

On Aging



How to Plan and Develop a New Age Friendly Community Initiative

Center for Age Friendly Excellence (CAFE)

www.cafe.org

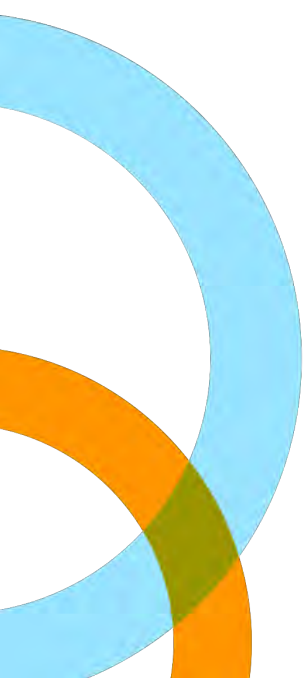
Speaker Introductions

Roy Earnest

Cynthia Nakayama

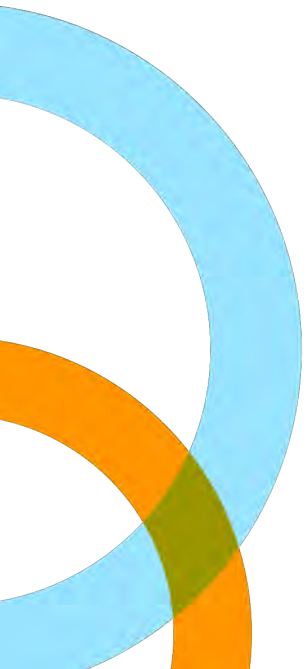
Ann O'Brien Keighran

Pauline DeLange Martinez



Getting to Know the Audience

Are you involved in an Age Friendly initiative?





Center for Age Friendly Excellence

Advancing, vibrant, healthy, inclusive communities for all, and ... "tap the potential that older people represent for humanity."



**World Health
Organization**

Center for Age Friendly Excellence



- **Town of Los Altos and Los Altos Hills**
- **Santa Clara County and 15 Cities**
- **San Mateo County and 21 Cities/ Towns**
- **Central Oregon - Age Friendly Summit & SNF project**
- **Rural Master Plan for Aging Initiative - 7 Counties in California**



**WHO Age Friendly World
founded in 2005 and today there
are over 1445 cities certified in
51 countries.**



**AARP Network of Age Friendly
States and Communities was
established in 2012; today
there are 733 communities
and 9 states!**



**Age-Friendly Communities
Are Livable for
People of All Ages**

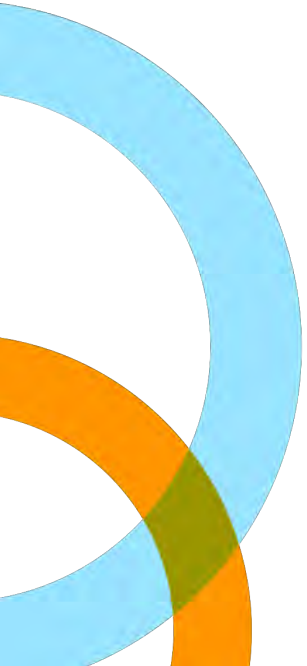


What does it mean to be Age Friendly?

“Membership ... reflects cities’ commitment to listen to the needs of their ageing population, assess and monitor their age-friendliness and work collaboratively with older people and across sectors to create age-friendly physical and social environments.

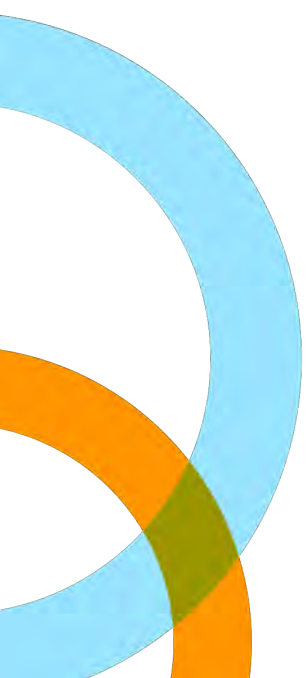
Membership is also a commitment to share experience, achievements and lessons learnt with other cities and communities.”

~ World Health Organization





Eight Domains of Livability





AF Initiatives can be Scaled

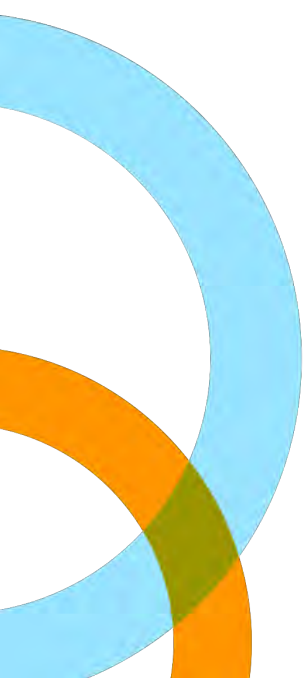
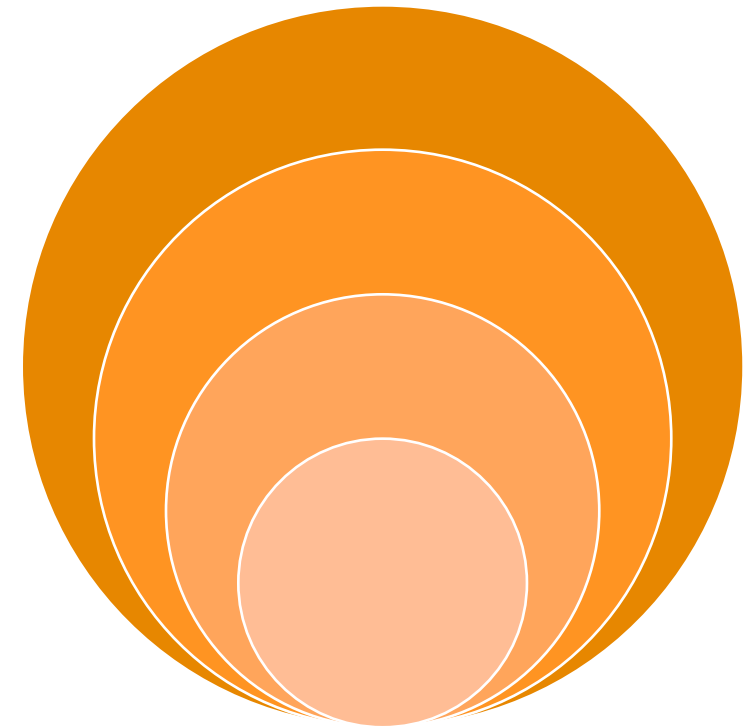
Statewide

Regional

Countywide

Town/ City/ Community

Neighborhood



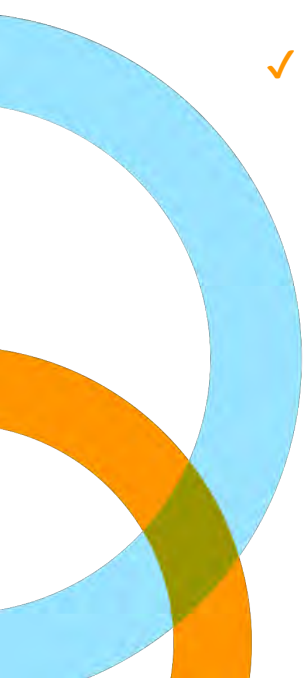


A simple five-year cycle:

- ✓ **Planning, Assessment, AARP Application Submission (During Year 1)**
- ✓ **Action Plan (2 Years after certified)**
- ✓ **Implementation (Years 1-5)**
- ✓ **Evaluation (End of Year 5)**
- ✓ **Continual Improvement**

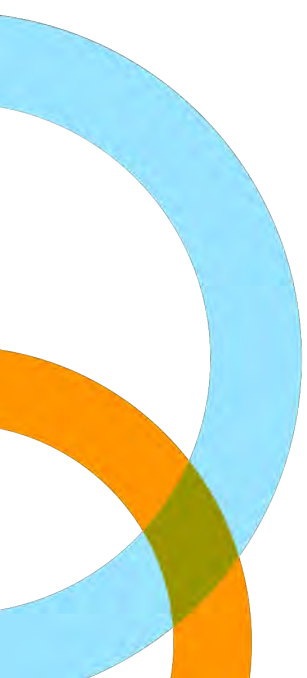
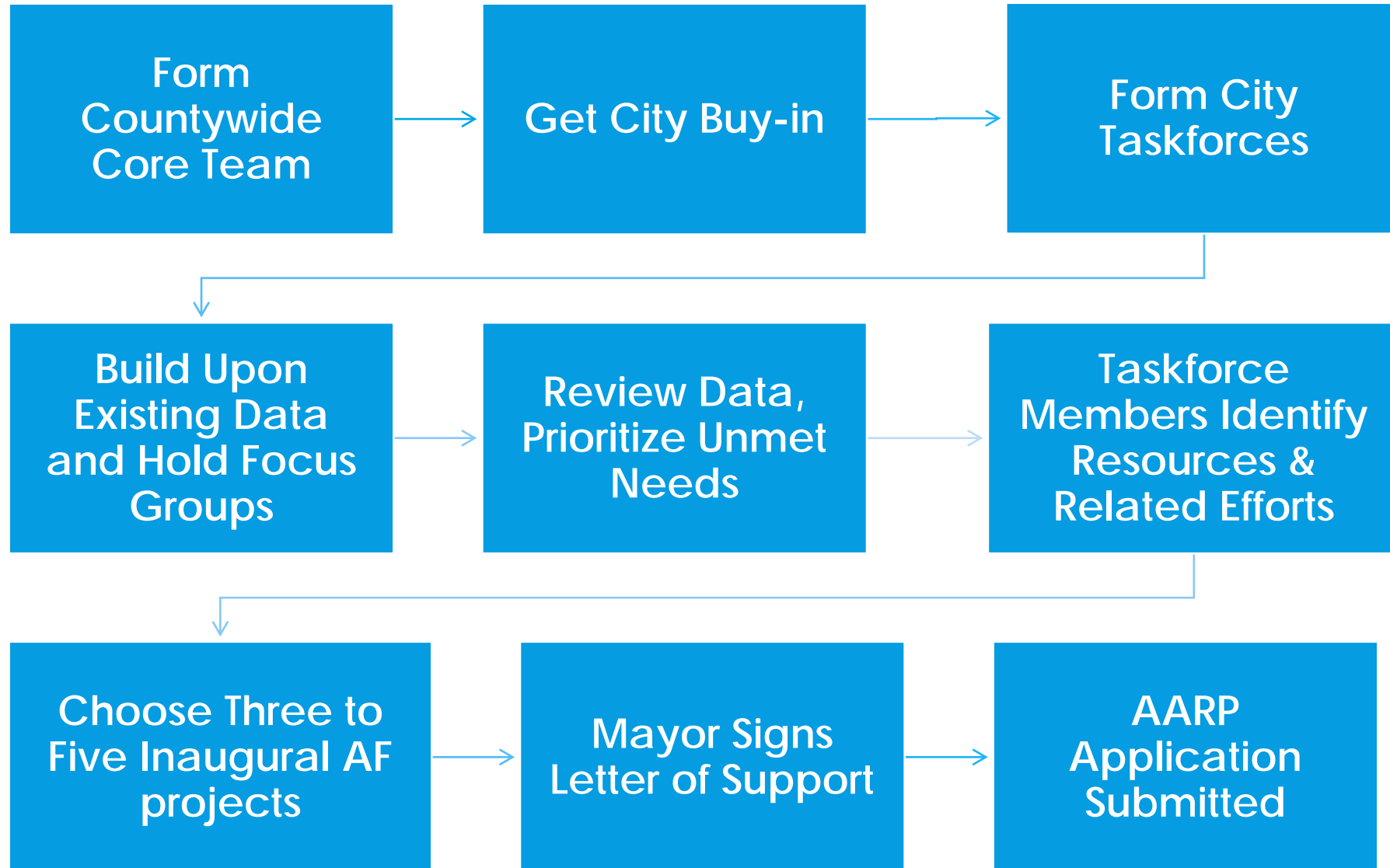
Network membership

Cities who are age friendly certified commit to a cycle of continually assessing/improving their age friendliness





Process Overview





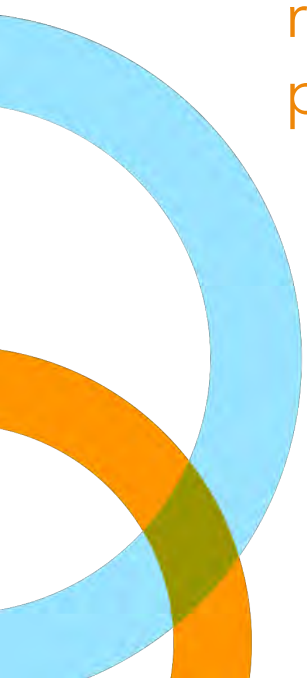
Countywide Core Teams

Role:

- Recommend City Taskforce members
- Advise on focus group recruitment, e.g., CBOs to partner with

Potential Members:

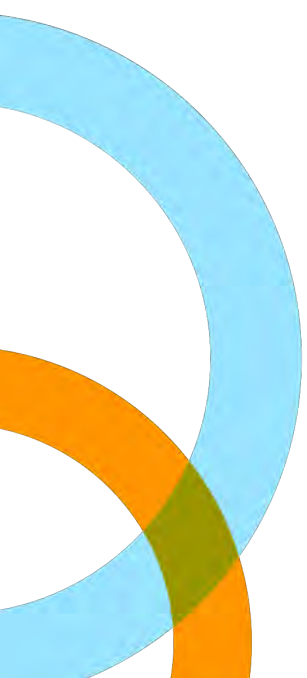
- Board of Supervisors/ County Electeds
- Commission on Aging
- City Representatives
- Area Agency on Aging
- County Aging and Adult Services
- Independent Living Center
- 211
- Health Plan
- Non-Profit Organizations





Get City Buy-In

- Meet with Mayor, City Manager, City Council Members, and/or City Staff to build political will
- Present at City Council Meeting
- City Council votes to move forward (or not)





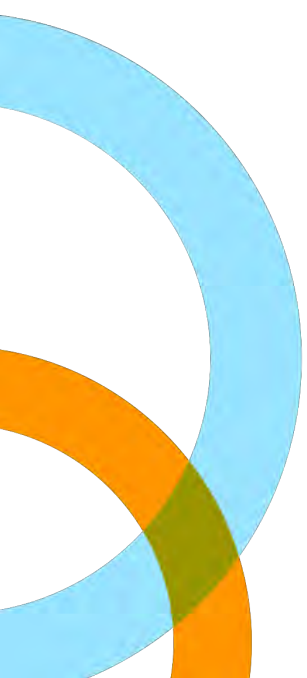
City Taskforces: Potential Stakeholders

- City Councilmembers and City Staff
 - Senior Advisory Committees and Commissions
 - Senior Center
 - Library
 - Transit Providers
 - Housing Leaders
 - Faith Based Organizations
 - Local Community Organizations (Rotary, Lions, Kiwanis)
 - Youth Advisory Board
 - Neighborhood Networks / HOA Board Members
 - Non-profit Organizations
 - Local Businesses / Chamber of Commerce
 - Healthcare Providers, Medical Equipment Providers
 - Philanthropy/ Foundations
 - First Responders (Police/ Fire/ EMT)
 - Veterans Services
 - Adult Day Center, PACE programs
 - School Board Members, Academic Institutions
 - AmeriCorps VISTAS, Seniors, State/National
 - Community Residents
- 



Build Upon Existing Data

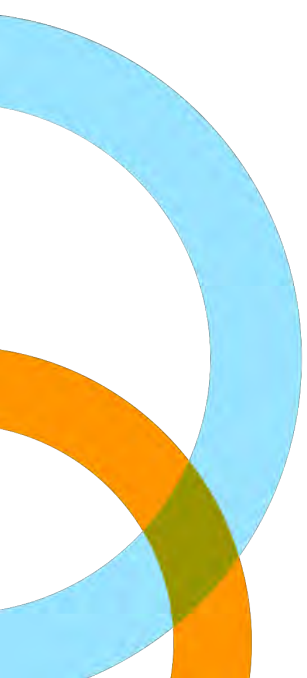
Data Sources:

- Community Surveys
 - AARP Livability Index
 - AAA Area Plans
 - Community Health Assessments
 - Housing/ Transportation Assessments
 - California Data Dashboard for Aging
<https://mpa.aging.ca.gov/DashBoard/>
 - California Health and Human Services Open Data Portal
<https://data.chhs.ca.gov/>
- 



Potential Subpopulations to Engage in Focus Groups

- Taskforce
- Local Senior Service Providers
- Ages 60-74
- Ages 75+
- Intergenerational
- Focused Geographic Area
- Family Caregivers
- Veterans
- Diverse Ethnic/ Racial Groups
- LGBTQ+
- Underserved
- Agricultural
- Unhoused
- Previously Incarcerated



Recruitment Strategies

- E-blast, Flyers
- Social Media, NextDoor
- Mail (e.g., insert in another mailing)
- Partners: Library, Recreation Centers, Senior Centers, Caregiver Resource Centers, Faith Communities, FQHCs
- Farmers Market

Sample Recruitment Flyer:
<https://bit.ly/AFCrecruitmentflyer>



Sample Recruitment Language for Local Newspaper/ NextDoor:
<https://bit.ly/AFCrecruitmentlanguage>



Sample Recruitment Strategies:
<https://bit.ly/recruitmentstrategiesMPA>





Preparing for the Focus Groups

Focus Group Logistics

- Location / Zoom?
- Accessibility Considerations / Languages
- Limit of 10 participants
- Notetaker / Recording / Transcription

Confirmation email for participants

Background info on the 8 domains

- We share the WHO “Checklist of Essential Features of Age-friendly Cities” along with a document describing each domain

Zoom instructions (if applicable)

Consent forms

Sample Consent Form:
<https://bit.ly/MPAconsentform>





Interview Guide

“In your experience, what are the greatest unmet needs in your community in the following areas?”

- Outdoor spaces and buildings
- Transportation
- Housing
- Social Participation
- Respect and Social Inclusion
- Civic Participation and employment
- Communication and Information
- Community Support & Health Services

“In your view what project or program might meet one or more of the above eight unmet needs in your community?”

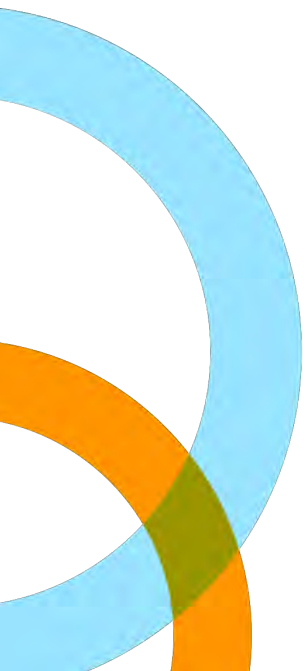




Review Data, Prioritize Unmet Needs, Identify Resources and Related Efforts

Summary reports for each focus group cover:

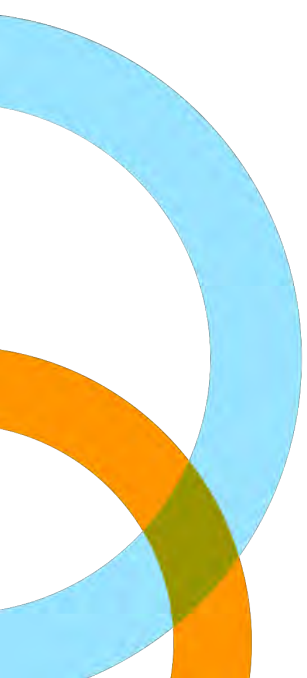
- ✓ Participant Details
- ✓ One section per domain
 - Unmet Needs
 - Strengths
 - Opportunities/ Potential Proposed Solutions





Choose 3 to 5 Inaugural AFC projects

- Potential projects are organized in a spreadsheet with columns for:
 - AFC domain,
 - Details of project,
 - Unmet need it addresses,
 - Short term vs. long term,
 - Projected costs (no-, low-, med-, high-cost)
 - Other notes
- Taskforces often brainstorm 30-100 potential project ideas; CAFE team also adds ideas.
- Projects might:
 - expand or transform an existing policy or program.
 - include advocacy efforts, policies, or programs.
 - be educational in focus.





Prioritization Guidelines

1. Low hanging fruit can build early momentum. Sometimes, simple projects can make a significant impact.
2. AFC initiatives don't just need to focus on the challenges of aging but can provide opportunities that are fun, meaningful and/or enriching.
3. It's ok to focus on one AFC domain or a few domains. Also, some projects may impact multiple domains (e.g., transportation & communication).
4. Choose projects that are feasible.
 - ✓ What agency(s) would be responsible for implementation?
 - ✓ Is there staff capacity?
 - ✓ Consider project costs & identify funding.
5. Consider combining multiple ideas for potential projects into one multi-faceted project.
6. Alternatively, if a need or a project idea seems too big, consider breaking it down into smaller projects, or identifying the first step that can be taken. This is called "constructive doing."





On Aging



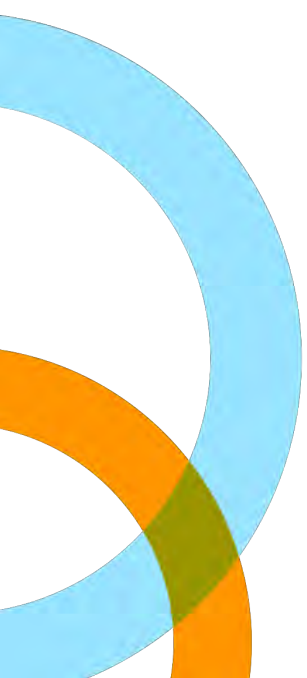
Sample Inaugural Projects





Daly City

- **Total Population:** 106,677
- **African American:** 3%
- **Asian:** 58%
- **Hispanic:** 23%
- **White:** 21%
- **Age 50+:** 38%
- **Age 65+:** 17%
- **Households w/ Disabilities:** 9%
- **Life Expectancy:** 83 years old
- **Households Without a Vehicle:** 8%
- **Median Income:** \$99,652
- **Poverty:** 8%
- **Upward Mobility:** 47





Daly City: Communication & Information

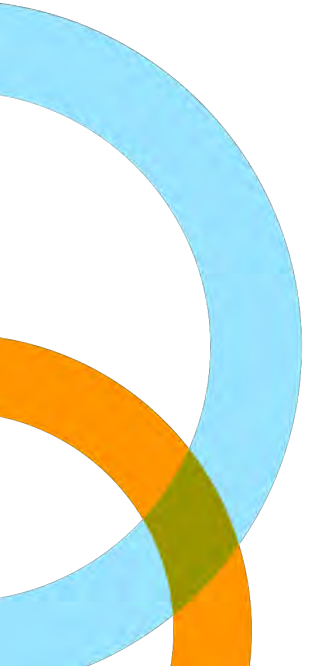
- Wi-Fi was upgraded and flatscreen monitors were installed in community centers and club houses with live streaming capability
- Interactive hybrid (virtual/ in-person) programming
- The Daly City Government website was revamped to offer a more user-friendly experience in over 100 languages and with ADA web accessibility tools.
- An extensive resource guide was developed and posted on the Daly City Government website providing links to 120 programs organized in 16 categories with plans to provide a downloadable PDF version in 2022.





Daly City: Housing

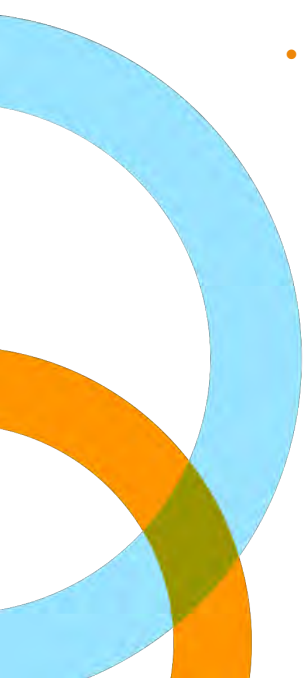
- Expedite and expand Accessory Dwelling Units for multi-generational families
- Administration of rent relief and assistance programs (Daly City Partnership)





Daly City: Community & Health Services

- Mass grocery distributions to thousands of households through December 2021
- Contactless emergency meals to homebound seniors and those able to drive to safe locations





Daly City: Respect & Social Inclusion

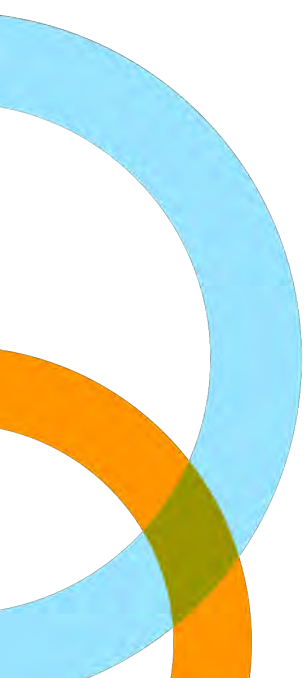
- Re-designed Kapihan senior social group for in-person and virtual participation
- Re-imagined cultural arts programs in the virtual space including Senior Art Exhibit 2021 and 30th Annual Black History Month Virtual & Outdoor Event 2022





Pacifica

- . **Total Population:** 38,984
- . **African American:** 2%
- . **Asian:** 22%
- . **Hispanic:** 19%
- . **White:** 62%
- . **Age 50+:** 40%
- . **Age 65+:** 18%
- . **Households w/Disabilities:** 9%
- . **Life Expectancy:** 81 years old
- . **Households Without a Vehicle:** 3%
- . **Median Income:** \$121,830
- . **Poverty:** 5%
- . **Upward Mobility:** 47





Pacifica: Transportation



CONNECT a RIDE
CaR Program



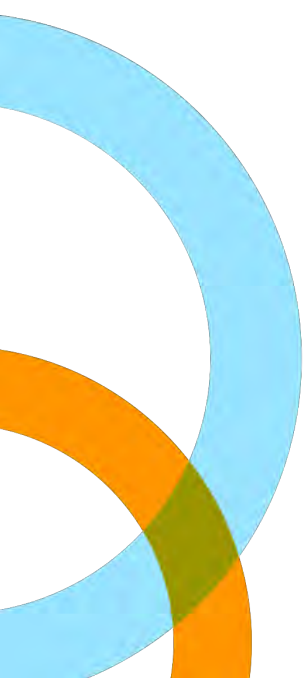
- Modeled after similar programs in the Cities of San Mateo and Daly City (Connect-a-Ride Program (CaR)/ Got Wheels)
- Any Pacifica Resident who is 65 years or older who signs up, gains access to rides via Serra Cab Company for only \$5.00 each way.
- The area served is throughout Pacifica and nearby transit and health center locations in neighboring communities.
- Funded by private donor (\$3M bequest).



Pacifica: Housing

Modeled after a similar program by the Center for Independent Living for Santa Clara County, Pacifica collaborated with local housing advocates and the non-profit Pacifica Resource Center, to offer a **“Strategies for Applying and Searching for Affordable Senior Housing”** workshop.

They offer this workshop 4 times per year. This program is a response to the needs expressed by many older Pacificans who said that rents are too expensive in Pacifica and that they or people they knew did not have secure, affordable housing.





Other Potential Projects

- Medical equipment loan program (C)
- Crosswalk Safety/ Traffic Calming Measures (C)
- Belmont Police Department- TRAC - Dementia Wandering (C)
- Simplicity App (A)
- Senior Newsletter (A)
- Photos of older adults added to city publications, e.g., Parks and Rec Guide (A)
- Rest areas at major community events (R)
- Nature Lovers Group launched at Senior Center (R)





Learn from other Communities

On Aging

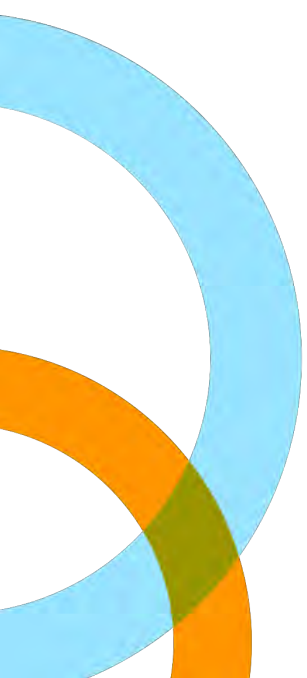


Sources of Inspiration:

- [AARP Livable Communities A-Z Topics](#)
- [WHO Global Database of Age-friendly Practices](#)
- [Dementia Friendly America- Action Plan Options Menu](#)
- Join a special interest group, subscribe to newsletters and/or attend annual meetings offered by the [American Society on Aging \(ASA\)](#), [Gerontological Society of America \(GSA\)](#), [American Public Health Association \(APHA\)](#)

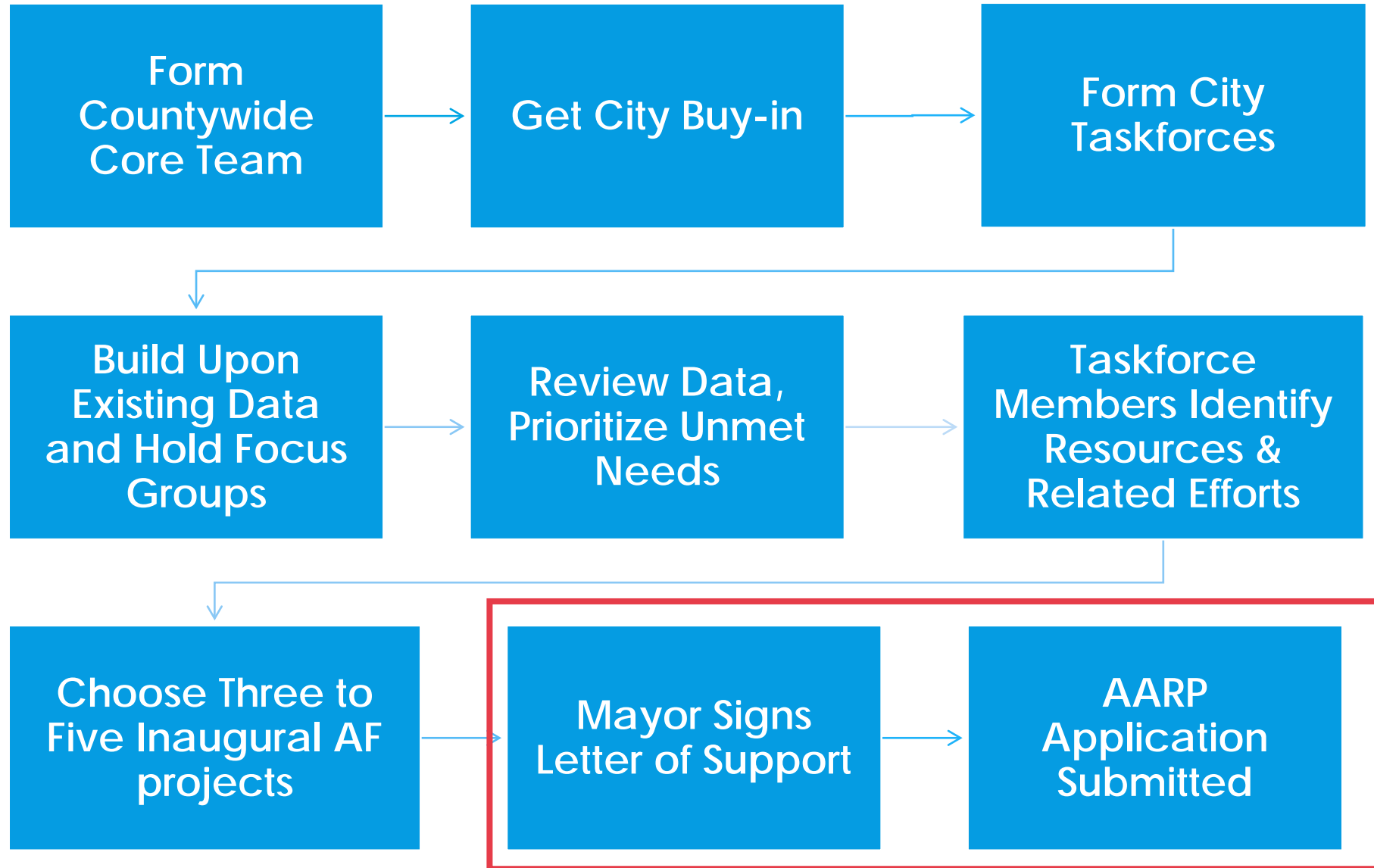
Rural-Specific Resources:

- » [Rural Health Information Hub](#)
- » [Grantmakers in Aging - Rural Aging Resources](#)
- » AARP Rural Lab (invitation only)
- » [Healthy Aging in Rural Towns \(HeART\) Toolkit, from the University of Wisconsin](#)





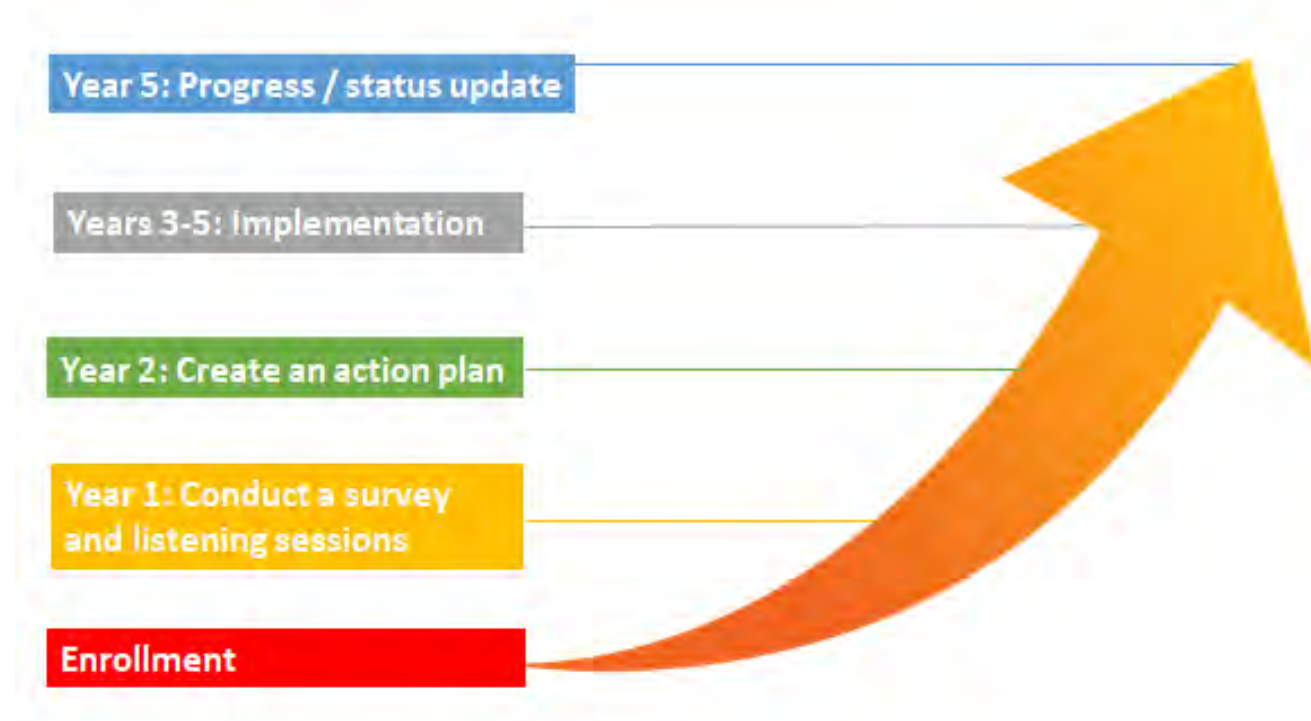
Process Overview





AARP age-friendly network requires applicants to commit to 5-year process of improvement, including:

- ✓ conducting a community needs assessment
- ✓ developing an action and evaluation plan
- ✓ implementing and assessing the plan's impact
- ✓ *and* includes the voice of older residents in all stages of planning and implementation





Benefits of Enrolling

Membership in the network:

- ✓ Serves as an organizing structure for making community improvements
- ✓ Fosters partnerships among community groups and local stakeholders
- ✓ Enables changes that benefit people of all ages
- ✓ Provides resources for identifying and assessing community needs

Membership provides communities with:

- ✓ Access to technical assistance and expert-led webinars
- ✓ Access to a national network of over 700 communities enrolled in the network
- ✓ Support and best practice materials from AARP
- ✓ Help for local leaders to identify and understand community needs



700+ Communities — and Counting!

Nine states, one territory, and hundreds of towns, cities and counties are enrolled in the AARP Network of Age-Friendly States and Communities. Local leaders who have joined the network are working to make their communities great places for people of all ages.

[CHECK OUT THE MEMBER LIST](#)



Mapping Age-Friendly Efforts

Use the interactive AARP Livable Communities Map to discover where, and how, AARP is helping communities become more livable and age-friendly so people of all ages can thrive — and make where they live and want to remain a lifelong home.

[SEARCH THE MAP](#)

Livability News & Notes



As Gen X and Boomers Age, They Confront Living Alone — More older Americans are living by themselves than ever before. That shift impacts housing, health care and personal finances, especially for women. *Source: The New York Times* ▶

AARP LIVABLE COMMUNITIES

Resources



Tools to help local leaders



Livable Communities Landing Page:

[aarp.org/livable](https://www.aarp.org/livable)



Livable Communities Newsletter:

[aarp.org/livable-newsletter](https://www.aarp.org/livable-newsletter)



Livable Communities Map:

livablemap.aarp.org



Community Challenge Grant Program:

[aarp.org/communitychallenge](https://www.aarp.org/communitychallenge)



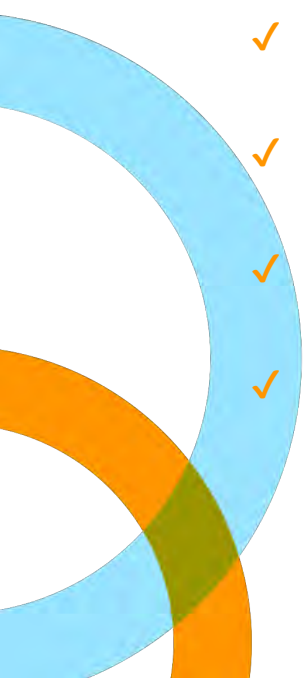
20+ Free Publications:

[aarp.org/livablelibrary](https://www.aarp.org/livablelibrary)



Action Plan Format / Content

- ✓ Executive Summary
- ✓ Introduction to Plan
- ✓ How developed?
- ✓ Who was involved?
- ✓ Action Plan
- ✓ Active rather than static doc
- ✓ What will be accomplished
- ✓ How will this be done?
- ✓ By when? Target date
- ✓ Who will be responsible?
- ✓ Resources?
- ✓ Measurement/Tracking





An Age-Friendly City Generates:

- ✓ Economic Benefits
- ✓ Social Capital
- ✓ Infrastructure Innovations
- ✓ Healthy Communities





Conclusion

An Age-friendly city is an inclusive and accessible urban/rural environment that promotes active aging, supports aging in place, and fosters community for all ages.

CAFE's mission is to advance transformational change to create vibrant, sustainable, supportive and inclusive communities for all generations

Join us in creating community!



www.cfafe.org



Questions?

We'd love to connect after ASA!

- ✓ Web: www.cfafe.org
- ✓ Facebook: @centerforagefriendlyexcellence
- ✓ LinkedIn: @CAFE Center for Age Friendly Excellence
- ✓ Twitter: @AgeFriendlyCAFE
- ✓ YouTube: CAFE Center for Age Friendly Excellence

