



Memorandum

TO: NEIGHBORHOOD SERVICES AND
EDUCATION COMMITTEE

FROM: Jon Cicirelli

**SUBJECT: AGE-FRIENDLY CITY INITIATIVE
& SENIOR COMMISSION ANNUAL
REPORT**

DATE: September 24, 2018

Approved

Date

10-3-2018

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept the Age-Friendly City Initiative and the Senior Citizens Commission (Senior Commission) Annual Report.

OUTCOME

This memorandum will provide awareness regarding the 2017–2018 accomplishments and 2018–2019 plans for Senior Services, the Age-Friendly San José Initiative, and the Senior Citizens Commission (Senior Commission) activities managed by Parks, Recreation and Neighborhood Services (PRNS).

BACKGROUND

This report provides an update on three major service delivery components – the Senior Services Program, the Senior Citizens Commission, and the Age-Friendly San José Initiative – that are distinct, yet interconnected. The Recreation and Community Services Division is responsible for aligning these functions into a comprehensive strategy to serve, support, and empower the growing older adult community in San José.

According to the 2010 Census, older adults over the age of 65 comprised 9.6% of the San José population and by 2016 the figure grew to 11.4%. The United States Census Bureau projects that by 2030 older adults nationwide will outnumber children for the first time in history. These projections reflect trends at the county-level where the population aged 60 years or older is expected to represent approximately one in four (27%) Santa Clara County residents. This is a significant increase of 12% according to the Santa Clara County Social Services Agency 2014 Seniors Agenda Report.

Senior Services – The Senior Services Program managed by PRNS is a multi-faceted program with several city-wide functions and responsibilities:

- Facilitates and supports the Senior Citizens Commission (Senior Commission)
- Convenes and facilitates the Age-Friendly San José Steering Committee
- Manages senior nutrition programming at 13 community centers and supports center-based events and activities
- Supervises Active Adults 50+ fitness and leisure/wellness activities
- Plans and coordinates senior-related policies and practices
- Provides subject matter expertise for the Senior Health and Wellness Grant program
- Promotes and delivers Gen2Gen efforts with the Mayor's Office
- Manages several grants, contracts, partnerships and facilitates program alignment

The goal of the Senior Services Program is to enhance older adults' health and wellbeing and reduce social isolation. To meet these goals, a variety of programs are offered with strategies aimed at reducing barriers to services and ensuring cultural and community relevance in senior programming. PRNS Senior Services staffing includes 4.5 FTEs: 1.0 Recreation Supervisor, 2.0 Recreation Program Specialists, 1.0 Sr. Office Specialist, and a 0.5 Analyst.

Senior Commission – Established in 1983, Senior Commission members study, review, evaluate and make recommendations to City Council on matters affecting the quality of life for seniors in San José. The scope of the commission is not limited to PRNS-related functions in that their priorities reflect a broader set of issues that San José is currently facing. Senior Commissioners also serve as liaisons to senior centers, as well as other boards and commissions. Participants regularly attend City Council, Rules and Open Government Committee, and other Council committee meetings when appropriate.

Age-Friendly San José Initiative – In 2006, the World Health Organization (WHO) recognized two major global trends: rapid aging and increasing urbanization. Subsequently, a study was launched in 33 different cities around the globe to determine what amenities optimize and enhance the quality of life for residents as they age. Eight key elements were identified as basic characteristics of an age-friendly community: housing; transportation; social participation; respect and social inclusion; civic participation and employment; communication and information; community support and health services; and, outdoor spaces and buildings. With these characteristics in mind, Global Age-Friendly Cities was started.

In October 2015, the City Council approved the department's application to the WHO for San José to become an Age-Friendly City. Subsequently, in January 2017, the Mayor and City Council recognized San José to have an "Age-Friendly" city status, with San José becoming a member of the American Association of Retired People (AARP) Network of Age-Friendly Communities. Along with 284 cities around the world, the City of San José is a member of the WHO Age-Friendly Cities Network.

The Age Friendly San José Initiative framework calls for the City of San José and its partners to formulate, implement and coordinate policies, service delivery systems and built environment in

response to residents living longer and healthier lives. PRNS, along with the Age Friendly San José Advisory Council, intends to develop and complete an Action Plan by June of 2019. Action plan development will require City departments and partners to identify recommendations to meet the long-term needs of this growing and diverse population in alignment with other City, County, and community-based initiatives.

ANALYSIS

The following sections provide an overview of the 2017–2018 fiscal year accomplishments.

Accomplishments and Plans

Senior Services – In 2017–2018, staff conducted a survey to identify the highest priority needs to support “aging in place.” The survey was translated into Chinese, Vietnamese, and Spanish and distributed via paper and online through nonprofit organizations and City staff. The top three concerns for living independently were the abilities to exercise, access a comprehensive source of information, and use or keep up with technology. The survey was completed by 549 seniors and also informed the preparation of the **Senior Health & Wellness Grant** Request for Proposal.

In partnership with Compass Group (Bateman) and the County of Santa Clara, the **Senior Nutrition Program (SNP)** served 220,378 meals at 13 sites. Simultaneously, an SNP Request for Proposal was released and Bateman was awarded the contract. Staff continues to work closely with Bateman and the SNP community to ensure that the diverse dietary needs of participating seniors are being met. Along with providing nutritious meals, the SNP remains an important component of keeping seniors engaged with one another and involved in fun community activities such as Senior Safari at Happy Hollow Park & Zoo and other events programmed by PRNS staff.

Last year, PRNS staff oversaw the management and distribution of **Mobility Management Services** (except for paratransit services that the County manages) at its PRNS-operated SNP sites, which includes the distribution of bus passes, gas cards and the purchase of taxi services. Monthly use averaged approximately 413 bus passes, 90 gas cards, and taxi services for 34 participants (unduplicated). In addition, PRNS staff support included providing transportation information to the public, coordinating and scheduling rides, and resolving other transportation issues.

Last year, Senior Services staff developed several partnerships and provided trainings to PRNS staff resulting in new programming and community center services, separate and apart from the special events and supportive services offered monthly at each center.

In partnership with **Generation to Generation** and the **Age-Friendly San José Initiative**, Senior Services coordinated and sponsored a Citywide event that included an intergenerational component for the first time. A presentation by Gil Penalosa of 8 80 Cities was followed by activities featuring elementary-school children and older adults participating together in pickle

ball, line dancing, and Taiko drumming. Additionally, Senior Services co-hosted other citywide events with partnering agencies to provide caregiver workshops, health and wellness fairs, and intergenerational planning.

In 2018–2019, Senior Services staff will conduct a pilot **in-house transportation program**, which will involve leasing three minivans that staff will use to provide participant transportation to and from community centers to increase access to our community centers and SNP. The pilot will initially focus on Mayfair, Cypress, and Southside senior programs to assess and measure outcomes among different populations across the city, as SNP participation county-wide is in decline and this may be attributed to a lack of adequate transportation.

Age-Friendly San José – An Age-Friendly Advisory Council was launched in 2017 and is convened by PRNS. The mission of the Age-Friendly Advisory Council is to assist in the creation of policies, programs, and services for older adults in San José, with a view towards supporting healthy and vibrant lives for all. During 2017–2018, the Advisory Council and its work groups made progress in the areas of promoting mature workforce opportunities, public awareness of ageism, emergency preparedness, reducing social isolation, and increasing intergenerational activities. Below is a summary of the progress made in the above mentioned areas:

- Coordinated and partnered with local businesses to present a high-impact workshop entitled *Reimagining the Workforce of the Future: Multigenerational, Dynamic, Resurgent*. The workshop was a panel conversation with companies and organizations that find economic and social value in nontraditional workforce development, including areas such as women returning to the workforce after raising children and mid-to-late career changes.
- Participated in a **“Reframing Aging”** session that highlighted methods used to challenge ageism and change perceptions about what it means to get older in America.
- Coordinated with the Santa Clara County Fire Department to obtain **emergency preparedness** resources in cases of a fire, flood, or other natural disasters and to develop a distribution plan for seniors.
- Partnered with organizations in San José who actively **serve isolated older adults** – including Meals on Wheels, faith and cultural community services, and County programs to devise a plan to serve this segment of the population.
- Coordinated a workshop led by Donna Butts of Generations United and Corita Brown of Encore. More than 80 leaders from youth and older adult-serving organizations, educational institutions, philanthropic organizations, and the City of San José came together to begin forging partnerships and developing programs and activities for older adults and youth together.

As part of the AARP Network of Age-Friendly Communities, the Age-Friendly Advisory Council will develop a three-year community-wide action plan. This action plan will provide recommendations and timelines that PRNS and other city departments will use in meeting Age-Friendly goals and objectives.

Senior Citizens Commission (Senior Commission) – Senior Commissioners advanced work plan priorities in 2017–2018, including several in the Age-Friendly Initiative.

1. Improve access to affordable and suitable housing alternatives for older adults (Age-Friendly: Housing)

Sent a letter to the Mayor and City Council opposing Measure B (San José Evergreen Senior Housing Initiative), and shared informative guidelines from District 10 on how seniors can apply for certain property tax reimbursements from the County.

2. Raise awareness of programs, services and policies that benefit the health and wellness of older adults (Age-Friendly: Community Support & Health Services)

Invited local community agencies such as Senior Adults Legal Assistance and the American Association of Retired People to share information that the Senior Commission could use to further their understanding of various senior issues. Commissioners represented the City at various events throughout the community such as the Senior Agenda Summit and the Age-Friendly Consortium.

3. Support Age-Friendly San José

Attended and participated in age-friendly activities and provided recommendations for future age-friendly events, with the Chair of the Senior Commission taking an active role in the Age-Friendly Advisory Council.

4. Assure that programs and services for older adults provided by the City respond to the needs of current and future participants (Age-Friendly Domain: Social Participation & Outdoor Spaces)

Focused on how parks can incorporate age-friendly components in park development. An ad hoc committee was formed to study Capitol Park in District 5 and made recommendations related to equipment purchases.

5. Monitor and advocate for transportation options for seniors (Age-Friendly domain: Transportation)

Monitored changes to services by Valley Transportation Authority (VTA) and discussed alternatives of to how restore the in-house senior transportation model. Sent letters to the Mayor and City Council to support the restoration of City-provided transportation, and to oppose VTA fare increases for seniors and the disabled.

6. Raise awareness in City government and the community regarding the work of Senior Commission (Age-Friendly: Communication & Information)

Attended various community workshops and made presentations to the community to increase its awareness of what the Senior Commission does to facilitate greater engagement with peers. Attended Advisory Council meetings within respective council districts to stay informed of any current issues.

In 2018–2019, the Senior Commission will align its work plan to further support the eight domains of livability as defined by the World Health Organization for the Age Friendly San José Initiative. The work plan will be presented at the November Neighborhood Services and Education Committee meeting.

EVALUATION AND FOLLOW-UP

Senior Services, the Age-Friendly San José Initiative, and the Senior Commission will assess and prioritize goals and objectives for next year's work plan. PRNS and the Age-Friendly Advisory Council will convene City departments in the development of the Age-Friendly San José Action Plan.

PUBLIC OUTREACH

This memorandum will be posted on the City's Neighborhood Services and Education Committee agenda website for the October 11, 2018 meeting.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

COMMISSION RECOMMENDATION/INPUT

This memorandum was presented and unanimously accepted by the Senior Citizens Commission on September 13, 2018.

NEIGHBORHOOD SERVICES AND EDUCATION COMMITTEE

9/24/18

Subject: Age-Friendly City and Senior Commission

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CEQA

Not a Project, Public Project No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memos that involve no approvals of any City action.

JON CICIRELLI

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Parks, Recreation and Neighborhood Services

For questions, please contact Neil Rufino, Deputy Director, at (408) 535-3576.

Attachments:

Age-Friendly Power Point Presentation