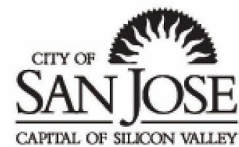


# San José Age-Friendly 3-Year Action Plan

September 2020



# EXECUTIVE SUMMARY

The San José Age-Friendly 3-Year Action Plan is the next step in San José's commitment to promote healthy and active aging throughout its diverse population.

San José joined the worldwide network of Age-Friendly Cities in November of 2016. Well before then, San José had begun preparing for its population's shifting demographics. By 2030, at least one in five people in the City will be over 65; by 2060, that number is expected to increase to more than one in four. This recognition of changing needs and commitment to all ages, as well as the City's history of innovation, have led to the creation of multiple policies and programs that are already making San José a more Age-Friendly community.

Chief among these initiatives are the City's commitment to creating Urban Villages, designed to meet the needs of both young professionals and older adults; the easing of requirements for Accessory Dwelling Units (ADUs); the adoption of Vision Zero, with its goal of creating safe streets and eliminating pedestrian fatalities; and the array of health and active learning programs available at the City's network of community centers.

San José has also led the way in creating intergenerational programming that connects youth and older adults. The City was prominently featured as a national leader in this area in the #Gen2Gen Cities Report released by Encore.org in January 2020.

San José offers a host of civic engagement and volunteer options that engage its older adults, ranging from trail cleanup to airport greeters. The City celebrates and supports the diversity of its residents through its commitment to becoming a Welcoming City for immigrants, the sponsorship of 500+ multi-cultural events across the City each year, and the progress made towards more affordable housing, including specifically for low-income older adults.

Other City initiatives go hand-in-hand with Age-Friendly principles. Climate Smart San José, adopted by the City Council in 2018, has made the City a leader in local governments working towards a sustainable environment. A climate-friendly city, with walkable neighborhoods and reduced reliance on cars, is also an Age-Friendly City.

Of course, all of these initiatives have been affected by the COVID-19 pandemic, the impact of which will be felt for years to come. As of this writing, the City continues to put the needs of its most vulnerable populations, including older adults, first and to seek safe ways of continuing age-friendly initiatives. The pandemic has particularly

underscored the need to continue and expand work on digital inclusion and access for older adults isolated at home. This Action Plan prioritizes strategies to help older adults connect and bridge the digital divide.

Although implementation of the Action Plan will be subject to more severe financial constraints as a result of the pandemic, San José remains committed to its existing age-friendly initiatives and to the future ones detailed here.

The specific Age-Friendly domains and goals addressed by this Action Plan are as follows:

### **1. Transportation**

Improve transportation options and pedestrian safety for older adults.

### **2. Outdoor Spaces and Buildings**

Promote safe and accessible public parks, buildings and spaces for all ages.

### **3. Housing**

Expand options for aging-in-place and safe, affordable and accessible housing.

### **4. Communication, Information and Technology**

Expand digital access and literacy for older adults and improve communication about Age-Friendly initiatives.

### **5. Community Support and Health Services**

Expand access to preventative health services and resources for health emergencies.

### **6. Social and Civic Engagement**

Expand opportunities for volunteerism and participation by older adults in social and civic life.

### **7. Employment and Financial Security**

Develop employment options and financial resources for older adults.

*“San Jose has a strong commitment to serving the various needs of its community and an Age-Friendly City will support a healthy and vibrant community for all ages.”*

*-Mayor Sam Liccardo*

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# Community Profile



## 1. Introduction to San José

El Pueblo de San José de Guadalupe was founded on November 29, 1777, 73 years before California became a state. The City of San José incorporated in 1850 and served as the state's first capitol. Since then, San José has grown to be the third-largest city in California and the tenth-largest in the country.

Throughout the late 1800s and into the first half of the 20th century, San José was primarily an agricultural community, producing orchard fruits, berries, tree nuts and vegetables, and packaging, canning and shipping them. The valley's bounty was famous nationwide, earning it the nickname, "The Valley of Heart's Delight."

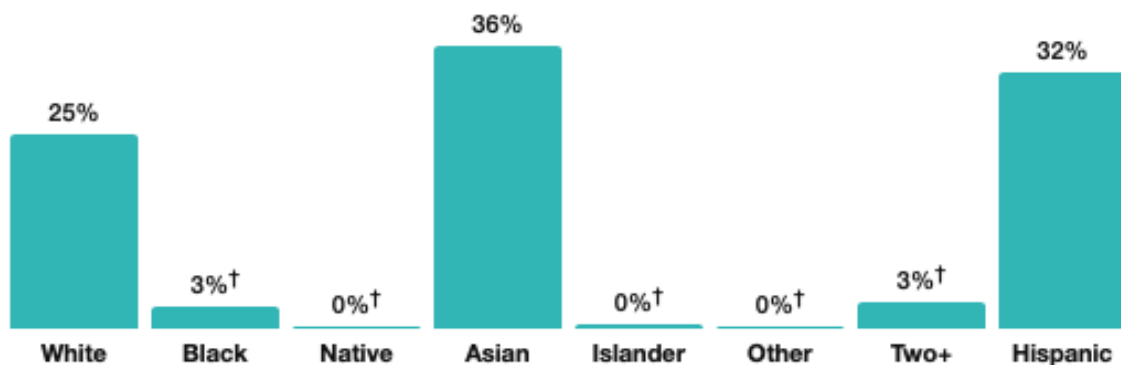
Now the Capital of Silicon Valley, San José has always reflected its residents' entrepreneurial spirit. The Center for Digital Government recently affirmed this track record with an award recognizing San José as one of the most innovative cities in the United States for its use of technology to tackle social challenges, enhance services, strengthen cybersecurity, and more.

As a charter city, San José operates under a council/manager form of government. The eleven Council members are elected by district; the Mayor is elected citywide. Numerous boards and commissions oversee the City's work.

## 2. Demographic Overview

San José had an estimated population of 1,043,058 as of December 2019, spread out over 181 square miles. It is one of the most ethnically diverse large cities in the country, with substantial numbers of Asian, Hispanic and other ethnic residents:

### San Jose, CA



\* Hispanic includes respondents of any race. Other categories are non-Hispanic.

U.S. Census Bureau (2018). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for San José, CA*<<http://censusreporter.org/profiles/16000US0668000-san-José-ca/>>

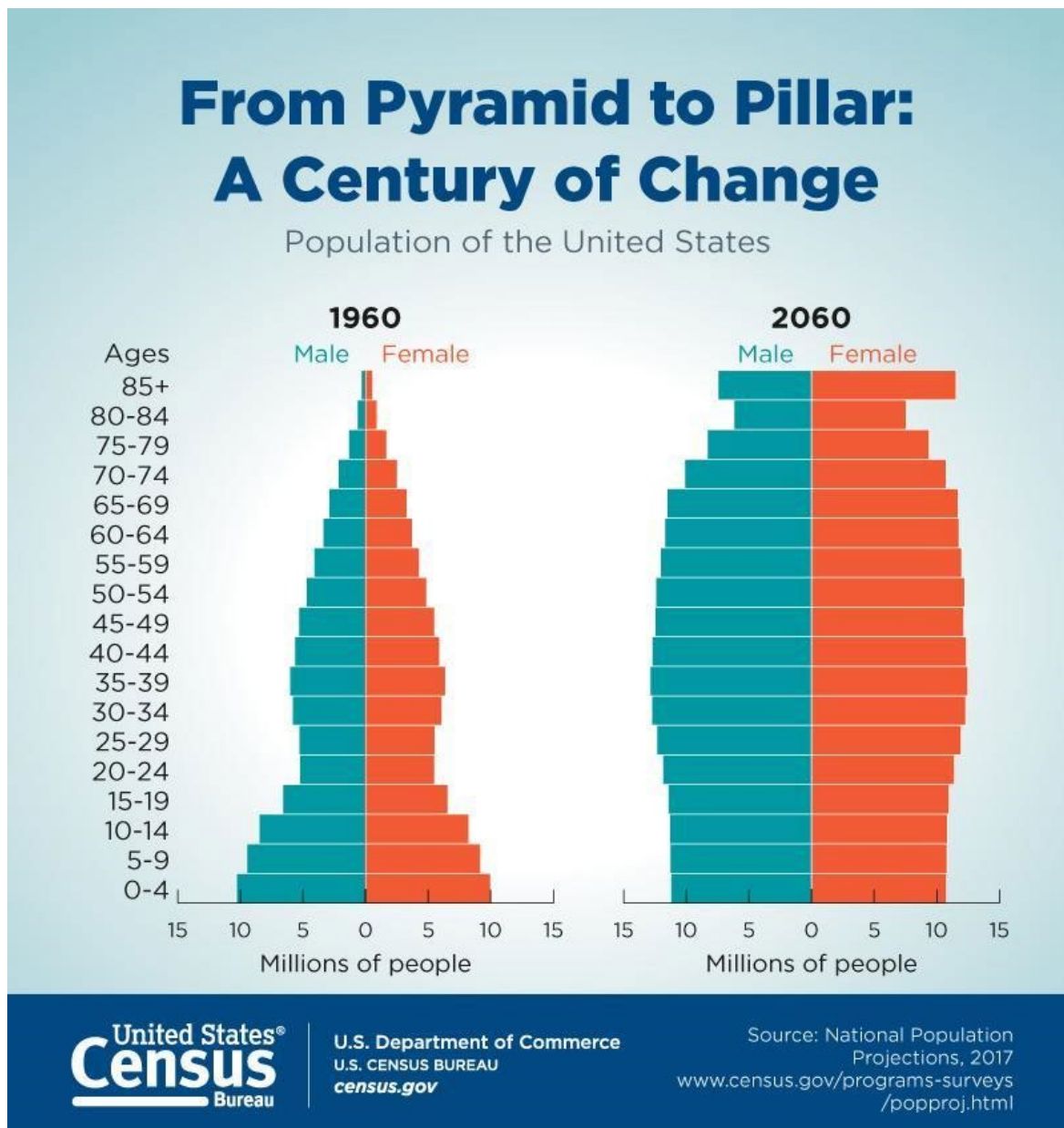
Roughly 40 percent (403,000) of San José residents are foreign-born. Fifty-seven percent of San José residents speak a language other than English at home, with Spanish and Vietnamese being the most common. Approximately 14% of San José residents over the age of 18 speak English “not well” or “not at all.”

The median age of San José residents is 37 years old. This number is slightly under the national average but up from a median age of 35 in 2008.

San José is still working to help all its citizens share in the bounty of Silicon Valley. The cost of living in San José is among the highest in the nation. While San José’s median household income increased to \$113,000 in 2018, 15 percent of San José households earned less than \$35,000 per year.

### 3. Profile of San José's Older Adults

Like major cities everywhere, San José's older population is growing rapidly. What was once a population pyramid is fast becoming a population pillar. Approximately 13 percent of San José residents (121,000) are now over 65, a percentage estimated to grow to well over 20 percent by 2030. California's Department of Aging estimates that in Santa Clara County, the over-60 population will grow by over 200 percent from 2010 to 2060, with the numbers of people over 85 projected to increase by 605 percent during that same period.



As of now, San José's older population is somewhat less diverse than the City's population as a whole, with 52 percent White, 36 percent Asian, 18 percent Hispanic or Latino, 2.5 percent African American, and 6.8 percent mixed race or other. These percentages are estimated to change to reflect the overall population's diversity over the coming decades.

About 50 percent of San José's over-65 residents are immigrants. Nearly 35 percent those over 65 have a disability.

The income disparity among the population as a whole extends to older adults. The median income of adults over 65 in San José is less than \$60,000 per year.

Promoting racial and economic equity for San José's older adults is a paramount consideration as the City seeks to become more age-friendly.





# The Age-Friendly City Movement

The World Health Organization (WHO) launched the Age-Friendly Cities and Communities Network in 2006 to address two major global trends – rapid aging and increasing urbanization. The WHO has issued a call to action for community leaders to “create and implement policies that benefit older populations” and to resist “stereotyping, prejudice, and discrimination against people on the basis of their age.” As of this writing, the Age-Friendly network has expanded to 41 countries and 1000 cities around the world, including six states, one territory and 474 cities in the United States.

The WHO established a framework for evaluating what makes a city Age-Friendly based on eight broad domains. These domains provide a way to assess local conditions and identify areas for improvement but often overlap. For example, transportation, social and civic participation and employment are all intertwined. Likewise, good communication and information are central to all areas, especially health services and social inclusion.



Like other communities, San José has prioritized and combined the different domains to address its specific needs and resources, focusing on the following seven domains and goals:



AARP has partnered with the WHO to assist cities in the United States as they become part of the AARP Network of Age-Friendly Communities and create and implement their action plans. The designation as an Age-Friendly City is just the first step in this process and reflects a city's "commitment to actively work toward making their city or county a great place to live for people of all ages." (AARP Network of Age-Friendly States and Communities.)

## History of Age-Friendly San José

The San José City Council voted unanimously to join the Age-Friendly movement in November of 2015. In 2016, the City formed an Age-Friendly Task Force to help assess the needs of older adults and to establish age-friendly priorities. San José received its official designation as an Age-Friendly City in November of 2016.

Although San José's commitment to the Age-Friendly City Network is relatively recent, the City has been planning for the growth of its older population as far back as 1994, when it began developing an Aging Services Master Plan, *Planning for the Age Wave*. In 2005, the City partnered with Santa Clara County to create a comprehensive 10-year plan, *A Community for a Lifetime 2005-2015*, that included critical issues facing older adults to the list of concerns.

In 2011, San José adopted a General Plan, Envision San José 2040, that specifically recognized the impact of changing demographics:

*"In the year 2030, the age group between 35 years and 55 years of age will have experienced almost no growth in population while significant growth will have occurred amongst the population groups over 55 and between the age of 20 and 35. . . . As the City grows through 2040, its largest population growth segments will be seniors 65+ due to the boomer and echo boomer generations, and a 20-34 age group composed of an educated and highly mobile workforce attracted to quality places. Both groups increasingly place a high value upon access to vibrant urban areas that provide jobs, services, shopping, and amenities as an essential factor in their choice of where to live. Focusing new housing growth in such urban environments will provide significant environmental and social benefits by promoting transit use, providing opportunities for increased bicycle and pedestrian activity, and fostering lively built environments characterized by a diversity of people, uses, and places."*



## Age-Friendly San José Vision: A City for all Ages

This recognition of changing needs and commitment to all ages, as well as the City's history of innovation, have led to the creation of multiple programs and services, described below, that are already making the City a more age-friendly place.

**Age-Friendly San José Mission Statement:** *Through the creation of policies and services for older adults, San José is establishing a dynamic community that supports healthy and vibrant lives for all.*

The Age-Friendly initiative is run by the Department of Parks, Recreation and Neighborhood Services (PRNS). PRNS coordinates with other departments to serve the City's older adults and to facilitate intergenerational engagement. The City Council's Neighborhood Services and Education Committee oversees the Age-Friendly Initiative.



# Introduction to the Action Plan

This Action Plan was developed based on community assessments and inputs, including an Age-Friendly Community Survey, community focus groups, a 2018 health and wellness survey of older adults conducted by PRNS, a 2019 Roundtable on the social isolation of older adults, and a review of the AARP Livability Index. Details on these assessments are set out in the Appendices.

The Age-Friendly San José Advisory Council, made up of representatives from business, industry, civic, educational, legislative and other organizations, was formed in January 2017 to set priorities and work on Age-Friendly initiatives. The Advisory Council has provided critical input to the Action Plan.

The Action Plan was further informed by meetings with representatives from each City Department to discuss existing and possible future Age-Friendly initiatives. Best practices from the AARP's Network of Age-Friendly States and Communities, Age-Friendly Action Plans prepared by comparable or neighboring cities, the WHO checklist of essential features of Age-Friendly Cities, and the Milken Institute's Report on Age-Forward Cities for 2030 were also reviewed in preparing the Action Plan.





# Action Plan

## Transportation



**GOAL:** *Improve transportation options and pedestrian safety for older adults.*

Transportation is a major concern for older San José residents. Many older adults in San José still rely on their cars but would like more options. Public transit can be unreliable and difficult for them to access. Safe and well-located bus stops, with benches and shelter, are essential for older people using public transportation.

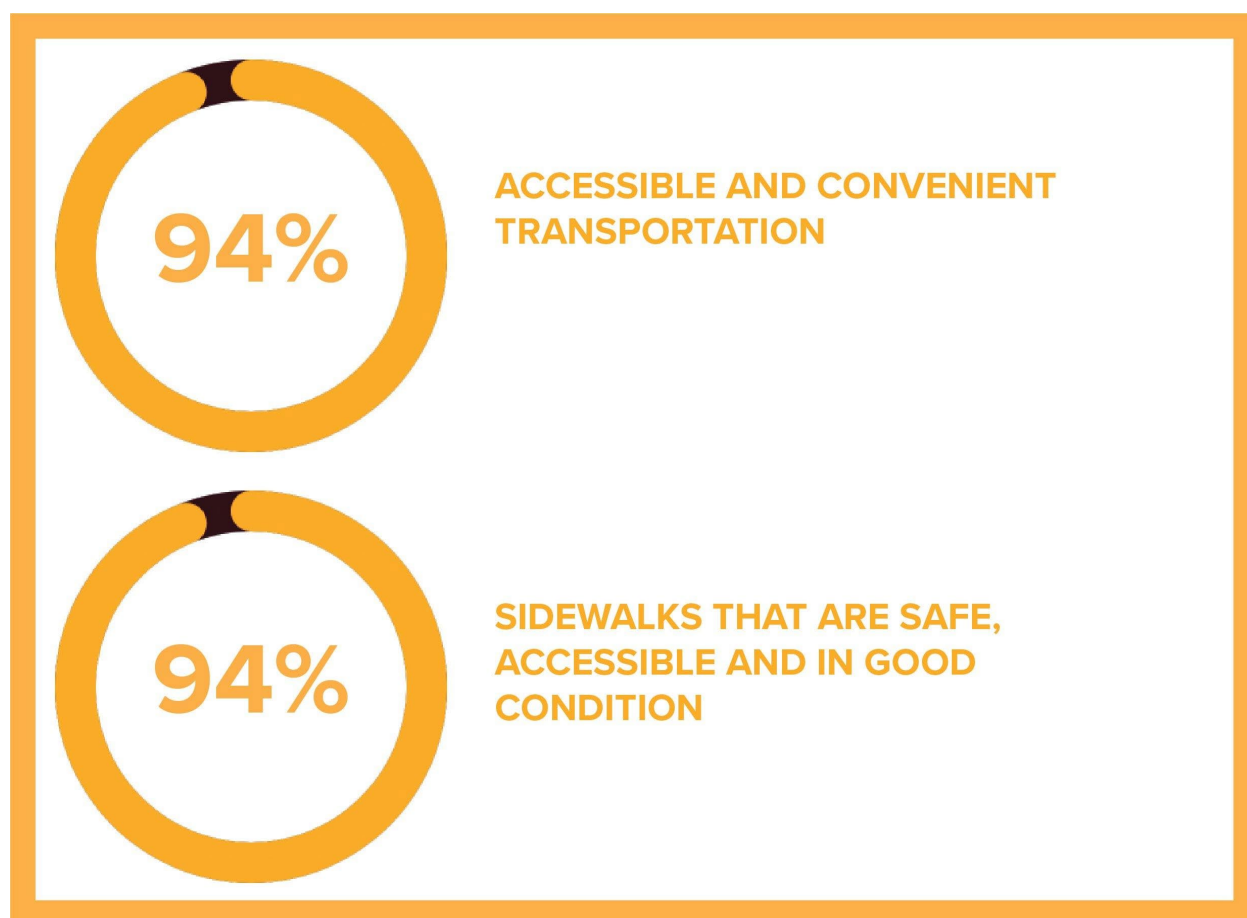
Walking is the second most common mode of transport for older adults, making pedestrian safety another critical issue, especially given this population's risk of more serious and even fatal complications from injuries.

Transportation-related recommendations from focus groups included better coordination with the regional VTA system; senior-specific transportation options; first- and last-mile coverage; and repair of and additions to the City's sidewalk network.



# 2016 AGE-FRIENDLY SURVEY RESULTS

IT'S EXTREMELY OR VERY IMPORTANT TO HAVE . . .



*"We need "more innovative alternatives, for example, an Uber or Lyft-type service for seniors," or "neighborhood-coordinated trips."*

*-Focus Group Participant*

## *Existing Age-Friendly Initiatives:*

- **Vision Zero**

In May 2015, San José became the fourth city in the United States to adopt a Vision Zero transportation safety initiative to eliminate traffic fatalities and severe injuries. The San José Department of Transportation (DOT)'s Senior Pedestrian Awareness campaign is part of the first multi-city Vision Zero safety messaging effort in the Bay Area. The San José City Council recently approved a plan to add nearly \$7 million to the Vision Zero initiative over the next two years.

- **Better Bike Plan of 2025**

The DOT's Better Bike Plan 2025, currently under development, will expand and upgrade San José's 300 miles of bike lanes to create an "8 to 80" bike network for people of all ages.

- **San José Access and Mobility Plan**

The DOT's San José Access and Mobility Plan, also in progress, will include projects and policies aimed at increasing walking, biking, and transit use; decreasing automobile dependence; increasing safety; and designing streets around people, not cars.

- **Transportation to Senior Nutrition**

The City provides transportation options for older adults to attend the Senior Nutrition Program at community centers, including bus passes and taxi service.

- **Climate Smart San José**

Climate Smart San José, adopted by the City Council in 2018, is a community-wide initiative to reduce air pollution, save water and improve quality of life. Climate Smart goals such as walkable neighborhoods and public transportation options align directly with Age-Friendly principles.

***Action Plan Items:***

1. Compile and distribute information on existing Age-Friendly rideshare programs.
2. Collaborate with other organizations in Santa Clara County that are working to provide additional ridesharing options for older adults.
3. Expand senior bus pass program to allow use for purposes other than Senior Nutrition, e.g., medical appointments and grocery shopping.
4. Encourage upgrading of bus stops and shelters.
5. Continue public education campaign on pedestrian safety, with special focus on older adults.
6. Continue and expand Vision Zero efforts per the Vision Zero Action Plan.
7. Support efforts to give cities more power to lower speed limits, particularly in areas where older adults live and walk.

8. Maintain and replace sidewalks as necessary for an accessible sidewalk network.
9. Continue to pursue Climate Smart San José goals, including less reliance on cars, more time walking or biking, and the addition of more electric car charging stations.

*“When will the narrow sidewalks be widened so we can enjoy our place in the sun alongside those who will get there faster riding bikes and scooters to work or for fun?”*

*-Senior Commissioner Marcia Cohen*



# Outdoor Spaces and Buildings



**GOAL:** *Promote safe and accessible public parks, buildings and spaces for all ages.*

San José has over 200 parks and 60+ miles of walking trails. In 2020 the City ranked 36th in the Trust for Public Land's Park Score for 100 U.S. cities, with 74% of residents living within 10 minutes of a park across all ages and income levels.

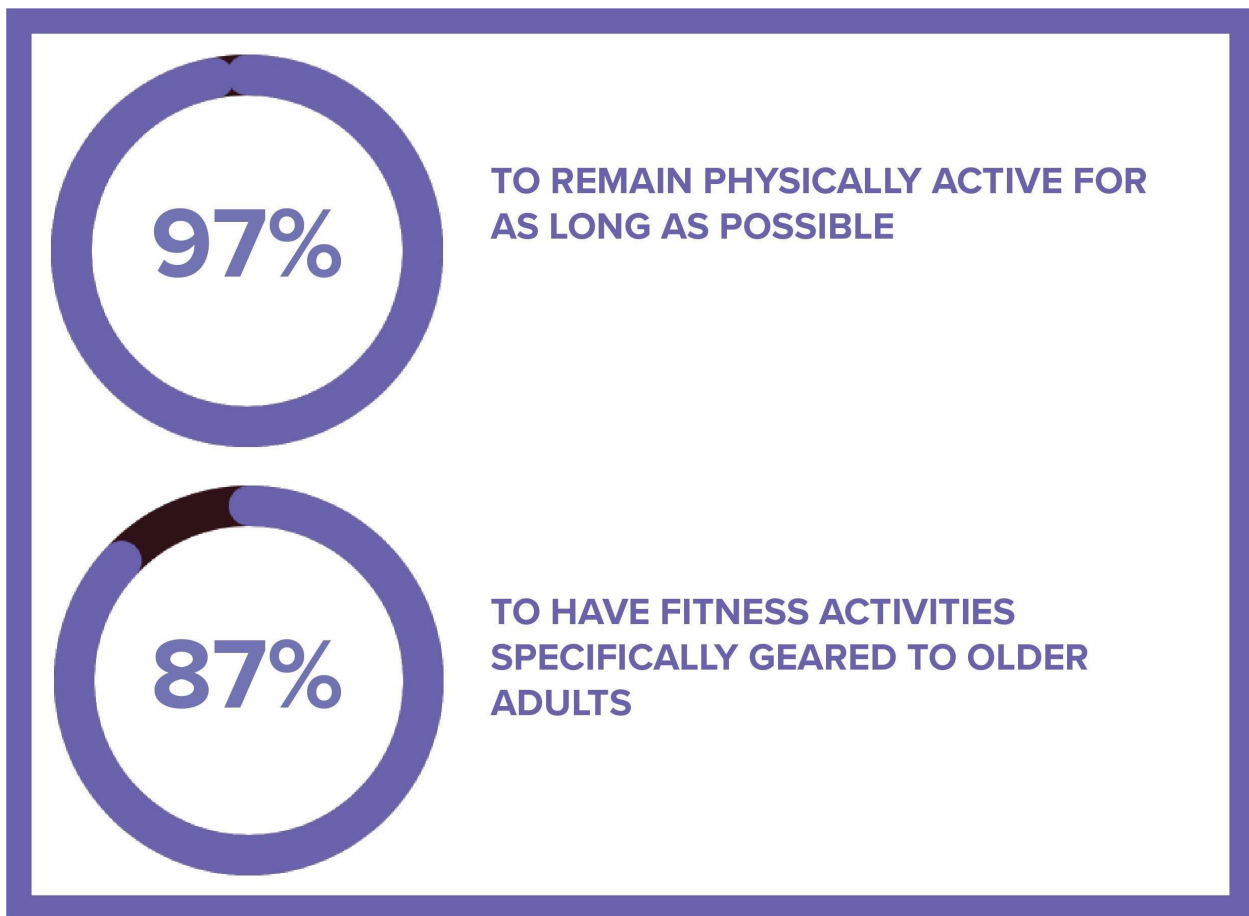
Although older adults value the City's green spaces, focus group participants asked for more benches and for park equipment and outdoor programming specifically for older people. Older adults also report that good lighting, graffiti removal and litter pickup contribute to making them feel safer spending time outside.





## **2016 AGE-FRIENDLY SURVEY RESULTS**

**IT'S EXTREMELY OR VERY IMPORTANT . . .**



#### *Existing Age-Friendly Initiatives:*

- **Happy Hollow Zoo Foundation/Senior Safari**

PRNS's Senior Safari is a popular monthly event for older adults made possible by the Happy Hollow Zoo Foundation from May to October. Over 3800 people have participated in the program, now in its seventh year. The event, designed to help older adults improve their health and socialize in a unique environment, offers accessible walking trails, zookeeper and animal meet-and-greets, dancing, art, and hula hooping.

- **Viva Calle**

Twice a year PRNS hosts Viva Calle, a day of activities along a six-mile stretch of car-free streets in San José. The Viva Calle route includes a "senior hub" with a wellness/resource fair for older adults.

*"I persuaded my mom, age 78, to try an adult trike on Viva Calle. She had so much fun that now she wants to buy one of her own!"*

*-- San José City Employee*

- **Age-Friendly Walks**

Many San José City Council members host early morning Age-Friendly themed walks through local malls, along with resource fairs, drawings and entertainment.

- **BeautifySJ**

BeautifySJ is an interdepartmental initiative launched in 2017 to improve the cleanliness and appearance of San José's streets, waterways, and public spaces. Thousands of volunteers have participated in BeautifySJ's graffiti, litter, and other clean-ups. Although volunteers are not tracked by age, many participants are over 50.

- **Junk Removal**

The Environmental Services Department (ESD)'s Free Junk Pickup Program, the first of its kind in a city of San José's size, allows residents to schedule free junk removal an unlimited number of times year-round and is particularly appreciated by older residents.

*"Junk Pickup is a great, GREAT program to offer to the community. I've seen a whole lot less junk spewed across all areas in San Jose. Money towards a program well spent. I thank you from the bottom of my heart."*

*--Older San José resident*

***Action Plan Items:***

1. Research feasibility of adding fitness areas for older adults in parks and additional benches along walking trails.
2. Expand outreach to older adults regarding Happy Hollow's Senior Safari and Viva Calle.
3. Continue and expand BeautifySJ initiatives throughout the City.
4. Continue improvement of methods for residents to make ESD-related customer service requests, including junk removal.

*"The parks frequented by seniors should be upgraded to include things like work out equipment for seniors with shading and benches for resting."*

*"We need Granny Parks, like the other countries have."*

*--Focus Group Participants*

# Housing



**GOAL:** *Expand options for aging-in-place and safe, affordable and accessible housing.*

Increasing the amount of affordable, accessible housing for older adults is a top priority for San José. Most older adults have lived in their homes for 25 years or more and would prefer to age in place rather than move. But because rent and home prices in San José and Santa Clara County overall are among the most expensive in the county, older adults who do want to downsize may be unable to find new housing or affordable resources to modify their current housing. New urban development and housing projects are necessary to help this population.





## 2016 AGE-FRIENDLY SURVEY RESULTS



### *Existing Age-Friendly Initiatives:*

- **Envision San José 2040**

San José's General Plan, Envision San José 2040, reflects a commitment to address the housing needs of the City's diverse population and changing demographics, including the creation of new housing opportunities and the rehabilitation of existing housing "to allow seniors to age in place, either in the same home, assisted living facilities, continuing care facilities, or other housing types within the same community." The Plan calls for preservation of existing mobile home parks "to avoid the displacement of long-term residents, particularly senior citizens, the disabled, low-income persons, and families with school-age children" and the development of Urban Villages to attract "the City's projected growing demographic groups (i.e. an aging population and young workers seeking an urban experience)."



- **Accessory Dwelling Units (ADUs)**

San José has made it easier to build and permit ADUs in order create more affordable housing for older adults, millennials and low-income residents and to provide an income opportunity for homeowners. Approximately 400 new ADUs have been added since the City began this effort in 2018.

- **Affordable Senior Housing**

Housing is of particular concern to older adults on fixed incomes and those at risk of homelessness. In 2019, San José committed nearly \$100 million to 11 affordable housing projects (about 1,144 apartments) for formerly homeless San José residents, low-income seniors and other low-wage earners. Specific projects include Leigh Avenue Senior Apartments (64 units of affordable senior apartments over 7,000+ square feet of commercial space, all reserved for chronically homeless seniors, including some for seniors requiring in-home supportive services); Blossom Hill, a 147-unit affordable housing project for seniors that will be part of a greater urban village; and Park Avenue Senior Apartments, a 99-unit complex for low-income seniors.

- **Homesharing**

In 2019, San José participated in a four-city pilot with Silvernest, a homesharing platform, and Encore.org to provide affordable housing options for young people serving their communities as AmeriCorps members. More work is needed to find homeowners needing extra income and/or companionship with young people working in schools and nonprofits.

***Action Plan Items:***

1. Research and draft amendment to Envision San José 2040 to include "Design for an Age-Friendly City" as a Major Strategy.

2. Research partners to increase availability of home-sharing options.

3. Research and create a resource list of affordable and reliable home repair providers.

4. Add more housing units for low-income older adults.

5. Work to extend zoning protection to at-risk mobile home parks.

6. Research availability of assisted living and skilled nursing facilities and work with potential developers to remove market barriers to entry.

# Communication, Information and Technology



**GOALS:** *Expand digital access and literacy for older adults and improve communication about Age-Friendly initiatives.*

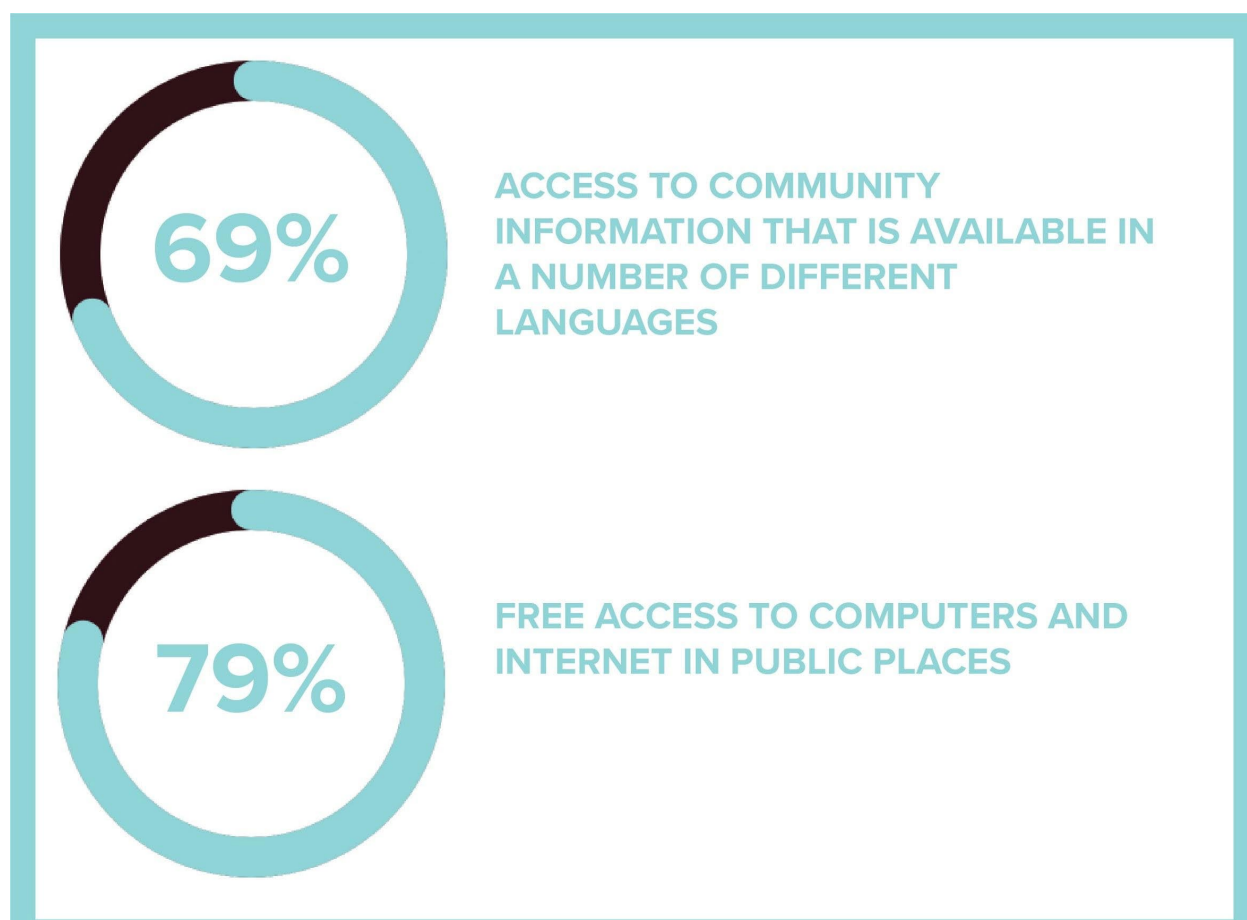
Older adults need information about community events and services made available in a range of formats. Given the diversity of the community, it is key to provide information in a variety of different languages.

The COVID-19 pandemic has underscored the urgency of making broadband access, digital devices and digital literacy training available to all San José residents, particularly to older adults.



# 2016 AGE-FRIENDLY SURVEY RESULTS

IT'S EXTREMELY OR VERY IMPORTANT TO HAVE . . .



## *Existing Age-Friendly Initiatives:*

- **Silicon Valley Age-Friendly Cities Collaborative**

Age-Friendly San José is working with the Santa Clara County (SCC) Department of Aging and other cities in the County to improve communication within the County's Age-Friendly network, including by developing digital inclusion options for older adults and expanding outreach regarding Age-Friendly initiatives.

- **San José Digital Inclusion and Literacy**

The City recently launched its Digital Inclusion Partnership with the goal of reaching 50,000 unconnected households in San José over 10 years. The first round of grants to local community groups and government agencies was made in early 2020.



The City's Emergency Operations Center is coordinating the investment of Coronavirus Relief Funds in specific projects that provide broadband services and connectivity devices for San José students and residents who need help accessing distance learning and critical services due to the COVID-19 pandemic.

The San José Public Library is leading SJ Access, a City of San José initiative to provide residents and students access to all things digital - internet, free Wi-Fi, and digital literacy programs and opportunities.

Through AT&T's Tech for Good program and in partnership with the Youth Connections Foundation, PRNS has purchased 100 laptops for the purpose of providing digital literacy programming for youth and older adults in specific under-resourced parts of the City.

### *Action Plan Items:*

1. Expand existing Age-Friendly website to include resources, event-listings, Age-Friendly initiatives, and methods for user engagement.
2. Provide cross-department training to City staff on how to identify and address Age-Friendly issues in planning, operations, and outreach.
3. Expand and re-structure Age-Friendly Advisory Council to include strategic partners from private sector and educational and civic organizations.
4. Continue to develop digital literacy programming, including culturally based programs in multiple languages and one-on-one training, for older adults at library branches and community centers, with particular focus on low socio-economic communities.
5. Partner with Youth Commission and secondary schools to develop options for students to provide technology tutoring for older adults.
6. Work with Digital Inclusion Partnership to meet goals of increasing digital access and literacy for older adults.
7. Continue working with the Silicon Valley Age-Friendly Cities Collaborative and Seniors' Agenda on digital inclusion policies and projects.
8. Continue working on ways to make customer service requests simpler for all residents across all digital and non-digital customer touchpoints.

## Community Support and Health Services



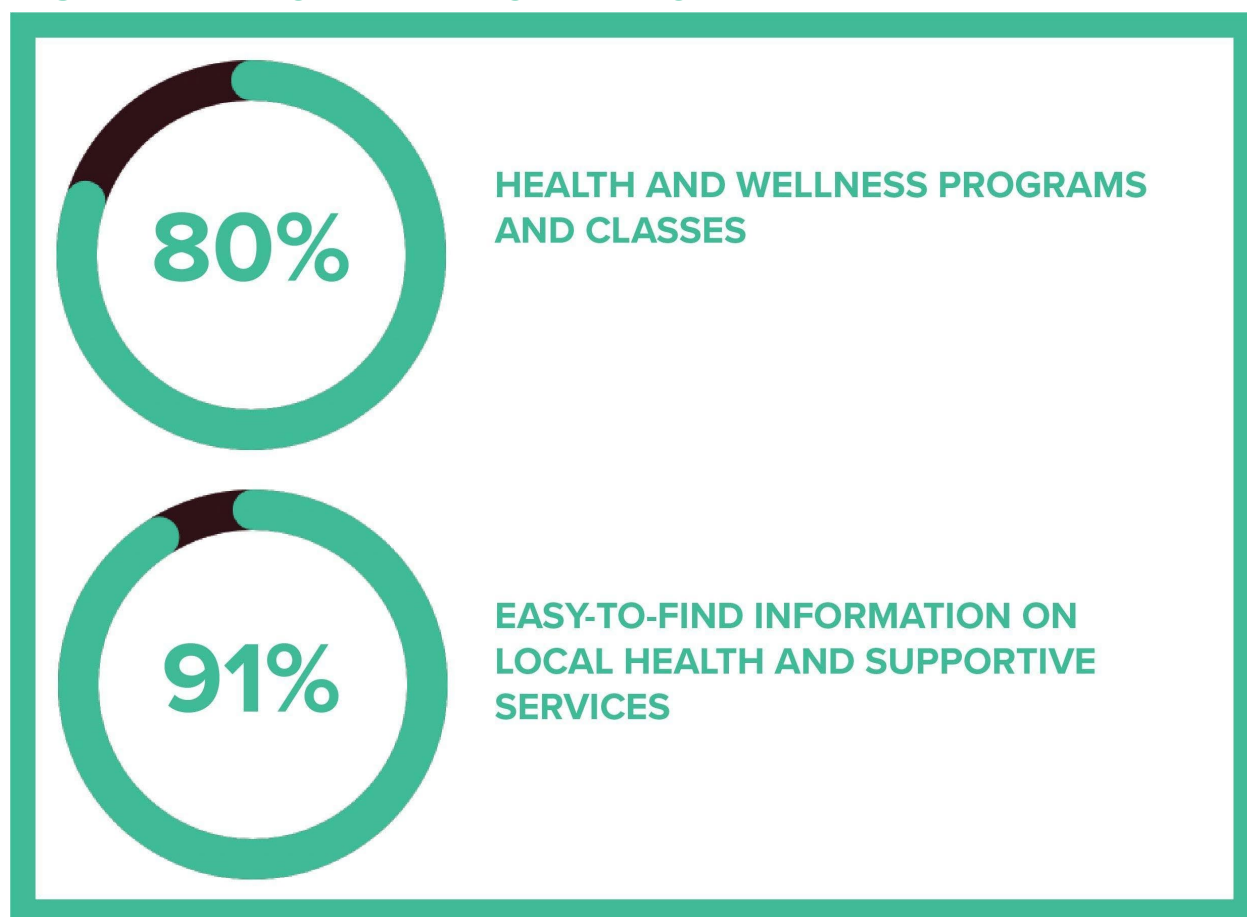
**GOAL:** *Expand access to preventative health services and resources for health emergencies.*

San José's older adults appreciate access to activities that foster healthy aging and well-being throughout the lifespan. Many asked for more information on local health and supportive services. Emergency preparedness remains a key concern.



# 2016 AGE-FRIENDLY SURVEY RESULTS

IT'S EXTREMELY OR VERY IMPORTANT TO HAVE . . .



## *Existing Age-Friendly Initiatives:*

- **Senior Nutrition Program**

In partnership with the County of Santa Clara, PRNS's Senior Services provides nutritious and inexpensive lunches and a chance for social interaction at 14 community centers throughout the city. Over 1,350 older adults regularly come to Senior Nutrition.

- **Healthy Aging San José**

Prior to the Covid-19 pandemic, Senior Services offered Healthy Aging San José programming (Aging Mastery, Walk with Ease, and Dementia Friendly programming) at six community centers in East and Central San José. This programming was designed to reach older adults living in disenfranchised, underserved, and isolated communities



experiencing multiple risk factors; isolation, poverty, food deserts, limited mental health access, etc.

- **Senior Health and Wellness Grants**

Since 2012, Senior Services has made Senior Health and Wellness grants to community-based organizations that work to reduce social isolation and improve the health and wellness of older adults by providing services and activities at various locations.

- **Emergency Preparedness**

The Office of Emergency Management (OEM) leads San José's efforts to protect life, property and the environment by developing and managing programs for responding to natural and man-made disasters and emergencies, which can disproportionately affect older people. In 2019, OEM re-launched its CERT (Community Emergency Response Team) training in each council district, including in retirement communities and in multiple languages. With PRNS, OEM provides emergency preparedness training during Senior Nutrition at community centers.

- **Fire Department**

The City Fire Department presently responds to nearly 100,000 calls per year, approximately 60 percent of which are for medical events. A significant number of those calls arise out of falls from ground level. These numbers are expected to grow as the population ages. The Fire Department works with the County and with facilities that are the source of frequent calls to find alternatives to a 911 call, but more public education is needed.

- **Medicine Disposal**

Through its website and annual outreach campaigns, the City's Environmental Services Division works to educate residents to dispose of unused or expired medicines in drop-off bins.

- **Support of Community Recovery specific to our Older Adult residents and community during COVID-19**

The City through its continued response to COVID-19 will look to engage and support its Older Residents in their recovery and building resiliency to support and improve our Older Adults overall health by promoting physical health,

improving access to resources and services, and increasing social connectivity to reduce isolation through the City's efforts.

*Action Plan Items:*

1. Identify and address health disparities among the older adult community
2. Continue to expand Healthy Aging programming at community centers with an emphasis on virtual platforms that can be transitioned to in-person as the pandemic response evolves. Continue to provide emergency preparedness programs at Community Centers on an annual basis.
3. Continue to provide annual emergency preparedness programs at community centers.
4. Provide training to caregivers for older adults on emergency response procedures.
5. Develop Excessive Heat response plan, taking into account needs of older adults.
6. Restore public education program previously administered by the City Fire Department.
7. Provide materials for emergency responders to hand out to residents regarding home safety features, when to call 911, and other medical issues relevant to older adults.

## Social and Civic Engagement



**GOAL:** *Expand opportunities for volunteerism and participation by older adults in social and civic life.*

Many City departments and offices support initiatives that recognize the value of older adults' talents and contributions and offer opportunities for engagement, volunteerism, intergenerational connections and social participation. Additional work is needed to strengthen volunteer coordination and outreach to older adults, expand programming on virtual platforms, combat ageism, and provide more opportunities for older and younger generations to interact and learn from each other. Particular effort is

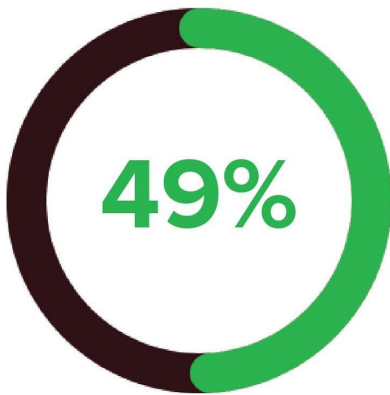
needed to identify and find new ways to engage those who cannot leave their homes, either because of the pandemic or due to aging or mobility issues.

## 2016 AGE-FRIENDLY SURVEY RESULTS

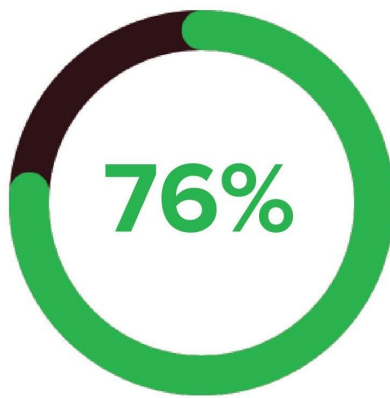
IT'S EXTREMELY OR VERY IMPORTANT TO . . .







REMAIN PHYSICALLY ACTIVE FOR AS LONG AS POSSIBLE



HAVE ACTIVITIES INVOLVING BOTH YOUNGER AND OLDER PEOPLE



HAVE ACTIVITIES SPECIFICALLY GEARED TO OLDER ADULTS

*Existing Age-Friendly Initiatives:*

- **Active Adult Programming**

PRNS's Senior Services offers Active Adult 50+ classes, field trips, films and other programming, serving over 5600 older adults in 2019. Since the onset of COVID-19,

Senior Services has worked to move content online to the PRNS Virtual Recreation Center.

- **Intergenerational Programming**

*“Older adults have these great experiences and histories they can share, and wisdom to pass on. Once you break down the barriers between young and old — that’s an investment in the community.”*

*-- Jon Cicirelli, Director of Parks, Recreation and Neighborhood Services*

### **Gen2Gen**

In 2018, two community centers piloted intergenerational programs that brought older adults and children together for art, culture, and cooking activities. Based on these pilots, the Mayor’s Office partnered with PRNS to develop a Gen2Gen toolkit to share best practices with City and County staff. PRNS’s R.O.C.K. (Recreation of City Kids) Recreation Leaders now hold at least one intergenerational activity per session during each of the youth summer/holiday break camps.

*“I think we can all learn. The kids can learn from us, and we can learn from them.”*

*--Frances, Gen2Gen participant*

The shared space between older adults and preschoolers at community centers also promotes informal intergenerational interactions and encourages the natural bonding between these age groups, including spontaneous karaoke sessions, dance parties, Loteria games, Lunar New Year games and trick-or-treating.

PRNS’s intergenerational activities were prominently featured in the Encore.org Gen2Gen Cities guide released on January 14, 2020, with a foreword written by Mayor Sam Liccardo.

*“Like so many other cities across America, we have a growing, renewable resource in San José - talented people over 50 who want to give back. While some see only the burden of a growing number of the older adults, we see the challenges and opportunities.”*

*--Mayor Sam Liccardo*

### *First 5/San José Recreation Preschool*

The San José Recreation Preschool has partnered with First 5 Santa Clara County to provide older adults with a stipend and training to help children develop early literacy skills before kindergarten.

### *SJ Works/Intergenerational Mentoring*

The SJ Works youth employment initiative brings together community-based organizations, businesses, non-profits and City departments to provide job opportunities to at-risk youth. SJ Works recently started a mentoring program that will complement program curricula on job readiness, workplace skills, financial literacy, career exploration, academic and life skills. The program will match mentors with youth participants to support their academic and career aspirations.

### *Encore Fellows*

In the past three years, Mayor Sam Liccardo has tapped over a dozen experienced professionals in Silicon Valley as Encore Fellows to take on high-impact, paid assignments in City government, with funding from philanthropic and City resources and local corporations. The City is currently exploring ways to make it easier for City departments to take advantage of fellowships, especially those encouraging year-long service commitments from all generations and all career stages.

## ● **Volunteer Opportunities**

### *Park/Trail Clean-Up*

San José relies heavily on volunteers, including a significant number of older adults, to help maintain and clean up the City's parks and walking trails, including a group of retirees that has gathered every Monday for the last ten years to clean up trails at Alum Rock Park.

### *San José Public Libraries*

Volunteers work throughout the SJPL system in programs such as Partners in Reading, library services, English as a Second Language and homework coaching. Older adults average the highest number of volunteer hours.

In 2019, the library's Early Education department piloted a new Library Link volunteer role, using trusted, bilingual volunteers of all ages, including many adults age 50+, to support culturally specific programming for caregivers through translation, interpretation, mentoring, advocacy and peer education. Staff plan to expand the Library Link pilot to support bilingual storytimes at multiple branches.

### *Airport HOST Volunteers*

Airport HOST volunteers, many of whom are older adults, provide information and customer service for visitors and residents alike. Volunteers come from a variety of backgrounds including, service clubs, airport employment, and emergency personnel.

- **Diversity and Inclusion Programming**

### *Office of Immigrant Affairs*

San José's Office of Immigrant Affairs (OIA) seeks to create a more informed, engaged, and welcoming experience for immigrants. San José is on track to become a Certified Welcoming City, which will signify that it has met the criteria in each of the seven framework areas under the Welcoming Standard established by Welcome America (Government Leadership, Equitable Access, Civic Engagement, Connected Communities, Education, Economic Development, and Safe Communities).

### *Office of Cultural Affairs*

The Office of Cultural Affairs (OCA) supports the development of a rich arts and cultural environment for the city's residents and visitors. Cultural Connection, the OCA's 10-year cultural plan, is based on a recognition of the City's diversity, including the large number of immigrants and multi-generational families and the growing populations of both younger and older people. The OCA sponsors or supports over 500 "event days" per year, in the form of community festivals and parades and celebrations. These events are open to the public, with the goal of making cultural activities accessible across the city to all income levels, ages, and populations.

- **Advocacy for and by Older Adults**

### *Senior Commission*

San José's Senior Commission studies and makes recommendations to the City Council on matters affecting older people in the City, including health, education,



employment, housing, transportation and recreation. The Commission's Work Plan is based on the Age-Friendly City domains.

*"Ageism differs from racism and sexism because those who discriminate today will sooner or later, unless they die early, be victims of ageism when they age."*

*--Senior Commissioner Marcia Cohen*

### *Senior Peer Advocates*

Through the Community Centers, PRNS trains Senior Peer Advocates from diverse ethnic communities to inform their peers of community resources and to help them navigate public benefit programs.

### *Action Plan Items:*

1. Build database of organizations serving older adults in order to expand outreach and inform this population of volunteer opportunities.
2. Continue to create opportunities for engagement on virtual platforms, with particular focus on homebound older adults.
3. Explore feasibility of a citywide "Volunteer Coordinator" position to track and make available volunteer opportunities for older adults across city departments.
4. Communicate volunteer and other opportunities to retired City employees through the Federated Retirees Association and Police and Fire Retirees Association.
5. Streamline onboarding process for volunteers by purchasing additional "Livescan" technology and establishing a clear process for background checks.
6. Add a Gen2Gen coordinator as staff to support Gen2Gen programming and build capacity for programming between PRNS's Senior Services and Youth/Leisure programs.

*"I would like to see a database developed of isolated seniors by city or county so that we know who they are"*

*--Social Isolation Survey Respondent*

7. Explore viability of building Village-style older adult peer networks in San José neighborhoods.<sup>1</sup>

8. Work with local restaurants, businesses, and other partners to develop Age-Friendly business practices and certification that will make older adults feel welcome and included.

9. Encourage creative aging through City efforts aimed at promoting cultural participation.

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<sup>1</sup> [Village Movement California](#) is a coalition of grassroots community organizations, known as villages, that help older adults age in place by connecting them to the community, programming and expertise they need. Village offerings can include (a) social and educational gatherings; (b) help with minor home repairs and chores; (c) transportation; (d) help with shopping, errands, and other tasks; and (e) referral to pre-screened and reliable services.

# Employment and Financial Security

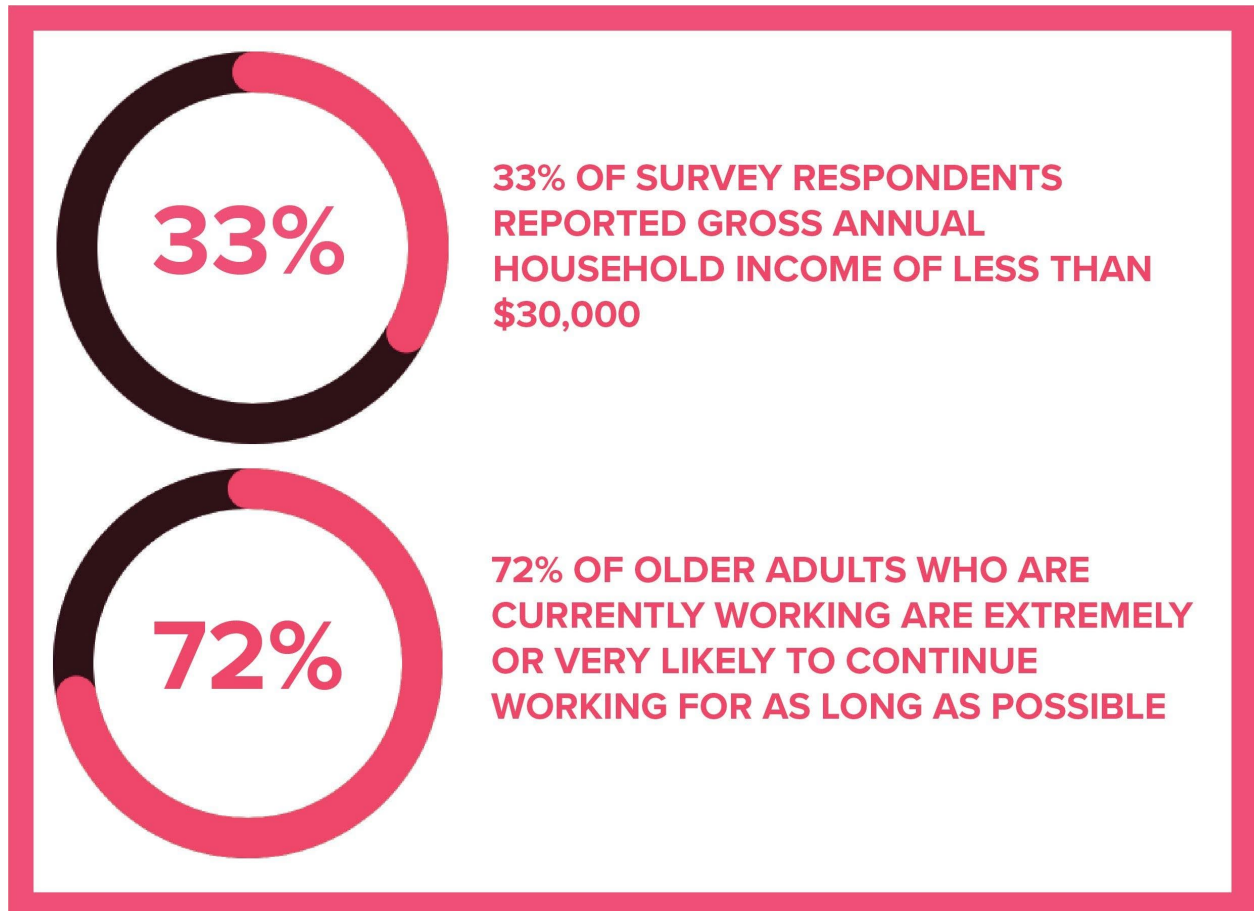


**GOAL:** *Develop employment options and financial resources for older adults.*

Because of the high cost of living in San José, financial security and the ability to work as long as possible are key concerns for older adults. This population would like to see a range of flexible employment opportunities, job training opportunities, and positions that are adapted to meet the needs of people with disabilities.



## 2016 AGE-FRIENDLY SURVEY RESULTS



### *Existing Age-Friendly Initiatives:*

- **Employment of Retired City Employees**

San José's Department of Human Resources offers retired city employees an opportunity to work part-time under its Re-employment of Retirees Policy. Approximately 120 retirees per year take advantage of this policy, which has allowed the City to use the experience of older adults to train newer employees and fulfill critical roles such as conducting fire inspections.

- **Workshop on Older Women and Economic Security**

Prior to the COVID-19 pandemic, Age-Friendly San José, in collaboration with the Santa Clara County Public Health Department and Office of Women's Policy, had planned a program on *Building Women's Financial Futures: The Time is Now*. The workshop, now to be re-scheduled, will address the needs of older women both in the

workforce and in retirement, including the distinct experiences and needs of women of color.

- **Tax Return Assistance**

In partnership with AARP, San José has offered free tax preparation help at its community centers to low-to-moderate income taxpayers.

*Action Plan Items:*

1. Increase pipeline to older adults interested in working full or part-time for City, including by reaching out to veterans' groups.
2. Offer workshops and education on financial planning and elder fraud abuse.



# AGE-FRIENDLY SAN JOSÉ THREE-YEAR ACTION PLAN IMPLEMENTATION STRATEGY

## 1) TRANSPORTATION

**GOAL:** Improve transportation options and pedestrian safety for older adults.

Action Plan Year	Activity	Responsible Department/ Potential Partners	Resources and Support Available/ Needed	Metrics	Outcome
Year One	1. Compile and distribute information on Age-Friendly rideshare programs.	PRNS/DOT	Existing staff/additional staffing or volunteers needed to coordinate Age-Friendly efforts	Older adults start using or increase their use of rideshare options	Older adults are more mobile and can access necessary services and engagement opportunities
Years One/Two	2. Collaborate with other organizations in Santa Clara County that are working to provide ridesharing options for older adults.	DOT/ Saratoga Area Senior Coordinating Council/ Portuguese Organization for Social Services and  Opportunities/  Uber/Lyft/MV Transportation	Existing staff/additional staffing needed to coordinate Age-Friendly efforts	Older adults start using or increase their use of rideshare options	Older adults are more mobile and can access necessary services and engagement opportunities
Years One/Two	3. Expand senior bus pass program to allow use for purposes other than Senior Nutrition, e.g.,	PRNS/Santa Clara County	Existing staff/ additional funding may be needed	Older adults start using or increase their use of buses	Older adults are more mobile and can access necessary services and engagement opportunities

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and Support Available/ Needed</b>	<b>Metrics</b>	<b>Outcome</b>
	for medical appointments and grocery shopping.				
Years One-Three	4. Encourage upgrading of bus stops and shelters (e.g., seating/shelter)	VTa/SJ Dept. of Public Works/Senior Commission	Existing staff	Older adults start using or increase their use of buses	Older adults are more mobile and can access necessary services and engagement opportunities
Years One-Three	5. Continue public education campaign on pedestrian safety, with special focus on older adults.	DOT/Vision Zero/California Walks/Senior Commission	Existing staff	More drivers are educated about pedestrian safety	Pedestrian fatalities and severe injuries are reduced
Years One-Three	6. Continue and expand Vision Zero efforts, per Vision Zero Action Plan	DOT/Vision Zero/California Walks/Vision Zero Task Force/ Senior Commission	Existing staff	Traffic fatalities and severe injuries are reduced	Safety, health and mobility for all are increased
Years One-Three	7. Support efforts to give cities more power to lower speed limits, particularly in areas where	DOT/Vision Zero/Senior Commission	Existing staff	Traffic fatalities and severe injuries are reduced	Safety, health and mobility for all are increased

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and Support Available/ Needed</b>	<b>Metrics</b>	<b>Outcome</b>
	older adults live and walk.				
Years One-Three	8. Maintain, repair and replace sidewalks as necessary to foster an accessible sidewalk network.	Dep't of Public Works/DOT	Existing staff/ additional funding is needed	Pedestrian fatalities and severe injuries are reduced	Safety, health and mobility for all are increased
Years One-Three	9. Continue to make progress on Climate Smart San José goals	ESD, DOT, Dept. of Planning	Existing staff	People drive less and walk, bike or use public transportation or other options more	Less pollution, leading to better health and longevity, social engagement and inclusion

## 2) OUTDOOR SPACES AND BUILDINGS

**GOAL:** Promote safe and accessible public parks, buildings and spaces for all ages.

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Years One-Two	1. Research feasibility of adding fitness areas for older adults in parks and	PRNS/Senior Commission	Existing staff/ additional staffing or volunteers needed to	Fitness areas are provided in parks and along walking	Older adults have more opportunities to exercise and

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	additional benches along walking trails.		coordinate Age-Friendly efforts	trails frequented by older adults	engage in public spaces
Years One-Three	2. Continue to promote Happy Hollow's Senior Safari and Viva Calle and expand outreach to older adults	PRNS	Existing staff	Attendance at Senior Safari and Viva Calle increases	More older adults engage in outdoor social activities
Years One-Three	3. Continue and expand BeautifySJ initiatives throughout the City.	Office of the Mayor/ESD	Existing staff	Less trash and illegal dumping in public spaces	People of all ages can enjoy clean and accessible public spaces
Years One-Three	4. Work on methods for making ESD-related customer service requests, including free junk removal, even easier for residents to access	ESD	Existing staff	Increased use of ESD services/ less trash and illegal dumping in public spaces	People of all ages enjoy clean and accessible public spaces

### 3) HOUSING

**GOAL:** Expand options for aging-in-place and safe, affordable and accessible housing.

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Year One	1. Research and draft amendment to Envision San José 2040 to include "Design for an Age-Friendly City" as a Major Strategy	San José Planning Department/City Council/PRNS	Existing staff/additional staffing or volunteers needed to coordinate Age-Friendly efforts	Passage of amendment	Proposed projects and developments are evaluated through an Age-Friendly lens
Year One	2. Research partners to increase availability of home-sharing options	PRNS Senior Services/ Mayor's Office/Catholic Charities/AARP/ SCC Dept. of Aging & Adult Services	Existing staff/ additional staffing or volunteers needed to coordinate Age-Friendly efforts	Increase in number of home-sharing options	Older adults receive additional income and/or participation in more social and intergenerational interactions
Years One/Two	3. Create resource list of affordable and reliable home repair providers	PRNS Senior Services/Better Business Bureau/ Angie's List/	Existing staff/ additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of providers vetted/ extent of distribution or access to list	Older adults make affordable modifications to their homes to allow for aging in place



<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
		construction unions/Board of Realtors/  Senior Commission			
Years Two/ Three	4. Add more housing units for low-income older adults to the City's housing stock	Planning and Housing Departments/ local developers and funders	State funding and developer investment required	Number of units built	More affordable options for older adults to remain in San José as they get older
Years Two/ Three	5. Work to extend zoning protection to at-risk mobile home parks	SJ Housing Dept./SJ Planning Dept./ Senior Commission	Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Mobile homes receive zoning protection	Older adults can remain in their mobile homes in SJ
Year Two/ Three	6. Research availability of assisted living and skilled nursing facilities and work with potential developers	PRNS Senior Services/SJ Planning Dept./SCC Department of Aging & Adult Services/ potential developers	Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Ability to compare existing facilities with projected needs	Increase, if needed, in facilities available for SJ older adults

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	to remove market barriers to entry				

## 4) COMMUNICATION, INFORMATION AND TECHNOLOGY

**GOAL:** Provide resources and distribute information re Age-Friendly programming, services and support.

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Year One	1. Create or expand existing Age-Friendly website to include resources, event-listings, Age-Friendly initiatives, and methods for user engagement.	PRNS/SCC Dep't of Aging/ Sourcewise	Existing Staff/ Additional staffing or  volunteers needed to coordinate Age-Friendly efforts	Creation and maintenance of website/ number of site visits and other usage indicators	Older adults have access to information re Age-Friendly issues
Years One/Two	2. Provide cross-department training to City staff on how to identify and address Age-Friendly issues in planning, operations and outreach.	PRNS/CMO/ MOSIB	Existing Staff/ Additional staffing or  volunteers needed to coordinate Age-Friendly efforts	Number of trainings and participants	Information about existing or new City programing that aligns with Age-Friendly principles is made available
Year One	3. Expand and re-structure Age-Friendly Advisory Council to include strategic partners from private sector	PRNS/CMO/ private and nonprofit organizations	Existing Staff/ Additional staffing or  volunteers needed to coordinate Age-Friendly efforts	Attendance at regularly scheduled Age-Friendly Advisory Council meetings and outreach to Council members'	Information about existing or new City programing that aligns with Age-Friendly principles is made available

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	and educational and civic organizations.			respective communities	
Years One/ Two	4. Continue to develop digital literacy programming, including culturally based programs in multiple languages and one-on-one training, for older adults at library branches and Community Centers, with particular focus on low socio-economic communities.	PRNS/SJPL/ Senior Planet/CMO Office of Civic Innovation and Digital Strategy	Existing staff/ Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of new classes and participants	Improved digital literacy and decreased social isolation
Years Two/ Three	5. Partner with Youth Commission and secondary schools to develop options for students to	PRNS/Youth Commission/ local high schools/ Encore.org	Existing staff/ Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of student credit hours earned/ number of tutoring sessions and participants	Improved digital literacy and decreased social isolation

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	provide technology tutoring for older adults.				
Years One-Three	6. Work with Digital Inclusion Partnership to meet goals of increasing digital access and literacy for older adults.	MOSIB/CMO Office of Civic Innovation and Digital Strategy/ PRNS	Existing Staff/ Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of grant applications/ Grants given/Grantees reports and evaluations	Improved digital access and decreased social isolation
Years One-Three	7. Continue working with the Silicon Valley Age-Friendly Cities Collaborative and Seniors' Agenda on digital inclusion policies and projects.	Santa Clara County Seniors' Agenda/ Senior Planet/PRNS	Existing Staff/ Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Additional wifi spots, home broadband access, digital devices and training are available to older adults	Improved digital access and decreased social isolation



<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Years One-Three	Continue working on ways to make customer service requests simpler for all residents across all digital and non-digital customer touchpoints	CMO/ESD	Existing Staff	Increased Customer Satisfaction	Improved Customer Experience

## 5) COMMUNITY SUPPORT & HEALTH SERVICES

**GOAL:** Expand access to preventative health services and resources for health emergencies.

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Year One	1. Identify and address health disparities among the older adult community	Emergency Operations Center, Community and Economic Recovery Branch (CERB) and Senior Supportive Services Branches	Existing EOC Branch Resources and additional resources as identified	Number of clients served	To support our Older Adults navigate COVID-19 and gain access and awareness to necessary services and support.
Years One-Three	2. Continue to expand Healthy Aging programming at community centers upon re-opening, including through virtual platforms.	PRNS/Kaiser	Existing staff/ additional grant or other funding needed	Number of participants	Improved health through reduction in risk factors such as isolation, poverty, food deserts, limited mental health access, etc.
Years One-Three	3. Continue to provide emergency preparedness programs at community centers on an annual basis.	PRNS/OEM	Existing staff	Number of participants	Increase in safety and ability to take appropriate steps during emergency

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Years One-Three	4. Provide training to caregivers for older adults on emergency response.	PRNS/OEM/ Sourcewise	Existing staff	Number of participants	Increase in safety and ability to take appropriate steps during emergency
Years One-Two	5. Develop Excessive Heat response plan, taking into account needs of older adults.	OEM/PRNS	Existing staff	Completion and distribution of plan	Increased awareness of needs of older adults during heat waves
Years One-Three	6. Restore public education program previously administered by the City Fire Department.	SJ Fire Dep't/SCC Fire Dep't/PRNS Senior Services	Existing staff/additional funding needed for this program	Extent of outreach to public on fire and emergency issues	Increase in safety and ability to take appropriate steps during emergency
Year One	7. Provide materials for emergency responders to hand out to residents regarding home safety features, when to call 911, and other medical	SJ Fire Dep't/SCC Fire Dep't/PRNS Senior Services	Existing staff	Extent of outreach to public on fire and emergency issues	Increase in safety and ability to take appropriate steps during emergency

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	issues relevant to older adults.				

## **6) SOCIAL AND CIVIC ENGAGEMENT**

**GOAL:** Expand opportunities for volunteerism and participation by older adults in social and civic life.

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Year One	1. Build database of organizations serving older adults in order to expand outreach and inform this population of volunteer opportunities.	PRNS/SJPL/ Senior Commission/ MOSIB	Existing staff/additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of volunteer opportunities made available	More older adults participate in community volunteer opportunities
Years One/Two	2. Continue to create opportunities for engagement on virtual platforms, with particular focus on homebound older adults.	PRNS/SJPL	Existing staff and additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of engagement opportunities made available	More older adults find ways to engage/social isolation is reduced.
Years One/Two	3. Explore feasibility of citywide "Volunteer Coordinator" position to track and make available volunteer opportunities	PRNS/CMO/ MOSIB/SJPL	Existing staff/ additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of volunteer opportunities made available	More older adults participate in community volunteer opportunities



<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	for older adults.				
Years One/Two	4. Promote volunteer and other opportunities to retired city employees through the Federated Retirees Association and Police and Fire Retirees Association.	HR/PRNS/ CMO/MOSIB/ SJPL	Existing Staff/ Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of contacts made with these organizations	More older adults participate in community volunteer opportunities
Year One	5. Streamline onboarding process for volunteers by purchasing additional "Livescan" technology and establishing a clear process for background checks.	PRNS/CMO/ MOSIB/SJPL/ school districts/ nonprofits organizations with volunteer opportunities	Existing staff/ Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Volunteering is an easier and more accessible option	More older adults participate in community volunteer opportunities

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Years One-Three	6. Add a Gen2Gen coordinator as staff to support Gen2Gen programming and build capacity for programming between PRNS's Senior Services and Youth/Leisure programs.	PRNS	Additional staff needed	Gen2Gen programming expands, with more opportunities for engagement	People of all ages learn from each other/older adults are valued and engaged
Years One/Two	7. Explore viability of building Village-style older adult peer networks in San José neighborhoods.	PRNS/Village Network/ Neighborhood associations	Existing staff/ additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number and size of villages formed	Decreased social isolation
Years Two/Three	8. Work with local restaurants, businesses and other partners to develop Age-Friendly business practices and	OED/Silicon Valley Organization/ SCC Dept. of Aging/PRNS	Additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of businesses certified as Age-Friendly	Increase in respectful interactions with older adults

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
	certification that will make older adults feel welcome and included.				
Ongoing	9. Encourage creative aging through City efforts aimed at promoting cultural participation.	OCA/ nonprofit organizations	Existing staff	Number and diversity of and attendance at cultural events	Decreased social isolation

## 7) EMPLOYMENT AND FINANCIAL SECURITY

**GOAL:** Develop employment options and financial resources for older adults.

<b>Action Plan Year</b>	<b>Activity</b>	<b>Responsible Department/ Potential Partners</b>	<b>Resources and support available/ needed</b>	<b>Metrics</b>	<b>Outcome</b>
Years One/Two	1. Increase pipeline to older adults interested in working full or part-time for City, including by reaching out	HR/PRNS	Existing staff/ additional staffing or volunteers needed to coordinate Age-Friendly efforts	More older adults learn about employment options	Older adults earn more for retirement and are valued and engaged

	to veterans' groups.				
Years One-Three	2. Offer workshops and education on financial planning and elder fraud abuse.	PRNS/SCC Dept. of Aging/SCC Public Health Dept.	Existing staff/ additional staffing or volunteers needed to coordinate Age-Friendly efforts	Number of events held/number of attendees	Older adults have access to financial security information

## **APPENDIX A. Age-Friendly Community Survey**

In 2016, the County Department of Public Health surveyed older adults in Santa Clara County regarding their needs, including in San José. The survey was meant to capture feedback regarding the importance of different aspects of the eight domains of livability to older adults in the community. Responses were gathered via websites, online, and on paper, in English, Spanish, Chinese, and Vietnamese from 593 San José residents. Respondents reported their race and ethnicity as White (50%), Asian/Pacific Islander (20%), Latin (16%), African American (5%), and Other (9%). Over two-thirds of the respondents were female.

Key takeaways from the survey include:

## Housing

- More than 73 percent of respondents have lived in San José for 25 years or more.
- The majority of respondents (69%) said it was extremely or very important to remain in San José as they get older.
- Approximately half of the respondents felt that the City is a very good place to live as an older adult.
- A large majority (88%) want to live independently in their own homes if possible.
- The high cost-of-living and home maintenance, and better access to public transportation were cited as reasons for possibly moving out of San José.
- Home modifications, with access to reliable and affordable home repair contractors, and the installation of medical emergency response systems were all listed as priorities.

## Community Support and Health Services

- Over 80% of respondents regularly engage in physical exercise.
- 97% reported that it is extremely or very important to remain physically active for as long as possible.
- There was strong support for City health and wellness programs and fitness activities geared to older adults.
- A majority of respondents (88+%) view it as very important for the City to have home care services and affordable, certified home-care providers.

## Transportation

- The majority of respondents get around by driving themselves (86%).
- The second most common method of transportation is walking (61%).
- Well-maintained and wheelchair-accessible sidewalks are a priority (94%).
- Separate pathways for bikes and pedestrians and safe streets and intersections also received high rankings.

## Social and Civic Participation and Employment

- Two-thirds of respondents interact with family, friends or neighbors, either in person or through other forms of communication, at least once a day.

- The most important sources of continuing education or self-improvement classes or workshops are senior or community centers (49% and 44%, respectively).
- Senior discounts, information about social activities, and intergenerational activities all ranked as important or very important.
- Respondents would like a range of volunteer activities, with training, easy-to-find information, and transportation.
- Most respondents (67%) are not working but those that are would like to continue working for as long as possible.

### Communication, Information and Technology

- Respondents listed local senior services as the most important source of information about services (89%), followed by the Internet (85%).
- Access to community information in one place is very important.
- Free access to computers and the Internet in public places such as the library, senior centers or government buildings is also a priority.
- Nearly 20% of respondents seldom or never use the Internet.
- Respondents also believed it was important for the City to provide information delivered in-person to isolated seniors and information available in different languages.



## APPENDIX B. Focus Groups Findings

Twelve focus groups were conducted throughout the City during August of 2016 as part of the Age-Friendly Initiative. Participants included experts on aging, activists, participants in senior center programs, volunteers, retired City workers, mobile home residents, LGBT, African-American groups; and Vietnamese-speaking, Hispanic, and Chinese elders, with translators available. The Steering Committee also obtained information collected from a group of Persian residents. The size of the groups ranged from 5 to 21, with approximately 100 participants in all. The questioning covered the eight domains established by the World Health Organization as indicators of an Age-Friendly City.

The following chart summarizes the common themes expressed in the focus groups:

DOMAIN	COMMON PARTICIPANT THEMES
1) Transportation	<ul style="list-style-type: none"><li>• Along with housing, seen as area with biggest need due to suburban geography</li><li>• Better coordination needed with regional system</li><li>• Would like senior-specific transportation options</li><li>• Transit passes to Senior Nutrition should be expanded for other purposes</li><li>• Paratransit service needs to be improved</li><li>• Need first- and last-mile coverage</li><li>• Longer traffic/walking signals are necessary for seniors</li><li>• Sidewalks need better upkeep</li></ul>
2) Housing	<ul style="list-style-type: none"><li>• Lack of affordable housing and increasing rents</li><li>• Need for shared-housing programs</li><li>• Need for more senior housing near retail</li><li>• Concern over number of seniors becoming homeless</li></ul>

DOMAIN	COMMON PARTICIPANT THEMES
3) Social Participation	<ul style="list-style-type: none"> <li>• Lack of transportation harms ability to engage socially</li> <li>• Need to provide more activity and exercise options closer to where seniors live</li> </ul>
4) Civic Participation and Employment	<ul style="list-style-type: none"> <li>• Increase awareness of volunteer opportunities and provide transportation</li> <li>• Language barriers can deter participation in community events</li> <li>• Outreach to and programming for “younger” seniors should be improved at community centers and elsewhere</li> <li>• Highlight part-time work opportunities for older adults</li> </ul>
5) Respect and Social Inclusion	<ul style="list-style-type: none"> <li>• Education is needed to train government and community about value and contribution of seniors</li> <li>• Cultural competence training for diverse segments, like LGTBQ, also needed</li> <li>• Would like more classes on use of digital devices</li> </ul>
6) Communication and Information	<ul style="list-style-type: none"> <li>• Resource guide should be provided via several media</li> <li>• Need a single line to call for City problems and services</li> <li>• Improve the information provided on City’s website</li> </ul>
7) Outdoor Spaces and Buildings	<ul style="list-style-type: none"> <li>• Would like park activities, such as walking programs, and equipment for older adults</li> <li>• Homeless population is a concern</li> </ul>

DOMAIN	COMMON PARTICIPANT THEMES
8) Community and Health Services	<ul style="list-style-type: none"> <li>• Support and services are generally seen as available</li> <li>• Need for reliable transportation to medical appointments</li> <li>• Caregivers should be better regulated</li> <li>• More peer advocates needed to help navigate services</li> <li>• Would like more emergency preparedness education</li> </ul>

## **APPENDIX C. Summary of 2018 PRNS Health and Wellness Survey**

In 2018, PRNS's Senior Services and Contracts Division conducted a needs assessment of older adults served by Senior Services' Health and Wellness programs and other community organizations. In all, 549 seniors participated in the survey, either on paper or online.

### **Demographic information**

Survey responses were collected in English, Vietnamese, Spanish and Chinese. The respondents were in either the 65-74 range (46%) or in the 75-84 group (38%). The 55-64 year-olds were next (15%), followed by 85+ (8.74%), and 45-55 year-olds (2.0%). Participants in the survey represented a wide range of San José zip codes.

### **Respondents' Challenges and Concerns**

The respondents' main concerns were managing health conditions, caring for themselves, and getting enough exercise.

In order to live well and independently, respondents stated that they will need to continue to exercise, have a comprehensive source of information on available services and programs, and use or keep up with technology. Services they anticipate needing but did not believe were currently available included a reliable and affordable handyman service, dental care, and emergency/disaster information.

Focus groups conducted as part of the surveys recommended a variety of services, including:

- Translation services and more English as Second Language classes
- Regarding technology—"a help center" or "genius bar"; senior discounts on smart phones
- More education on nutrition and health issues (speakers or classes)
- Question or comment boxes in community centers
- More volunteer programs
- Free or reduced costs at community centers for those over 80

The focus groups suggested that more people would participate at community centers if the following were implemented:

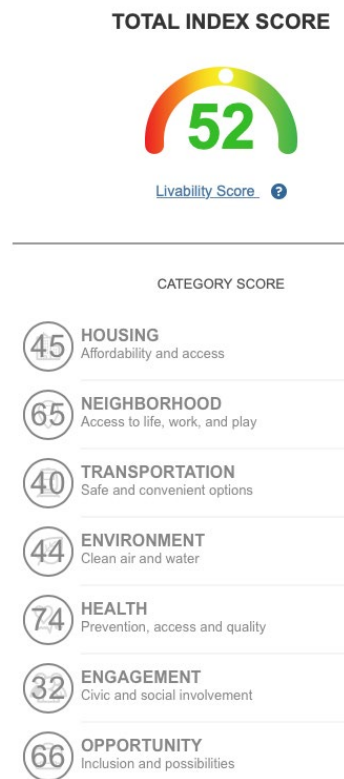
- Expanded services, programs, and activities, including painting, sewing, cooking, and computer classes
- Better transportation options
- A community center ambassador for outreach (volunteer or paid)
- "Bring a friend" programs; tours at centers or online; open houses

- Better advertising of community center classes and programs, including flyers, bus wraps, and billboards
- Change language from “senior” to “active adult” or “older adult”
- Offer all-day events, not just mornings
- Spreading word about community centers through door-to-door or canvassing and outreach to faith organizations
- Offer dances and “dress-up” events
- Provide more affordable gyms and exercise classes other than for-profits

## APPENDIX D. AARP Livability Index

The AARP's Livability Index scores communities across the United States for the services and amenities that most affect the lives of residents. In 2018, San José's average score across zip codes was 52 out of a possible 100. By comparison, the closest cities in size to San José ranked 51 (Los Angeles); 56 (San Diego), and 64 (San Francisco), with San Francisco's ranking putting it in the top ten list of livable cities nationwide.

San José's overall ranking was highest – 74 – in the health category (prevention, access, and quality); and lowest – 32 – in engagement (civic and social involvement). These highs and lows were consistent across diverse zip codes. Transportation, environment, and housing were generally lower than the other categories.



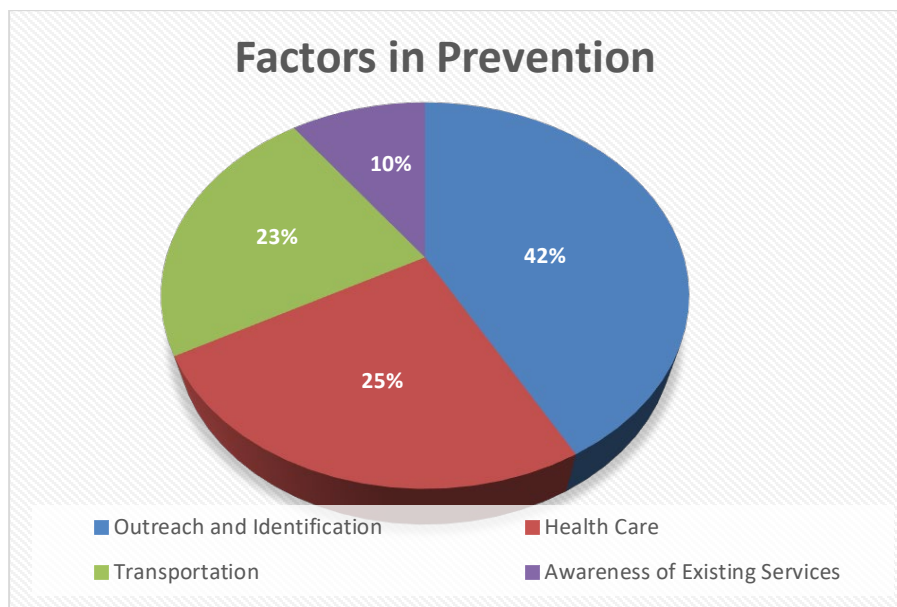


## APPENDIX E. Social Isolation Roundtable Report

In April 2019, Age-Friendly San José and Age-Friendly Silicon Valley jointly sponsored a Roundtable on Social Isolation. The Roundtable included a panel of experts in preventing and recognizing the effects of social isolation in older adults and providing services that help combat isolation. In table discussions following the panel, the 88 participants made a number of suggestions for prevention activities and services. After the Roundtable, these suggestions were compiled into a survey asking the participants to rank which activities or programs were most likely to make a difference in the lives of older isolated adults.

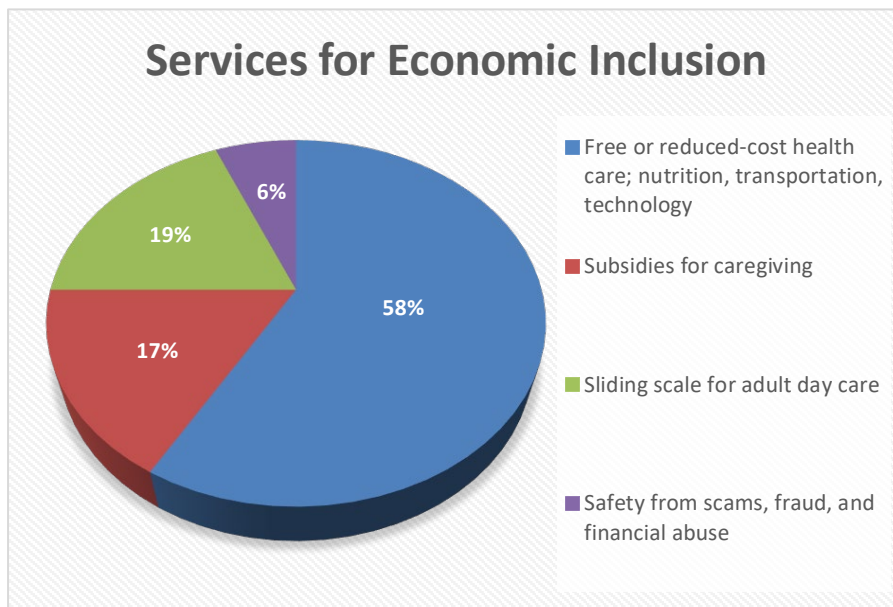
### 1) Factors in Prevention of Isolation and Provision of Services

Outreach and identification of isolated older adults received the highest percentage of rankings of responses of “most important” (41.7%). Transportation ranked second, with health care and awareness of existing services fairly close behind.



### 2) Economic Inclusion

Recognizing that older adults are often isolated for economic reasons, respondents were asked to rank the most important services to create economic inclusion. Free or reduced-cost health care was ranked the highest of the four choices overall, receiving 58% of responses as “most important.”



### 3) Transportation and Mobility Challenges

Because social isolation can result from transportation and mobility challenged, respondents were asked which solutions would make the most difference. Volunteer driver programs were ranked as most important (44%),

### 4) Language and Cultural Barriers

Language or cultural differences were identified as a factor in social isolation, especially for older adults. In the survey, respondents ranked discharge planners, social workers, and hospitals connecting with the community as best able to provide support services. Services that help older adults with English language difficulties and friendly phone calls in the older adults' languages were also viewed as very important.

### 5) Built Environments

Participants ranked home-delivered services and programs as the improvements in the design and remediation of built environments likely to have the most impact on the lives of isolated older adults.

## Appendix F.

### Age-Friendly San José Advisory Council

#### Members (2018-2020)

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Marsha Adler	Coordinator	PRNS/Age-Friendly San Jose
Nicholas Almeida	Chief Service Officer	Office of Mayor Sam Liccardo
Deborah Bolding	Professor	San Jose State University
Marisol Caballero	Community Activist	Senior Commission – City of San Jose
Judy Chirco	Community Activist/Former SJ Council Member	Age-Friendly SJ Advisory Council Chair
Marilou Cristina	Vice Chair	Aging Services Collaborative
Carolyn Glogoski	Professor	San Jose State University
Sophie Horiuchi-Forrester	Manager	AARP
Vickie Johnson	Realtor	Realty World Premier Properties
Ryan Kawamoto	Regional Director	Senior Planet
Dima Khoury	Generation to Generation Campaign Director	Office of the Mayor
Becky LaBree	Social Worker	LifeMoves Homeless Services

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Nidhi Mahendra	Professor	San Jose State University
Diana Miller	Project Manager - Seniors' Agenda	Santa Clara County - Aging & Adult Services
Susan Nash	Project Manager - Age-Friendly San José	Encore Fellow/City of San Jose
Andrea Flores Shelton	Deputy Director, Recreation and Neighborhood Services	PRNS, City of San José
Jeremy Shoffner	Recreation Superintendent	PRNS, City of San José
Stacie Shih	District Director	Office of Assembly Member Ash Kalra
Hal Spangenberg	Division Manager, Recreation and Neighborhood Services	PRNS, City of San José



## Age-Friendly San José Advisory Council

### CHARTER (Adopted March 12, 2020)

- I. Mission Statement: To create policies and services for older adults in San José that support healthy and vibrant lives for all.
- II. Function: The role of the Advisory Council is
  - to advise and recommend policies and practices to the San José Age-Friendly Coordinator that help implement Age-Friendly San José goals;
  - to advocate for Age-Friendly principles and to be visionaries in reimagining aging in San José;
  - to create and work on task forces as needed to support Age-Friendly projects;
  - to enhance community partnerships;
  - to advise on short and long-term Age-Friendly strategies; and
  - to make recommendations on funding opportunities.
- III. Membership:
  - A minimum of 10 and a maximum of 20 members will comprise the Advisory Council
  - The Advisory Council shall be comprised of diverse leaders in San José, including the following:
    - The Office of the Mayor, the Department of Parks, Recreation and Neighborhood Services and the San José Senior Citizen Commission, and other relevant San José City departments
    - The Santa Clara County Department of Aging and Adult Services
    - The Aging Services Collaborative
    - Business and civic organizations in San José
    - AARP

- Members of the public
  - Nonprofit senior-serving organizations
  - Other related organizations and agencies
- IV. Term Limits: Two years, renewable for a second term. Additional terms may be served, subject to the 2-term limit, after a 1-year service break.
- V. Task Forces: Advisory Council members shall be expected to participate in at least one Task Force per year. Task Forces shall be determined by the Chair or a majority vote of the Council. Task forces may include Advisory Council members and other individuals recruited from the community.
- VI. Council Chair: The Council Chair shall be elected by a majority vote of the Council. The vote will be held at the first meeting of the Council in calendar year 2021 and every two years thereafter. The Chair will serve a 2-year term, with a limit of two consecutive terms.
- VII. Meetings: Meetings shall be held at City Hall on the 2<sup>ND</sup> Thursday of every other month from 10 – 11:30 am.
- VIII. Amendment: This Charter may be amended by a majority vote of the Advisory Council.

PRNS Staff Liaison: Josué Covarrubias, Recreation Supervisor, Senior Services,  
josue.covarrubias@sanjoseca.gov.



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