for the community.
- 54 Work with schools to assess areas in need of volunteers, recruit older adults interested in participating, and investigate opportunities to be teachers' aides at the schools.

Strategy

Proposed Action

Increase awareness of resources available in the County of San Mateo.

55 Disseminate and make available guides with resources for older adults: Community Information Handbook | San Mateo County, Help at Home guide

56 Educate residents about medical equipment loan programs and advertise every quarter through the STAR newsletter and The Blast.

Provide more workshops for older adults.

57 Financial/Legal: Tax assistance through AARP, on avoiding financial scammers, and on trusts, estate planning, and advanced directives.

58 Medical/Health Related: On strokes, cardiovascular disease and blood pressure checks, medication prescriptions, nutrition, and related issues; have an annual health and resource fair.

Create a centralized database of seniors over 65 and people with disabilities of any age who can be contacted in an emergency situation or evacuation.

59 Establish a database (voluntary participation). Communicate with the City Attorney to ensure proper protocols.

ADDITIONAL: Emergency Services: Create a responsive and inclusive system that protects older adults, supports their preparedness and resilience and enhances their safety and well-being during emergencies.

Strategy

Educate and ensure older adults are aware of and included in emergency preparedness fairs, workshops, and resources, in addition to promoting emergency-related activities and programs.

Proposed Action

- 60** Have the Youth Advisory Committee help residents sign up for SMC Alert and distribute emergency preparedness information in electronic and hard copy formats in multiple languages: smcalert.org.
- 61** Include an emergency checklist and essential emergency numbers on the newly established age-friendly resource page on the City website. (i.e. SMC Alert, Know your Zone)
- Encourage older residents to attend the Annual Day in the Park event, where they can talk with the Police Department and North County
- 62** Fire Authority and receive information on fire evacuation and wildfire preparedness. North County Fire Authority holds an annual Wildfire Preparedness event in the spring.
- 63** Research the possibility of partnering with the North County Fire Authority and the Police Department to establish a centralized list of homebound older adults and residents with disabilities.

Existing Program

In Motion

Existing Program

