



City of Santa Clara

Meeting Agenda

Senior Advisory Commission

Monday, August 28, 2023

10:00 AM

Hybrid Meeting
City Manager's Conf. Room
City Hall - East Wing
1500 Warburton Avenue
Santa Clara, CA 95050

The City of Santa Clara is conducting the Senior Advisory Commission meeting in a hybrid manner (in-person and a method for the public to participate remotely).

Via Zoom:

<https://santaclaraca.zoom.us/j/97590069803>

Meeting ID: 975 9006 9803

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1.A. 23-1004 [Senior Advisory Commission Minutes of July 24, 2023](#)

Recommendation: Approve the Senior Advisory Commission Minutes of July 24, 2023

PUBLIC PRESENTATIONS

[This item is reserved for persons to address the body on any matter not on the agenda that is within the subject matter jurisdiction of the body. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The governing body, or staff, may briefly respond to statements made or questions posed, and appropriate body may request staff to report back at a subsequent meeting.]

GENERAL BUSINESS

2. 23-1007 [Informational Presentation and Discussion on the Age-Friendly Cities and Communities Initiative](#)

Recommendation: Hear the presentation and consider the Age-Friendly Domains for a Livable City in the development of the FY 2023/24 Senior Advisory Commission work plan.

3. 23-1006 [Senior Advisory Commission FY2023/24 Work Plan & Goals Discussion](#)

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, September 25, 2023, at 10:00 AM.

MEETING DISCLOSURES

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

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Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

23-1004

Agenda Date: 8/28/2023

REPORT TO SENIOR ADVISORY COMMISSION

SUBJECT

Senior Advisory Commission Minutes of July 24, 2023

RECOMMENDATION

Approve the Senior Advisory Commission Minutes of July 24, 2023

Prepared by: Jennifer Herb, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: Dale Seale, (Acting) Director of Parks & Recreation

ATTACHMENTS

1. Draft Senior Advisory Commission Meeting Minutes July 24, 2023



City of Santa Clara

Meeting Minutes

Senior Advisory Commission

07/24/2023

10:00 AM

Hybrid Meeting
 City Manager's Conf. Room
 City Hall - East Wing
 1500 Warburton Avenue
 Santa Clara, CA 95050

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CALL TO ORDER AND ROLL CALL

The regular meeting was called to order by **Chair Hubbard** at 10:08 a.m.

Commissioner Freitas arrived at 10:45 a.m.

Present 6 - Commissioner Tom Freitas, Chair Judy Hubbard, Commissioner Grant L. McCauley, Commissioner Veena Sterling, Commissioner Rick Andrews, and Commissioner Maria Vaz

Absent 1 - Vice Chair Edmund Drozek

City Attorney Glen Gogins introduced himself to the Commission and shared how the City Attorney's Office can provide support to the Senior Advisory Commission.

A motion was made by Commissioner Andrews, seconded by Commissioner Sterling to excuse Vice Chair Drozek and Commissioner Freitas. The motion did not pass by the following vote:

Aye: 3 - Commissioner Sterling, Commissioner Andrews, and Commissioner Vaz

Nay: 2 - Chair Hubbard, and Commissioner McCauley

Absent: 2 - Vice Chair Drozek, and Commissioner Freitas

CONSENT CALENDAR

1.A. [23-864](#) Senior Advisory Commission Minutes of June 26, 2023

Recommendation: Approve the Senior Advisory Commission Minutes of June 26, 2023

A motion was made by Commissioner McCauley, seconded by Commissioner Andrews to approve the minutes from June 26, 2023.

Aye: 5 - Chair Hubbard, Commissioner McCauley, Commissioner Sterling, Commissioner Andrews, and Commissioner Vaz

Absent: 2 - Vice Chair Drozek, and Commissioner Freitas

PUBLIC PRESENTATIONS

Field Representative - Martha Kreeger from the Office of Senator Aisha Wahab informed the Commission that on Thursday, July 27 the Little Hoover Commission will be holding hearings on the Governor's Master Plan on Aging.

Business Development Representative - Edrienne B. from Kaiser Senior Advantage introduced herself to the Commission.

GENERAL BUSINESS

2. [23-865](#) Senior Advisory Commission FY2023/24 Work Plan & Goals Discussion

Chair Hubbard opened up the discussion of possible goals, topics/projects for the FY 2023/24 term and referred to the brainstorming list from the June meeting. The Commissioners continued the discussion and shared the following ideas:

Health, Wellness & Nutrition

1. Health & Wellness Fair - May 2024 - (2-3 people work on the planning/all attend and help the day of the event)

Senior Needs Assessment

1. Develop a new Senior Needs Assessment questionnaire and outreach plan to update the plan.
 - a. Subcommittee work on outline, survey, and outreach plan

Transportation

1. Provide monthly reports on Transportation resources for seniors
2. Educate the senior community on Transportation resources
3. Transportation for seniors to and from Senior Center

Access to Community Resources and Information

1. Attend BPAC meetings and report back to the Commission
-Vice Chair Drozek
2. Attend ADA meeting and report back to the Commission -
Chair Hubbard

Community Resources & Information - Educational Presentations

1. Collaborate with SCPD to schedule Fraud/Scam Awareness Educational Sessions for seniors, one time per year.
2. TRUST presentations/workshops provided by SALA
3. Promote tricycle use for alternate transportation options for seniors - perhaps at BBQ's or educational sessions
4. Alzheimer's Awareness (Alzheimer Association)
 - a. Perhaps additional educational sessions include:
Alzheimer's, Levels of Dementia and other aging illnesses in FY 23/24.
5. Stop the Bleed - First Aid Relevant Presentations

Housing - Advocate for Affordable and Convenient Housing

1. ADU Education
2. Low Income/Affordable Housing
3. Unhoused

Enhance Outdoor Spaces and Age-Friendly Buildings

1. Promote bocce ball and pickle ball in the City of Santa Clara

Commissioner Andrews left the meeting at 11:10 a.m.

A motion was made by Commissioner McCauley, seconded by Commissioner Freitas, to continue the FY2023/24 Work Plan & Goals Discussion to the August meeting.

Aye: 5 - Commissioner Freitas, Chair Hubbard, Commissioner McCauley, Commissioner Sterling, and Commissioner Vaz

Absent: 2 - Vice Chair Drozek, and Commissioner Andrews

STAFF REPORT

Recreation Manager Castro reported on the following:

- The Activity Guide was released on Friday, July 2
- Registration for Recreation Activities opens for Santa Clara Residents on Tuesday, July 25.
- Community input has begun for two park rehabilitation projects. Both projects will have consultants present at different Parks & Recreation events to gather input from the community:
 - Warburton Park Input
 - Sunset Cinema, July 28
 - Street Dance, August 4
 - Survey available online at Open City Hall
 - Henry Schmidt Park Input
 - Street Dance, August 4
 - Sunset Cinema, August 11

Recreation Supervisor Herb reported on the following:

The Senior Center August events;

- Senior Center BBQ on August 17 from 12 - 1 p.m.
- Ice Cream Social on August 30 from 11 a.m. - 1 p.m.

COMMISSIONERS REPORT

Commissioner McCauley shared that the Senior Center July BBQ was wonderful. The food was great and it was well organized.

Commissioner Freitas informed the Commission that the Housing Presentation at the Senior Center was well attended with great information. He also shared that he helped an individual apply for the Agrihood Senior Community and was accepted.

ADJOURNMENT

A motion was made by Commissioner McCauley, seconded by Commissioner Freitas that the meeting be adjourned at 11:57 a.m.

Aye: 5 - Commissioner Freitas, Chair Hubbard, Commissioner McCauley, Commissioner Sterling, and Commissioner Vaz

Absent: 2 - Vice Chair Drozek, and Commissioner Andrews

MEETING DISCLOSURES

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Agenda Report

23-1007

Agenda Date: 8/28/2023

REPORT TO SENIOR ADVISORY COMMISSION

SUBJECT

Informational Presentation and Discussion on the Age-Friendly Cities and Communities Initiative

COUNCIL PILLAR

Enhance Community Engagement and Transparency

BACKGROUND

The World Health Organization (WHO) founded the Age-Friendly Network in 2010 to encourage and promote public policies that support active aging and improved health, well-being, satisfaction, and quality of life for older adults. This was established as a way to address the rapidly aging population and increasing urbanization in communities. Age-friendly cities and communities were designed to meet the needs of the wide diversity of older people, promote their health, autonomy, and inclusion, respect their decisions and lifestyle choices, and anticipate and respond flexibly to aging-related needs and preferences. Currently there are 1445 Age-Friendly cities and communities in 51 countries, covering over 300 million people worldwide.

In 2015 and 2016, the City of Santa Clara's Senior Advisory Commission and the City's ADA Committee had presentations by Santa Clara County [Seniors' Agenda](https://socialservices.sccgov.org/seniors-agenda) <<https://socialservices.sccgov.org/seniors-agenda>> and the [Center for Age-Friendly Excellence](https://www.agefriendlysiliconvalley.org/) <<https://www.agefriendlysiliconvalley.org/>> (CAFE). Both groups supported the concept of becoming an Age-Friendly City with the backing of the Santa Clara County Board of Supervisors encouraging all cities in the County to join the World Health Organization Global Network by 2017.

On September 8, 2016, the ADA Committee discussed joining the Global Network and encouraged the Senior Advisory Commission to continue its effort in support of the concept. At the September 26, 2016, Senior Advisory Commission meeting, the Commission passed a motion (5-0) to recommend that the City of Santa Clara apply for participation in the World Health Organization's Age-Friendly City Global Network.

On October 25, 2016, Council adopted a resolution (Attachment 1) authorizing the City to participate in the World Health Organization's Age-Friendly City Global Network. Santa Clara is committed to being an age-friendly community that promotes the health and well-being of residents of all ages.

As an Age-Friendly City, older adults are better able to age in place when cities, community, and non-governmental organizations develop "age friendly" policies and actions related to transportation, housing, social participation, civic engagement, communications, community health services, public and outdoor spaces. The operative words in "age-friendly" social and physical urban settings are "enablement" and "healthy aging." The framework provides guidance and inspiration for local urban

planners and decision-makers to address needs, effectively, efficiently, and with equitably. Participation also enables the city to share and compare age-friendly best practices with other local communities.

DISCUSSION

The purpose of this item is to educate the Senior Advisory Commission on the World Health Organization Age-Friendly Cities and Communities Initiative and provide a status report of Santa Clara's Age-Friendly achievements.

Since becoming an Age-Friendly City, Santa Clara has completed a Senior Needs Assessment (Attachment 2) (2017), implemented the Bicycle Master Plan (2018), created the "Be Strong, Live Long" Health & Wellness Fair (2017), implemented the Pedestrian Master Plan (2020), certified City staff as Dementia Friends (2019), developed senior low-income housing, completed eighteen (18) age-friendly Park Rehabilitation Projects, funded the On-Demand Transit Collaboration, the Senior Advisory Commission began attending the ADA Committee meetings (2018), increased educational opportunities and resources through the Senior Center Health & Wellness Program, and accommodated an increase in Senior Nutrition Program participation (2020)

In order to advance the City's development through an Age-Friendly lens, the Commission may consider utilizing the model of an Age-friendly City by developing goals that support the domains for a livable City and the County's Age-Friendly work plan (Attachment 3) when developing their 2023/24 Work Plan & Goals.

The Santa Clara County domains of livability are:

- Public Spaces;
- Social Participation;
- Housing;
- Communication & Information;
- Dementia Friendly Community;
- Health & Community Services;
- Transportation;
- Volunteerism & Civic Engagement; and
- Employment & Finances.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT

There is no fiscal impact other than administrative time and expense to set the meetings.

PUBLIC CONTACT

Public contact was made by posting the Senior Advisory Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24

hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Hear the presentation and consider the Age-Friendly Domains for a Livable City in the development of the FY 2023/24 Senior Advisory Commission work plan.

Prepared by Jennifer Herb, Recreation Supervisor
Reviewed by Kimberly Castro, Recreation Manager
Approved by: Dale Seale, Acting Director of Parks and Recreation

ATTACHMENTS

1. Age-Friendly Resolution No. 16-8375
2. Senior Needs Assessment - 2017 Full Report
3. Santa Clara County Age-Friendly Action Plan (2020-2023)
4. Age-Friendly Cities and Communities Initiative Presentation

RESOLUTION NO. 16-8375

**A RESOLUTION OF THE CITY OF SANTA CLARA,
CALIFORNIA AUTHORIZING THE CITY MANAGER TO
APPLY FOR PARTICIPATION IN THE WORLD HEALTH
ORGANIZATION'S AGE-FRIENDLY CITY GLOBAL
NETWORK**

BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, the global population of people added 60 and over is expected to grow from 600 million in 2000 to almost 2 billion by 2050;

WHEREAS, the County of Santa Clara currently has over 361,500 residents over the age of 65 and is anticipated to be 25 percent of the total county population by 2060;

WHEREAS, the World Health Organization has developed a Global Network of Age-Friendly Communities to encourage and promote public policies that support active aging and improved health, well-being, satisfaction and quality of life for older adults;

WHEREAS, the City of Santa Clara through its policy decisions supports programs, services and resources for its senior population including the Santa Clara Senior Center, Recreation Classes, Nutrition Services, Library, accessible and walkable land use policies and intentional park design;

WHEREAS, the City of Santa Clara participates in regional planning for housing, transportation, health and disaster preparation services, and social issues facing residents;

WHEREAS, the City's ADA Committee supports the Age-Friendly City initiative; and,

WHEREAS, the Senior Advisory Commission recommends that Santa Clara become an Age-Friendly City to pursue additional "Age-Friendly" interests.

NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

//

1. That the City supports initiatives and opportunities to engage in the World Health Organization's Age-Friendly Communities Global Network by encouraging and promoting public policies and projects in support of healthy and active aging.

2. That the City Manager is hereby authorized to execute documents and take further actions as may be necessary to apply for participation in the World Health Organization Age-Friendly Communities Global Network and to carry out the City's obligations pursuant to this Resolution.

3. Constitutionality, severability. If any section, subsection, sentence, clause, phrase, or word of this resolution is for any reason held by a court of competent jurisdiction to be unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of the resolution. The City of Santa Clara, California, hereby declares that it would have passed this resolution and each section, subsection, sentence, clause, phrase, and word thereof, irrespective of the fact that any one or more section(s), subsection(s), sentence(s), clause(s), phrase(s), or word(s) be declared invalid.

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Senior Needs Assessment

CITY OF SANTA CLARA PARKS AND RECREATION DEPARTMENT



Helping People
Build Better Communities

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Acknowledgements

Mayor

Honorable, Lisa M. Gillmor

City of Santa Clara City Council

Vice Mayor, Kathy Watanabe
Raj Chahal
Debi Davis

Karen Hardy
Patricia Mahan
Teresa O'Neill

City of Santa Clara Senior Advisory Commission

Barbara A. Estrada (Chair)
Deena Brocket
Wanda Buck
Judy Hubbard

Grant L. McCauley
Carolyn Seeger
Nancy Toledo

City of Santa Clara Park & Recreation Department

James Teixeira
Dale Seale
Kimberly Castro

Mallory von Kugelgen
Jennifer Herb
Jessica Carter

Participants of Senior Needs Assessment Partner Engagement Meetings

City of Santa Clara City Manager's
Office
City of Santa Clara Cultural
Commission
City of Santa Clara Fire Department
City of Santa Clara Housing and
Community Services
City of Santa Clara Library
City of Santa Clara Parks and
Recreation
City of Santa Clara Police
Department

City of Santa Clara Senior Center
Heart of the Valley
Kaiser Permanente
Ombudsman Program, Catholic Charities
SCC Department of Aging & Adult
Services
SCC Department of Public Health
SCC Senior Nutrition Program
University of San Francisco School of
Nursing
Valley Transit Authority

Consultants

Applied Survey Research (ASR)

Executive Summary

Santa Clara is committed to being an age-friendly community that promotes the health and wellbeing of residents of all ages. This effort was set in motion on October 25, 2016 when the Santa Clara City Council adopted a Resolution authorizing the City to participate in the World Health Organization's Age-Friendly City Global Network. Seven months later in May 2017, the City of Santa Clara kicked off a Senior Needs Assessment to align Santa Clara's existing efforts to become age-friendly with the current needs of older adults. The City designed and conducted the 2017 Senior Needs Assessment to provide City Council with information regarding the status of Santa Clara's older residents in the age-friendly domains of Economics and Employment; Community; Housing; Outdoor Spaces and Buildings; Transportation and Streets; Health, Wellness, and Nutrition; Social and Civic Engagement; and Access to Community Resources and Information. Together with findings from the 2010 Senior Needs Assessment, the City is able to work in collaboration with the Senior Advisory Commission and non-profit agencies to best align programs and services to community priorities.







Santa Clara's Parks & Recreation Department 2017 Senior Needs Assessment focused on understanding the priorities and interests of older adult residents of Santa Clara ages 50 and over. Sources of data collection included online and paper surveys that were available in English, Spanish, and Vietnamese, and focus groups offered in English, Spanish, and Mandarin. A total of 785 residents completed online or paper surveys and 31 Santa Clara older adult residents participated in seven focus groups. Outreach for the survey was conducted in Santa Clara at the Senior Center, senior resident facilities, community events, and locations visited by older adults such as grocery stores, the library, and a farmers market.






Staff of Santa Clara's Parks & Recreation Department convened partners in May 2017 and February 2018 to obtain input on the assessment design and trends observed by partner agencies and other City Departments. The individuals who participated in the meetings represented nonprofits, hospitals and major county service providers including the Santa Clara County Department of Public Health, Department of Aging and Adult Services, and Valley Transportation Authority. Participation from the City of Santa Clara included members of the City Council, Senior Advisory Commission, Cultural Commission, and staff from various departments. Applied Survey Research, a social research firm, was contracted to analyze the assessment data, prepare the 2017 Needs Assessment report of findings, and facilitate the February 2018 meeting with community partners.

The key findings of the 2017 Senior Needs Assessment are presented below. In comparison to items that also appeared on the 2010 Senior Needs Assessment, responses indicate similar rates of home ownership, natural disaster preparation planning, utilization of the Senior Center, doctor visits, and sadness/depression. Similar responses were also reported for utilization of meal services, missing balanced meals, and the primary reasons for missing balanced meals. Other comparisons suggest slight differences between assessments: respondents rated their physical health as higher, engaged in more frequent exercise, and report slightly less anxiety in 2010 than in 2017.

The City plans to draw upon the assessment findings to formulate a work plan that will align the City’s programs, policies, and priorities with the varying priorities of older adults and to inform coordination with providers of older adult services.

Key Survey Findings by Age-Friendly Domain

Domain	Survey Findings
Survey Sample 	<ul style="list-style-type: none"> ▪ The survey sample included approximately equal groups of residents in their 50s, 60s, and 70s or older. ▪ 66% of survey respondents were female. ▪ 93% reported speaking English at home. ▪ 78% were White/Caucasian, followed by Asian (13%) and Other (9%). ▪ 35% had a household income over \$100,000 while 32% had a household income of \$55,000 or less.
Economics and Employment 	<ul style="list-style-type: none"> ▪ 51% of survey respondents were retired or not in the labor force, 44% were employed, and 5% were unemployed. ▪ Residents ages 50-59 were the largest group that reported being currently employed (75%).
Community 	<ul style="list-style-type: none"> ▪ 58% of survey respondents rated the City of Santa Clara as a good place to live as they age. ▪ 78% of respondents indicated that it was important to remain in the City of Santa Clara as they age.
Housing 	<ul style="list-style-type: none"> ▪ 97% of respondents indicated it was important to be able to live independently in their own home as they age. ▪ 98% of respondents indicated it was important to have a well-maintained home.

Domain	Survey Findings
	<ul style="list-style-type: none"> 89% of respondents indicated it was important to have safe low-income housing.
<p>Outdoor Spaces & Buildings</p> 	<ul style="list-style-type: none"> 99% of respondents indicated it was important to have safe and accessible sidewalks.
<p>Transportation & Streets</p> 	<ul style="list-style-type: none"> 99% of respondents indicated it was important to have safe streets. 98% of respondents indicated it was important to have well-maintained streets. 95% of respondents indicated that they drive themselves to go shopping, attend doctor visits, complete errands, or when traveling.
<p>Health, Wellness & Nutrition</p> 	<ul style="list-style-type: none"> 71% of survey respondents rated their health as “Very Good” or “Excellent.” 81% of respondents reported engaging in frequent exercise. Between 7% and 15% of survey respondents reported frequent sadness/depression or anxiety over the past two weeks. 70% of the lowest income respondents reported not using meal services.
<p>Social & Civic Engagement</p> 	<ul style="list-style-type: none"> Respondents rated the most important activities as those that are affordable (94%), have senior discounts (90%), and social activities with widely publicized and accurate information about them (91%). 70% of respondents interact daily with their friends, family or neighbors in their community.
<p>Access to Community Resources and Information</p> 	<ul style="list-style-type: none"> The Senior Center is the top information resource for older adults. 93% of respondents gather their information from the Senior Center. 60% of respondents access the Senior Center. Senior Center utilization was higher among respondents ages 70 and over and among those with lower income.

Key Focus Group and Partner Findings

Focus Group Participants

- The most frequently cited need by focus group participants was housing, including the lack of affordable housing, the high cost of property taxes, the need for help with home maintenance and modifications, and assistance completing housing applications.
- Focus group participants also frequently cited the need for sidewalks to be repaired or replaced, which were reported to be especially dangerous at night.
- There was also a need for safer intersections and more visible traffic signs.
- With regards to transportation options, older adults indicated a need for more accessible and conveniently located bus stops, more frequent buses, a shuttle or trolley system, assisted rides, carpooling, and education on how to use Uber/Lyft.
- Focus group participants and survey respondents expressed a high level of satisfaction with the Senior Center, although there is a desire for extended hours, especially hours that can accommodate people who work.
- The ability to access information about services was cited as a challenge by focus group participants.
- Residents discussed the need for affordable activities, classes geared towards older adults still in the labor force, senior job internships, volunteer opportunities, and more intercultural and intergenerational activities and settings.

Santa Clara Partners

The feedback shared by Santa Clara partners validated many of the needs identified by focus group participants, such as the need for affordable housing, safer sidewalks and intersections, convenient and accessible transportation options, and employment opportunities for older adults. Additionally, Santa Clara partners stressed the need for improved mental, physical, and social health services. Partners expressed a need to address the high level of anxiety and sadness reported in the survey, particularly among lower-income respondents. Loneliness was framed by partners as a health-risk that should be a priority moving forward. Also with regards to health, partners discussed the need for greater outreach for nutrition programs, especially geared towards lower-income older adults who are not currently accessing meal services.

About the Senior Needs Assessment

Santa Clara’s commitment to being an age-friendly community prompted the City Council’s adoption of a Resolution on October 25, 2016 authorizing the City to participate in the World Health Organization’s Age-Friendly City Global Network. According to the AARP Policy Book, the guiding principle of an age-friendly society focuses on designing livable communities that are safe and secure, have affordable housing and transportation options, and offer supportive community features and services. “Once in place, those resources enhance personal independence, allow residents to age in place, and foster their engagement in the community’s civic, economic, and social life.”ⁱ



In an effort to strengthen older adult services and to identify any gaps in service, the City updated its Senior Needs Assessment last completed in 2010. Survey findings from that time reflect that the majority of Santa Clarans were college-educated, had lived in the city a long time, spoke primarily English, felt safe on the streets, and 77% enjoyed overall good health. Respondents looked to the Senior Center and city publications for information and 75% used the internet. Transportation, housing, and unexpected major expenses were the challenges of primary concern throughout the age groups as individuals planned to age in place.

In the City of Santa Clara in 2015, 12.3% of older adults (65+) live at or near the Federal Poverty Line (138% of FPL), earning under \$1354/month for a single-person household or \$1832/month for a two-person household.ⁱⁱ UCLA’s Elder Index reflects not just the cost of food in determining poverty, as reflected by the Federal Poverty Level, and looks at the overall cost of living specific to an area. For example, in Santa Clara County in 2015, 26% of all older adults 65+ live at or below the Elder Index threshold of \$2370/month.ⁱⁱⁱ Furthermore, the Index estimates that nearly half (46%) of all older adults living alone and one out of three older adults living in two-elder households in Santa Clara County lack the financial resources required to pay for basic needs.^{iv} This indicates that a large percentage of older adults are living in a gap between poverty and economic security.

- Individuals in this “gap” often have incomes too high to qualify for many means-tested public programs, yet are too low to provide for their basic cost-of-living needs (housing, food, healthcare, transportation) and all of the supports necessary to age safely and independently in their homes.
- In every state, the share of older adults living “in the gap” between the FPL and the Elder Index is larger than the share living in poverty.

Following the Great Recession, those gaps between resources and supports have become even more of an issue for frail older adults living on fixed incomes. In the time since the 2010

assessment, many residents have not been able to stay in Santa Clara due to rising rents and a lack of long-term care services, such as affordable homecare.

The City of Santa Clara Parks & Recreation Department conducted its second Senior Needs Assessment in 2017. In developing the assessment, Santa Clara drew upon the Eight Domains of Livability Framework established by the World Health Organization. The framework is used by many communities to organize and prioritize their work to become more livable for older residents and people of all ages.

Report Overview

This report presents the data that was collected for the 2017 Senior Needs Assessment, providing information to help align the needs of older residents with available services. The report is organized by the World Health Organization's age-friendly domains asked about in the survey: Economics and Employment; Community; Housing; Outdoor Spaces and Buildings; Transportation and Streets; Health, Wellness, and Nutrition; Social and Civic Engagement; and Access to Community Resources and Information.

Each section of the report contains: 1) data from online and paper surveys; 2) data from the focus groups, referred to as "Focus Group Observations;" and 3) data from the February 2018 local service providers and advocates partner meeting, referred to as "Partner Reflections." In addition, a section of the report is focused on highlighting the gaps in resources identified from the assessment. Santa Clara's findings are compared to results from the Santa Clara County Livability Survey and Sourcewise's Area Plan on Aging: 2016–2020. Finally, the report concludes with a prompting for the City of Santa Clara to develop an action plan to address priorities and needs of aging older adults in the City.

Findings from the 2017 Senior Needs Assessment were compared to the previous assessment of senior needs conducted by Santa Clara in 2010. Comparisons were possible for several items where the questions and response options were the same. When considering 2010 and 2017 needs assessments, similar rates were reported by respondents for home ownership, doctor visits, and feelings of isolation, sadness/depression, and interest in doing enjoyable activities. Similar proportions were also reported for utilization of meal services, for missing balanced meals, and the primary reasons for missing balanced meals. Lastly, similar rates were observed for natural disaster preparation planning.

Overall, the results were mostly similar, and the few differences that were identified are noted throughout the report including slightly higher perceptions of good physical health and reporting of frequent exercise, and a lower prevalence of anxiety in 2010.

Methodology

Data Collection

Data was collected for the Senior Needs Assessment by Santa Clara's Parks & Recreation Department from May 2017 through July 2017. The data collection consisted of online surveys and paper surveys available in English, Spanish and Vietnamese, and focus groups offered in English, Spanish, and Mandarin with older adult residents of Santa Clara ages 50 and over. A total of 785 residents completed the survey. The survey asked residents about their socio-economic background, employment status, physical and mental health, disaster preparedness, and usage of the Senior Center. Residents were also asked about their perceptions of Santa Clara as a place to live as they age, and to rate the extent to which they want to have various age-friendly features in their community. Outreach for the survey was conducted by staff of the Parks & Recreation Department at the Senior Center, senior resident facilities, community events, and locations visited by older adults such as grocery stores, the library, and a farmers market. Heart of the Valley assisted with the outreach for the survey and delivered the survey to homebound seniors through their door-to-door transportation services.

In addition to the survey, seven focus groups were held at the Senior Center with 31 Santa Clara residents. One of the seven focus groups was held in Spanish and another offered in Mandarin. A focus group was conducted by Heart of the Valley comprised of their agency's client and volunteer base. Focus group participants were asked about their experience in the eight domains of livability, and the programs that could benefit the community in those areas. They were also asked where they would refer community members in need of dementia care services.

Partner Engagement

Santa Clara convened partners in May 2017 to obtain their input on the design of the assessment and again in February 2018 to present the assessment findings. At the February 2018 meeting, ASR presented the key findings to partners and facilitated small groups where partners provided their input on the most pressing needs affecting older adults, model practices, and strategies to address the unmet needs of older adults. The individuals who participated in the meetings represented nonprofits and major county service providers including the Santa Clara County Department of Public Health, Department of Aging and Adult Services, and the Valley Transportation Authority. Participation from the City of Santa Clara included members of the City Council, Senior Advisory Commission, Cultural Commission, and staff from various departments.

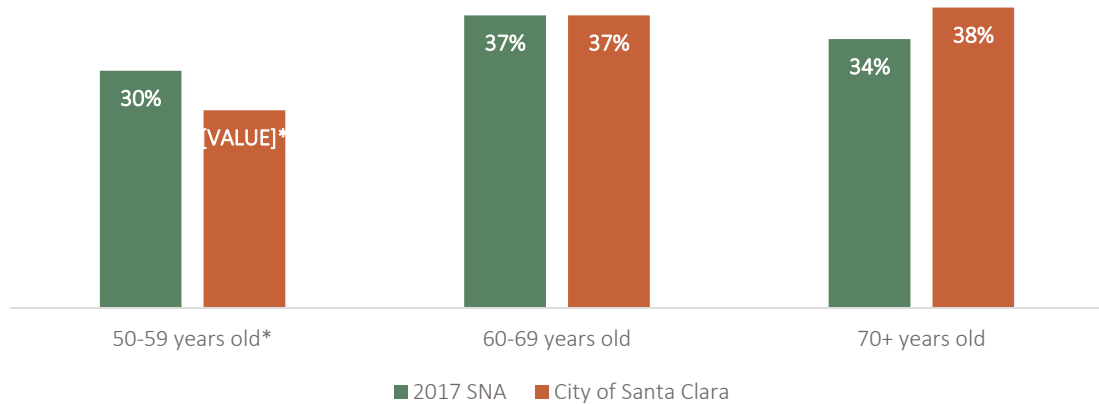
Consultants

Applied Survey Research (ASR) was contracted to analyze the data, prepare the report of data findings, and facilitate the February 2018 meeting with community partners. ASR is a social research firm dedicated to helping people build better communities since 1980.

Survey Demographics

A total of 785 residents completed the Senior Needs Assessment (SNA) survey. The sample included residents in their 50s (30%), 60s (37%), and 70s or older (34%). The age of survey respondents closely matched the age distribution of Santa Clara’s older adult population.

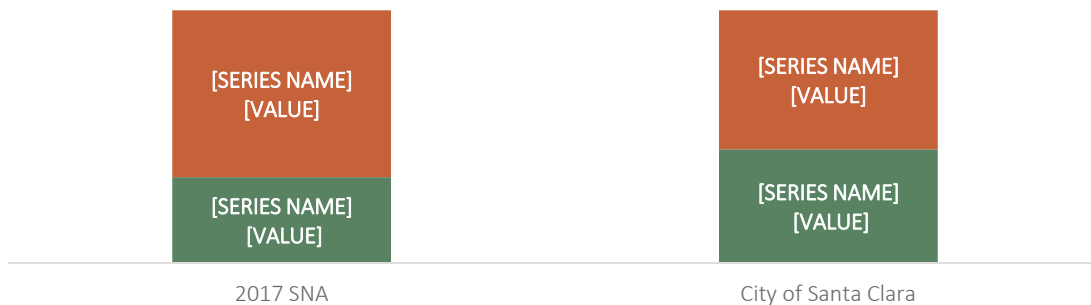
Figure 1. Age of Survey Respondents and of Santa Clara Residents 50+



Source for City of Santa Clara: U.S. Census Bureau, *2012-2016 American Community Survey 5-Year Estimates*. Note: The age breakout for the City of Santa Clara is for 55-59 year olds. Age breakout percentages for City of Santa Clara ages 55-59, 60-69, and 70+ were estimated using the population estimate 23,847. 2017 SNA n=761.

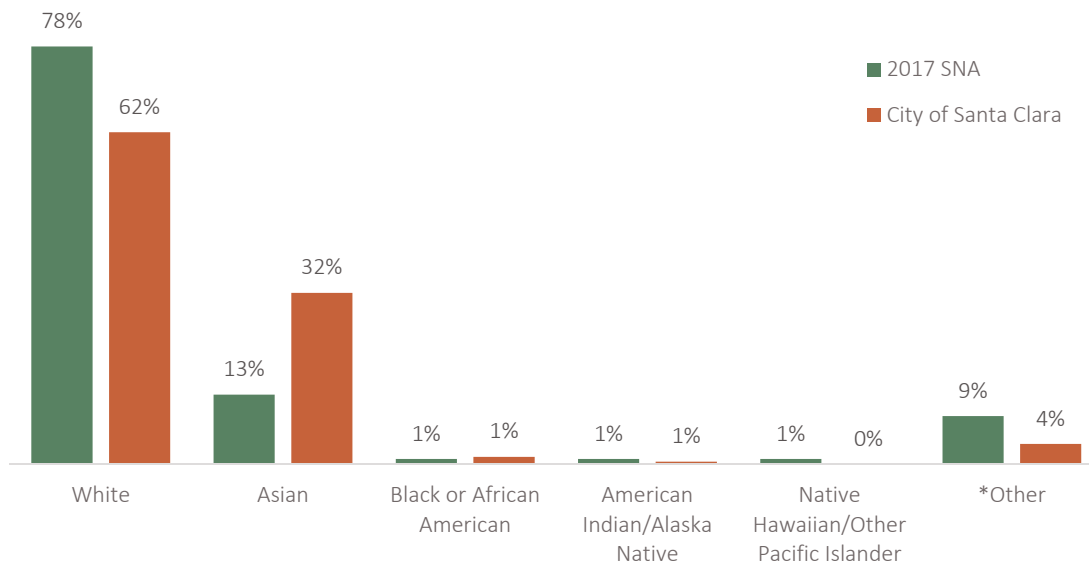
Two-thirds of the survey respondents were female (66%), and more than half (57%) were married. Most respondents (93%) reported speaking English at home, and over three-fourths were White/Caucasian (78%) followed by Asian (13%). Nine percent of respondents selected the Other category for race/ethnicity. The percentages of female and White survey respondents were higher than Santa Clara’s overall population as reported by the U.S. Census Bureau, while the percentage of Asian survey respondents was lower (see Figure 3).

Figure 2. Gender of Survey Respondents and of Santa Clara Residents 60 and Over



Source for City of Santa Clara: U.S. Census Bureau, *2012-2016 American Community Survey 5-Year Estimates, Population 60 Years and Over, n=17,825*. 2017 SNA n=776.

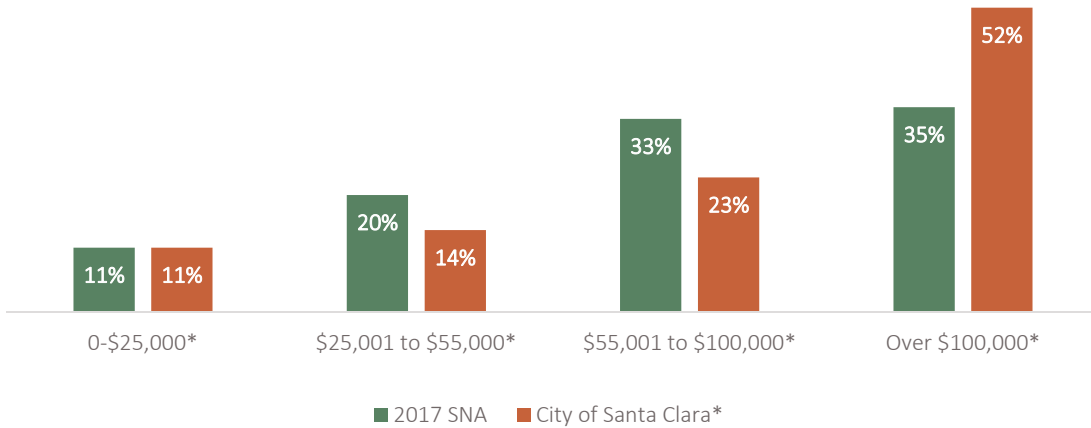
Figure 3. Race and Ethnicity of Survey Respondents and of Santa Clara Residents 60 and Over



Source for City of Santa Clara: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates, Population 60 Years and Over, n=17,825. Note: Ethnicity information for “Other” includes the categories of *Some other race* and *Two or more races*. 2017 SNA n=779.

Over one-third of survey respondents (35%) had a household income of over \$100,000 while nearly one-third (32%) had a household income of \$55,000 or less. Fewer survey respondents reported an income of \$100,000 or more compared to the City of Santa Clara (35% of survey respondents compared to 52% of the City of Santa Clara population).

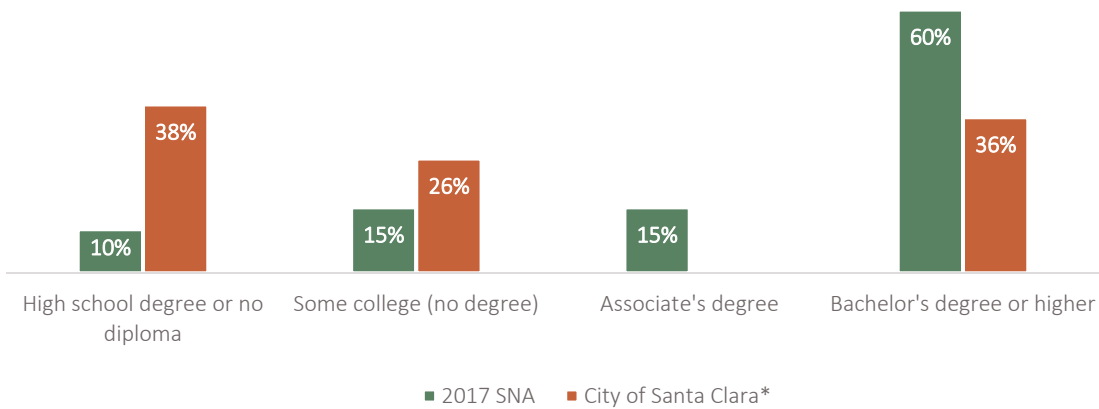
Figure 4. Income of Survey Respondents and of All Santa Clara Residents



Source: City of Santa Clara data pulled from U.S. Census Bureau, *2012-2016 American Community Survey 5-Year Estimates*, n= 122,725. 2017 SNA n=696. Note: Data for City of Santa Clara followed slightly different income breakout ranges: 0-\$24,999, \$25,000 to \$49,999, \$50,000 to \$99,999, \$100,000 and over.

Six in ten (60%) survey respondents had a Bachelor’s degree or higher, similar to the percentage citywide (57%). One in ten (10%) survey respondents had a high school degree or no diploma, which was lower than Santa Clara’s proportion of 22%.

Figure 5. Education Level of Survey Respondents and of Santa Clara Residents 60 and Over



Source: City of Santa Clara data pulled from U.S. Census Bureau, *2012-2016 American Community Survey 5-Year Estimates, Population 60 Years and Over*, n=17,825. Note: the categories some college and Associate’s degree are combined for the ACS data. 2017 SNA n=770.

Economics and Employment

Why is it important?

Economic wellbeing is a key component of livability. An age-friendly community provides ways for older people to work for pay or volunteer their skills and be actively engaged in community life.^v The reported benefits of volunteering include a sense of self-worth, feeling active, and maintaining health and social connections.^{vi}



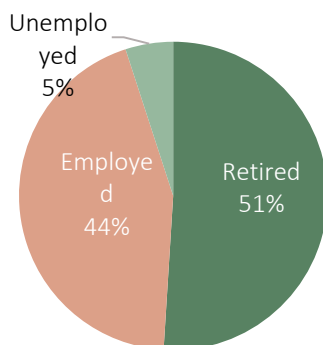
Livable communities provide residents an equal chance to earn a living wage and improve their well-being through quality job and education opportunities.^{vii} According to the World Health Organization, older adults desire opportunities for employment and volunteering that are tailored to their needs and interests.

What are the conditions of older adults?

Survey Findings

More than half (51%) of survey respondents were retired and not in the labor force. Of those remaining, 44% were employed and 5% were unemployed. Residents ages 50-59 were the largest group that reported being currently employed (75%). Almost half (47%) of residents ages 60-69 are currently employed, while approximately one in six (15%) residents ages 70 and older are currently employed.

Figure 6. Labor Force Participation



Note: 2017 SNA n=777.

Survey respondents expressed concern about various living costs, which greatly impacted their ability to age in place in Santa Clara. Issues included being challenged to sustain their quality of life due to rising housing costs, taxes, healthcare, and insurance. A few respondents expressed a desire to access educational opportunities, learn about work opportunities, and use their knowledge and skills to assist the public.

Focus Group Observations

Focus group discussions offered similar observations on affordability and difficulty managing living expenses. Some who are retired pointed to the need for other sources to supplement their income. Those who are willing to work noted that businesses are typically unwilling to hire older adults.

Partner Reflections

Community partners indicated a need for older adult job internships and several suggested forging partnerships with Encore and Sourcewise to provide this service.

Community

Why is it important?

Research conducted by the AARP has found that the vast majority of people ages 50 and older want to stay in their homes and communities for as long as possible.^{viii} The availability of age-friendly community features and services, such as home support, impacts the well-being of older adults, and their ability to remain in their communities as they age.

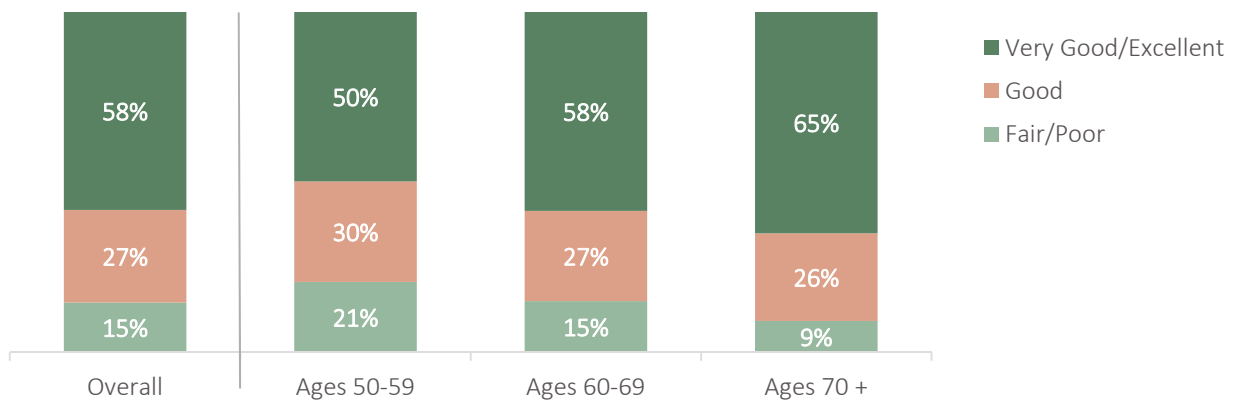


What are the conditions of older adults?

Survey Findings

Older adults indicated that the City of Santa Clara was a good place to live. Over half (58%) of 772 respondents rated the City of Santa Clara as a “Very Good/Excellent” place to live as they age, and positive ratings increased with age.

Figure 7. Perceptions of Santa Clara as a Place to Live as People Age, By Age



Note: Overall n=772, Age n= 766.

Three-quarters (78%) of respondents indicated it was “Very/Extremely Important” to remain in the City of Santa Clara as they age, and positive ratings increased with age.

Housing

Why is it important?

Age-friendly communities provide housing and support that allow older adults to age comfortably and safely.^{ix} Aging in place can be possible if homes are appropriately designed or modified, and if a community includes affordable housing options for people of all ages, allowing everyone to live in a quality neighborhood regardless of their circumstances.^x



What are the conditions of older adults?

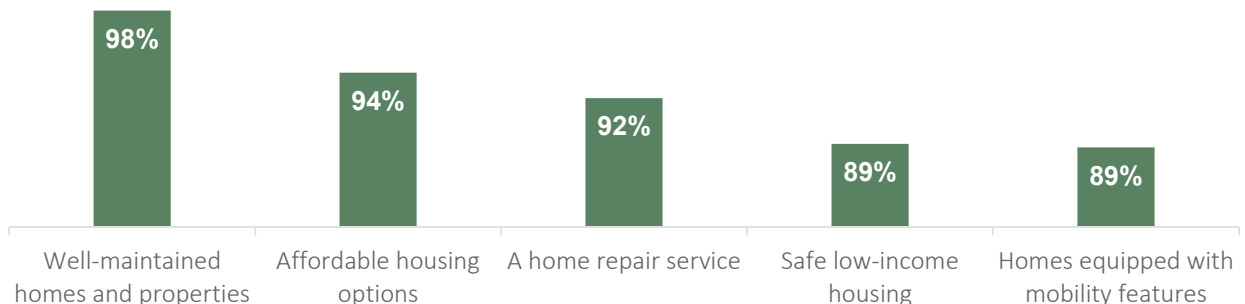
Survey Findings

Over three-quarters of survey respondents (78%) own their home and one-quarter reported living alone.

Older adults highly value living independently in their home or in the City as they age. Most survey respondents (97%) indicated it was “Very/Extremely Important” to be able to live independently in their own home as they age.

Older adults value safe and well-maintained homes. Nearly all survey respondents (98%) indicated it was “Very/Extremely Important” to have a well-maintained home. In addition, nearly 90% of older adults indicated it was important to have safe low-income housing.

Figure 8. Percentage of Respondents Who Rated Having Safe, Well-Maintained Homes and Properties as “Very/Extremely” Important



Note: n=762-776.

Six in ten residents have lived in the City of Santa Clara for over 25 years. One in five (21%) survey respondents have lived in the City of Santa Clara for fifteen years or less.

Survey respondents reported difficulty in finding or being able to qualify for affordable senior housing. Many cited the high cost of living in Santa Clara and the rapid development and growth of residential complexes that appear to be mostly unaffordable to most older adults.

Focus Group Observations

Focus group participants identified the high cost of housing, increasing property taxes, lack of assisted living, and dementia care services as concerns.

Partner Reflections

Several needs and gaps in housing were identified by community partners:

- Lack of affordable housing. Homecare workers are not able to afford to live in the area.
- Perception that there is a lack of home repair and home maintenance services. Partners shared as a preferred model a centralized downtown with housing options nearby.

Outdoor Spaces and Buildings

Why is it important?

Outdoor spaces and public buildings have a major impact on the mobility, independence, and quality of life of older people and their ability to “age in place.”^{xi} Green spaces, sidewalks, safe streets, outdoor seating and accessible buildings benefit people of all ages.^{xii} Age-friendly features could include intergenerational community gardens, senior-friendly parks, parklets, improved sidewalks/walking areas, and wayfinding signs.



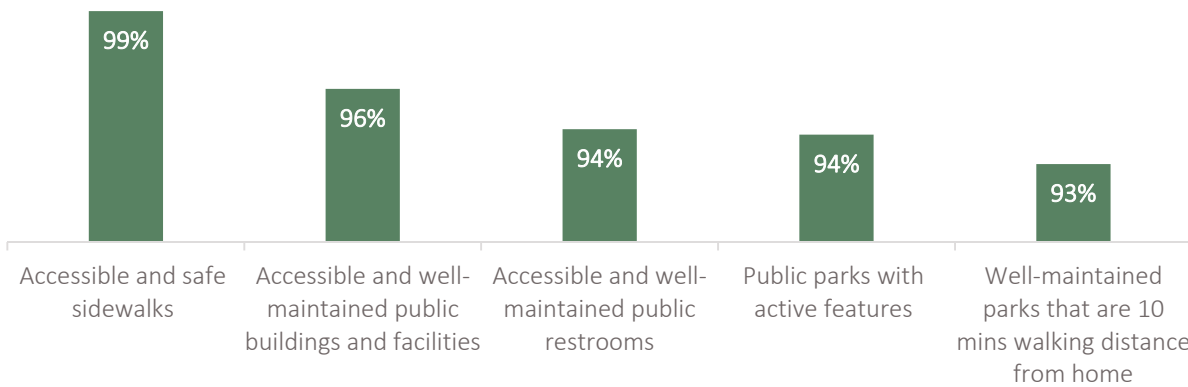
What are the conditions of older adults?

Survey Findings

Older adults highly value safe, well-maintained spaces for active living. Most survey respondents (93% to 99%) attributed high importance to having well maintained, safe and accessible sidewalks, public buildings/facilities, and public parks with active features, such as walking paths and outdoor sports courts in the city.

“I would love to be able to stay once I retire, but with the cost of living going up so much here, particularly rent, and the congestion in the streets, I will probably have to leave.”

Figure 9. Percentage of Older Adults who Rated Safe, Well-maintained Public Spaces for Active Living as “Very/Extremely” Important



Note: n=772-779.

Focus Group Observations

Focus group participants mentioned a few challenges related to outdoor spaces and buildings, such as poor sidewalks conditions, alcohol use and litter at the parks, and lack of parking at the Senior Center. However, residents did enjoy the ramps added to sidewalk corners, the beauty of Central Park, and well-maintained public restrooms at the park. In general, participants desired interest in access to green spaces, such as parks, trails, and community gardens.

Partner Reflections

Community partners indicated a need for sidewalk repairs. Partners identified the problem of raised roots in sidewalks, which make walking especially dangerous for older adults.

The current models and practices for outdoor spaces and buildings shared during the partner meeting included:

- Walkable, smaller communities within a larger community so that services and shops are within a few blocks of homes.
- Reassessment of how many handicap parking spaces are required at residential or retail development that will attract seniors. Encourage older adult specific parking spaces close to shopping centers.
- Perform sidewalk audit to help areas in need of repairs.
- Revitalize the downtown with walkable, wide sidewalks.
- Community gardens can create a place for older adults to be social, active and share produce.

“...our city sidewalks and streets are in need of repair/replacement to allow people to walk safely.”

Transportation & Streets

Why is it important?

Access to affordable, convenient, and safe travel can have a major effect on quality of life. Livable communities provide residents with transportation options that connect people to needed services, economic opportunities, and social and civic activities.^{xiii} Age-friendly transportation features include well-maintained streets and intersections, adequate time to cross the street, easy-to-read traffic signs, and low-cost, affordable public transportation options. Age-friendly communities have implemented senior shuttles, improvements in walking environments, and ride shares.



Transportation and Streets plays a vital role in the public’s daily lives. From walking and/or biking to school, commuting to work, running errands, or even having groceries or goods delivered, all users interface with the transportation system. When the overall transportation system (roads, sidewalks, trails, transit) is well designed, functioning at a high level, and properly maintained/managed, residents and businesses tend to thrive which has an overall benefit to the local economy. Additionally, when users have a variety of viable mobility options, this provides access to goods and services which can lead to better quality of life.

What are the conditions of older adults?

Survey Findings

Many respondents placed a high level of importance on safe and accessible transportation. Nearly all of the survey respondents (98% to 99%) indicated it was “Very/Extremely Important” to have safe and well-maintained streets. Between 94% and 96% of respondents indicated it was “Very/Extremely Important” to have safe transportation stops and accessible and convenient public transportation.

“Transportation is a huge problem when a senior is no longer able to drive. My nearest bus line is 4 blocks away, and runs so infrequently that it would be very inconvenient to use regularly.”

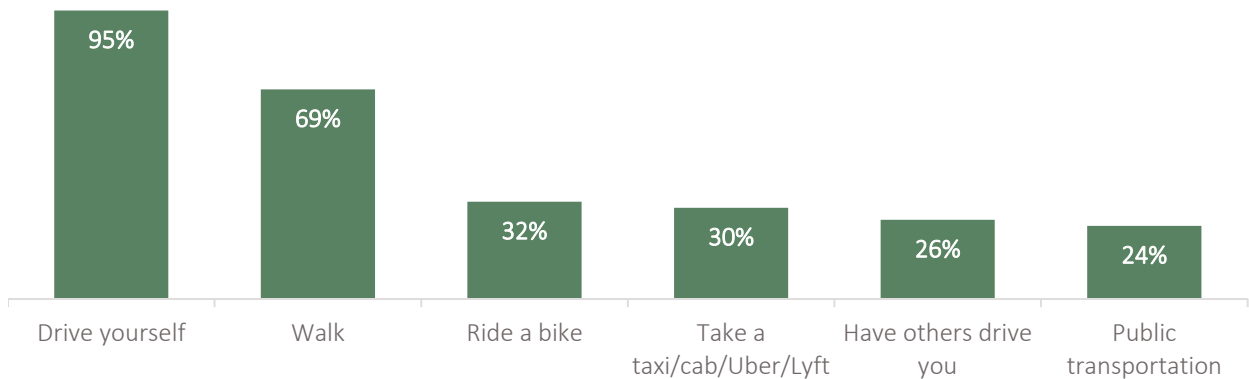
Figure 10. Percentage of Respondents Who Rated Having Accessible and Well-Maintained Transportation Infrastructure as “Very/Extremely” Important



Note: n=761-774.

Ninety-five percent of all survey respondents indicated that they drive themselves to go shopping, attend doctor visits, run errands, or travel to other places. Over two-thirds (39%) of lower income residents earning \$25,000 or below reported using public transportation to get around compared to 17% of higher income residents earning over \$100,000.

Figure 11. Percentage of Respondents who rated how they got around for shopping, doctor visits, errands, and other places



Note: n=639-773.

Survey respondents commented on the lack of time to cross streets and the need for low-cost transportation options for older adults (such as more bus routes, a senior bus system, assisted rides and carpooling).

Focus Group Observations

Focus group participants identified several transportation challenges, such as limited bus and train routes serving areas away from main streets and the lack of weekend public transportation options. Increased traffic congestion was identified as posing a challenge to pedestrian and motorist safety.

Partner Reflections

At the community partner meeting, participants identified the following transportation needs:

- Increased pedestrian safety (e.g., signage and traffic enforcement for pedestrian crossing).
- A City shuttle service for older adults.
- A mini-transit within the City that is safe and accessible.
- More bus stops (near public facilities, such as the Library and closer to homes to reduce the distance) and more frequent buses.
- Help older adults become more Uber/Lyft savvy.

The current models and practices for transportation shared during the partner meeting included:

- Shuttle services (based on Mountain View, Palo Alto or Heart of the Valley programs).
- Safe routes to parks.

Health, Wellness & Nutrition

Why is it important?

Health and support services are essential to maintaining the health and independence of older adults.^{xiv} Healthy communities provide access to high quality, appropriate, and affordable health care and mental health services. Additionally, they offer easy access to exercise opportunities, nutrition services, and have smoke-free air laws.^{xv}



What are the conditions of older adults?

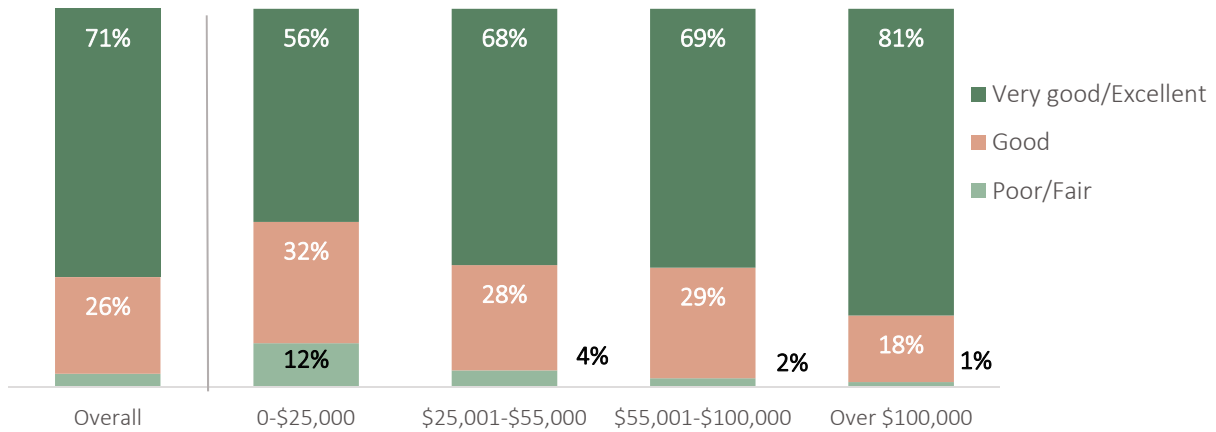
Survey Findings

Respondents reported strong physical health. Seven in ten survey respondents (71%) rated their health as “Very Good” or “Excellent” and 81% reported engaging in frequent exercise. Almost all respondents (98%) indicated it is important to remain physically active as long as possible, and eight in 10 (81%) survey respondents engaged in some form of physical exercise at least several times a week.

Survey respondents in 2010 reported slightly higher ratings than those reported by 2017 respondents for perceptions of “Good/Excellent” health (77% compared to 71%) and frequent engagement in exercise (85% compared to 81%), respectively.

Perceptions of health varied by income. The following figure depicts lower income adults were less likely to report their health as good as compared to adults with a higher income. Fifty-six percent of respondents earning \$25,000 and under rated their health as “Very Good/Excellent” compared to 81% of respondents earning over \$100,000.

Figure 12. Perceptions of Health, by Income



Note: Overall n=774, Income n=691.

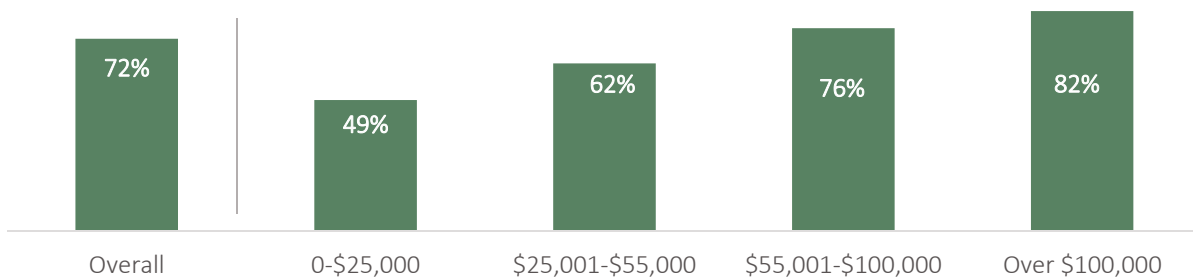
Physical Exercise

Lower income adults also reported lower levels of exercise. Seventeen percent (17%) of lower income respondents reported engaging in physical exercise less than once per month, compared to 2% of those earning over \$100,000.

Prevalence of Disabilities or Handicap

The survey asked respondents whether they have a disability, handicap or disease that has kept them or their spouse from fully participating in daily activities. Close to three-fourths (72%) reported no disability or handicap. Respondents who were ages 50 to 59 and those earning over \$55,000 were more likely to report not having a disability or handicap.

Figure 13. Percent of Respondents Who Reported Not Having a Disability or Handicap, by Income

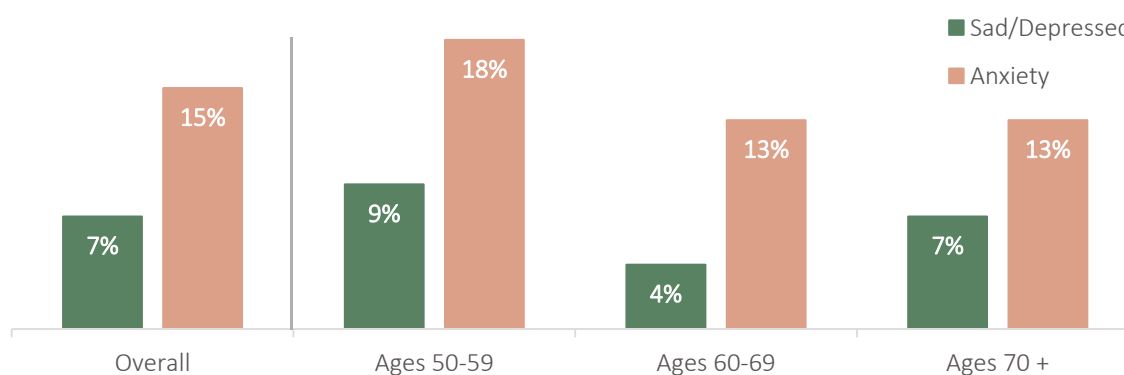


Note: Overall n=768, Income n=691.

Mental Health Status

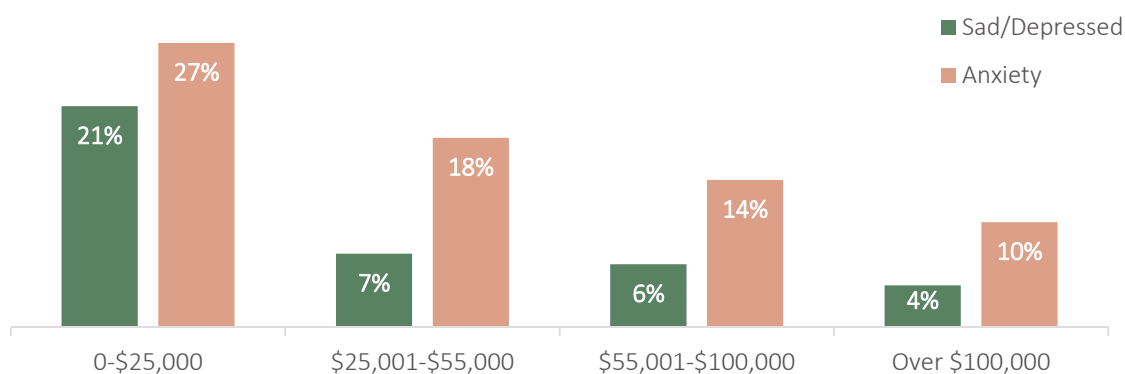
Respondents were asked whether they had felt sad/depressed or anxious during the past two weeks. Seven percent of survey respondents reported experiencing sadness/depression and 15% reported experiencing anxiety. In 2010, rates of sadness/depression stayed the same and anxiety was slightly lower with 11% reported feeling anxious. In the recent survey, reports of sadness/depression and anxiety were prevalent across age groups and were higher among the lowest income and unemployed residents.

Figure 14. Percentage of Respondents who "Often/Always" Felt Sad/Depressed or Anxious in the Past Two Weeks



Note: Overall - reporting some level of sadness/depression n=759. Overall - reporting some level anxiety n=749. Age - reporting some level of sadness/depression n=754. Age - reporting some level anxiety n=744.

Figure 15. Percentage of Respondents Who "Often/Always" Felt Sad/Depressed or Anxious in the Past Two Weeks, By Income



Note: Sadness/depression n=680. Anxiety n=673.

Figure 16. Percentage of Respondents Who "Often/Always" Felt Sad/Depressed or Anxious in the Past Two Weeks, By Employment Status



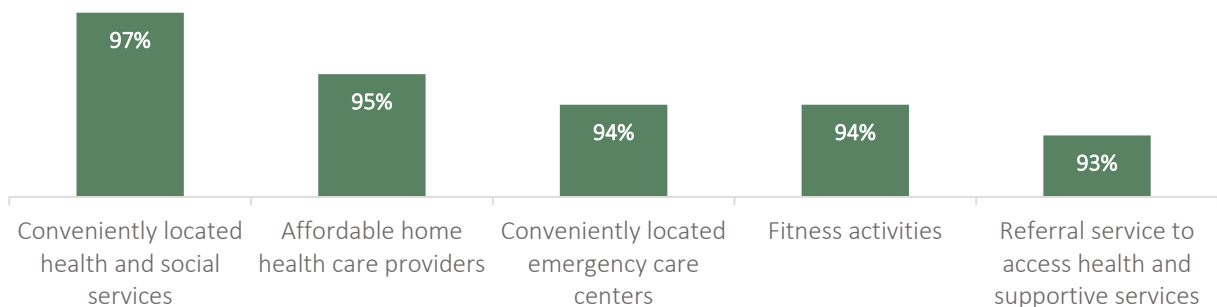
Note: Sadness/depression n=756. Anxiety n=745.

Six percent of older adults reported isolation “Often/Always” during the past two weeks. A similar percentage (8%) of older adults in 2010 reported feeling isolated. Research shows that isolation can be considered a health risk associated with increased mortality and other adverse health effects, such as dementia, increased risk for hospital readmission and increased risk of falls.^{xvi}

Wellness Support Services

Older adults highly value health and wellness supportive services. Ninety-seven percent of all survey respondents indicated it was “Very/Extremely Important” to have conveniently located health and social services while 95% thought it was important to have affordable health care providers.

Figure 17. Percentage of Respondents Who Rated Having Health and Wellness Supportive Services and Activities as “Very/Extremely” Important



Note: n=760-768.

Doctor Visits

Just over half (53%) of respondents see a doctor several times a year. Four in ten respondents reported seeing a doctor once a year. Older adults ages 70 and over reported seeing a doctor more frequently than their younger counterparts.

Nutrition

Low-income survey respondents are more likely to miss a balanced meal weekly compared to higher income respondents. Twenty one percent of those earning \$25,000 and under missed a balanced meal weekly, compared to 13% of those earning over \$100,000. Of the of low-income respondents who reported missing a balanced meal weekly, half had not used the meal services asked about in the survey including, Meals on Wheels, Second Harvest Food Bank, and meals at senior centers.



Disaster Preparedness

Over one-third of older adults are not prepared for a disaster. The survey asked respondents if they have a plan to survive in their home after a natural disaster. Over one-third (37%) of respondents did not have a plan in place.

Focus Group Observations

Focus group participants mentioned a few primary concerns related to health, wellness and nutrition such as struggling to find information about community services and where to obtain medical supplies, such as wheel chairs, canes and walkers. Participants noted that resource fairs and support from faith communities have been helpful.

Partner Reflections

At the community partner meeting, participants indicated a need for:

- Improving mental, physical and social health. There are high rates of anxiety among older adults regardless of income and there is a need to focus on loneliness and sadness as health risks.
- Limited transportation and bus passes to travel to nutrition programs.
- There should be a focus on outreach for those who can benefit most from nutrition programs.
- Market and educate older adults about meal service options since the survey data indicate that most low-income seniors are not using meal services.
- Flexibility in regards to the needs of the community. For example, home delivery for homebound older adults and pick-ups or shared meals for the mobile population.

The current models and practices for health, wellness and nutrition shared during the partner meeting included:

- Meal sharing service. It was suggested that a social media site could pair people who need food with people who are making food.
- Neighborhood 'Meals on Wheels' program.
- A community where someone's skill, service or other means of barter can be traded for meals.

Social and Civic Engagement

Why is it important?

Social participation and social support are strongly connected to good health and well-being.^{xvii} Livable communities promote the inclusion and contribution of older adults into all areas of community life. Opportunities to connect and feel welcomed help lessen social isolation among older adults and strengthen the entire community.^{xviii} Additionally, a livable community provides ways for older residents to volunteer their skills and creates intergenerational settings for young and older residents to learn from and value each other.^{xix}

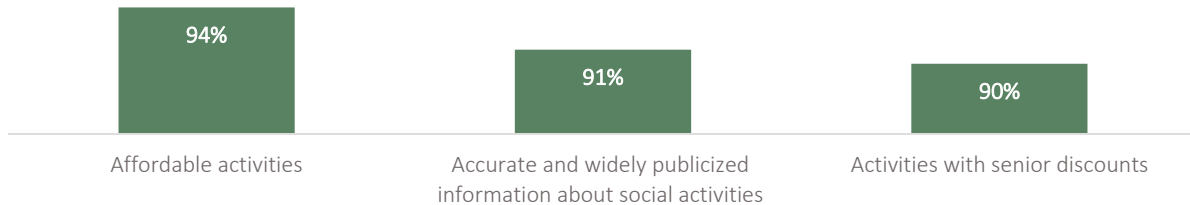


What are the conditions of older adults?

Survey Findings

Older adults placed high importance on the availability of a wide array of social and volunteer activities in their community. As shown in the figure below, between 90% and 94% of older adults attributed a high level of importance to affordable activities, widely publicized information about activities, and activities with a discount.

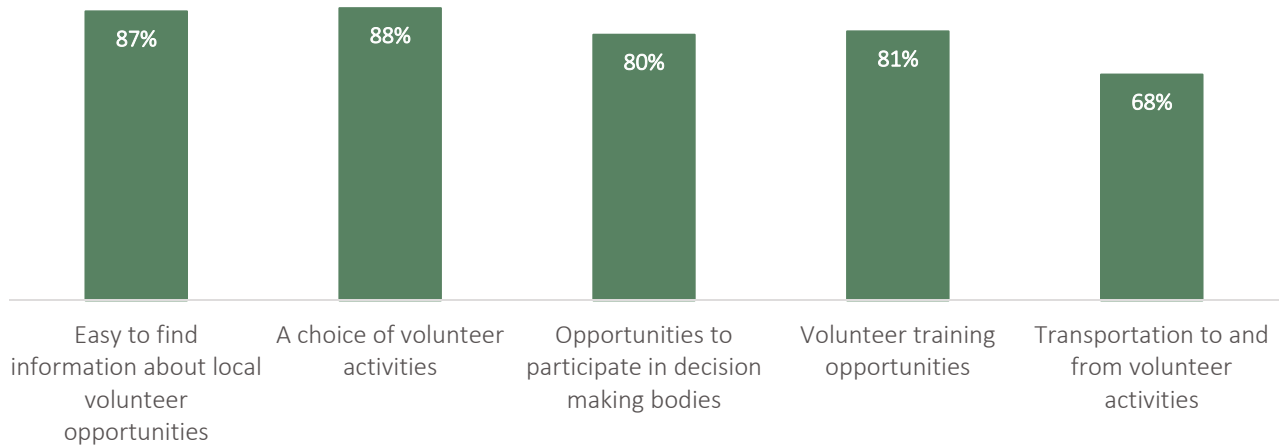
Figure 18. Importance of social activities rated as “Very/Extremely Important”



Note: n=764-766.

Between 87% and 88% of respondents rated easy to find information about local volunteer activities, as well as a choice of volunteer opportunities, as “Very/Extremely Important.”

Figure 19. Importance of volunteering and civic participation rated as “Very/Extremely Important”



Note: n=765-775.

Seven in ten survey respondents (70%) interact (in person, by phone or online) daily with their friends, family or neighbors in their community.

Survey respondents commented on the importance of social and civic engagement, including creating spaces for activities in the downtown area and engaging Santa Clara City residents in local decision-making. Respondents expressed a desire to participate in cultural activities and noted the need for greater inclusion and social cohesion.

“Give more volunteer opportunities to seniors because this activity allows them to feel more included and valued.”

Focus Group Observations

Focus group participants expressed an interest in volunteering opportunities to feel valued and included, and in participating in an array of intergenerational social activities and settings (e.g., City programs, parades, community projects). Some noted that the City of Santa Clara is doing well with providing opportunities for residents of all ages to interact. In addition, participants mentioned an appreciation for diversity and cultural inclusion.

One participant reported feeling a general lack of respect in the community for the elderly and a few participants pointed to the value of providing more visible roles and opportunities for older adults to contribute to the community.

Partner Reflections

- Partners indicated a need for programs/classes or mentors for younger older adults 50-65 (those still in labor force).
- Partners recommended an older adult discount booklet to offer discounts/coupons for various programs and activities.
- The current models and practices for social and civic engagement shared during the partner meeting included providing offsite programs/meet-ups for “younger older adults” who work.

Access to Community Resources and Information

Why is it important?

Livable communities provide access to information about community activities and needed services through a variety of means adapted for a spectrum of vision and hearing abilities.

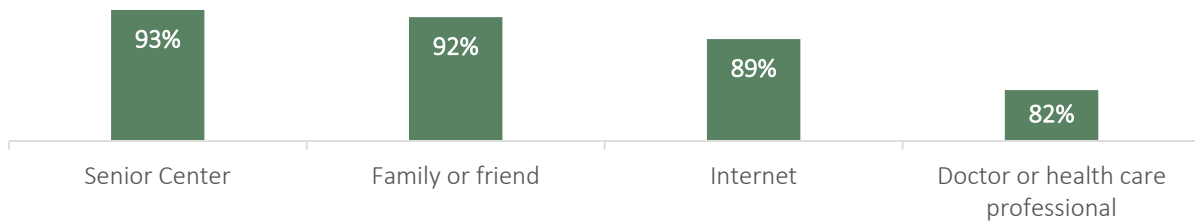
What are the conditions of older adults?

Survey Findings

The Senior Center is the top information resource for older adults. Ninety-three percent of older adults gather their information most often from the Senior Center followed by a family or friend (92%), the internet (89%), and their doctor or other health care professional (82%). Older adult residents ages 70 and over were less likely to report using the internet to access information.



Figure 20. Where Respondents Most Often Access Information About Services



Note: n=727-771.

A large majority (89%) of respondents want a centralized source of community information, 86% want free access to computers and the Internet in public places, and 78% want in-person delivery of community information to home-bound older adults as well as clear displays of information with large lettering. Respondents noted a lack of information about services and expressed a strong interest in learning how to better access this information.

Senior Center Usage

Sixty percent of survey respondents accessed the Senior Center, with usage increasing with age: 37% of residents in their 50s use the Senior Center, as compared to 73% of those ages 70 and over. When asked about what prevents them from using the Senior Center, residents in their 50s most often indicated “Hours of operation don’t meet my needs” (36%); “Don’t know what is offered” (32%); and “I don’t identify with the name Senior Center” (22%).

“The Senior Center needs extended hours for people who work.”

Utilization of the Senior Center was higher for lower income adults. Close to three-fourths (73%) of older adults earning \$25,000 and under reported using the Senior Center, compared to 40% of respondents earning over \$100,000.

Survey respondents provided positive comments on their experiences accessing and utilizing the Senior Center, and working adults suggested extending Center operating hours in order to better access the services and programs. It is clear that the Senior Center is perceived as providing opportunities to support active lifestyles and to learn about age-appropriate services and resources.

Focus Group Observations

Similar to the survey findings, focus group comments reflected very positive views about participant experiences with the Senior Center, but many expressed the need for extended hours and more activities. As noted in the survey findings section, participants also expressed an interest in a centralized information system about resources to better link seniors to appropriate services.

Focus group participants mentioned a few challenges in regards to community resources and information such as:

- Residents without internet or cable cannot access information.
- Some rely solely on information from electricity bill inserts, libraries and Senior Center bulletins.
- Northside residents experience transportation challenges and have limited access to information from the Senior Center.

Partner Reflections

At the community partner meeting, participants indicated a need for:

- Improved communication with older adults. Sometimes older adults are not called back.
- More information on things to do in the City of Santa Clara.

- A better way to disseminate information, as there is a lot of information, but it is not being accessed.
- Extended Senior Center hours.

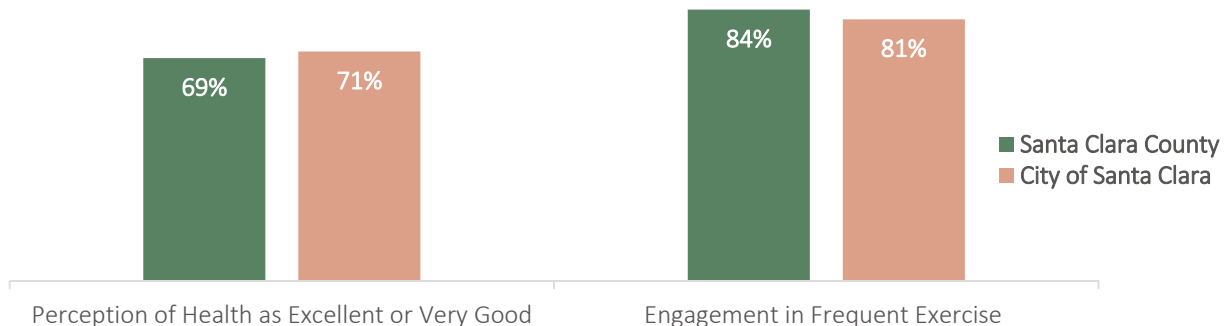
Comparison to Other Local Studies

Santa Clara County Livability Survey

To better understand how the findings of Santa Clara’s Senior Needs Assessment aligned with other local studies, Santa Clara’s survey results were compared with the results from Santa Clara County’s Livability Survey conducted by the Santa Clara County Public Health Department in 2016. The surveys were evidence-based and asked similar questions, which allowed for a thorough comparison of the results. In both surveys, respondents were asked how important it was to have various age-friendly features, services, and activities in their community. A comparison of the survey results showed that respondents attributed similar ratings to the age-friendly features asked about in the county and city surveys. The highest rated age-friendly items across both survey samples were: accessible and safe sidewalks; well-maintained streets; affordable activities; and widely publicized information about social activities. Additionally, there was similarity in the top resources used for information about services for older adults, which included the local senior center and the internet. Although the top rated items were similar across both studies, the ratings were more favorable among City of Santa Clara residents as compared to residents countywide.

There were also similarities with regards to perceptions of health and engagement in frequent exercise as shown in the figure below.

Figure 21. Perceptions of Health Items & Level of Exercises, by Locality



Note: City of Santa Clara Perception of Health n=774. City of Santa Clara Engagement in Frequent Exercise n=768.

The comparison of results between the countywide and Santa Clara surveys showed differences with regards to perceptions of their communities’ livability as they age, with ratings being higher in the countywide sample. Eight in ten (80%) of residents countywide reported their city as “Excellent” or “Very good” for people to live as they age, compared to 58% of Santa Clara residents. However, the percentage of residents who said it was “Extremely” or “Very important” to remain in their city as they age was higher for the city (78%) than the county (66%).

Sourcewise's Area Plan on Aging 2016-2020

Sourcewise, Santa Clara County's Area of Aging Agency, provides programs for older adults, such as the Health Insurance Counseling & Advocacy Program, Multiple Older Adult Services Program, Meals on Wheels, and acts as the county's payment facilitator for In-Home Supportive Services. Sourcewise has taken a leadership role in addressing issues important to older adults in Santa Clara County. In order to develop their Area Plan on Aging, Sourcewise conducted a comprehensive Needs Assessment in 2015 to obtain information specific to the identified needs of adults 60 years or older living in Santa Clara County. The Assessment consisted of a random-digit dial telephone survey, focus groups, and surveys of caregivers and providers.

The needs that surfaced from the Sourcewise study were compared to Santa Clara's findings to understand the extent to which there was alignment of need, and to validate Santa Clara's results since the Sourcewise study was more comprehensive. However, the Sourcewise study employed a methodology distinct from Santa Clara, which limited the comparability between studies. Several of the general areas of alignment are described below:

- Focus group respondents in the Sourcewise study were asked to identify which resources were currently available in Santa Clara County to address their needs. Older adults most frequently responded that the (senior) community center where the focus group was held helped them address their needs. Similarly, the top resource cited by older adults in Santa Clara was the Senior Center.
- Countywide residents were asked to identify, from a list, which services were lacking for older adults. The services most often identified by respondents as missing were: fraud & financial abuse education (27%); help finding housing (25%); legal services (23%); and general information on aging (22%). The common themes that emerged from the Santa Clara focus groups also included housing and information on aging.
- Among providers in the Sourcewise study, the top five most identified unmet needs of older adults were: help finding housing (74%); access to transportation (67%); counseling or care management (56%); health services (44%); and help with health insurance (37%). The top needs that emerged from partners in Santa Clara were consistent, with housing, access to transportation, and physical/mental health frequently cited.
- In the Sourcewise study 73% of older adults reported driving themselves as the most frequently identified mode of transportation, similar to the Santa Clara assessment, although the percentage was much higher in Santa Clara (95%).
- 20% of Sourcewise older adult respondents indicated they did not feel comfortable using public transportation. The commonly cited reasons were consistent with the needs expressed by Santa Clara focus group participants including: does not stop near residence; does not go where needed, and it's difficult to plan a trip.

- Focus group participants in the Sourcewise study discussed difficulties related to accessing information. The most frequent issues mentioned by participants were language barriers, outdated lists, and limited printed resources. In Santa Clara, focus group participants also expressed a need for more paper communication.

Next Steps – Action Planning

The mission of the City of Santa Clara is to promote a living and working environment that allows for the best quality of life by serving the community with resourceful, efficient, progressive and professional leadership.

What is the City currently doing to improve the conditions of older adults?

Joining 15 cities county-wide, Santa Clara now a designated Age-Friendly City, is committed to be a livable community, and understands that being age-friendly benefits the entire community. For example, barrier-free buildings and streets enhance the mobility and independence of people with disabilities of all ages, and families experience less stress when their older members have the community support and health services they need. Moreover, post-retirement, many older people continue to provide unpaid and voluntary work for their families and communities.^{xx} Santa Clara recognizes and values the participation and contribution of older adults.

Using the lens of an Age-Friendly City, Santa Clara can categorize their department updates as well as work plan and project goals into one of the eight domains of focus. Current updates or reports are described in detail below:

Housing

The cost to rent or purchase housing in the Bay Area is becoming increasingly expensive for thousands of older adults, both for those on fixed retirement incomes as well as those who have not yet reached retirement. In 2015, UCLA's Elder Economic Security Standard (The Elder Index) which reflects the cost of housing, food, healthcare, transportation, and other expenses, estimates the annual basic cost of living for an older adult couple in Santa Clara County at \$36,660, or \$3,055/month.^{xxi} For those who have only small pensions, social security, and a few assets, their only hope for safe, secure, and affordable housing is through units built with the assistance of local government resources and through Federal tax credit programs.

Part of the problem for cities like Santa Clara is simply a lack of affordable housing. Santa Clara can be characterized as a "job rich" community, where the number of jobs has well exceeded the number of housing units. According to a March 2017 report published by SiliconValley @ Home^{xxii}, the City of Santa Clara has a 2.38 jobs-housing ratio imbalance (i.e., 2.38 jobs for every housing unit) making it even harder for seniors, particularly those on a fixed income, to access housing.

The City of Santa Clara is committed to ensuring availability of affordable housing to moderate, low, very-low and extremely-low income households and seniors through the adoption of the Affordable Housing Ordinance and Impact Fees. The new requirements will include a

combination of inclusionary requirements for residential projects and impact fees for smaller projects and nonresidential projects to provide a steady stream of affordable housing units and income to fund the provision of affordable housing projects across the City.

Over the next 5 years, the City of Santa Clara hopes to create at least 400 new older adult affordable housing units by leveraging Federal, County, and local subsidies. These units will provide resources, amenities, and supportive services to older adults in Santa Clara, enabling them to downsize if necessary.

The City also uses its Federal grant allocations to help older adults in a variety of ways. The City's Neighborhood Conservation and Improvement Program (NCIP) provides minor rehabilitation to owner-occupied, single family homes. Loans and grants are provided to low income residents, whose incomes are at or below 80% of the County median, adjusted for household size. Many of the program's participants are older adults who use the program to implement accessibility upgrades, enabling them to age in place.

The City's Tenant Based Rental Assistance (TBRA) program assists homeless families with ties to Santa Clara (work or school) with rental subsidies and deposits along with case management and housing search services.

Additionally, the City distributes a portion of its annual Community Development Block Grant (CDBG) award to local public service agencies, many of which serve Santa Clara older adults. These agencies include:

CATHOLIC CHARITIES--LONG TERM CARE OMBUDSMAN

2625 Zanker Road, Suite 200, San Jose, CA 95134

(408) 944-0567

Under the direction of the California Department of Aging, provides advocacy, complaint investigation, including violations of personal rights and elder abuse, and problem resolution for primarily elderly (60+ years of age) residents in the City's two nursing facilities and 15 assisted living/residential care facilities for the elderly.

SANTA CLARA SENIOR CENTER--SENIOR NUTRITION

1303 Fremont Street, Santa Clara, CA 95050

(408) 615-3170

Provides daily, balanced meals to persons 60 years and older, targeting frail, isolated older adult citizens. Meals are served at the City's Senior Center. The median age of clients is 76. The Program is operated by the City Parks and Recreation Department, under a contract with the County of Santa Clara.

SENIOR ADULTS LEGAL ASSISTANCE (SALA)--ELDERS LEGAL SERVICES

1425 Koll Circle, Suite 109, San Jose, CA 95112

(408) 295-5991

Provides free legal services to older adults (age 60 and older). Services are provided by appointment, two intake days a month at the City Senior Center on Fremont Avenue, and by phone. Homebound elders may receive home visits. Services include legal advice/referrals, simple document writing, and legal representation.

LIVE OAK ADULT DAY SERVICES--SENIOR ADULT DAY CARE

1147 Minnesota Avenue, San Jose, CA 95125

(408) 971-9363

Serves frail and dependent older adults with an adult day care program consisting of recreation, interactive social activities, adaptive physical exercise, nutritious meals and personal care. In addition, caregivers receive respite and support services, including counseling and referrals, to assist them in their efforts to maintain their older adult relative in their home.

HEART OF THE VALLEY—SENIOR TRANSPORTATION

1550 El Camino Real, Santa Clara, CA 95050

(408) 241-1571

City CDBG funds provide support for door-to-door transportation and assist with day-to-day tasks for older adults who are 65 years of age or older. Riders pay no fee. Transportation and in-home services are provided by volunteers. The program does not provide transportation for persons in wheelchairs. Persons needing accessible vehicles for transportation are referred to the countywide paratransit program.

SILICON VALLEY INDEPENDENT LIVING CENTER—HOUSING PROGRAM FOR PERSONS WITH DISABILITIES

2202 N. First St., San Jose, CA 95131

(408) 894-9041

This program provides City of Santa Clara residents who have disabilities with education and training on all aspects of how to conduct a housing search for affordable, accessible housing to transition from homelessness, healthcare facilities or unstable, temporary housing including emergency assistance, security deposits, rental assistance (based on available resources), information and referral and access to independent living services. This support is accomplished through one-on-one service provision and group workshops.

Outdoor Spaces and Buildings

Placemaking

The City has embarked on an innovative community engagement process in partnership with Project for Public Spaces to enable the community to have a greater role in the design and development, both private and public, for the overall benefit to the City. Placemaking inspires people to collectively re-imagine and reinvent public spaces as the heart of the community.

In parallel, the City offers educational workshops, including land use policy issues and an update on the General Plan.

Sports and Recreation Assets

In September 2013, Council adopted a goal to enhance community sports and recreational assets. Since then, Capital Improvement Project (CIP) funding has been prioritized and allocated on an annual basis from available sources such as the Capital Project Reserve Fund, the [Housing](#)

Development Impact Fees (subject to Quimby Act & Mitigation Fee Act) and supplemented with grants, corporate and individual donations.

New Development Parkland Dedication, Credits & Fees

Parkland dedication, credits and fees are city building requirements (outlined in Chapter 17.35 Park and Recreation Land of the City Code) which help the City acquire and develop adequate public parkland to meet the additional demand created by new residential housing projects and/or to mitigate the impacts of new housing developments on existing park and recreation facilities. The amount of parkland to be dedicated is based on the type and size of the proposed development. Credits refer to fee reductions for parkland dedication, when eligible for specific private open space and recreation amenities. Fees in-lieu of parkland dedication are used by the City to acquire and develop additional public parkland, and/or for capital projects to improve existing parks & recreation facilities. The City encourages developers to contact the Parks & Recreation Department with preliminary ideas, questions and schematic plans early in the planning process in order to find ways to meet requirements.

Park Amenity and Design Standards

The City of Santa Clara Parks & Recreation design standards were developed by the Department of Parks & Recreation. The goal of establishing design standards is to identify the elements that are consistently found in the City of Santa Clara park system and to provide standard guidance to landscape architects, grounds maintenance staff and others as to what is acceptable. These standards cover a wide range of park elements, identifying specific product types, materials and installation practices.

The Parks & Recreation Department uses the following criteria when developing outdoor spaces:

- Use research-based best practices, and comply with all current Codes;
- Incorporate principles of inclusive playground design in the individual elements and the overall playground environmental design;
- Provide “age-friendly” (multigenerational) spaces;
- Integrate nature and habitat (California native, drought resistant palate) into play environments;
- Provide outreach/education and master planning with residents and community partners;
- Incorporate seven elements of play (balancing, swinging, sliding, climbing, brachiating spinning, running/free play);
- Address safe routes to parks (system connectivity) and ADA;
- Provide, measure and report desired outcomes such as health/fitness; and
- Be sustainable (in materials, construction, operations, and maintenance).

It is understood that City park sites should be easily accessible to the public by various modes of transportation: vehicular, bicycle, and pedestrian. Current Federal ADA accessibility guidelines must be incorporated into the design of parks, park facilities and amenities. ADA accessibility should be accommodated at all sites to the fullest extent practical. It is also understood that all new park facilities, elements and components must conform to the most recent uniform building codes, California laws, regulations and safety guidelines. Finally, where applicable, all current City ordinances, Public Works standards and Utilities standards will be followed. Such guidelines are published elsewhere.

Facility Condition Assessment

In April 2017, The City of Santa Clara Parks & Recreation Department selected Kitchell CEM to perform Facility Condition Assessments (FCA's) for Parks & Recreation Department facilities, including 47 parks and 65 buildings, located within the City of Santa Clara. The purpose of this assessment was to determine the conditions of the facilities in order to identify the costs of current deficiencies of the existing City infrastructure as well as to forecast anticipated future capital renewals for site systems for the next 20 years. The process involved:

- Inventory all Parks & Recreation assets for use in the City's Enterprise Asset Management System/Geographic Information System for use in a work order system;
- Assess asset conditions;
- Identify current deficiencies of the assets inventoried;
- Determine the costs of repair and/or replacement of the current deficiencies;
- Forecast anticipated future necessary renewals and costs for site systems over a 20-year life cycle;
- Assist the City in preventive maintenance planning; and,
- Use in the Department's Capital Improvement Project (CIP) budget planning.

[Full report available here:](#)

Transportation and Streets

Santa Clara is currently in a transitional period with respect to developing from suburban to a more urban lifestyle. As the growth contemplated in the City's General Plan becomes a reality, in addition to roadway and traffic signal improvements, the City is also looking to alternative methods of travel to: 1) reduce the need for automobile use and 2) increase health benefits to our constituents. For example, non-motorized transportation infrastructure (such as bicycle, pedestrian, and trails) is being master planned. Also, necessary regional funding for roadway maintenance is starting to open up with the 2017 passage of California Senate Bill 1 and the 2016 approval of the Santa Clara Valley Transportation Authority's Measure B ballot measure.

The City of Santa Clara also received a Caltrans Sustainable Communities Transportation Planning Grant in December 2017 to develop the City's first Pedestrian Master Plan. In August

2018, the City selected the consultant Alta Planning & Design to assist in the development of the plan. Alta Planning + Design will help the City with conducting public outreach/workshops/online surveys, surveying existing conditions, data collection, preparing a pedestrian needs analysis, developing recommended improvements, and overall completion of the master plan. It is anticipated that the Pedestrian Master Plan will take approximately 18 months to complete with the final plan to be presented to City Council in winter 2020.

The City has allocated funding in the City's Budget towards improvement to the overall transportation system. Specific to senior needs, the City is working on implementing older adult and accessible friendly improvements in the transportation system. This includes:

- Retiming traffic signals to increase the "Walk/Don't Walk" intervals to assist those with slower walking speeds.
- Installing crosswalk sensors at traffic signals that will detect if a person is still crossing the street when the pedestrian crossing phase nears completion. If successful, the opposing traffic would be slightly delayed to allow pedestrians to safely finish their crossing of the intersection.
- Working with technology companies to facilitate implementation of smart traffic signals to connect transportation users to traffic signals. Uses include communications to vehicles to provide optimal travel speeds, remaining green time, dynamic rerouting of traffic, presence of pedestrians crossing the roadway, confirmation of detection of bicyclists/pedestrians, presence of emergency vehicles and crash avoidance notification.
- Installing low stress level bicycle facilities (Class 1 trails which have little or no steep sections, and Class 4 Protected Bicycle Lanes which provide space that is exclusively for bicyclists and separated from motor vehicle travel lanes, parking lanes, and sidewalks) on City bike routes.
- Implementation of wider roadway stripes to assist autonomous vehicles and human drivers
- All new traffic signs will exceed reflectivity standards for better nighttime recognition.
- When possible, installing wider sidewalks with buffers from the roadway to enhance comfort for pedestrians.
- Installing/retrofitting streets to better prioritize pedestrian movements (i.e. tightening of street corner returns and removal of free right turn islands).
- Retrofitting handicap ramps to ensure ADA compliance.

As the City continues to grow and change, we strive for a multimodal (automobile, bicycle, pedestrian, transit) transportation system that provides safe, efficient, and effective mobility options for all Santa Clara residents and businesses. This system would be implemented to accommodate all members of the public, regardless of age or abilities.

Health, Wellness and Nutrition

The Parks & Recreation Department's Senior Center houses the City's Health & Wellness Program (H&W Program), which assists Santa Clara's adults age 50+ and their families with public health and social service needs free of charge, by appointment. In 2017, program staff engaged over 4200 individuals (non-unique), or approximately 350/month.

Staffed by Registered Nurses and a Social Worker, this program focuses on key areas of support relevant to a variety of client needs, evidence-based goals, and desired public health outcomes:

- Safety net for at-risk older adults to prevent elder abuse via home visits and collaboration with Adult Protective Services;
- Navigation of healthcare systems to access appointments and connection to services;
- Public health screenings and events, such as a weekly blood pressure clinic, pre-diabetic assessments, bi-annual hearing tests, and an annual health and wellness fair;
- Health teaching and care management for those with chronic diseases (heart disease, diabetes, dementia) and behavioral health (mental health, substance use) conditions;
- Assessment of older adults' functional abilities and needs, research for available resources, and partnering to implement supports and interventions with the goal of helping individuals maintain optimum health, independence, and safety in their homes;
- Assistance locating, affording, and transitioning to housing at all levels: rooms, apartments, board and care/assisted living, and skilled nursing placements;
- Accessing transportation resources;
- Locating and engaging home care;
- Social engagement experiences to combat isolation and loneliness, such as movie screenings, home visits, support groups, and a "friendly face" destination for newcomers to the Senior Center;
- Collaboration with other City of Santa Clara departments (library, police, fire, community development, Silicon Valley Power) to identify and reach out to older adult residents who may need services;
- Partnerships with area universities and non-profits for community education and enrichment, such as The Alzheimer's Association, The Health Trust (Diabetes Self-Management), USF School of Nursing, Santa Clara University;

The 2017 Senior Needs Assessments survey respondents indicate that the majority of Santa Clara older adults feel healthy, active, and socially well-supported as they continue to grow older within their community. While 71% report their health as "Very Good" or "Excellent," even this population requires occasional health/social service planning or resource assistance. It is the focus of the City of Santa Clara Senior Center's Health & Wellness Program (H&W Program) to assist the remaining 29% of older Santa Clarans who do not report good

overall health access to consistent healthcare; safety and functional supports at home; exercise opportunities, or access to or the ability to prepare healthy food.

In addition to The Health & Wellness Program, Santa Clarans access medical and behavioral health care and social services through their primary healthcare systems within City limits:

- Kaiser Permanente Santa Clara
- Palo Alto Medical Foundation (PAMF)
- Stanford Healthcare
- Santa Clara Urgent Care
- Private practices: medical, dental, and behavioral health care needs

The services and resources provided by The Health & Wellness Program have proven to be a valuable resource to Santa Clara's older adults and their families. It is the goal of this program to continue to offer the range and depth of services currently provided, while remaining flexible and responsive to future community needs.

Social and Civic Engagement

Older Santa Clara residents have a variety of social engagement opportunities, through participation in community groups, religious organizations, service organizations, city commissions, City-wide special events, and volunteer opportunities at all levels of involvement.

The mission of the City of Santa Clara's volunteer services program is to enhance city programs and services by matching the varied talents of concerned individuals and groups of all ages, interests, and skills with a wide variety of interesting and challenging municipal projects.

Volunteers are the most diverse and richest resources in our community and essential to providing quality services to the residents. Community members of all ages are encouraged to show pride and get involved in civic activities through volunteer work within the City of Santa Clara.

The City of Santa Clara offers a diverse range of programs for volunteer opportunities such as:

- [Citizens Police Academy](#)
- [Community Emergency Response Team \(CERT\)](#)
- [Harris-Lass Museum](#)
- [Leadership Santa Clara](#)
- [Police Activities League \(PAL\) Volunteers](#)
- [Reserve Firefighter](#)
- [Santa Clara Amateur Radio Emergency Services \(ARES\)](#)
- [Santa Clara Arts & Historical Consortium](#)
- [Santa Clara Library](#)
- [Santa Clara Senior Center](#)

- [Silicon Valley Animal Control Authority \(SVACA\)](#)

Adult education and life-long learning experiences are also available for a wide range of interests, through the Santa Clara Senior Center, Library, and Santa Clara Unified School District.

Access to Community Resources and Information

The City of Santa Clara promotes a wide range of government and community events and disseminates information via the City's website, utility bill inserts, Municipal TV Channel 15, banners at key street intersections, fliers at community gathering places, and email notifications.

The City of Santa Clara Library is a community hub that provides all types of presentations, classes, and events ranging from genealogy to health care to hobbies.

The Santa Clara Senior Center promotes Senior Center classes, events, and community activities via communication boards in the Senior Center, a monthly newsletter that is also posted to the Senior Center website, email notifications, and flyers. The "Be Strong, Live Long" Health & Wellness Fair is held annually in May, which hosts high-caliber non-profit and government agencies that provide information about their services.

The Senior Center front desk staff and the Health & Wellness Program's RNs and Social Worker are extremely knowledgeable about resources and services in the community, including county, state, and federal programs. In addition, the Senior Center has a weekly volunteer who is a trained resource specialist, available by appointment, free of charge. City residents are able to meet with staff to learn information and resources free of charge.

For those who don't own a computer or who are not computer-savvy, Health & Wellness Program staff can help facilitate accessing information and services online. Tech classes are conducted frequently at the Senior Center and at City libraries to provide 1:1 training on how to better utilize social media, email, and search functions, and all locations host computer labs for free computer use. The City of Santa Clara also provides free outdoor Wi-Fi throughout the City via SVP Meter Connect.

Sourcewise, the Santa Clara County Area Agency on Aging, maintains a comprehensive database for resources and services, accessible online or by 1:1 assistance provided by Sourcewise volunteers over the phone. The United Way's 2-1-1 system is another opportunity for learning information.

The City of Santa Clara desires to maintain and promote the range and depth of services currently provided, while remaining flexible and responsive to future community needs.

In Conclusion

The City plans to draw upon the assessment findings to formulate a work plan that will align the City's programs, policies, and priorities with the varying needs of older adults and inform coordination with providers of older adult services.

As the assessment illustrated, the needs of older adults vary depending on a diverse array of factors, such as age, employment status, and income. As a next step, the City will build upon the strategies that were suggested by focus group participants and partners, and identify evidence-based, cost-effective practices that have been implemented by other communities.

Additionally, as an Age-Friendly City, Santa Clara will align strategies with other planning efforts focused on older adults. Santa Clara may utilize the AARP's framework of assessment, planning, implementation, and evaluation of progress. In doing so, Santa Clara will be joining a growing number of communities preparing for the rapid aging of the U.S. population by paying increased attention to the environmental, economic and social factors that influence the health and well-being of older adults. By doing so, these communities are better equipped to become great places, and even lifelong homes, for people of all ages.^{xxiii}

Appendix A: Senior Needs Assessment Survey

Appendix B: References

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AGE-FRIENDLY SANTA CLARA COUNTY

Three-Year Action Plan

SANTA CLARA COUNTY SOCIAL SERVICES AGENCY

Department of Aging and Adult Services

July 2020



Message from the Board of Supervisors

By leading and acting together, we can create a far better future for our community.

Dear County of Santa Clara resident:

Since 2018, the County and all 15 cities in it have been part of the Age-Friendly network and it is with great enthusiasm that we share the Age-Friendly Three-Year Action Plan for the County of Santa Clara with you. The Action Plan calls for assessing the domains of community life which impact older residents in our community and developing a plan to improve the well-being of those residents.

Adults age 60 and over make up 18% of Santa Clara County's population, but current trends indicate that by 2030 that number will grow to one in four. This demographic shift is an opportunity to engage our older residents in ways that will improve our entire community.

The leaders of every city in the County, along with the Board of Supervisors, share the goal of improving programs, policies, and the environment for residents of all ages. With adequate planning and investment, we can build accessible spaces, deliver responsive services, and create a more equitable society. This Three-Year Action Plan is meant to be a guide for moving the County and its cities forward together.

COVID-19 has shown us not only how strong and resilient we are as a community but also how adaptable we are. We have worked diligently with our many community partners to prioritize health and community services, social participation, and outreach. We look forward to partnering with you as we work towards a more inclusive and age-friendly Santa Clara County.

Be well,



Cindy Chavez
President, Santa Clara County Board of Supervisors





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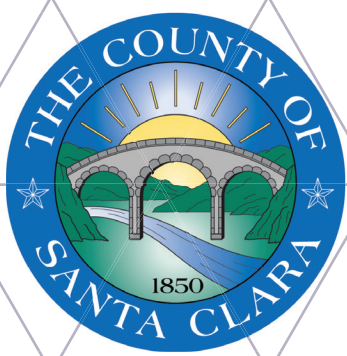


Age-Friendly Framework

In 2007, the World Health Organization developed an Age-Friendly Cities and Communities Framework outlining domains of community life impacting older residents' well-being. The framework calls for assessing needs under each of the domains and developing an action plan for improvement. AARP serves as the national Age-friendly affiliate in the United States, providing support and resources for network members. The County of Santa Clara, as well as all 15 cities within the county, joined the Age-friendly network by 2018.

Like many communities, the County of Santa Clara adapted the WHO framework to fit local needs, resulting in the following nine domains:

Public Spaces How we interact with outside spaces and built environments	Social Participation Participation in leisure, social, cultural, and spiritual activities	Housing The range of available living spaces to be safe and sheltered
Communication & Information Staying connected with access to timely and practical information	Dementia Friendly Community Support and services for individuals and caregivers	Health & Community Services Support to maintain health, independence, and quality of life
Transportation Access to transportation options to move around the city	Volunteerism & Civic Engagement Opportunities to engage in decisions and give back to the community	Employment & Finances Promotion of flexible paid work and financial stability



2011

Seniors' Agenda established by the Board of Supervisors

2013

Seniors' Agenda develops first three-year strategic plan

2016

Age-friendly community survey conducted

Age-friendly Silicon Valley Website launched

2017

37 focus groups conducted throughout 15 cities

Community Conversations of Assessment

All cities in Santa Clara County are accepted into the Global Age-friendly Network

County of Santa Clara accepted into the
Global Age-friendly Network

2018

2019

Board of Supervisors holds Special
Hearing on Issues Affecting Older Adults

Age-friendly Logic Model workshops hosted
throughout Santa Clara County

2020

Three-year Age-friendly Action Plan
established

2023

Evaluation of progress on three-year plan



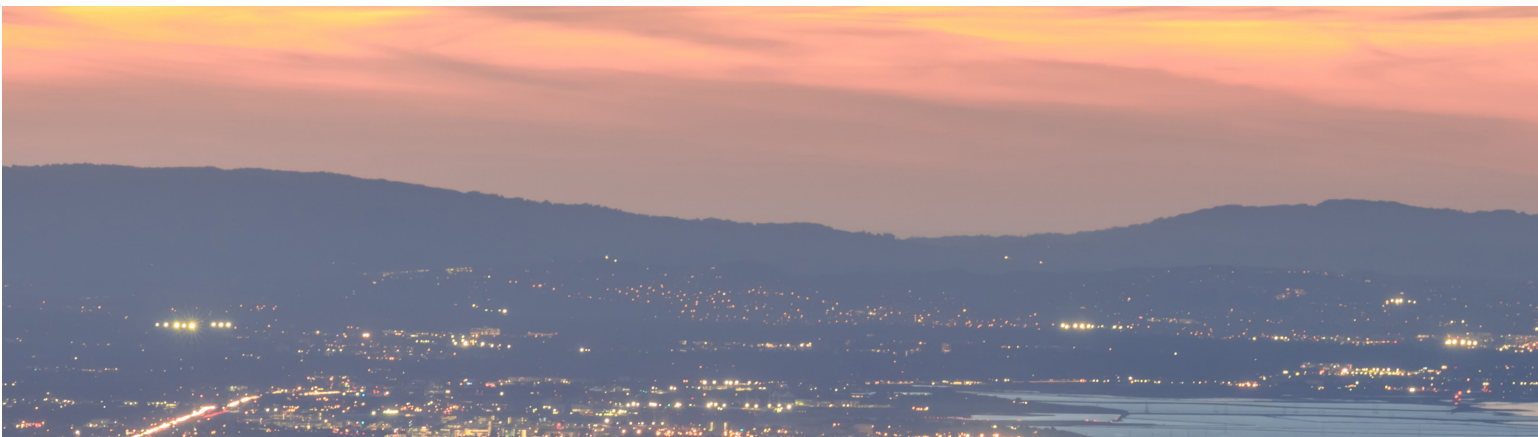
Community Profile

Santa Clara County is the largest county in the San Francisco Bay Area and has become known as “Silicon Valley” because it is a global hub for high technology. Largely because of the many technology companies, many of the cities in the northern part of the county are densely populated urban areas, while the southern part of the county is more sparsely populated and rural, reflecting its historically agricultural economy.

There is significant linguistic diversity in Santa Clara County, with more than half of all residents speaking languages other than English at home. Additionally, more than a third of residents were born outside of the United States. This brings a rich culture to the county with a wide variety of community events, ethnically diverse restaurants and businesses, and unique opportunities for cultural exchange.

In 2018, the County of Santa Clara became the first in the US to have all cities and the county join the World Health Organization’s Age-Friendly Global Network. This project was led by the Seniors’ Agenda, which is a collective-impact effort created by the Board of Supervisors in 2011 to prepare for the growing aging population. Currently, approximately 13% of residents are age 65 or older, but this is expected to grow to 22% in the next decade. This demographic shift presents an opportunity to engage residents in efforts to improve the community for all.

While each of the cities within Santa Clara County has unique strengths and challenges, the leaders in every city share the goal of improving programs, policies, and the built environment for residents of all ages. With adequate planning and investment, we can build accessible spaces, deliver responsive services, and create a more inclusive society. This Three-Year Action Plan is meant to be a guide to move the County forward together.



COVID-19 Resilience

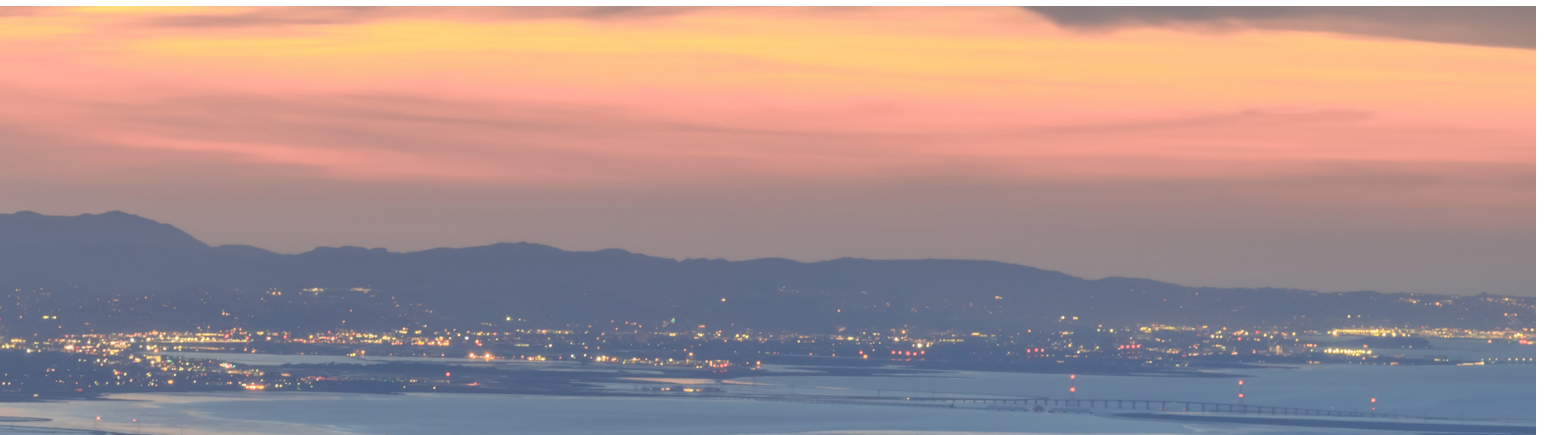
While developing this report, the COVID-19 pandemic began to spread around the world. With early evidence of serious health complications for older adults, community organizations began innovating and collaborating to adapt programs. While all Age-friendly domains have been impacted, three stood out as particularly critical:

- **Health and Community Services:** Nutrition, emergency housing, access to health care and telehealth, chronic disease management, and mental health services
- **Social Participation:** social isolation and ageism
- **Communication:** digital inclusion and accurate health information

Below are some Age-friendly examples of Santa Clara County's response to COVID-19:

- The Senior Nutrition Program adapted congregate meal sites to to-go meal pick-up locations and increased home-delivered meal capacity
- San Jose State University nursing students collaborated with the Senior Nutrition Program to make check-in calls with program participants
- The SCC Fire Department developed home safety videos, including falls prevention
- The County Library system hosted virtual book clubs for all ages
- The County of Santa Clara, City of San Jose, and Continuum of Care partners worked together to provide shelter, hygiene resources, and health care for residents facing homelessness, prioritizing those who are older or have chronic conditions
- The Board of Supervisors approved repurposing pilot funding to support virtual programming at three Adult Day Services organizations

Our community partners have all been working diligently to help older residents through this public health crisis and we look forward to maintaining the momentum to implement this action plan.



Public Spaces



The design of public spaces impacts residents' health by influencing their likelihood of participating in healthy activities. Universal Design, which considers the needs of all users, increases the accessibility of spaces beyond the minimal legal standards. More public buildings, seating areas, parking lots, and community centers should incorporate universal design to ensure usability for all. Parks are particularly valuable public spaces because they encourage physical activity, provide opportunities for social connection, and reduce stress. The 2018 County Park Visitor Survey found that 58% of park visitors over age 50 report going to the park to improve their health. To promote health for all, parks should be accessible for all residents. However, while 90% of county residents live within 5 miles of a park, none the 28 county parks in Santa Clara County can be easily visited using public transportation. Improvements to parks should include increasing access through active and public transportation routes.

Goal

To increase the accessibility, inclusivity, and safety of public spaces.

Current Age-Friendly Practices

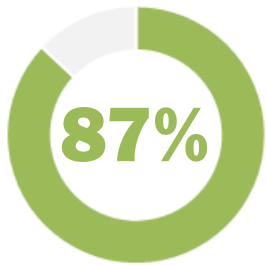
- The Department of Parks and Recreation offers a variety of year-round activities, including virtual "PlayHere on Demand" programming during COVID-19
- A senior discount is available on annual county park passes
- Restrooms and seating are available at county parks
- Accessible trails are available and clearly designated at county parks

Age-Friendly Practice Highlight

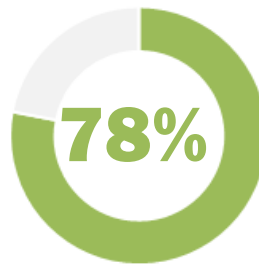
Senior Safari is a popular free event hosted once a month, May through October, by Happy Hollow Park and Zoo, traditionally a park geared toward children. Seniors' Agenda has been a key partner for this event since its inception in 2014. The event offers accessible walking paths, animal meet-and-greets, zookeeper chats, dancing, art, and hula hooping. This program is designed to help older adults socialize, exercise, and enjoy the fresh air.

2016 Age-Friendly Survey Results

It's extremely or very important to have...



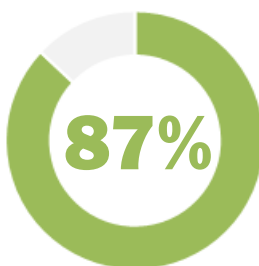
parks with enough benches



well-maintained and safe parks within walking distance of home



well-maintained public buildings and facilities that are accessible



well-maintained public restrooms that are accessible

Action Steps

- Adopt and implement an Age-friendly designation for Santa Clara County parks
- Host a Public Spaces Network Summit incorporating universal design best practices
- Sponsor marketing and outreach for the Senior Safari
- Initiate a pilot Park Rx program with Bay Area Older Adults and medical providers
- Increase participation of older adults in the Our City Forest Lawn Buster program



Social Participation



Inclusive and affordable social opportunities can support older adults' wellbeing by preventing isolation. According to the National Institute on Aging, studies of isolation and loneliness have found links to serious health conditions ranging from depression to heart disease. The county-wide Behavioral Risk Factor Survey found that about one out of four adults age 55+ do not receive the social and emotional support they need. Making activities more inclusive, as well as increasing age-specific options, will help more older adults engage and stay connected to their communities. Our Age-friendly assessment found that county residents value affordable activities, diverse cultural events, and intergenerational opportunities. The 34 senior centers throughout the county offer many opportunities that meet these criteria, but more collaboration is needed to broaden the range of social settings that welcome older people. The challenges of the COVID-19 pandemic have highlighted the importance of a supportive social network and the need for action in this domain.

Goal

To expand opportunities for participation in varied social and cultural activities.

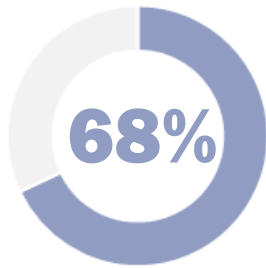
Current Age-Friendly Practices

- Santa Clara County libraries offer free or low-cost classes in a variety of languages
- Bay Area Older Adults facilitates free outdoor and social activities for groups
- The Senior Nutrition Program provides congregate meals and friendly visitors
- The Office of LGBTQ Affairs trains county staff on best practices, collaborates on community engagement events, and provides individual referral assistance

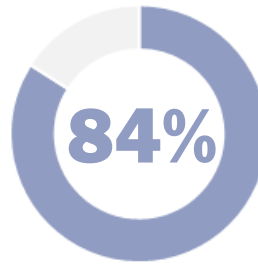
Age-Friendly Practice Highlight

In 2019, West Valley College was the first community college in the US to be designated Age-friendly. This designation recognizes their partnership with the Saratoga Area Senior Coordinating Council to share spaces and classes. They plan to continue improving their policies and infrastructure using an Age-friendly lens.

2016 Age-Friendly Survey Results

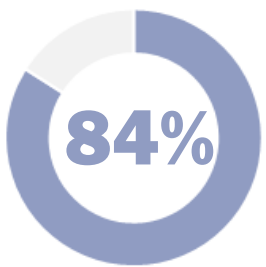


report interacting with friends, families, or neighbors at least daily

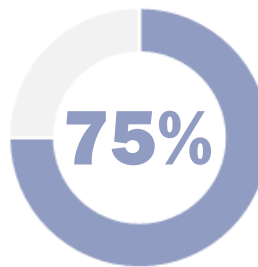


report participating in continuing education or self-improvement classes

It's extremely or very important to have...



activities that are affordable to all residents



activities involving young and older people together

Action Steps

- Engage libraries and senior centers to enhance virtual and in-person activities
- Collaborate with a college or university to pursue Age-friendly designation
- Host an intergenerational activity with a senior center and high school students
- Design a positive aging campaign to combat ageism
- Connect more Meals on Wheels participants to friendly visitor programs



Housing



According to our Age-friendly assessment, housing is the top concern for older adults in Santa Clara County. In the county's 2019 Homeless Census and Survey, 40% of people facing homelessness were over 50 years old. Part of the problem is a lack of affordable housing, with an average rent of \$2,926 per month and a median monthly household income of about \$3,644 for adults age 65+. Innovative housing models, such as co-living and accessory dwelling units, have been growing in popularity, but it is critical to expand all affordable housing. Most people report they would prefer to stay in their current home as they age, which requires access to in-home services and home modifications. Older adults who responded to the 2016 Age-friendly survey reported needing to modify their homes to age in place, but additional assistance and educational programs are needed to help homeowners make these improvements with a trusted contractor. Safe and comfortable housing is such a vital part of supporting health and quality of life for older adults that it must be prioritized.

Goal

To increase the availability of safe, accessible, and affordable housing options.

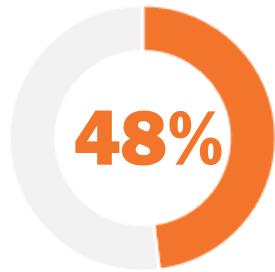
Current Age-Friendly Practices

- 77% increase in county ADU permits following recent state policy changes
- Rebuilding Together offers home safety repairs for low-income homeowners
- Adult Protective Services offers the Home Safe program for clients at risk of eviction
- Measure A to fund 120 affordable housing developments, with 21 completed

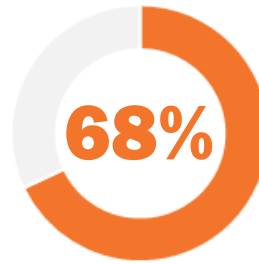
Age-Friendly Practice Highlight

The Board of Supervisors created a House Sharing program in 2018 managed by Catholic Charities that matches homeowners with someone in need of affordable housing. Homeowners participating in the program, who are typically older adults, benefit from additional income as well as companionship. The program aims to prevent homelessness for the homeowner and renter by reducing both of their living expenses. During the pilot, the program served 1,650 people with navigation services, referral, and home matching.

2016 Age-Friendly Survey Results

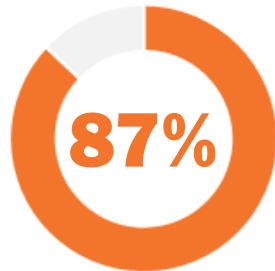


report the expense of home maintenance influencing their need to move

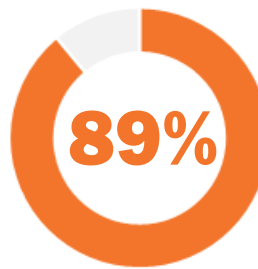


report wanting a home compatible with living independently as influencing their need to move

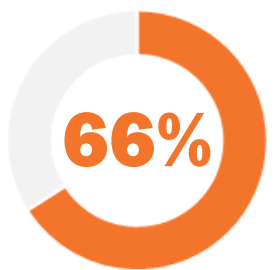
It's extremely or very important...



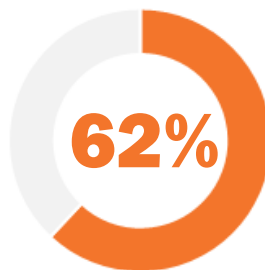
for older adults to live independently in their own home



for older adults to remain in their cities as they age



to have a home repair service for low-income and older adults



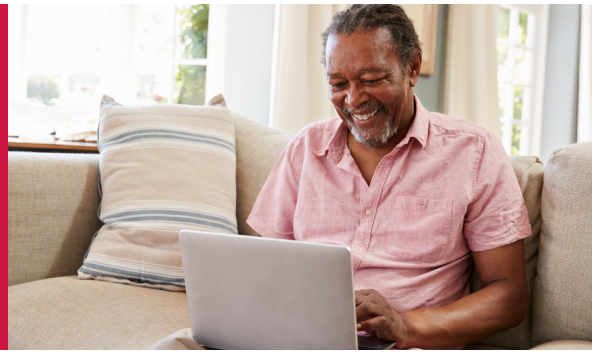
to install home bathroom modifications, such as grab bars and non-slip tiles

Action Steps

- Develop a universal design and home modification class with Rebuilding Together
- Create a taskforce to address rent-burdened older adults living in Area Median Income-linked affordable housing
- Support continuation of funding for Catholic Charities' House Sharing program
- Reduce permit fees for low-income adults 60+ who need accessibility or safety-related home modifications



Communication & Information



Effective communication is the backbone of success in all Age-friendly domains. According to the 2018 American Community Survey, about half of county residents age 65+ speak a language other than English at home and 19% speak English “not well” or “not at all.” Translation services are essential to make sure this large part of the population can access community resources. Additionally, the COVID-19 pandemic has highlighted the critical importance of digital inclusion for older adults. According to 2018 American Community Survey estimates, there are 19,807 adults 65+ in the county who do not have a computer and, of those that do have a computer, 9.4% do not have broadband internet access. It is critical to address this digital divide by connecting older adults to low-cost internet connection and devices. Organizations, including county departments, also need to adopt Age-friendly best practices to communicate effectively with older residents. By avoiding age stereotyping language and using accessible formatting, organizations will be able to more effectively reach their target audience.

Goal

To expand technology use to keep older adults connected with the community.

Current Age-Friendly Practices

- 2-1-1 is a regional health and human services information and referral portal
- AlertSCC is a county-wide emergency alert system
- Libraries and most senior centers offer computers and internet access
- The Senior Nutrition Program has a new app to search for meal programs
- A ‘Good Place to Start’ brochure is available in multiple languages
- Santa Clara County Social Services Agency’s redesigned website is user-friendly

Age-Friendly Practice Highlight

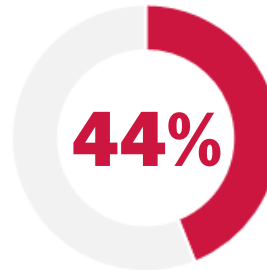
Age Friendly Silicon Valley has its own website with a page for each of the 15 cities, with information about events, annual reports, results of the survey, and a link to sign up for the monthly newsletter. The monthly newsletter provides information about local events and updates from the Seniors’ Agenda.

2016 Age-Friendly Survey Results

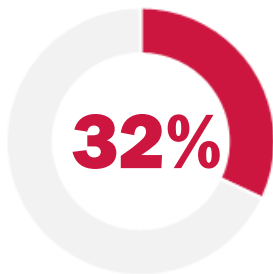
It's extremely or very important to have...



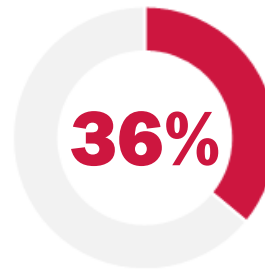
access to community information in one central source



community information that is delivered in-person to people who may have difficulty



free access to computers and the internet in public places



community information that is available in a number of different languages

Action Steps

- Ensure older adults are incorporated into county digital-inclusion policies
- Engage media and communications staff with an Age-friendly communication guide
- Collaborate with the Senior Nutrition Program on an Age-friendly filter for their app
- Create a technology access website with a list of classes, affordable devices, and Wi-Fi resources



Dementia Friendly Community



Dementia has significant physical and financial consequences for patients and their family members, who often serve as long-term care providers. The Family Caregiver Alliance reports that caregivers have a higher mortality rate than non-caregivers and lose an estimated \$660,000 in forgone wages, social security income, and pension benefits over a lifetime. COVID-19 has been an added challenge for this community with Adult Day Programs closed, limited respite care, and nursing homes particularly impacted by the virus. Women, African Americans, and Latinos are more likely to be diagnosed with dementia, and women are also more likely to be caregivers in their lifetime. According to the Alzheimer's Association, there are currently about 30,000 older adults diagnosed with dementia in Santa Clara County, but that is projected to double by 2050. As a Dementia Friendly Community, Santa Clara County needs to build greater awareness of prevention measures, improve resources for family caregivers, and broaden social inclusion for people living with dementia.

Goal

To ensure people with dementia and their families are supported by the community.

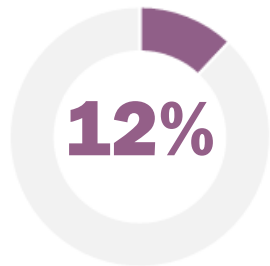
Current Age-Friendly Practices

- The County of Santa Clara was designated a Dementia Friendly Community in 2015
- There are over 1,000 'Dementia Friends' in the county
- The County partners with the Alzheimer's Association for staff and public education
- The Senior Care Commission initiated a pilot for Adult Day Care subsidies
- County Public Health received one of six state grants for a Healthy Brain Initiative

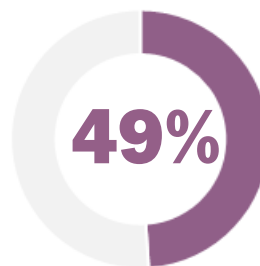
Age-Friendly Practice Highlight

Launched in 2017, Dementia Friends USA helps community members become Dementia Friends by viewing a series of informational online videos and making a commitment to help. There are specific videos for first responders, transit operators, librarians, pharmacists, faith communities, and others. Currently, Santa Clara County has over 1,000 Dementia Friends, including county staff, professionals in aging, San Jose State University students, and elected officials.

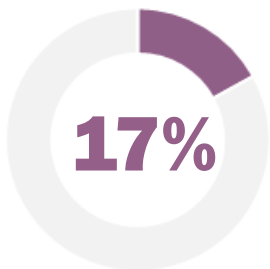
2016 Age-Friendly Survey Results



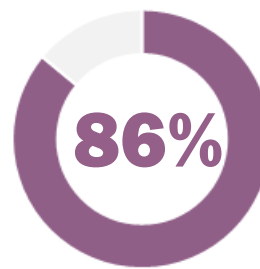
report experiencing an increase in confusion or memory loss in past 12 months



of those with increased confusion or memory loss discussed it with their doctor



report providing care or assistance to a family member or friend with cognitive impairment or dementia



report it is extremely/very important for the community to have home care services

Action Steps

- Provide trainings to double the number of Dementia Friends in the county
- Commission a study of family caregiver and long-term care workforce needs
- Host a Brain Health Network Summit for professionals and community members
- Collaborate with senior centers and libraries to provide dementia friendly programs
- Conduct a county employee survey about family caregiving needs



Health & Community Services



As the population ages, the county's investment in preventative health programs will need to expand and evolve to meet the needs of older adults. Three key issues that already have cross-agency collaboration are falls prevention, oral health, and brain health. Data from the Public Health Department shows that about one in three older adults fall each year and the cost of fall-related ER visits is \$26.5 million. In response, the Santa Clara County Falls Prevention Task Force is working on raising awareness about risk factors and increasing access to evidence-based falls prevention classes. In California, half of older adults in skilled nursing facilities and one-third of older adults in the community have untreated tooth decay. The Oral Health Initiative Subcommittee for Older Adults is working to increase older adults' access to dental care. In 2020, the Public Health Department was awarded one of six state grants to pilot a Healthy Brain Initiative that will increase awareness of dementia prevention measures. For all health programs, access barriers, such as transportation, language, and finances, must be addressed to reduce health disparities.

Goal

To expand access to preventative health services and resources for health emergencies.

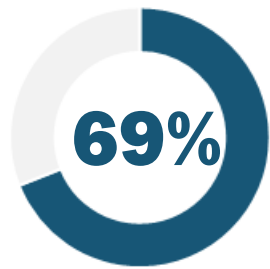
Current Age-Friendly Practices

- Evidence-based falls prevention classes are available throughout the county
- ReadySCC is a county-wide emergency preparedness mobile app
- The Oral Health Initiative includes older adults as a priority population
- A Senior Health & Wellness Expo is facilitated by the county each year
- Better Health Pharmacy provides free medications to low-income residents

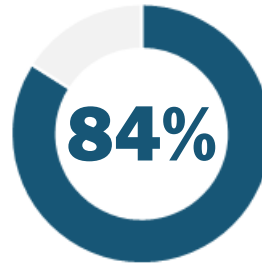
Age-Friendly Practice Highlight

Emergency Medical Services has distributed over 65,000 Lifesaving Information For Emergencies (L.I.F.E.) Files, which residents can place on their refrigerator for first responders to access. The files contain personal information, emergency contacts, prescriptions, and basic medical history which can expedite an appropriate response to a medical emergency or natural disaster.

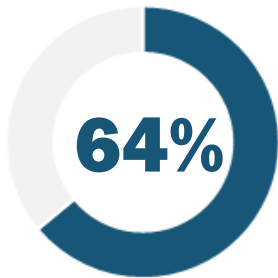
2016 Age-Friendly Survey Results



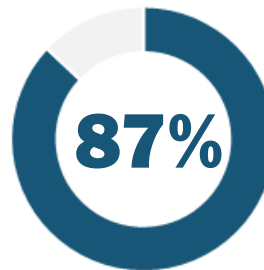
report their health is excellent or very good compared to people of a similar age



report engaging in some form of physical exercise at least several times a week



report it is extremely or very important to have health care professionals who speak different languages



report it is extremely or very important to have easy to find information on local health and supportive services

Action Steps

- Distribute an additional 5,000 L.I.F.E. files to older adults
- Establish a pet care protocol for hospitalized low-income older adults
- Expand falls prevention training capacity with additional instructors and classes
- Develop an emergency response plan for the Senior Nutrition Program
- Provide free dental care at senior centers with the Oral Health Collaborative
- Collaborate with Public Health to offer brain health trainings for older adults



Transportation



Access to transportation allows older adults to stay independent and socially connected. Over 90% of older adults who responded to the Age-friendly survey reported driving to get around. However, when driving is no longer an option, it is easy to become isolated if safe and convenient alternatives are not available. Walking was the second most reported mode of transportation, but pedestrian safety is a concern for older adults, who have the highest pedestrian fatality rate in the county. Much of our community was not designed with pedestrians in mind. Vision Zero, a traffic safety initiative that aims to eliminate traffic fatalities, is being adopted by cities in the county. Less than four out of 10 Age-friendly survey respondents reported using public transportation to get around and the 2015 Area Agency on Aging survey found 20% of survey respondents did not feel comfortable using it. Of those who reported not feeling comfortable, almost a third said a lack of knowledge was the reason. Education is needed to ensure all residents feel confident using any transportation option available to them.

Goal

To improve transportation options and pedestrian safety for older adults.

Current Age-Friendly Practices

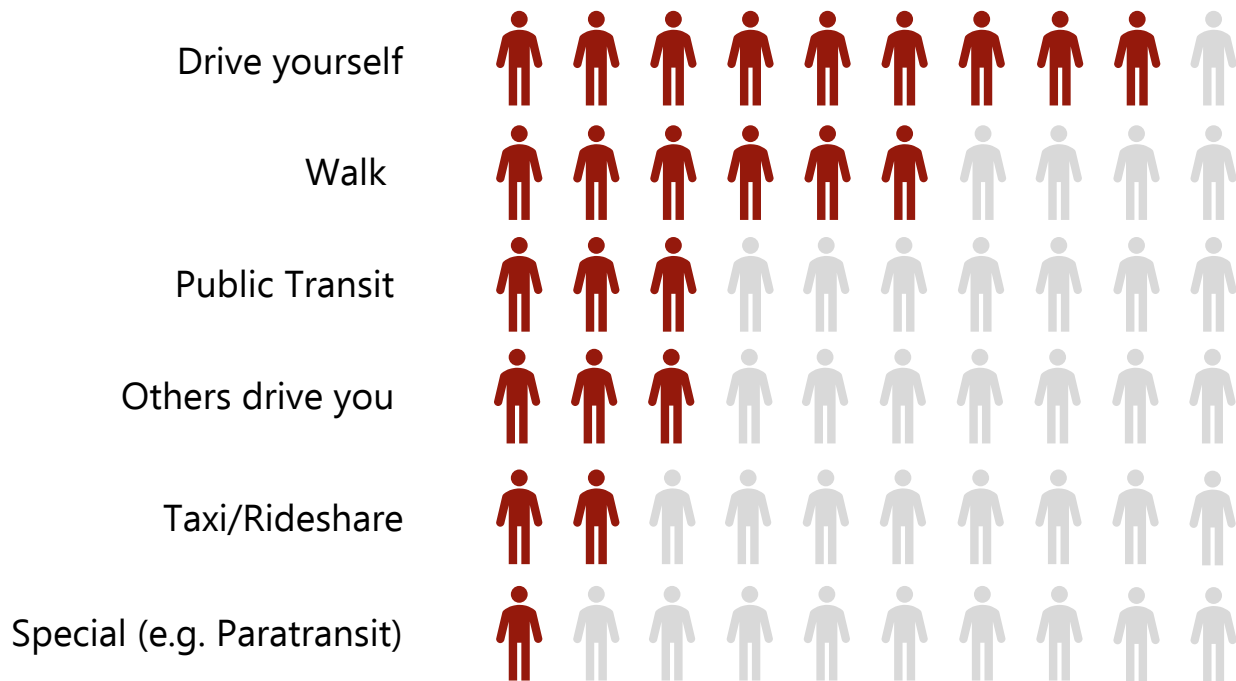
- Traffic Safe Communities Network has over 20 years of cross-agency collaboration
- VTA offers transit orientation and training for older adults
- AARP and the California Highway Patrol provide defensive driving classes
- Five volunteer driver programs provided a total of 12,871 rides in 2019
- Cupertino and Mountain View have free shuttles
- California Walks educates and advocates for pedestrian safety in San Jose

Age-Friendly Practice Highlight

Reaching Your Destination Easily (R.Y.D.E) provides rides with a sliding scale fee for adults age 65+ in West Valley with funding from cities and the County. Trips can be requested for appointments, visits with friends, grocery shopping, and more. Other essential volunteer driver programs are provided throughout the county by Avenidas, the City of Morgan Hill, the Portuguese Organization for Social Services and Opportunities, and Heart of the Valley Senior Services.

2016 Age-Friendly Survey Results

Older adults report the following methods of transportation:



Action Steps

- Adapt transportation training opportunities considering COVID-19 safety
- Identify five new Senior Safety Zones near senior centers or housing complexes
- Implement the Traffic Safe Communities Network recommendations for older adults
- Create a Volunteer Driver Program Collaborative to increase ride capacity
- Support cities applying for Measure B funding for older adult pedestrian safety



Volunteerism & Civic Engagement



Volunteerism and civic engagement provide an opportunity for older adults to share their skills, influence decision making, and replace social networks lost after leaving the workforce. According to the Corporation for National and Community Service, 23.5% of adults 65+ formally volunteer, contributing 1.9 billion hours of service with an annual economic value of \$45.4 billion. Santa Clara County older adults are also active in our democracy, with about 72% voter turnout for adults 65+ in the 2016 Presidential Primary compared to only 43% of adults ages 25 to 34. Additionally, members of the Senior Care Commission advise on programs and policies impacting older adults. However, some older adults report difficulty getting information or transportation to volunteer and civic engagement opportunities, indicating better outreach and coordination is needed. Especially as the older adult population grows, it will be important to ensure diverse voices are heard and there are ample opportunities to contribute to community life at every age.

Goal

To expand opportunities and resources for volunteerism and civic engagement.

Current Age-Friendly Practices

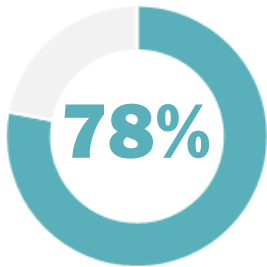
- A professional network of volunteer managers is supported by the Seniors' Agenda
- Over a dozen county departments, including parks and the animal shelter, utilize older adult volunteers
- The Board of Supervisors allocated an additional \$1 million in Census outreach
- A special BOS hearing on older adults in September 2019 identified policy priorities
- Office of the Census created 1,500 educational placemats for senior meal programs

Age-Friendly Practice Highlight

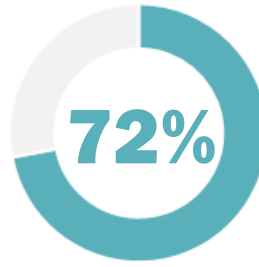
Implementing the Voter's Choice Act in 2019 offers additional ways for Santa Clara County voters to cast their ballot. All registered voters are automatically provided with a vote by mail ballot, which they can either mail back for free, put in a drop box, or bring to one of the 114 voting centers throughout the county. The intention is to increase voter participation by expanding the options for when, where, and how to vote.

2016 Age-Friendly Survey Results

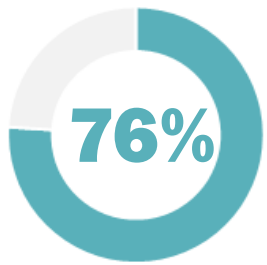
It's extremely or very important to have...



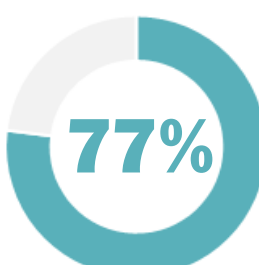
easy to find information about local volunteer opportunities



volunteer training opportunities



opportunities for older adults to participate in decision-making bodies



transportation to and from volunteer activities

Action Steps

- Include a question on volunteerism in the Behavioral Risk Factor Survey
- Promote the 2020 Census through senior centers and the Senior Nutrition Program
- Host volunteer fairs for older adults with the Volunteer Managers Network
- Convene the Volunteer Managers Network to share best practices during COVID-19
- Collaborate across departments to design a user-friendly county volunteer webpage



Employment & Finances



There are a growing number of older adults in the work force, with many who need to work to remain financially stable. According to the US Bureau of Labor Statistics, 40% of adults 55+ are employed or actively seeking work. Due to the unprecedented economic impact of COVID-19, many older adults are having increased difficulty finding and keeping employment. With the cost of living in Santa Clara County, even those that have worked their whole lives may struggle to meet basic expenses. Approximately 8% of Santa Clara County residents age 65+ live at or below the Federal Poverty Level. However, the FPL doesn't consider regional housing, medical, or transportation costs. A better indicator is the Elder Economic Index, which is more than three times the FPL (\$3,718 per month) for a single homeowner in Santa Clara County. Because of this discrepancy, many older adults who need financial assistance do not meet eligibility criteria. In addition to these challenges, the county received over 1,500 reports of elder financial abuse in 2019. Older adults are more likely to be targets of scams or fraud because they are more likely to have assets to lose; therefore additional protections and education are needed.

Goal

To improve employment opportunities and financial literacy resources for older adults.

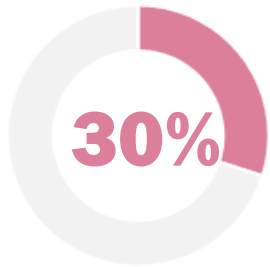
Current Age-Friendly Practices

- County Tax and Collections provides information about parcel tax exemptions online
- Office of Veterans Services helps veterans and their families access their benefits
- Elected officials sponsor fraud and scam prevention town halls for older adults
- Observe World Elder Abuse Awareness Day with an annual community event

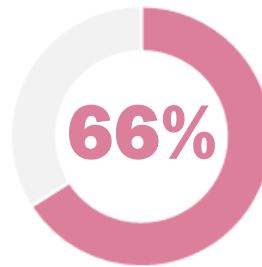
Age-Friendly Practice Highlight

The Financial Abuse Specialist Team (FAST) is a collaboration between Adult Protective Services, the Office of the Public Guardian, the District Attorney, and County Counsel. FAST members meet regularly to discuss solutions to complicated financial fraud cases, which can result in criminal charges and civil lawsuits to recover damages. Referrals to the team result in a rapid response protocol that, since 1999, have protected more than \$435 million in assets.

2016 Age-Friendly Survey Results

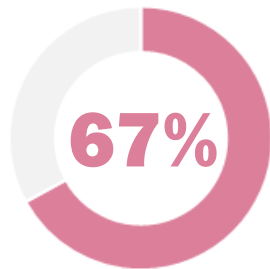


30% of older adults work at least part time or are actively looking for work

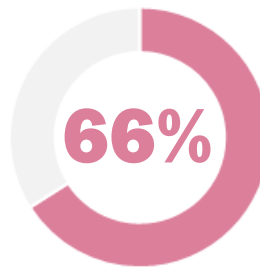


66% of those working are extremely or very likely to work as long as possible

It's extremely or very important to have...



67% a range of flexible job opportunities for older adults



66% job training opportunities for older adults

Action Steps

- Work with county departments to include adults 50+ in their internship programs
- Host an older women's financial forum with the Office of Women's Policy
- Promote the Elder Economic Index to determine eligibility for low-income program
- Host an annual financial fraud prevention event in collaboration with AARP



Action Plan Summary

Action	Primary Partners
Public Spaces	
Adopt and implement an Age-friendly designation for Santa Clara County parks.	Parks and Recreation
Host a Public Spaces Network Summit incorporating universal design best practices.	Parks and Recreation; Planning Department
Sponsor marketing and outreach for the Senior Safari.	Happy Hollow Foundation
Initiate a pilot Park Rx program with Bay Area Older Adults and medical providers.	Bay Area Older Adults; Open Space Authority
Increase participation of older adults in the Our City Forest Lawn Buster program	Our City Forest
Social Participation	
Engage libraries and senior centers to enhance virtual and in-person activities.	Senior Centers; Libraries
Collaborate with a college or university to pursue Age-friendly designation.	West Valley Community College
Host an intergenerational activity with a senior center and high school students.	Senior Centers; Gen2Gen
Design a positive aging campaign to combat ageism.	Age-Friendly Cities Collaborative
Connect more Meals on Wheels participants to friendly visitor programs.	Senior Nutrition Program
Housing	
Develop a universal design and home modification class with Rebuilding Together.	Rebuilding Together Silicon Valley
Create a taskforce to address rent-burdened older adults living in Area Median Income-linked affordable housing.	Destination: Home; SCC Supportive Housing
Support continuation of funding for Catholic Charities' House Sharing program.	Catholic Charities
Reduce permit fees for low-income adults 60+ who need accessibility or safety-related home modifications.	Rebuilding Together Silicon Valley
Communication & Information	
Ensure older adults are incorporated into county digital inclusion policies.	Age-Friendly Cities Collaborative
Engage media and communications staff with an Age-friendly communication guide.	Public Information Officer
Collaborate with the Senior Nutrition Program on an Age-friendly filter for their app.	Senior Nutrition Program
Create a technology access webpage with a list of classes, affordable devices, and Wi-Fi resources.	Age-Friendly Cities Collaborative
Dementia-Related Support	
Provide trainings to double the number of Dementia Friends in the county.	Alzheimer's Los Angeles
Commission a study of family caregiver and long-term care workforce needs.	Working Partners USA; LTSS Task Force
Host a Brain Health Network Summit for professionals and community members.	Public Health Department

Action	Primary Partners
Dementia-Related Support (con't.)	
Collaborate with senior centers and libraries to provide dementia friendly programs.	Senior Centers; Libraries
Conduct a county employee survey about family caregiving needs.	Family Caregivers Alliance
Health & Community Services	
Distribute an additional 5,000 L.I.F.E. files to older adults.	Emergency Medical Services
Establish a pet care protocol for hospitalized low-income older adults.	SCC Animal Shelter
Expand falls prevention training capacity with additional instructors and classes.	SVHAP; SCC Falls Prevention Task Force
Develop an emergency response plan for the Senior Nutrition Program.	Senior Nutrition Program
Provide free dental care at senior centers with the Oral Health Collaborative.	Oral Health Collaborative
Collaborate with Public Health to offer brain health trainings for older adults.	Public Health Department
Transportation	
Adapt transportation training opportunities considering COVID-19 safety.	VTA
Identify 5 new Senior Safety Zones near senior centers or housing complexes.	Traffic Safe Communities Network
Implement the Traffic Safe Communities Network recommendations for older adults.	Traffic Safe Communities Network
Create a Volunteer Driver Program Collaborative to increase ride capacity.	Volunteer Driver Programs Collaborative
Support cities applying for Measure B funding for older adult pedestrian safety.	VTA; Age-Friendly Cities Collaborative
Volunteerism & Civic Engagement	
Include a question on volunteerism in the Behavioral Risk Factor Survey.	Public Health Department
Promote the 2020 Census through senior centers and the Senior Nutrition Program.	Senior Centers; SNP; Office of the Census
Host volunteer fairs for older adults with the Volunteer Managers Network.	Volunteer Managers Network
Convene the Volunteer Managers Network to share best practices during COVID-19.	Volunteer Managers Network
Collaborate across departments to design a user-friendly county volunteer webpage.	All county departments
Employment & Finances	
Work with county departments to include adults 50+ in their internship programs.	All county departments
Host an older women's financial forum with the Office of Women's Policy.	Office of Women's Policy
Promote the Elder Economic Index to determine eligibility for low-income programs.	Age-Friendly Cities Collaborative
Host an annual financial fraud prevention event in collaboration with AARP	AARP

Assessment Method

Age-Friendly Survey

Between May and October 2016, Santa Clara County's Public Health Department and Department of Aging and Adult Services conducted a survey that collected over 2,500 responses. The survey was offered in four languages (English, Spanish, Chinese, and Vietnamese) and was available online. To reach older county residents, advertisements were purchased in the San Jose Mercury News and community partners helped spread the word. Survey participants represent all 15 cities and 65% have lived in the county for at least 25 years. For the participants who filled out the demographics questions, 71% were female, 62% were White, 18% were Asian/Pacific Islander, 10% were Latino, and 2% were African American/Black. The average age of respondents was 71 years old. Data was analyzed by the Department of Public Health and the main findings are presented under each domain in this report.

Focus Groups

In 2015, the Center for Age-Friendly Excellence (CAFE) began facilitating 37 focus groups with about 400 community members and professionals serving older adults. Participants discussed the Age-friendly domains and were asked to identify priorities for the action plan. The results were used to inform the development of this plan.

Community Conversations

Over 100 organizations came together for Community Conversations to review the survey and focus groups results. Based on the results, participants provided guidance on how to prioritize actions to be taken to create better programs, policies, and practices to benefit older adults. Representatives from Age-friendly cities and county agencies collaborated with community based organizations with input from older adults.

Logic Model Workshops

In 2019, the Social Services Agency's Research and Evaluation staff and the Seniors' Agenda facilitated 10 workshops with community members to help draft logic models for each Age-friendly domain. The results helped identify measurable goals for the three-year plan.

Partners

Public

Adult Protective Services
Emergency Medical Services
Employee Services Agency
Falls Prevention Task Force in SCC
In-Home Supportive Services
Parks and Recreation Department
Oral Health Collaborative
Office of Women's Policy

Public Health Department
Senior Care Commission
Senior Nutrition Program
Senior Centers
SCC Fire Department
SCC Traffic Safe Communities Network
Transportation Department
Valley Transit Authority

Community-Based

AARP
Alzheimer's Association
Avenidas
Bay Area Older Adults
California Walks
Catholic Charities
Happy Hollow Foundation
Heart of the Valley
Our City Forest
Portuguese Organization for Social Services
and Opportunities

R.Y.D.E.
Rebuilding Together Silicon Valley
Senior Planet
Sourcewise
The Health Trust
Vision Zero SJ
Volunteer Managers Network
West Valley Community College
Working Partners USA

Age-Friendly City Collaborative

Campbell
Cupertino
Gilroy
Los Altos
Los Altos Hills
Los Gatos
Milpitas
Monte Sereno

Morgan Hill
Mountain View
Palo Alto
San Jose
Santa Clara
Saratoga
Sunnyvale



**World Health
Organization**



**WHO Global Network
for Age-friendly Cities
and Communities**

This is to certify that

County of Santa Clara

has been accepted as a member of the
World Health Organization's
Global Network for Age-friendly Cities
and Communities

Members of the Network commit to share and promote
the values and principles central to the World Health Organization
Age-friendly City approach, and to the process of creating
more age-friendly cities and communities.

A handwritten signature in black ink, appearing to read 'John Beard'.

Dr John Beard – Director
Department of Ageing and Life Course
World Health Organization
Geneva, Switzerland



THIS IS TO CERTIFY THAT

Santa Clara County, California

has committed to becoming more age-friendly under the criteria established by AARP and has been accepted as a member of

The AARP Network of Age-Friendly States and Communities

THIS CERTIFICATION IS VALID UNTIL MARCH 11, 2022

Nancy A. LeaMond, Chief Advocacy and Engagement Officer
COMMUNITY, STATE AND NATIONAL AFFAIRS, AARP | WASHINGTON, D.C.

The AARP Network of Age-Friendly States and Communities is a program of the AARP Livable Communities initiative and an independent affiliate of the World Health Organization Global Network for Age-Friendly Cities and Communities.®

AARP.org/AgeFriendly

Livability Domains and Comm



LEARN MORE: [AARP.org/Livable](https://www.aarp.org/Livable)

The **AARP Network of Age-Friendly States and** improvements that make communities more livab and states enrolled in the network use the **8 Dom** global coronavirus pandemic, communities in the domains (along with commitments to emergency individuals. The following examples, shared with the power of volunteers can spark innovative idea

Respect and Social Inclusion



- Create online programming for schools and senior care facilities on topics of shared interest to students and older adults
- Ask children to make and deliver greeting cards to Meals on Wheels recipients and people in senior care facilities

Outdoor Spaces and Buildings



- Close streets to motor vehicle traffic so people can safely walk and bicycle while social distancing
- Automate crossing signals so pedestrians won't need to touch the crosswalk buttons

Social Pa



- Create a drive-in movie onto a w
- Host a "dragging residents can get people by driving community's ma
- Ask local enterta online or outside

Transportation



- Modify transit schedules, stations and seating to enable social distancing
- Provide specialized services for essential workers
- Suspend transit fares
- Increase paratransit services
- Enlist volunteers to deliver needed items to people who can't leave their homes or use their usual modes of transportation

Housing



- Provide 24/7 services and shelter for individuals and families experiencing homelessness
- Work with local leaders and legislators to enact and enforce a moratorium on evictions
- Capitalize on relationships with funding sources to provide financial assistance to older adults and others struggling with housing costs
- Create a housing grant program for people with low-incomes and/or a job loss due to COVID-19

Communication



- Create a "friendly for checking on p
- Establish informa distribute "neces contain needed s

Community Responses to COVID-19

Communities informs and inspires local leaders to implement the types of policies and programs that are most helpful for people of *all* ages — especially older adults. Many of the towns, cities, counties and local governments are using the **Principles of Livability** framework to organize and prioritize their work. In response to the COVID-19 crisis, many communities are applying their existing plans, programs and partnerships to all of the areas of the framework (and beyond) in order to protect and assist older residents and other high-risk populations. The examples below, shared by the communities themselves, show how the use of best practices, creativity and innovation can lead to simple and achievable solutions that effectively meet community needs.

Participation

- Start a daily, community-wide "appreciation clap" for health care workers and first responders

theater by projecting
all near a parking lot

Main" event so
t out and see other
g slowly along their
in roadway

ainers to perform
of their homes

and Information

Work with
businesses and
internet service
providers to expand
access to affordable
high-speed internet

y voice" call program
people who live alone

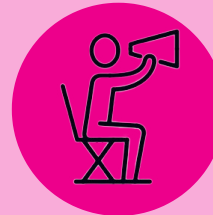
ation hotlines and
sity bags" that
supplies

Health Services and Community Supports



- Work with municipal offices, houses of worship and first responders to coordinate deliveries and visits to people who can't go out
- Provide vouchers for groceries and household goods to residents in need
- Expand where SNAP (supplemental nutrition assistance program) benefits can be used
- Conduct wellness checks and implement quarantine measures in senior care facilities
- Prioritize assistance to people with underlying medical conditions
- Stock book-swap boxes (such as Little Free Libraries) with needed items
- Improve access to fresh foods from farm stands, farmers' markets or community supported agriculture (CSA) harvests by enabling pre-orders and providing free or low-cost grab-and-go and home delivery options

Civic Participation and Employment



- Connect people with educational and social opportunities through online "virtual" academies
- Promote online volunteerism for advocacy or service campaigns
- Foster local economic assets, such as maker spaces or by adapting commercial properties for needed but temporary uses

Emergency Preparedness



- Add safety resources and tips to utility bills and local government mailings
- Create tool kits that can help older adults manage in the event of a power outage, food shortages or other disruptions
- Use or adapt existing emergency plans and resources



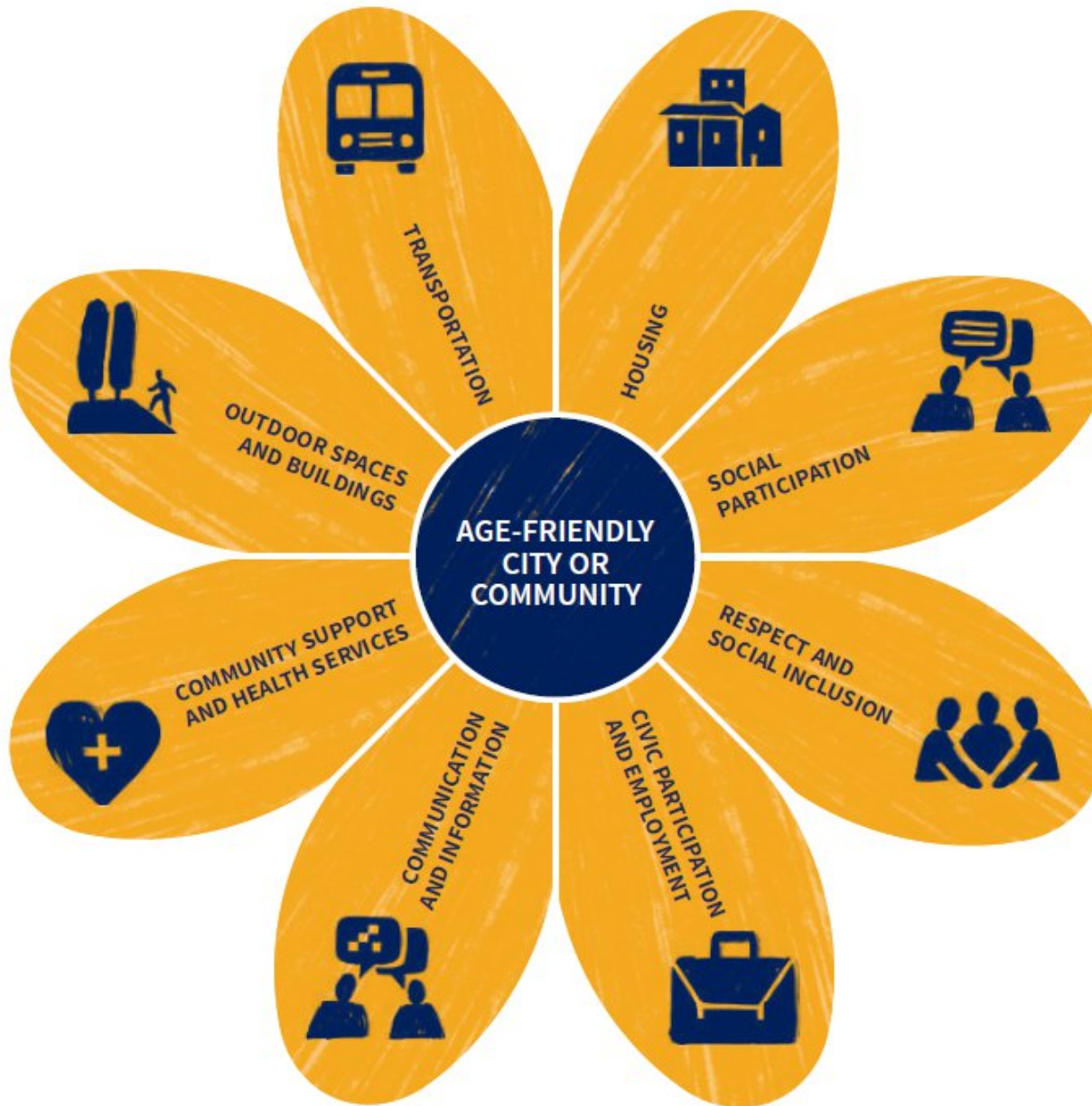
City of Santa Clara

Age-Friendly Cities & Communities Initiative

August 28, 2023



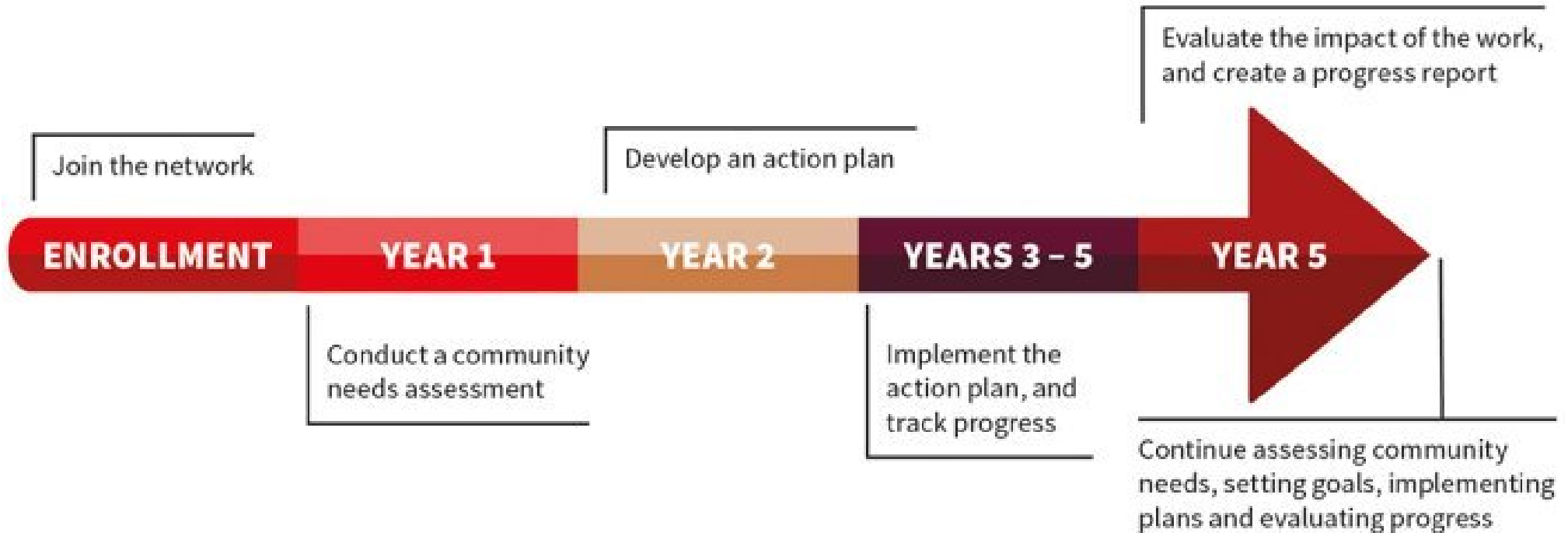
**City of
Santa Clara**
The Center of What's Possible



Domains of Livability:

- Housing
- Transportation
- Outdoor Spaces and Buildings
- Communication and Information
- Social Participation
- Respect and Social Inclusion
- Civic Participation and Employment
- Community Support and Health Services

Age-Friendly Process



Join the Network

October 25, 2016 the Santa Clara City Council adopted a Resolution authorizing the City to participate in the World Health Organization's Age-Friendly City Global Network.

Conduct a Community Needs Assessment

May 2017, the City of Santa Clara kicked off a Senior Needs Assessment to align Santa Clara's existing efforts to become age-friendly with the current needs of older adults.

ENROLLMENT



YEAR 1

Develop an Action

Plan

- Advocate for and promote shared housing alternatives.
- Share City and Community projects with the SAC – including shared green space or parkland being developed.
- Provide education and resource sharing in the Senior and Aging Communities.
- Promote programs and strategies that address socialization amongst isolated adults.
- Develop and implement intergenerational technology programs.
- Develop a Job Board at the Senior Center.

YEAR 2



YEARS 3 - 5

Implement

Action – Track Progress

- Senior Advisory Commission Work Plan & Goals
- City ADA Committee Meetings

Implement Action contd. – Track Progress

Since becoming an Age-Friendly City the City has completed:

- Senior Needs Assessment (2017)
- Implemented the Bicycle Master Plan (2018)
- Created the “Be Strong, Live Long” Health & Wellness Fair (2017)
- Implemented the Pedestrian Master Plan (2020)
- Developed additional Senior Low – Income Housing
- Completed eighteen (18) age-friendly Park Rehabilitation Projects
- Funded the On-Demand Transit Collaboration
- The Senior Advisory Commission began attending the ADA Committee meetings (2018)
- Senior Center Front Desk staff become Dementia Friends (2019)
- Increased educational opportunities and resources through the Senior Center Health & Wellness Program
- Accommodated an increase in Senior Nutrition Program participation (2020)



Here We Are

- Evaluate the Impact of the Work – Create a Progress Report
- Continue assessing community needs, setting goals, implanting plans and evaluating progress.



Questions?





Agenda Report

23-1006

Agenda Date: 8/28/2023

SUBJECT

Senior Advisory Commission FY2023/24 Work Plan & Goals Discussion

BACKGROUND

At the beginning of each fiscal year, the Senior Advisory Commission develops a Work Plan and a set of activities to focus Commission discussion and effort throughout the year. The Plan is created by using the eight (8) domains of the World Health Organization's Age-Friendly City framework, and/or current trends relating to the senior population and developing proposed policies or resources to meet specific resident needs. The Commission suggests potential goals, evaluates resources available as well as the Commissioners' interests at the June meeting, then prioritizes and finalizes the Work Plan at the July meeting of the new fiscal year.

DISCUSSION

The Senior Advisory Commission will consider the priorities and interests of older adult residents of Santa Clara ages 50 and over, and brainstorm potential goals utilizing the eight (8) domains of the Age-Friendly City framework:

- A. Economics and Employment,
- B. Community,
- C. Housing,
- D. Outdoor Spaces and Buildings,
- E. Transportation and Streets,
- F. Health, Wellness, and Nutrition,
- G. Social and Civic Engagement, and
- H. Access to Community Resources and Information.

At the August 28, 2023 Senior Advisory Commission meeting, the Commission will continue their discussion of possible goals and various activities proposed in support of the goals based on available resources, aiming to prioritize the goals and then finalize their Commission work plan for the FY 2023/24.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Senior Advisory Commission's agenda on the City's official -notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and

24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov.

Prepared by: Jennifer Herb, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: Dale Seale, Acting Director of Parks & Recreation