

Pacifica

Age Friendly Community Initiative Action Plan

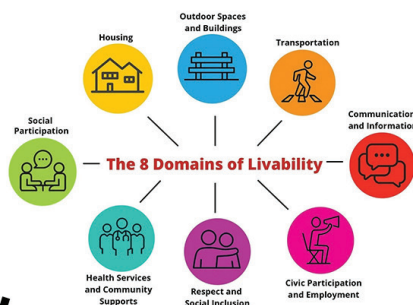
July 2024 — July 2027



Sunset at Pedro Point

Pacifica's Age-Friendly Community Coalition

*Enhancing Pacifica's Livability
for Older Adults and All Ages*



What Matters to You?





Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

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June 15, 2024

Rafi Nazarians
Associate State Director, AARP California
200 S. Los Robles Ave., Suite 400
Pasadena, CA 91101-2423

Dear Mr. Nazarians,

On behalf of the City of Pacifica, we wholeheartedly endorse the Age-Friendly Action plan that Pacifica's Age-Friendly Community Coalition has developed for our community's AFC Initiative. We have all learned quite a bit over the last 4 years as we have implemented our inaugural AFC projects. Pacifica remains strongly committed to serving the various needs of our community, and as an Age-Friendly City, we will continue to seek ways to enhance livability of our community for our older adult residents as well as for all ages.

Located along San Mateo County's scenic coastline along California Highway 1, the City of Pacifica is known for its natural beauty, history, and community spirit. With our over 60 population rapidly growing, we are committed to doing whatever we can to enhance the livability of Pacifica so that our older residents can continue to thrive.

Our Age-Friendly Community Coalition is comprised of local residents, representatives from highly respected community organizations, city staff and a member of our City Council. They are committed to:

- Continuing to seek input from the community about Pacifica's livability challenges and strengths through periodic town hall meetings and outreach at community events.
- Using our three-year action plan to guide our AFC Initiative forward to further enhance Pacifica's livability.
- Measuring the progress of our AFC Projects.

We look forward to partnering with Pacifica's AFC Coalition, community stakeholders, other age-friendly communities and AARP as we strive to create a community that is a good place to age in place.

Sincerely,

Sue Vaterlaus, Mayor
City of Pacifica, California

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Community Profile: THE CITY OF PACIFICA



Photo Credit: Frank Quirante

The City of Pacifica (meaning “Peaceful” in Spanish) is spread along a 6-mile (9.7-kilometer) stretch of coastal beaches and hills on the San Francisco Bay Area Peninsula in north central California. Though considered a bedroom community for nearby San Francisco and Silicon Valley, the city feels much further away from these bustling areas. The land is the ancestral homeland of the Ramaytush Ohlone people.

Geographically, Pacifica is comprised of several coastal valleys spread between Sweeny Ridge in the east, Montara Mountain to the south, the Pacific Ocean’s rocky bluffs and sandy beaches to the west and Daly City to the north. A well-known surfing destination, multiple generations of surfers can be seen surfing at Pacifica State Beach at Linda Mar Beach, Rockaway Beach and Sharp Park Beach on any given day of good surf. Pacifica is also known for spectacular sunsets, frequent whale sightings from the shore, many hiking trails, the Pacifica Pier and the site of several city, county and federal parks.

An eclectic array of cultural opportunities are offered by local nonprofit organizations including the Pacifica Center for the Arts housing the Pacifica Performances Concert Hall and Sanchez Art Center with three galleries and art studios; Pacifica Spindrift Players, a theater and performing arts organization; and, the Pacifica Historical Society that operates the Pacifica Coastside Museum. Well known for its cool and mild weather throughout the year, residents celebrate their climate at the annual Pacific Coast Fog Festival the last weekend of September. This two-day event draws thousands of residents and visitors from throughout the SF Bay Area. Small businesses round out the arts scene with a variety of music venues and places to show visual art.

In addition to surfing and hiking, Pacifica provides a number of sporting opportunities including programs at the Jean Brink Pool, striped courts for pickleball, a bocce ball court for older adults, affordable golf at the Sharp Park Golf Course, a skate park, and school and youth programs that are enjoyed by family members of all ages.

The City of Pacifica (continued)

The City of Pacifica is a general law city governed by a five-member city council. The mayor is selected from among members of the city council by majority vote of the council and serves a one-year term beginning in December of each year. The city provides many essential services including a senior services program at Pacifica's Community Center, with other services including public health and social services programs, provided by the County of San Mateo, the nonprofit Pacifica Resource Center, regional nonprofits and several health care organizations located in the eastern portions of northern and central San Mateo County.



Pacifica evolved from distinct coastal townships, originally stops along the historic Ocean Shore Railroad, and newer neighborhoods developed after WWII on former agricultural land, coming together by a close vote of the people in 1958, to form the city. Today's current neighborhoods, from north to south along California Highway 1 are:

- **Fairmont**
- **Westview (Pacific Highlands)**
- **Pacific Manor (Manor)**
- **Edgemar**
- **Sharp Park**
- **Fairway Park**
- **Vallemar**
- **Rockaway Beach**
- **Pedro Point and Shelter Cove in the southwest**
- **Linda Mar, Linda Mar Valley (formerly Pedro Valley or San Pedro Valley) in the south**
- **Park Pacifica in the southeast portions of the city (called Sun Valley or Back of the Valley)**

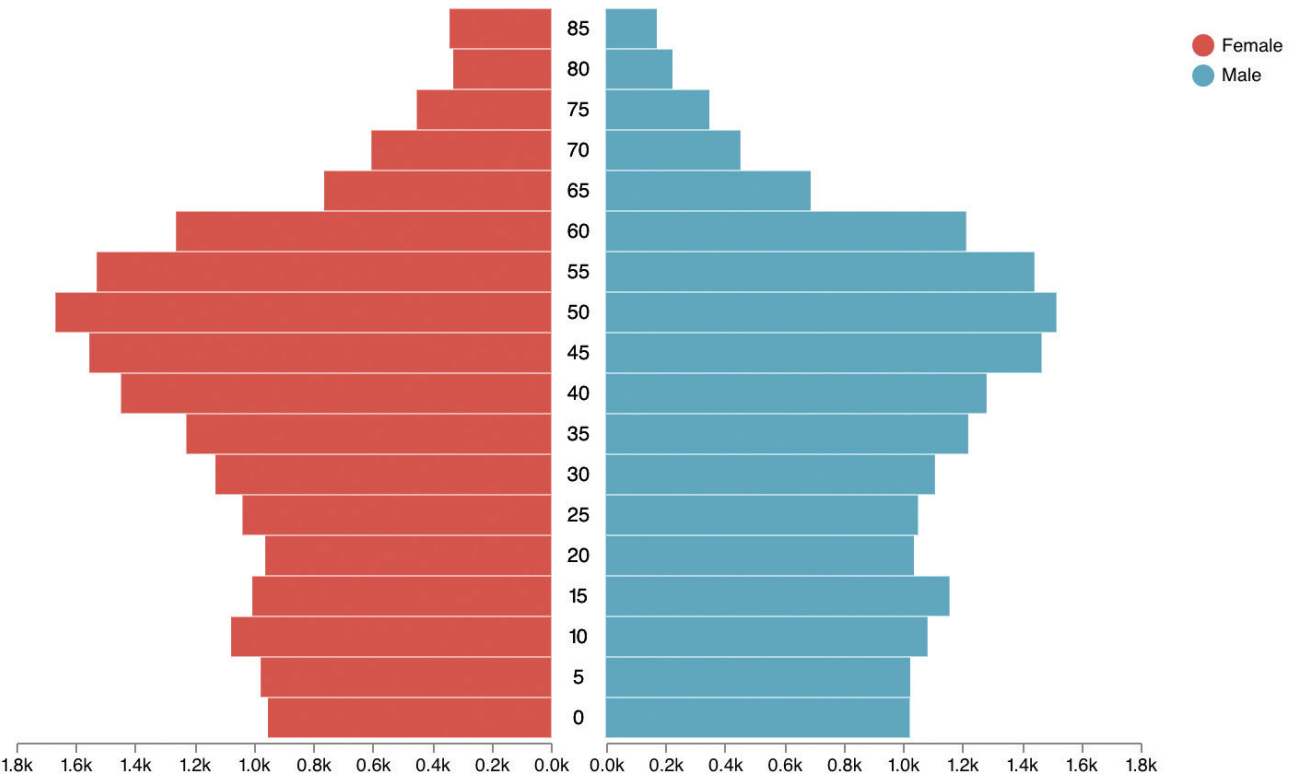
In 2020, Pacifica established an Age Friendly Community Initiative and became a member of AARP's National Network of Age-Friendly States and Communities. The AFC initiative is led by the Pacifica Age Friendly Community Coalition, a group comprised of representatives from the City's Parks, Beaches and Recreation Department; a city council member; representatives from local nonprofit organizations and resident advocates, all of whom have a strong commitment to enhancing the livability of the community for older and disabled residents as well as those of all ages.

DEMOGRAPHIC PROFILE

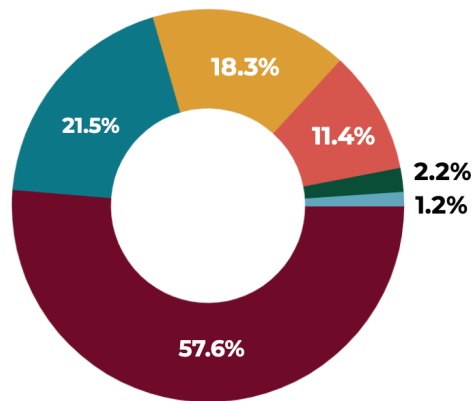
According to the 2020 Census:

- **Pacifica's total population is 38,640.**
- **Median age is 43.4.**
- **Residents age 60 and over is 21%; so approximately 1 in 5 residents are 65+**
- **Residents between age 55 and 85+ is 29.3 %**
- **By 1930, the population 65+ is projected to be over 30%.**
- **Pacifica's crime rates are 39% lower than the California average**
- **Cost of living in Pacifica is 57% higher than the California average**
- **Racial demographics for total population**
 - **57.6% White**
 - **21.5% Asian**
 - **18.3% Hispanic or Latino**
 - **11.4% Two or more races**
 - **2.2% Black or African American**
 - **1.2% American Indian and Alaskan Native**
- **Persons with a disability under 65 — 4.9%**
- **Persons without health insurance under 65 — 3.6%**
- **Per capita income — \$66,531**
- **2024 Federal Poverty Line (FPL) is \$15,060/1 person; \$20,440/2 persons — 5.6% = 2,164 residents all ages; 433 residents age 65+**

Demographic Profile (continued)



PACIFICA RACIAL DEMOGRAPHICS



- White: 57.6%
- Asian: 21.5%
- Hispanic or Latino: 18.3%
- Two or More Races: 11.4%
- Black or African American: 2.2%
- American Indian or Alaskan Native: 1.2%

Pacifica - Population Trends and Demographics - CityFacts ([city-facts.com](https://cityfacts.com))

Age Friendly Domains of Livability: 8 ESSENTIAL ASPECTS OF COMMUNITY VITALITY

Civic Engagement and Employment

Volunteer opportunities for meaningful participation in public life as well as gainful PT/FT employment for residents who want to or need to continue to work.

Communication and Information

Clear, accessible information about local resources and activities.

Community Support and Health Services

Accessible programs and services that support overall health and well being for all ages.

Housing

Availability of safe, accessible, affordable, and convenient places to call home.

Outdoor Spaces and Buildings

Public spaces – indoor and outdoor – that welcome people of all ages and abilities in their design, programming and cost.

Respect and Social Inclusion

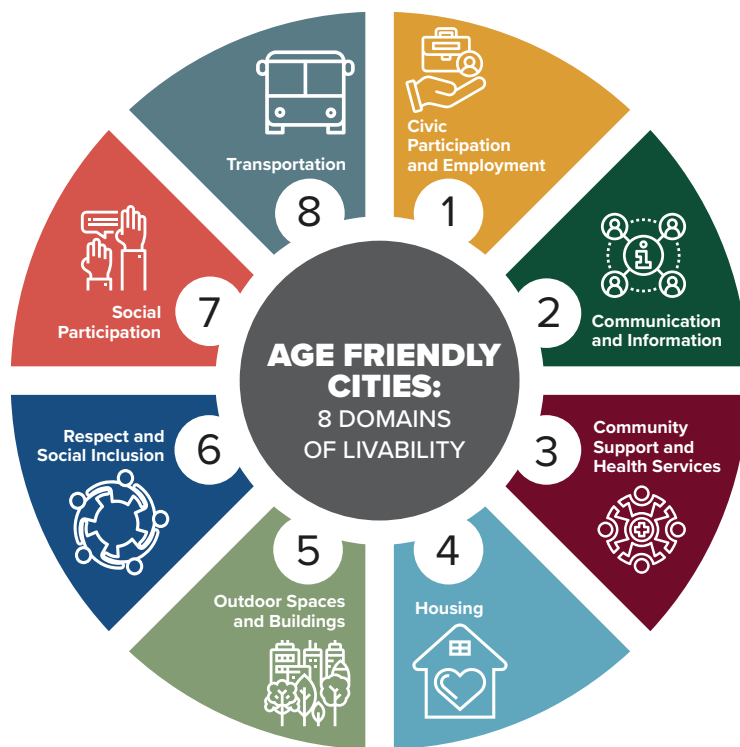
Valuing the contributions of older adults and eliminating structural and interpersonal ageism through education, intergenerational programs, etc.

Social Participation

Opportunities to connect with others, take part in activities with the broader community and have fun.

Transportation

The ways that residents get around the community and beyond, from driving safety to pedestrian infrastructure.





Age Friendly Initiative: PROCESS SUMMARY

PHASE 1: Formation of AFC Coalition, Data Collection and Assessment

- Pacifica was selected as a pilot city by San Mateo County Supervisors for their AFC Development Initiative and began planning and developing their Age-Friendly Initiative in 2019 with guidance provided by the Center for Age-Friendly Excellence (CAFE). With CAFE's guidance, the city put together an AF Task Force that was comprised of the City's Parks, Beaches and Recreation Director and Senior Services Supervisor, a city council member, representatives of key community organizations and resident advocates for older adults.
- The framework of 8 domains of livable communities developed by the World Health Organization was used to guide the analysis.
- A diverse group of residents and community stakeholder organizations were engaged to provide input on Pacifica's livability challenges and strengths pertaining to the eight domains of community livability. CAFE staff collated focus group notes according to each domain and distributed these reports to the AF Taskforce members for their review and discussion. The reports included a comprehensive list of livability challenges and strengths as well as proposed age-friendly projects for the AF Taskforce to consider.
- After reviewing the reports, three inaugural age friendly projects were selected as a way to launch Pacifica's AFC initiative. These projects (detailed below) addressed aspects of identified challenges in the domains of Transportation, Housing, and Respect and Inclusion.

PHASE 2: Application to AARP's Age Friendly National Network

- Pacifica submitted a membership application to AARP's Network of Age-Friendly States and Communities (NAFSC) in July 2020 and was approved as a member in August 2020. *(See Appendices section for a copy of the initial membership application)*

PHASE 3: IMPLEMENTATION OF INAUGURAL PROJECTS

- After receiving approval for membership into the AARP NAFSC the Pacifica AF Taskforce shifted focus to implementing the selected projects. As part of this shift, the group moved from being a taskforce and became the Pacifica Age Friendly Community Coalition (PAFCC).
- The PAFCC implemented the following AFC Projects, in collaboration with the City and various community organizations locally and regionally:
 - A. The Connect-a-Ride (CaR) Program: Transportation for Pacifica residents age 65+ for trips that begin and end in the City through subsidized taxi rides (\$5 each way) within the city and to surrounding medical centers and transportation hubs. **Collaborative Partners:** *City of Pacifica, City of San Mateo, Serra Taxi.*
 - B. Workshops on "Strategies to Search and Apply for Subsidized Senior Housing." **Collaborative Partners:** *Pacifica Resource Center, Silicon Valley Independent Living Center, City of Pacifica and PAFCC.*
 - C. Pacifica Age Friendly Business/Organization Recognition and Training Project: This project was put on hold due to the impact of the pandemic on local businesses. The project will be implemented in 2024. **Collaborative Partners (to date):** *AARP Age-Friendly Network.*

PHASE 4: EVALUATION AND DEVELOPMENT OF AFC ACTION PLAN

- Beginning in November 2023 and extending through March 2024, with the support of AARP, the PAFCC conducted a community wide livability survey.
- In April 2024, the PAFCC held a series of small focus groups and a Town Hall meeting that provided an overview of Pacifica's AFC Initiative. The presentation was followed by table group



PROCESS SUMMARY (continued)

discussions about Pacifica's livability strengths and challenges with the 40 Pacifica residents who attended.

- The data gathered was synthesized into a list of strengths and challenges, and proposed projects were agreed on.

PHASE 5: IMPLEMENTATION OF ACTION PLAN

- The Action Plan will guide the PAFCC work over a three-year period (July 2024 thru June 2027).
- Implementation will include engagement by PAFCC members and collaborative partners. Potential partners include, but are not limited to, non-profit community organizations, resident volunteers, the City of Pacifica, businesses, other AFC Cities and AARP National AFC Network.
- The Action Plan is intended as a living document which can be revised annually or as needed.

An evaluation of this Action Plan will begin around November 2026, with a new Action Plan for the next three years to be submitted by July 2027.



PLANNING AND IMPLEMENTATION STRATEGIES

Below is a summary of the primary planning and implementation strategies that will be accomplished through a collaborative community approach. .

1. Increase Participation In and Collaboration With the Pacifica Age Friendly Community Coalition:

The PAFCC currently has seven active members who meet about once a month. Meetings are often held virtually and are usually limited to an hour in length. The PAFCC will continue to oversee the AFC Initiative, guide development and move projects forward while seeking new members and collaborations.

The updated AFC Action Plan will serve as a communication tool to share and engage new PAFCC members and partners.

Collaboration will be based on alignment with the interests and mission of each partner within their capacity to participate. This collaborative approach can include a variety of potential partners including, but not limited to: community organizations, non-profit and government organizations that provide services to older and disabled adults, San Mateo County's Commission on Aging & Department of Aging and Adult Services, CA Department of Aging, businesses, grassroots community groups, resident advocates for older and disabled adults, the City of Pacifica, other nearby Age Friendly Cities, resident volunteers of all ages, sub-committees that focus on a specific project and AARP's National AFC Network. Sub-committees may be formed, empowering volunteers to set their own meeting times and strategies to complete agreed on Age Friendly projects, and report back to the PAFCC.

Increased participation and partnerships to implement the projects will build interest, expand visibility, and ensure the enhancement of livability in Pacifica.

2. Promote and encourage the use of an age and disability friendly lens/perspective by City departments, community organizations and residents:

In addition to shaping our community's plans, programs, services, opportunities and events to meet the needs and interests of specific segments of our population (i.e., youth, families, etc.), we encourage Pacifica to include the needs and interests of older adults as well. This is a common strategy used by AFC Communities. When it is consistently done, the city and community become aware of how they are already supporting older adults and become more intentional in generating new livability enhancements that support older and disabled residents as well as people of all ages. (Example: The Pacifica PB&R Commission, when reviewing enhancements of local parks, supports additional seating, picnic tables, and gathering spaces. This is intentionally done, in part, to make Pacifica's parks more age-friendly for visitors who need a place to relax for a while.)

3. Be practical and realistic with choice of AFC Projects/Solutions: The PAFCC will only pursue Age Friendly Projects that have adequate community support, can be implemented within the time period of the action plan and are financially feasible.

PLANNING AND IMPLEMENTATION STRATEGIES (continued)

4. Strive for Inclusion by reaching out across neighborhoods and segments of Pacifica’s Older and Disabled Adult Population: Identify and use effective methods to include the most diverse range of residents as possible, including race, ethnicity, economic level, LGBTQI+, caregivers, disability, etc.

5. Identification of funding and grant opportunities. The Coalition will seek to identify funding opportunities and share this information with our community stakeholder organization partners. In addition, the PAFCC can provide language and guidance on how to strengthen other organizations grant applications by using an age and disability friendly lens to enhance Pacifica’s livability.

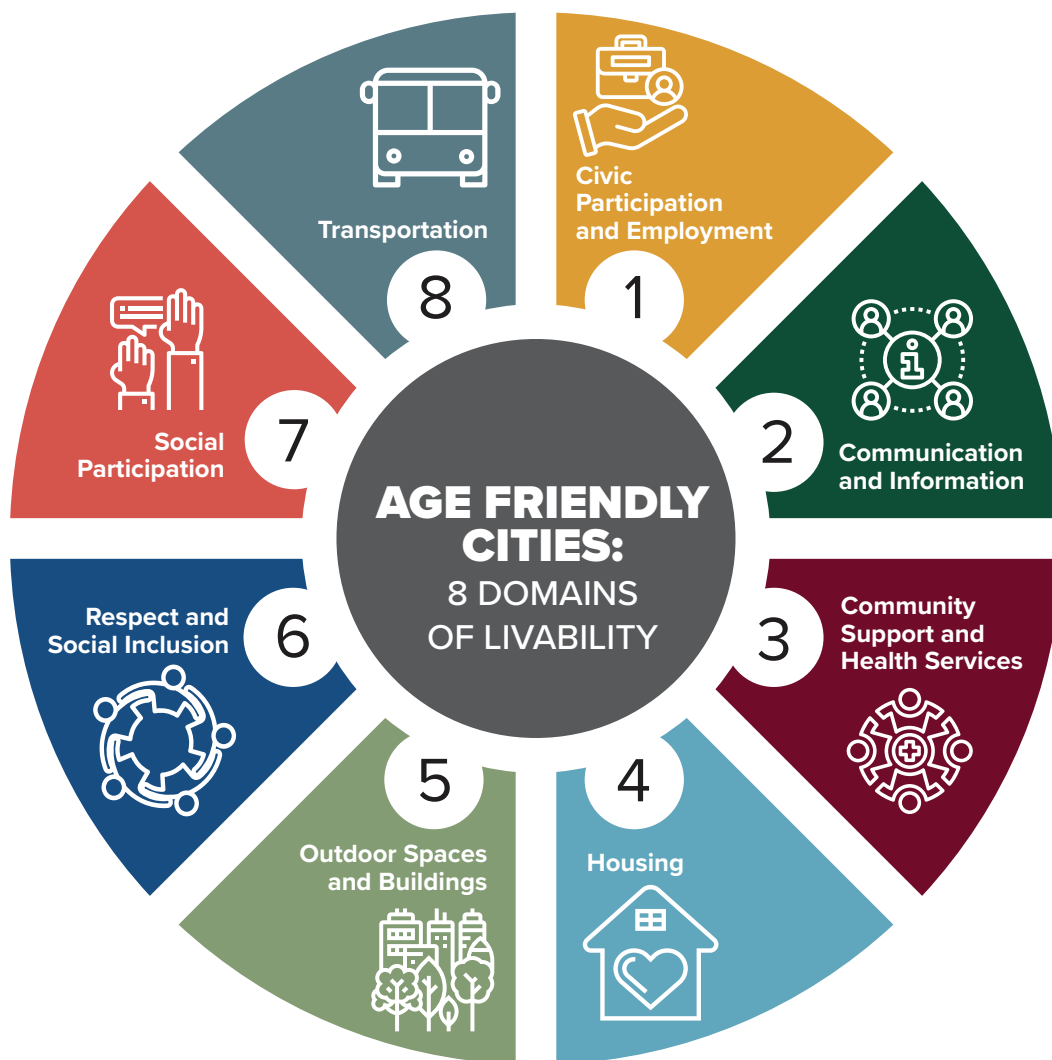
6. Explore collaboration with neighboring AFC Communities: Many communities in San Mateo County and other Bay Area Counties have established AFC Initiatives. The PAFCC will continue to share experiences, successes and obstacles, offering guidance and support to each other and, if applicable, consider regional approaches to address livability challenges that our communities have in common.

7. Utilize the resources of AARP’s Network of Age Friendly States and Communities: It’s important to avoid “reinventing the wheel.” As members of the national network, the PAFCC will utilize the assets of the Network, such as webinars, tool kits on specific best practice livability projects, an AFC online forum, and connections to leaders of over 1,400 other AFC communities around the country.

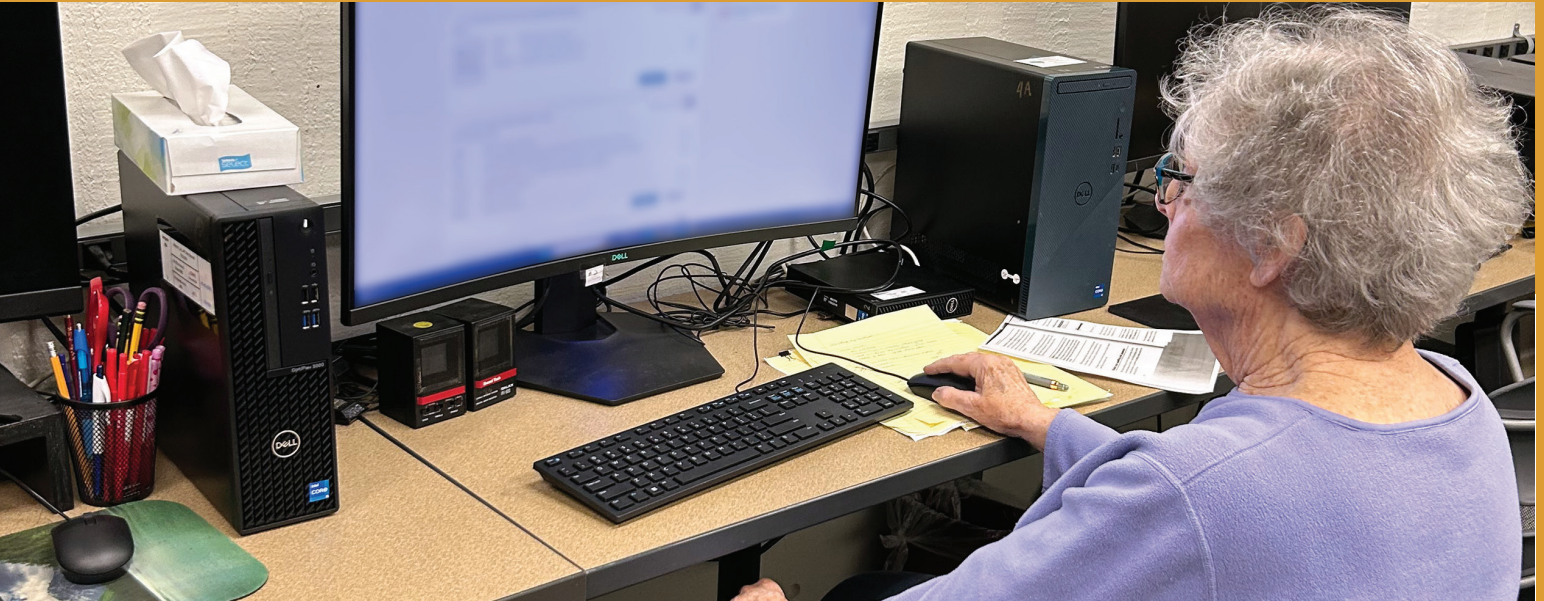


Age Friendly Domains of Livability: SUMMARY OF LIVABILITY STRENGTHS, CHALLENGES AND ASSETS IN EACH DOMAIN

Please note: The following information is provided to give a reader of this Action Plan a representative idea of what a diverse group of residents shared with us regarding what they thought were Pacifica’s livability strengths, challenges and assets. The lists under each Domain are not intended to be comprehensive.



Civic Participation and Employment



LIVABILITY STRENGTHS

- Pacifica residents have a strong history of being civically engaged within and beyond the city and volunteering with community organizations.
- Many community groups welcome older adult volunteers. A few examples include:
 - A. Pacific Beach Coalition
 - B. Rotary Club of Pacifica
 - C. Pacificans Care
 - D. Art Guild of Pacifica
 - E. Pacific Coast Fog Fest.
 - F. Pacifica Seniors in Action Program
- Pacifica Resource Center and Pacifica Libraries can assist residents of all ages with referrals to programs that can help them find employment.
- Peninsula Family Service Agency offers employment assistance programs specifically for older adults.



LIVABILITY CHALLENGES

- It's difficult for many people to find a comprehensive list of volunteer/civic engagement opportunities in Pacifica all in one place.
- Many recent retirees need assistance and support with the transition from work to retirement.
- For some residents who need or want to continue to work, they find it difficult to secure employment.

EXAMPLES OF CURRENT COMMUNITY ASSETS FOR CIVIC ENGAGEMENT AND EMPLOYMENT

- **PACIFICA RESOURCE CENTER:** The Pacifica Resource Center can refer residents of all ages to employment programs that can assist them with finding employment.
- **ABUNDANT COMMUNITY GROUPS:** Pacifica's wide variety of community groups as well as the City's programs offer a wide range of volunteer opportunities.



Communication and Information



LIVABILITY STRENGTHS

- The City’s weekly online/emailed newsletter “Connect with Pacifica”
- Pacifica’s Senior Services Program at the Community Center has a wealth of information relevant to the needs of older adults.
- Pacific Coast TV’s Channel 26 is a great resource of information for residents of all ages.
- The “Pacifica Locals” Facebook page is a useful resource that is administered to prevent inappropriate and disrespectful posts.

LIVABILITY CHALLENGES

- The Pacifica Tribune is no longer available in print format; only digital.
- Most information is only available on the internet or through social media. Many older adults either don’t use a computer, tablet or smartphone or have difficulty using them. As a result, they have difficulty with finding information they need.
- The City’s “Play” guide of activities, classes, and events is no longer printed and mailed to residents.
- Many focus group participants say that they don’t know where to go when they need to find older adult resources and community information.



EXAMPLE OF CURRENT COMMUNITY ASSETS FOR COMMUNICATION AND INFORMATION

- **“CONNECT WITH PACIFICA” – THE CITY’S WEEKLY EMAILED/ONLINE NEWSLETTER:** The City of Pacifica’s weekly newsletter not only includes city specific news and updates but also includes announcements of community events, programs and services. It is a valuable community resource for many residents.
- **PACIFICA SENIOR SERVICES PROGRAM AT COMMUNITY CENTER** offers a congregate lunch program with food cooked on site, home delivered meals, activities, classes and information and referral to community support services.

PLANNED AFC PROJECT TO ENHANCE COMMUNICATION AND INFORMATION

- **AGE FRIENDLY COMMUNICATION AND INFORMATION PROJECT:** Pacifica’s AFC Coalition proposes to develop a community wide “Communication and Information Plan” specifically for older and disabled residents and others interested in their well-being. It will be assessed and fine-tuned yearly. This plan will also include ways to provide information to residents who don’t use a computer.

GOAL: Create a plan that enhances current communication strategies and that can be used by the city and community to provide information to older residents about services, special events, activities, volunteer opportunities and important community news. *See **SMART Goal worksheet** in the appendices section for more details and how we will measure progress.*





LIVABILITY STRENGTHS

- City of Pacifica’s Senior Services program
- Pacifica Libraries
- Nonprofit Pacifica Resource Center
- Nonprofit Pacificans Care organization
- Access to world class healthcare within 30 minutes or less

LIVABILITY CHALLENGES

- An “urgent medical care” drop-in clinic is not available in Pacifica.
- Older and disabled adult residents (and their family caregivers) facing complex elder care issues have few resources to turn to for ongoing support and guidance from elder care experts.
- Many focus group participants are not aware of existing support services.
- Home care services are very expensive.



EXAMPLES OF CURRENT COMMUNITY ASSETS FOR COMMUNITY SUPPORT & HEALTH SERVICES

- **PACIFICA RESOURCE CENTER** provides services to residents of all ages. It is part of the Core Service Agency Network for San Mateo County, which is intended to be a primary resource for people in need of safety net services.
- **PACIFICANS CARE** provides grants to support Pacifica's Senior Services, Pacifica Resource Center, Pacifica Youth Service Bureau and Pacifica Child Care Services.

FEATURED COMMUNITY ASSET FOR COMMUNITY SUPPORT AND HEALTH SERVICES

- **PACIFICA SENIOR SERVICES PROGRAM:** This City of Pacifica run program at the Pacifica Community Center is a good first place for any resident in Pacifica to stop for information on older adult services that are provided by the city or from a variety of community organizations in and near Pacifica.



Housing



Pacific Oaks Senior Apartments

LIVABILITY STRENGTHS

- Pacifica has 4 fully subsidized apartment complexes reserved for older adults with 347 one-bedroom apartments. Many nearby communities have only one apartment complex or none.
- Pacifica Resource Center (PRC) and HIP Housing offers guidance to Pacificans on how to access the affordable housing application system.
- HIP Housing’s shared housing program.
- Many homeowners provide affordable housing to multiple generations of their family members and friends.

LIVABILITY CHALLENGES

- The cost of renting or owning a home in Pacifica is out of reach for too many.
- Closed or long wait lists for affordable units.
- The high cost of home maintenance and modifications.



EXAMPLES OF CURRENT COMMUNITY ASSETS FOR HOUSING

- Four subsidized senior apartment complexes: Casa Pacifica, Oceana Terrace, Ocean View and Pacific Oaks.
- Pacifica Resource Center provides support to affordable housing seekers through some direct services as well as referrals.
- HIP Housing’s “Shared Housing” and “Housing Readiness” Programs.
- Pacifica Senior Services program referrals to existing resources.

CURRENT AFC PROJECT REGARDING HOUSING

- **AFFORDABLE HOUSING INFORMATION PROJECT:** Pacifica’s AFC Coalition, in collaboration with the Pacifica Resource Center and Pacifica Senior Services, will provide information about current affordable housing resources, de-mystify the application process, and provide referrals to assist, as needed. In addition, we will provide resource information about ADUs, shared housing, home maintenance, home modification, legal assistance and advocacy for more affordable housing.

GOAL: Provide practical information and support to older adult and disabled residents about ways to address Pacifica’s livability challenges in the domain of housing. *See SMART Goal worksheet in the appendices section for more details and how we will measure progress.*

Oceana Terrace Senior Apartments



Outdoor Spaces and Buildings



LIVABILITY STRENGTHS

- Pacifica has an abundance of walking trails and paths, many of which are quite accessible.
- The Pacifica Community Center is a valuable community resource for senior service information, events, activities, classes, lunch program and community meeting/event space.
- Pacifica has a variety of meeting places that sponsor public events as well as offer their spaces for individuals and organizations for a reasonable fee.
- A variety of parks (city, county, Federal); beaches, sunset, ocean and open spaces.
- Cool weather and fresh clean air.

LIVABILITY CHALLENGES

- Pacifica's two libraries need to be rebuilt and modernized.
- More benches are needed for seating along many trails, paths and sidewalks.
- Many parking lots need to be restriped and better maintained.
- Roads in some neighborhoods are rough and full of potholes.



OUTDOOR SPACES AND BUILDINGS COMMUNITY ASSETS

- The multi-purpose trail along the beach from Pedro Point to Rockaway Beach.
- Mori Point, part of GGNRA
- Public beaches along Linda Mar, Rockaway, Sharp Park, Esplanade
- Frontierland Park
- San Pedro Valley County Park
- Pacifica Pier
- Pedro Point Firehouse
- Sharp Park AND Sanchez Libraries
- Pacifica Center for the Arts (Sanchez Art Center and the Concert Hall programmed by Pacifica Performances)
- Moose Lodge
- Pacifica Coastside Museum, operated by the Pacifica Historical Society

EXAMPLES OF CURRENT COMMUNITY ASSETS FOR OUTDOOR SPACES AND BUILDINGS

- **NEW CITY HALL COMPLEX:** The City is almost finished completing the construction of a renovated City Hall complex that will open in 2024. It will not only provide a new home for most City Department and Administrative staff but also provide additional community meeting space for public use that will be available on a reservation and modest fee basis.

ONGOING/RECENT ENHANCEMENTS OF OUTDOOR SPACES AND BUILDINGS BY CITY

- The Parks, Beaches and Recreation Commission prioritizes the addition/upgrading of seating, picnic tables and, when possible, public rest rooms when renovating public park spaces.
- The sidewalk along Palmetto from Manor to the Mussel Rock area was recently improved. This has encouraged more people of all ages to walk along this beautiful stretch of Pacifica's coastline.

PLANNED AFC PROJECT TO ENHANCE OUTDOOR SPACES AND BUILDINGS

- **EXPLORE WAYS TO INSTALL 3 BEACH MAT TRAILS ALONG PACIFICA BEACHES:** Beach mat trails are used on many beaches around the world including in California. They make it much easier to walk out onto the beach especially for people of all ages and abilities who have difficulty walking on soft sand.

GOAL: Enhance access to Pacifica beaches for people who have difficulty walking on soft sand.
See *SMART Goal worksheet in the appendices section for more details and how we will measure progress.*

Respect and Social Inclusion



LIVABILITY STRENGTHS

- Focus group participants readily agreed that they feel welcome when they come to the Community Center to participate in the senior program activities and events and speak with the staff and volunteers.
- Meals on Wheels program provides over 100 meals each day to homebound older and disabled adults.

LIVABILITY CHALLENGES

- During focus group discussions, some participants shared their experiences of, when they go to some local businesses, they don't feel listened to or, when they speak, it seems like they're not being heard. They feel "invisible."
- There is a lack of opportunities for meaningful intergenerational connections and conversations with different generations outside of one's family.
- With a growing number of older adults, those that become homebound, isolated and lonely are also increasing in numbers. We need to consider, as a community, how to reach out to isolated older adults in ways that convey respect and foster greater connection with our community.
- At many of our local grocery stores, there are displays that block aisles and food that are high on shelves.



EXAMPLE OF CURRENT COMMUNITY ASSET FOR RESPECT AND INCLUSION

- **MEALS ON WHEELS PROGRAM:** This program provides over 100 nutritionally balanced meals that are cooked from scratch in the Community Center’s professional kitchen each day and delivered by community volunteers to homebound older and disabled adults throughout Pacifica.

PLANNED AFC INITIATIVE PROJECT FOR RESPECT AND INCLUSION

- **PACIFICA AGE FRIENDLY BUSINESS/ORGANIZATION RECOGNITION AND TRAINING PROJECT:** This project will recognize local businesses and organizations for being welcoming places for older adults. It will also offer training to businesses and organizations on how to enhance their age-friendliness towards the older adult customers and participants.

GOALS: Recognize local businesses that are age friendly and provide training to businesses who want to enhance their age friendliness. *See SMART Goal plan in the appendices section for more details and how we will measure progress.*



An Age Friendly Business



Social Participation



LIVABILITY STRENGTHS

- The community center's Senior Services congregate lunch program, classes, events and volunteer opportunities are a great resource for the older residents of Pacifica.
- Overall, Pacifica's many community groups and organizations offer a wide range of social participation opportunities for residents of all ages. Examples: Pacifica Performances, Sanchez Art Center, Pacific Coast Fog Fest, Pacific Beach Coalition, Pedro Point Community Association, youth and adult sporting events, fundraising events, live music venues, churches and other places of worship and community associations all bring people together at various times throughout the year.

LIVABILITY CHALLENGES

- As longtime neighbors leave, many focus group participants say that it has become harder to get to know new neighbors.
- Residents don't want to go to community events alone.
- Older adults who don't use or have difficulty using a computer or smartphone are unaware of many events that take place in Pacifica that they might enjoy.
- There seems to be no consistent source of information about community gatherings.



EXAMPLES OF CURRENT COMMUNITY ASSETS FOR SOCIAL PARTICIPATION

- City of Pacifica’s Senior Services Program at Community Center.
- Pacifica’s many community groups and organizations that host events.
- A growing live music scene that welcomes music lovers of all ages.

CURRENT CITY PROGRAM THAT PROMOTES INTERGENERATIONAL SOCIAL PARTICIPATION

- **SENIOR PROM:** City of Pacifica’s Senior Services held its first “**Spring of Love**” Senior Prom in March 2024 that drew 75 older adults eager for an evening of joy and connection. This intergenerational event, organized collaboratively by Pacifica’s Youth Advisory Board and Pacifica Seniors in Action Advisory Board, received support from PB&R staff and enthusiastic volunteers. The event featured live performances by Fish in a Bag, a talented local youth band and complemented by delightful Mexican cuisine courtesy of La Mordida Taqueria. Amidst the lively beats and delicious food, participants reveled in dancing and creating cherished memories, making this evening a resounding success. This will become an annual event.



Transportation



LIVABILITY STRENGTHS

- Senior services free shuttle helps many senior program participants to get to and from the community center. Staff support is great.
- New sidewalk along Palmetto to Mussel Rock makes it easier to walk along that stretch for everyone of all ages.
- Some streets in Pacifica have recently been re-paved and very smooth to drive on.

LIVABILITY CHALLENGES

- In general, public transportation in Pacifica is not very good. Buses don't run frequently or serve all areas.
- Steep streets and geographically isolated areas make Pacifica a challenging place to drive, walk or bike.
- Too many people are driving over the speed limit and not practicing defensive driving.
- The Manor overcrossing and intersections is dangerous. Walking across these intersections is unsafe. Many drivers have difficulty with navigating it.
- The pedestrian overcrossing south of the Manor intersection is little known because there isn't clear signage about it as a safe way to cross over Highway One.
- Other dangerous intersections/crosswalks include:
 - Crespi between Highway 1 and Roberts Road.
 - No crosswalk to cross Esplanade on Bill Drake Way by the rehab facility.
 - Crosswalks along Highway 1.



- With steady increase in electric vehicles, more Level 3 charging stations are needed.
- Beach goers on nice days don't respect the white curb zone (passenger drop off/pick up) outside Ocean View (senior living) apartments on Crespi.
- Too many roads and sidewalks in Pacifica have potholes and cracks.

EXAMPLES OF CURRENT COMMUNITY ASSETS FOR TRANSPORTATION

- Pacifica Senior Services Free Shuttle: This service is invaluable for Pacificans who want to participate in the City's Senior Services Programs at the Community Center but can't get there on their own. It is also used to take seniors on shopping trips. (City)
- Redi-Coast Para-Transit Service (SamTrans)
- Bay Area Rapid Transit station in Colma (BART)
- New sidewalk along Palmetto from Manor to Mussel Rock area. (City)
- Multi-purpose trail from Linda Mar to Rockaway. (City)
- Berm trail and paved promenade along the coast from Mori Point, along Sharp Park Beach to north of the Pacifica Pier. (SF County & City)

CURRENT AFC INITIATIVE PROJECT FOR TRANSPORTATION

- **CONNECT-A-RIDE (C-A-R):** This project came about, in part, from the Pacifica AFC Coalition's first round of discussions in 2019 when we first planned and developed Pacifica's AFC Initiative. It's also a great example of an age-friendly project that the City has the capacity to take the lead on managing. During our focus group sessions to seek input from residents about Pacifica's livability challenges, participants reported that it is often difficult for them or their friends to get to medical and other important appointments. C-a-R is a subsidized taxi program that provides rides to Pacificans age 65 plus throughout Pacifica and to major medical and transportation centers in northern San Mateo County. This is a great resource that enables residents to get to medical and other important daily life appointments.

GOAL: Remove transportation barrier to get to important appointments for residents who don't drive or want to limit their driving to a certain range. *See SMART Goal plan for this project in the appendices section for more details and how we will measure progress.*

For more information about this program:

<https://www.cityofpacifica.org/home/showpublisheddocument/17894/638500821402500000>



Age Friendly Initiative: CURRENT AND POTENTIAL PROJECTS

LIST OF AFC PROJECTS FOR CONTINUED IMPLEMENTATION

(Please see SMART Plan Goals for more details)

1. Connect-a-Ride Subsidized Taxi Ride Program
(Domain: Transportation)
2. Workshop: “Strategies to Search and Apply for Affordable Senior Housing”
(Domain: Housing)
3. Age Friendly Business and Organization Recognition and Training Project
(Domain: Respect and Inclusion)

LIST OF NEW PAFCC PROJECTS

(Please see SMART Plan Goals for more details)

1. Communication and Information Strategy Guide for Community Stakeholders and the City to effectively outreach and inform older adult residents and their families/caregivers
(Domain: Communication and Information)
2. Explore Collaboration with the Village of Coastside & Villages of San Mateo County
(Domain: Social Participation)
3. Explore Installation of 3 Beach Mat Trails along Pacifica Beaches
(Domain: Outdoor Spaces and Buildings)

GLOSSARY OF ACRONYMS AND ABBREVIATIONS

1. **AARP:** American Association of Retired Persons
2. **AARP National Network of AFS&C:** ... Age-Friendly States & Communities
3. **AF:** Age Friendly
4. **AFC:** Age Friendly Community
5. **CAFE:** Center for Age Friendly Excellence
6. **C-a-R:** Connect-a-Ride
7. **CDA:** California Department of Aging
8. **CITY:** City of Pacifica
9. **COA:** Commission on Aging
10. **LGBTQI+:** Lesbian, Gay, Bisexual, Transgender, Queer, and Intersex
11. **PAFCC/Pacifica AFC Coalition/PAFC Coalition/Coalition:** Pacifica Age Friendly Community Coalition
12. **PB&R:** Pacifica Parks, Beaches and Recreation
13. **SMC:** San Mateo County
14. **WHO:** World Health Organization

PACIFICA AGE FRIENDLY COMMUNITY COALITION MEMBERS

Current Pacifica AFC Coalition Members

Mary Bier

City of Pacifica Council Member

Anita Rees, ED

Pacifica Resource Center

Scott Leslie

City of Pacifica Interim PBR Director

Cindy Abbott

ED Sanchez Art Center

Amber Shong

City of Pacifica Senior Services Supervisor

Sue Digre

Former Pacifica Mayor/City Council member;
Dept. Director, Family Support Services, Partners
and Advocates for Remarkable Children and
Adults. (PARCA)

Roy Earnest

Gerontological Social Worker (Semi-Retired)

Former Pacifica AFC Coalition Members

Jim Lange

City of Pacifica PBR Director (Retired)

Mike Perez

City of Pacifica PBR Director (Retired)

Bob Palacio

Former City of Pacifica PBR Director

Michael Mau

Former Commissioner - San Mateo County
Commission on Aging

Beth Phipps

City of Pacifica Senior Services Supervisor
(Retired)

ACKNOWLEDGEMENTS

Pacifica's Age Friendly Community Coalition wants to thank the following people and organizations for their support of Pacifica's AFC Initiative.

- **City of Pacifica** – www.Pacifica.gov
 - Mayor Sue Vaterlaus
 - Councilmembers Mary Bier, Sue Beckmeyer, Tygarjas Bigstyk, Christine Boles
 - Kevin Woodhouse, City Manager
- **Center for Age Friendly Excellence** – www.cfafe.org
- **AARP Network of Age Friendly States & Communities** – www.AARP.org/livable
- **California Department of Disability and Aging Services** – [Department of Disability and Aging Services \(DAS\) | sfhsa.org](http://Department of Disability and Aging Services (DAS) | sfhsa.org)
- **Residents of Pacifica**
- **Pacifica Resource Center** – www.pacresourcecenter.org
- **Supervisor David Canepa and the San Mateo County Board of Supervisor** – [About District 5 | County of San Mateo, CA \(smcgov.org\)](http://About District 5 | County of San Mateo, CA (smcgov.org))
- **San Mateo County's Department of Aging and Adult Services** – [Area Agency on Aging - San Mateo County Health \(smchealth.org\)](http://Area Agency on Aging - San Mateo County Health (smchealth.org))
- **All our current and future collaborative community partners**

APPENDICES

1. **SMART Plan Goals Worksheet**
2. **Collated Focus Group Notes**
3. **Collated Town Hall Notes**
4. **Livability Survey Report** – Due to length, send request to AgeFriendlyPacifica@gmail.com
5. **Pacifica’s Membership Application to AARP’s National Network of Age Friendly States and Communities**
6. **Brief History of Age Friendly Community Movement and Information Resources**



NAME OF AFC PROJECT:

Inaugural AFC Project: Connect-a-Ride Program

PRIMARY DOMAIN OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Transportation

Activity Description of Project (Specific: What will you accomplish?)

Round trip Taxi rides for Pacifica Residents who are 65 and older and who have enrolled in the CaR Program. Cost to riders is \$5 each way. Remaining cost is covered by City of Pacifica.

Relevant: Why is this goal significant to the Age-Friendly work in your community?

Older residents who cannot drive themselves are at risk of not receiving adequate health care and becoming socially isolated.

Measurable: How will you know when you have reached this goal?

The program will provide 400 rides per year. The monthly invoices from Serra Cab will provides us with data about how many rides are provided to Pacifica residents aged 65+.

Achievable: Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how can the Age-Friendly team in your community get them?

This program is funded through the Sirkka Nieuukkanen Trust Fund's bequest to Pacifica to support senior services for older Pacificans. We have a signed agreement between City of Pacifica and Serra Cab to provide this service; senior service staff has incorporated coordination of this program in their current workplan.

Collaborative Partners: Current and Potential

City of Pacifica Staff; Serra Cab; Seniors in Action Advisory Council; PAFCC; Enrolled CaR Program Members.

Timely: When will you achieve this goal?

Annually, as measured between July 1st thru June 30th or January 1st thru December 31st each year. Data will come from Serra Cab's invoices.

PROJECTED COST: Approximately \$10,000 per year

NOTES: We will actively seek other sources of funding for this valuable service before funding from the trust runs out.



NAME OF AFC PROJECT:

Inaugural AFC Project: Housing Information and Assistance

PRIMARY DOMAIN OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Housing

Activity Description of Project (Specific: What will you accomplish?)

Provide information via in-person and virtual workshops, a written guide and pamphlets to Pacifica residents 60 and over about how to search and apply for affordable subsidized housing and refer them to where they can be assisted; In addition, provide information about legal assistance; Shared Housing; Home maintenance; senior focused ADUs presentations on how ADUs can support aging-in-place. Explore setting up an open waitlist notification system for residents seeking affordable housing.

Relevant: Why is this goal significant to the Age-Friendly work in your community?

Affordable Housing is a major livability challenge for many older residents in Pacifica and many people don't know where to go for info about affordable housing; Home maintenance is also a livability challenge for many as well as ways to afford home care support as homeowners age-in-place is also a major challenge.

Measurable: How will you know when you have reached this goal?

Number of affordable housing workshops per year = 3; Create a written guide on strategies to access affordable housing; Number of senior focused ADU presentations each year = 2; Document efforts to set up an open waitlist notification system.

Achievable: Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how can the Age-Friendly team in your community get them?

Pacifica Resource Center and PAFC Coalition has already created a presentation format for strategies to find and apply for affordable housing which can also be turned into a written guide; workshop presentation on how ADUs can support ageing-in-place can be added to already existing presentation material about ADUs developed by Planning Dept.; Planning Dept wants to encourage more ADUs and this senior focused ADU workshop would help with that goal.

Collaborative Partners: Current and Potential

Current Partners: Pacifica Resource Center; PAFCC; City of Pacifica PBR Dept. - Senior Services and Planning Dept. and HIP Housing; trained resident volunteers. Potential Partners: SMC Housing Authority; OpenHouse.org (for open wait list info); Rebuilding Together Peninsula; Three Senior Housing Complexes: Casa Pacifica; Ocean View Apts; Oceana Terrace

Timely: When will you achieve this goal?

Annually July 1st thru June 30th

PROJECTED COST: Low Cost

NOTES: HIP Housing recently started a case-work based Housing Readiness Program to assist older adults to access and navigate the application system for affordable housing; We need to reach out to existing senior housing apt complexes and forge a collaboration with them; recruit residents to be trained by HIP Housing to be housing guides for older adult Pacifica residents in need of finding affordable housing.



NAME OF AFC PROJECT:

Inaugural AFC Project: Business Recognition and Training

PRIMARY DOMAIN OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Respect and Social Inclusion

Activity Description of Project (Specific: What will you accomplish?)

Recognize Age Friendly Businesses and Organizations in Pacifica; offer information to support residents who want to learn how they can enhance their business/org’s age-friendliness; provide training and consultation to businesses upon request.

Relevant: Why is this goal significant to the Age-Friendly work in your community?

Some Pacifica residents who participated in Town Hall and focus groups have experienced not feeling welcome or respected in some businesses and organizations in Pacifica. Many businesses have not intentionally considered ways they can ensure that their business is welcoming to older customers; This is one way that businesses and organizations can contribute to enhancing the livability of Pacifica for older adults that will also support their businesses and organizations.

Measurable: How will you know when you have reached this goal?

Number of businesses/ organizations recognized as age-friendly per year = 10; Creation of a AF Business Certificate and window sticker; Number of AF Business/org training guides distributed per year = 50; Number of training sessions provided per year = 7.

Achievable: Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how can the Age-Friendly team in your community get them?

PAFC Coalition has done research on how to do this; gathered and adapted informatin and training materials from other AF Communities; PAFCC needs collaborative partners (see list to the right) to move this project forward.

Collaborative Partners: Current and Potential

Current Partners: PAFCC; Potential Collaborative Partners - City of Pacifica; City Council to sign certificates; a sponsor to pay for stickers; Interested Businesses?; Resident Volunteers?; Chamber of Commerce?: Economic Development Committee?

Timely: When will you achieve this goal?

Annually July 1st thru June 30th

PROJECTED COST: Low Cost

NOTES: DRAFT - Needs further development and recruitment of collaborative partners



NAME OF AFC PROJECT:

Communication & Information Strategy Guide for Community Stakeholder Organizations who want to enhance communication with Older Adult Pacifica Residents

PRIMARY DOMAIN OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Communication and Information

Activity Description of Project (Specific: What will you accomplish?)

The creation of a written community wide communication Plan for City and Community orgs to assist them in effective communication with older adult residents in Pacifica regarding services, opportunities, events and important community/city news and plans. This plan can be used as a guide by not only the City but by other community organizations in Pacifica. Strategies will include non-internet based approaches.

Relevant: Why is this goal significant to the Age-Friendly work in your community?

Many Pacifica residents who participated in focus groups and Town Hall expressed concern about the Pacifica Tribune’s decision to stop printing their newspaper and only publishing online; similarly, many expressed concern about older residents who don’t know how or don’t want to use a computer or smart phone to keep track of what’s going on in Pacifica and what resources and opportunities are available.

Measurable: How will you know when you have reached this goal?

Number of community organizations that were provided communication plan strategy guide = 20; Date to have first plan written will be January 31, 2025; the guide will be reviewed and updated annually each January.

Achievable: Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how can the Age-Friendly team in your community get them?

During our recent town hall and focus groups in April, 2024, many residents had suggestions on how to enhance communication and information to Pacifica’s older adult residents. We will review all proposed ideas and current strategies used as we create this guide; Need to recruit collaborative partners to serve on a sub-committee to create communication plan.

Collaborative Partners: Current and Potential

Current Partners: PAFCC. Potential Partners: Resident Volunteers; community organizations; City of Pacifica; other AF Communities.

Timely: When will you achieve this goal?

Annually July 1st thru June 30th

PROJECTED COST: Relatively low cost; some funds will be needed to print some information and mail to residents who request to receive information in that way.

NOTES: DRAFT - Needs further development by a sub-committee of collaborative partners: Many communication plan ideas are available on spreadsheet of proposed AFC solutions under the domain of “Communication and Information”. This document is in the Action Plan’s Appendices section.



NAME OF AFC PROJECT:

Explore collaboration with Village of the Coastsides (VOC) & Villages of SMC (VOC’s fiscal sponsor) to establish a branch in Pacifica

PRIMARY DOMAIN OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Social Participation

Activity Description of Project (Specific: What will you accomplish?)

With the Village of the Coastsides (VOC) and VOC’s fiscal sponsor, Villages of SMC’s support and collaboration, PAFC Coalition will promote the creation of a chapter of the VOC in Pacifica; We’ll recruit a resident sub-committee that will be trained on how to describe the village model in presentations and will appoint one of their members to serve on the VOC’s Advisory Council.

Relevant: Why is this goal significant to the Age-Friendly work in your community?

Village Networks that take root in a community have been a good addition to existing approaches to reduce loneliness and isolation by providing older adult residents who join the network with a supportive social network, opportunities for meaningful engagement with others and some supplemental support on an as-needed basis.

Measurable: How will you know when you have reached this goal?

Measures to be considered: (1) Documentation of support from VOC and Villages of SMC to form a VOC chapter in Pacifica September, 2024. (2) Formation of a Pacifica VOC Sub-Committee to promote VOC membership by October, 2024. (3) Number of Presentations of the Village Model to Pacifica Residents by June, 2025 = six. (4) Number of Pacifica Residents who join VOC as paid members by June 30, 2025 = twenty-five.

Achievable: Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how can the Age-Friendly team in your community get them?

Many residents who participate in focus group and town hall discussions expressed interest in learning more about the Village of the Coastsides’ social networking program and indicated that they’d like a similar program here. PAFC Coalition is interested in exploring with VOC/V of SMC to establish a VOC chapter in Pacifica.

Collaborative Partners: Current and Potential

PAFC Coalition in partnership with a sub-committee of Pacifica residents who are willing to take the lead on exploring this with VOC/V of SMC and other Pacifica residents.

Timely: When will you achieve this goal?

Annually July 1st thru June 30th

PROJECTED COST: VOC’s Village Network Membership fee ranges from \$30/month to \$80/month depending on the level of support a member expects to need. These fees can be reduced for residents who are on a limited income on a case-by-case basis.

NOTES: Many residents want to start a new Village but others think that it would be better to start out as a chapter of VOC and, then, after we build up membership over several years to then consider spinning off as a Village Network separate from VOC.



NAME OF AFC PROJECT:

New Project for PAFCC Coalition to Consider - Beach Mat Trails for Linda Mar Beach

PRIMARY DOMAIN OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Outdoor Spaces and Buildings

Activity Description of Project (Specific: What will you accomplish?)

Pending funding availability, the City of Pacifica will install three beach mat trails on Linda Mar Beach to make it easier for people who have difficulty walking on soft sand to get out on the beach.

Relevant: Why is this goal significant to the Age-Friendly work in your community?

Pacifica’s beaches are one of our community’s greatest natural assets. Installing a few beach mat trails out onto Linda Mar Beach would make it possible for many more older adults, disabled adults and people of all ages who have difficulty walking to get out onto the beach and enjoy being there.

Measurable: How will you know when you have reached this goal?

We will conduct a satisfaction survey of beach mat users on 4 Saturdays each year between 12:00pm to 2:00pm to determine why they use the beach mats and their level of support of having the beach mat trail there for their use.

Achievable: Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how can the Age-Friendly team in your community get them?

We will apply for funding for beach mats; assess how other beach towns install them and their use; recruit volunteers to help the City install them and maintain them.

Collaborative Partners: Current and Potential

City of Pacifica in collaboration with Pacifica AFC Coalition; and other community organizations to be named.

Timely: When will you achieve this goal?

PAFCC suggests using the beach mats from April 1st to November 1st.

PROJECTED COST: We will research cost of purchasing them and will apply for necessary funds.

NOTES: Suggestion: Consult with other beach communities who use them to learn from their experience.

APPENDICES:

FOCUS GROUP NOTES (1 OF 9)

Focus Group Regarding Pacifica's Livability Challenges & Strengths Residents 50 Plus

Dates of Focus Group Discussions covered by this report: **4/2/24 & 4/3/24**

Total # of Focus Group Conference Call Participants: **10**

Total # of Caregivers (current or former): **5**

of CAFE Staff Facilitators for conference call: **1, Roy Earnest**

Notetaker: **Roy Earnest**

Unmet Needs, Community Strengths, and Potential Solutions in the Eight Domains of Livability

MOBILITY & TRANSPORTATION UNMET NEEDS

- Some pedestrian crosswalks are difficult for many older adults who don't walk as fast as they used to. Examples: Intersections at Manor and Oceana Blvd; Manor and Palmetto; Highway 1 and Linda Mar Blvd; Highway 1 and Crespi; Highway 1 and San Pedro Ave.
- The above intersections, among others, are difficult for drivers too.
- No sidewalks in Pedro Point, Vallemar, East Rockaway; Many places have uneven sidewalks.
- If a resident doesn't have a car or can't drive, you're stuck. I'm very worried about what I'm going to do when I can't drive anymore.
- In general, public transportation in Pacifica is not very good. Buses don't run as often as we'd like to see.
- Too many people are speeding significantly over the speed limit. In too many places.
- Too many bus stops have no place to sit down.
- Redi-Coast is one resource for frail and disabled adults but the wait time for getting picked up/returned home is often too long.
- I'm worried when I can't drive anymore.
- Some frail/disabled adults don't have anyone to accompany them (not drive them) to and from a medical or other appointments. For frail/disabled adults, getting dropped off at the curb isn't enough. Some Pacifica residents needs someone to help them from their house to a vehicle and from the vehicle to their appointment and then return with them home to assist them as they are picked up by a driver and then assist from the curb to inside their home. Door-through-door service. Many drivers can only take people to the drop off point at their destination. A chaperone who rides along with the passenger can be a very helpful resource.
- The traffic on Highway 1 on nice days during the weekend is very heavy.
- Paving on streets in many parts of the city is full of bumps and potholes.

APPENDICES:

FOCUS GROUP NOTES (2 OF 9)

- Parking at the Community Center can be tough when the weather is nice.
- People with limited vision or have difficulty driving needs more options for their transportation.

COMMUNITY STRENGTHS

- The new pedestrian overpass from Sharp Park to the Oceana Shopping Center is very well designed.
- The City's Connect-A-Ride subsidized taxi ride Program for Pacificans 65+ is very helpful.
- The increasing availability of electric vehicles (new and used) in San Mateo County helps people save money on gas and car maintenance.
- Compared to San Francisco, traffic and parking isn't too bad in Pacifica.
- Having BART relatively close to Pacifica is a blessing.
- Plenty of great places to walk.

POTENTIAL SOLUTIONS

- A city-wide Walk Audit would be a good project for Pacifica. *(AARP has a walk audit toolkit that includes the strategy of utilizing trained volunteers to assist with the audit.)*
- www.Trustedriders.org has developed a replicable chaperone program model that can provide any organization/city with free comprehensive technical assistance to plan and implement a volunteer chaperone service for frail/disabled adults who need someone to accompany them to an appointment in any form of transportation they use. They also can provide funding leads from various sources for an org/city that wants to establish a Trusted Riders program pilot, small or large in scope.
- The Village of the Coastside which currently serves the coastal communities south of the Tunnel offers their members – who pay an annual fee to support the village network – volunteers who either drives or accompanies another member to and from their important appointments. Perhaps we could reach out to the Village of the Coastside to discuss ways to expand this service to Pacifica.
- Create a map of easy hikes and smooth walking areas for persons who don't want to or can't negotiate steep inclines/declines or uneven walking surfaces.

HOUSING UNMET NEEDS

- Cost of owning or renting is too high in Pacifica and in most of the Bay Area. Even though we have three affordable senior apartment complexes, we still need more affordable housing in Pacifica for people of all ages. Each of these places have wait lists that vary in length. They only occasionally open.
- Expenses are too high to maintain a home; for example, rewiring costs a fortune.
- Many people of all ages must leave Pacifica because they can't afford to live here.
- Pacifica would benefit from having an assisted living retirement facility. While there are two SN Facilities here, there are no assisted living facilities in Pacifica. As a result, people have to move away from Pacifica to receive the care that they need.

APPENDICES:

FOCUS GROUP NOTES (3 OF 9)

- We need to limit the number of AirBnB and VRBO rentals in Pacifica. We need that housing for people who want to live her long term.
- Many homeowners need more information regarding the process of building an ADU.
- Concerns about the number of people living in RVs and vans.

COMMUNITY STRENGTHS

- We have three 100% subsidized senior apartment complexes in Pacifica: Ocean View Apartments, Casa Sanchez Apartments and Oceana Terrace Apartments on the grounds of the Good Shepherd Church.
- HIP Housing's Shared Housing program is a great program. Many Pacificans have space to rent to a responsible tenant.
- The Pacifica Oaks Apartment complex has some affordable units available as well.
- ADUs are being built that provides older adults with privacy but also with support and contact from family members when needed and desired. They are also being used to generate income to help pay for home care, long term health insurance, needed income to pay for living expenses or housing for in-home caregivers who can be available to older adult homeowners as needed and scheduled.

POTENTIAL SOLUTIONS

- Provide workshops on the best practice strategies of setting up multi-generational households.
- Continue offering assistance for people who want to learn how to access the affordable housing application system through Pacifica Resource Center.
- Specific senior Services staff could be trained on how to assist persons with accessing the affordable housing system including how to deal with wait lists.

SOCIAL PARTICIPATION UNMET NEEDS

- We need to find places for people to gather for events and community meetings in the central and north part of town.
- The City administrative staff has taken up a lot of space in the Community Center which has somewhat reduced the range of activities and classes to choose from.
- We need a community calendar that is available in paper format in addition to on the City's website and various social media outlets.
- A new library is needed.
- People who have difficulty driving and have limited mobility need someone to accompany them from their door to vehicle and from vehicle to their destination and back again.
- Many people are social isolated and lonely with few people checking in with them other than nurses, home attendants and social workers, if that.
- Many people don't have WIFI because they can't afford it.
-

APPENDICES:

FOCUS GROUP NOTES (4 OF 9)

COMMUNITY STRENGTHS

- The Senior Center has a lot of good classes, events, lunch program M thru F. Great staff.
- Pacifica Performances' concerts at their concert hall on LM Blvd every Saturday night are great.
- Sharon Walker does an art class at San Pedro County Park.
- The Fog Fest is a lot of fun.
- The Christmas Tree Lighting event each December is an enjoyable community event.
- We have many places in town to listen to live music that is either free or low cost.
- San Pedro County Park hosts monthly Zoom meetings.
- The Sanchez Art Center holds great events on a regular basis.
- The Moose Lodge has many events for their members.

POTENTIAL SOLUTIONS

- Reach out to churches, businesses, apartment complexes and organizations in the central and north part of city to see if they could provide space for occasional community meetings and events.
- Establish an annual Intergenerational Music Festival over the course of 2 or 3 days in various locations/businesses throughout Pacifica.
- Let's meet with library managers to discuss how the PAFC Coalition and the City can collaborate with the Library.
- The Senior Center and PB&R and other organizations should always post their events on Next Door.
- Can we set up a "care line" in which volunteers check in with socially isolated people over the phone?
- Organize day trips to interesting places in which everyone chips in to cover expenses.

RESPECT AND SOCIAL INCLUSION UNMET NEEDS

- Difficult to shop at Linda Mar Safeway due to displays blocking aisles and food high on shelves.
- Fairmont Safeway: Customers are not kind to each other, sometimes.
- Many people are unaware of how ageism and ableism manifests itself in various ways in our community.

COMMUNITY STRENGTHS

- Rite Aid and Safeway staff at the Fairmont Shopping Center are friendly.
- The staff and volunteers at the senior center are very kind and nice to me whenever I visit.

APPENDICES:

FOCUS GROUP NOTES (5 OF 9)

POTENTIAL SOLUTIONS

- More intergenerational programs that intentionally bring different generations together in meaningful ways for all involved would be great.
- An annual Grandparent/Grandfriend Appreciation Day in the Pacifica School District would be great.
- Develop a series of presentations and trainings on ageism and ableism.

CIVIC PARTICIPATION AND EMPLOYMENT UNMET NEEDS

- Employment opportunities for older adults are scarce in Pacifica.
- It's difficult to know how to find out about volunteer opportunities in Pacifica. There is no central source to go to for this information.
- Is there another food pantry in Pacifica, besides the Pacifica Resource Center, that needs volunteers?

COMMUNITY STRENGTHS

- Many volunteer opportunities in Pacifica.
- City Manager newsletter.
- Pacifica is full of community groups that take a proactive approach to civic engagement and, as a result, generate a wide range of volunteer opportunities.

POTENTIAL SOLUTIONS

- Volunteer opportunities newsletter would be very helpful.
- Increase awareness of Peninsula Family Service's senior employment programs.
- Identify "age-friendly" employers in Pacifica and nearby communities.

COMMUNICATION AND INFORMATION UNMET NEEDS

- More Digital literacy education is needed in more places, including, if necessary, in a resident's home.
- There is no main source to go to for Community events and activities. Right now, it's very fragmented.
- Many people are not aware of services that exist such as MOW, the subsidized taxi program (C.A.R.), HICAP, IHSS, senior center classes, etc.
- Older people who don't use a computer or smart phone and are not interested in learning how need their information provided to them in print form rather than through social media or email. In the rush to use digital, web based communication, we have left behind many people behind who don't use computers, smart phones and rarely look at social media.
- The Pacifica Tribune stopped producing a newspaper in print format and is only available digitally. There is nothing to replace it. As a result, a significant number of older adults have lost their primary source of information about what's going on in the community.

APPENDICES:

FOCUS GROUP NOTES (6 OF 9)

- The senior center newsletter is only published on a quarterly basis.
- Many people don't use the "Next Door " social media site because of the many nasty, thoughtless and often misleading posts by people who seem to be not communicating in good faith.
- Village of the Coastsides extended their geographic range to include Pacifica 3 years ago but very few people are aware of this.

COMMUNITY STRENGTHS

- The "Pacifica Locals" facebook site is very informative. Many thanks to Vicki Moore and her crew of volunteer site administrators who keep their site respectful and kind.
- The senior center's newsletter is helpful.
- The City manager's weekly newsletter is greatly appreciated.
- Despite the concerns about the nastiness and inaccuracy of Next Door, many older residents use it to find out about what's going on in Pacifica.

POTENTIAL SOLUTIONS

- Volunteer opportunities newsletter would be very helpful.
- Increase awareness of Peninsula Family Service's senior employment programs.
- We need to connect with the Library about our Age Friendly Community Initiative to get help with providing information of interest to older adult residents that, in most cases, would be of interest to other age groups as well.
- A separate age friendly newsletter for older adult residents could be written by volunteers and sent out monthly by the City and posted on social media sites that serve Pacifica. For residents who don't use a computer, a mailing list could be developed so that the newsletter could be mailed to them.
- The City should offer information via the USPS mail upon request to residents who don't use a computer or their smart phone for accessing information.
- The San Mateo Daily Journal needs to bring back their "local events" column/section that includes Pacifica, particularly in light of the Pacifica Tribune no longer being available in print format.
- Have AFC Town Halls on a quarterly basis. Each town hall can provide a brief update on latest developments of the AFC initiative and then the final hour would be devoted to a specific aging related topic of interest to the wider community.
- The PAFCC could develop a website that provides information about community events, support services, volunteer opportunities and information about aging related issues and opportunities. (RE)

COMMUNITY SUPPORT AND HEALTH SERVICES UNMET NEEDS

- Many people don't know where to call or go if they need assistance with elder care.
- There is not enough affordable housing for low and moderate income older residents as well as for people of all ages.

APPENDICES:

FOCUS GROUP NOTES (7 OF 9)

- Many people are not aware of services that exist such as MOW, the subsidized taxi program (C.A.R.), HICAP, IHSS, senior center classes, etc.
- Community support services, generally speaking, for older adults is fragmented and uncoordinated. As a result, many people who could benefit from a service are not aware of them and the providers of various services don't coordinate with each other as much as they could.
- Redi-Coast para-transit service is a hassle to use because it takes too long to get to where you need to go and return home.
- Information and referral from the senior center as well as the county "TIES Line" (a phone based service) is appreciated by those who use it but is often not enough for residents who are faced with challenging and complex elder care issues. The senior center staff are doing the best they can but they do not have the capacity to do more than provide them with the information that is in the County's "Help at Home" guide. We need to be able to offer elder care guide services that goes beyond what the senior center is set up to offer.
- People with limited income can't get the help they need to remain in their own homes.
- Home Health Care through a private, for-profit agency is expensive and varies widely in quality.
- My health insurance turns down certain types of medical treatments and medications.
- An annual "health fair" is needed.
- We need a Village Network program for Pacifica like the one that HMB and the Coastside has going on just south of us.
- People who are lonely and socially isolated have no place to call for support and talk to someone.

COMMUNITY STRENGTHS

- The senior services program at the Senior Center is a valuable resource for those who use it.
- Redi-Coast, while not perfect, is very helpful.
- There are many services available to Pacifica's older residents from various organizations and programs, both in town and nearby.
- We have 4 apartment complexes that are exclusively reserved for low to moderate income older adults. Many communities in SMC have only one or two or none.

POTENTIAL SOLUTIONS

- Make the County's "Help at Home" guide available in more places in Pacifica than just the Community Center, the Pacifica Resource Center and the Libraries.
- We need to develop a more robust "casework" based I&R resource that residents could contact so they could create a care plan with someone who has time and training to assess their situation and think through with residents the complex elder care challenges they're facing and one in which residents can go back to the same person or resource for follow-up support. Pacifica's PB&R senior services are not set up to provide this level of service.

APPENDICES:

FOCUS GROUP NOTES (8 OF 9)

- Collaborate with neighboring AF Communities to hire a couple of elder care guides who can assist local residents with locating and accessing support services when needed.
- Reach out to Village of the Coastside to explore ways to collaborate with them so that a supportive volunteer Village network can be established here in Pacifica.
- Establish a trained volunteer telephone care line for people who are homebound and lonely.
- PAFCC can feature a set of 3 (?) existing senior service programs each month on their Facebook site and, if we can create one, their website.
- Offer a quarterly “speaker series” about aging related topics that can range from challenges to opportunities.
- Combine some social events with health information booths.

OUTDOOR SPACES AND BUILDINGS UNMET NEEDS

- Very few places, indoor or outdoor both public and private, for community events or meetings in the north-central and northern neighborhoods of Pacifica. Our only “community center” is in the southern part of town and the council chambers in Sharp Park.
- On nice days, people fight over parking spaces at many of our beach parking lots in Sharp Park, Rockaway and Linda Mar/Pedro Point.
- City administrative staff moving into the community center while our new city hall offices are being rebuilt in Sharp Park has, temporarily, curtailed the range of activities for older adults and other age groups at the Community Center.
- More places to sit in various locations would be helpful for people of all ages.
- More spaces in outdoor areas needs to be created for people to gather in groups.
- There’s not enough trash cans.
- Our beaches have no lifeguard services, especially on days when there are high surf warnings. Residents and visitors, that include grandparents and grandchildren, are at risk on days when the surf is big.

COMMUNITY STRENGTHS

- People can park for free at San Pedro County Park during weekdays.
- Pedro Point Fireplace has an ADA bathroom and is not too expensive to rent during weekdays.
- There is a trail for everybody in this town.
- Pacifica’s Community Center is a great resource for residents of all ages and the senior services program is greatly appreciated by residents who use it on a regular or even occasional basis.
- City Council Chambers in Sharp Park is a good place to meet.
- Other places for people to gather are Pedro Point Firehouse, Moose Lodge, MO Concert Hall, Sanchez Art Center, Libraries, Local cafes, beaches, parks.

APPENDICES:

FOCUS GROUP NOTES (9 OF 9)

POTENTIAL SOLUTIONS

- Establish a “Senior Nature Lovers” group that organizes short field trips, accompanied by a naturalist, for older adults to visit parks in and near Pacifica. Offer nature presentations on various topics at the community center or outdoors, on nice days.
- Organize small group walks on local trails for people who want to go for a walk but don’t have anyone to do it with.
- Design places in small portions of our existing parks (city, county, federal) that encourage residents, any age, to gather with others.
- In collaboration with churches, schools, businesses, conduct a “potential community assets analysis” of the north-central and northern neighborhoods of Pacifica to identify locations where communitiy gatherings and meetings could take place.
- Consider building a satellite community center in the northern part of the city.
- Move forward with building a new library in Sharp Park.
- Consider a “place making approach” to create temporary places for public gatherings in the north-central and northern neighborhoods of the city.
- Volunteer lifeguard service that can be activated when the national weather service issues high surf warnings.

APPENDICES:

PACIFICA AGE FRIENDLY COMMUNITY TOWN HALL NOTES (1 OF 21)

Collated Notes from 6 Focus Group Discussions About Pacifica's Livability Challenges

INTRODUCTION AND CONTEXT

Date of Town Hall: **4/9/24**

Location: **Pacifica Community Center**

Total # of Focus Group Conference Call Participants: **40**

of Facilitators for Town Hall Focus Groups: **6**

Mary Bier, Nancy Littlefield, Cindy Abbott, Sue Digre, Scott Leslie, Diana Milbert (PRC staff member)

Notetakers: **All of the above**

Collator: **Roy Earnest**

NOTE: We want to thank the Center for Age Friendly Excellence www.cfafe.org for securing a grant from the California Department on Aging to support the development and creation of an Age Friendly Community Action Plan for Pacifica. This Town Hall meeting was an important part of the Action Planning process.

The following notes are from a town hall meeting that provided an overview of what Pacifica's Age Friendly Community Initiative is about. We also wanted to provide an opportunity for Pacificans to share their thoughts on Pacifica's livability challenges, strengths, and proposed solutions. The meeting took place on Tuesday, April 9, 2024, at the Pacifica Community Center and was co-hosted by Pacifica's Age Friendly Community Coalition and the City of Pacifica. A total of 40 Pacifica residents were in attendance ranging in ages from 50s to 90s.

Following a 20-minute overview of Pacifica's Age Friendly Community initiative, we organized 6 round table discussion groups. We asked attendees at each table to share their thoughts on what they think are Pacifica's livability challenges, strengths and any ideas for solutions with regards to each of the eight domains of livable communities. The eight domains of livable communities are as follows:

1. **Civic Participation (volunteer) and Employment Opportunities**
2. **Communication and Information**
3. **Community Support and Health Services**

APPENDICES: TOWN HALL NOTES (2 OF 21)

4. Housing
5. Outdoor Spaces and Buildings
6. Respect and Inclusion
7. Social Participation Opportunities
8. Transportation

The following notes are collated according to each domain in alphabetical order and represent what was shared by the 40 participants who attended the meeting. Some of the comments on livability challenges and strengths may not be totally accurate because we did not screen for accuracy. We were primarily interested in documenting an accurate and unfiltered record of what attendees thoughts were regarding Pacifica's livability in each domain. No judgements were made, and everyone's input was welcomed. Even if some comments were not accurate, that's valuable information in the sense that it is an area that we, as a community, need to provide more information about.

Similar to the comments about livability challenges and strengths, the proposed solutions are also represented as unfiltered and accurately as possible. Some proposed solutions are more developed than others. The Pacifica Age Friendly Community Coalition, with input from the city staff and elected leaders, will do a thoughtful analysis of all comments and proposed solutions. No decisions have been made regarding the proposed solutions. We will look at them and decide which ones are the most feasible, appropriate and within our City's and community's capacity to plan and implement.

We'll be looking for challenges we can reasonably do something about. We'll also consider Pacifica's many strengths and how they can be used to address our livability challenges. Finally, we'll consider the proposed solutions to identify the ones that are feasible, fundable (or low cost). Our priority will be to choose doable age friendly projects that we, as a City/ community, have the capacity to accomplish through a variety of best practice strategies such as:

- Collaboration with the City, local organizations and/or community volunteer groups.
- Consideration of age friendly policy recommendations.
- Advocacy on addressing certain challenges with city/county/state/federal government officials
- Collaboration with nearby cities that also have an AFC Initiative underway,

APPENDICES:

TOWN HALL NOTES (3 OF 21)

We see the age friendly community process as an ongoing conversation with the city and community as a whole that will continue for quite some time. Our primary goal is to look at ways we can enhance the livability of Pacifica for not only older residents but also for those of all ages and celebrate our livability strengths and continue to support and improve upon them.

We want to thank everyone who has participated in the Town Hall and recent focus groups. Their valuable community input will help us put together an Age Friendly Community Action Plan that we'll use as a guide to move forward over the next 3 to 5 years. We'll host another Town Hall within the next few months to provide an overview of our Action Plan and community based projects that will address some of the livability challenges listed in this set of notes.

Unmet Needs, Community Strengths, and Potential Solutions in the Eight Domains of Livability

DOMAIN #1: CIVIC PARTICIPATION & EMPLOYMENT OPPORTUNITIES

CHALLENGES IN THE DOMAIN OF CIVIC ENGAGEMENT AND EMPLOYMENT

- It's hard to know what's coming up in enough time to be ready to participate in community discussions about housing, sea level rise, general plan, Age friendly Community Initiative, etc.
- Doesn't know if businesses respect their employees with fair and above fair wages. If they do, it supports employees being able to live in the community.
- Not clear on where to find information (not all at the table were familiar with the rack of information in the senior services area at the community center. Not all are Seniors in Action members, and so don't receive Senior Tidings newsletter.
- How to get more of a voice for residents in District 1, where remarks have been heard that they are not as well connected with the rest of Pacifica.
- Information about various community meetings is hard to come by for me and others.
- Pacifica needs a Visitor Center to help inform locals and Visitors alike on the many assets of Pacifica in all 8 livability domains.
- City Council meetings start late and go late.
- Not enough communication about civic need for volunteers.
- No paper newspaper. It's all online now.
- Library is not easy to access for people with limited mobility.
- There is very little information or assistance from anywhere for older adult residents who need (or want) to remain employed. Businesses need staff. How do we bring them

APPENDICES: TOWN HALL NOTES (4 OF 21)

together?

- How can we support older adults to share their knowledge in constructive ways.
- Some recent retirees need guidance on transitioning from working regularly to being retired from a regular paying job.

STRENGTHS IN THE DOMAIN OF CIVIC ENGAGEMENT AND EMPLOYMENT

- Many volunteer opportunities throughout the community including, but not limited to the senior center, rummage sale, MOW, Historical Society, Pacific Beach Coaliton, Pacifica’s Environmental Family’s annual Kahuna Kupuna Benefit Surf Contest in July, city committees and commissions, Rotary, Moose Lodge.
- The City Manager’s weekly newsletter “Connect with Pacifica” is greatly appreciated.
- SIA (senior program at the Community Center) and MOW is a vital resource for many people.
- Pacifica Resource Center is a great community resource for assistance with all kinds of things, including referrals to services that help people find employment.
- Many retired Pacificans have valuable skills that can enhance our community in a variety of ways.
- Overall, the City is good at encouraging residents to participate in discussions about city plans and policies and providing opportunities for that to happen.
- Felt informed with the multiple means of outreach to participate in the conversation about the Manor Overcrossing Project.

PROPOSED SOLUTIONS IN THE DOMAIN OF CIVIC ENGAGEMENT AND EMPLOYMENT –

FYI: *For discussion only. No final decisions have been made as of April, 2024. Consider this list as an unedited brainstorm list.*

- Create a Council of Elders to provide guidance, advocacy and provide a historical perspective.
- Create a list of reputable local trades people who offer discounts to older adults.
- Create a list of older adults who can provide a variety of services such as mending, sewing, bike repair, handy man services.
- Can the library hire more older adults?
- Refer older adults looking for work to Peninsula Family Service Agency’s senior employment programs.
- Organize a way for older adults with various skills make some extra money by offering their services to older adults – especially those living on modest incomes – who need home repair and maintenance.

APPENDICES:

TOWN HALL NOTES (5 OF 21)

- Put skills on bulletin board for older residents to utilize that is managed by a volunteer coordinator.

DOMAIN #2: COMMUNICATION AND INFORMATION

LIVABILITY CHALLENGES IN THE DOMAIN OF COMMUNICATION AND INFORMATION

- I need guidance on where to get information about the community, support services, and local news. Right now, it seems very scattered.
- Many people are not aware of many existing services such as Home Share Program, HICAP, MOW, \$5 taxi rides (CAR).
- Some older adult residents need information provided to them in printed form.
- More bi-lingual support is needed for residents who speak English as a second language.
- Don't know where to go to get information on City activities and community activities at large.
- More communication about and between neighborhoods.
- Water aerobics classes need to be promoted more. Many people don't know it exists.
- The "Playbook" (PBR classes?) is only online. I used to receive it in my mailbox but not anymore.
- No consistency in how we get information about what's going on and where we can go for help. Many scattered sources that are, mostly, online.
- Free or low-cost WIFI and tech support needs to be available for low-income older adults and all ages. Broadband for All!
- Our local newspaper (Tribune) is no longer printed and delivered to homes. All digital now.
- Not everyone has access to smart phones, tablets, computers; not everyone knows how to use them if they do have them and not everybody wants to learn how to use them. Greater access to "technology learning" is great but that's not the sole solution. We need other strategies of reaching people besides digital outreach.
- Many of us understand how important being inclusive is but we have a tough time making it happen. As a result, many segments of Pacifica's population are left out of the communication loop. We, as a whole community, need to figure out a way to do better with being inclusive, equitable and honor diversity of all kinds.
- Communication and Information challenges come up in all eight of the domains in one way or another.

STRENGTHS IN THE DOMAIN OF COMMUNICATION AND INFORMATION

- SM Daily Journal is available at Grocery Outlet and Safeway in Linda Mar.
- City Managers weekly online/emailed newsletter "Connect with Pacifica" is sent out each

APPENDICES:

TOWN HALL NOTES (6 OF 21)

Friday.

- Pacifica Locals Facebook page is well managed and moderated. It's very informative and the comments are respectful and kind.
- Senior Program (SIA) at the Community Center is a good place to find out about what's going on.
- Flyers in public buildings is greatly appreciated.
- Pacific Coast Television is a great source of information about what's going on.
- Information that is available at the Fog Fest booths of local organizations and government agencies is a great place to find out about what's going on.

PROPOSED SOLUTIONS IN THE DOMAIN OF COMMUNICATION AND INFORMATION –

FYI: For discussion only. No final decisions have been made as of April, 2024. Consider this list as an unedited brainstorm list.

- Create a Communication and information Plan that is updated yearly and that is more effective than we have now, which isn't really a plan. The plan needs to include:
 - Email blasts: Encourage local organizations to send out information about community events that they don't have anything to do with to their email networks.
 - Flyers (posted in reliable spots throughout the town north to south)
 - Access to Newspapers
 - Phone calls upon request by residents who want information about the community.
 - Provide printed information to older adults who need their information provided in that way.
 - Bulletin boards: ID where they currently are and encourage more of them to be set up. Reserve them only for community events, not entrepreneurs. Create a separate bulletin set of bulletin boards for entrepreneurs. Keep community events and entrepreneurial information separate.
 - Use coffee shops, libraries
 - Encourage Free newspapers written by local residents. Provide a workshop on how to do this.
 - San Mateo Journal is available at Grocery Market. We need more places where the SM Journal is available throughout the town and publicise where those places are.
 - Postcards sent out by City to residents who request to be put on a mailing list to be notified of important city updates and events in this way.
 - ESL tutors, seniors helping seniors.

APPENDICES:

TOWN HALL NOTES (7 OF 21)

- o Workshops provided to residents to help them become more aware of how and where they can stay informed about community/city news, events and plans.
 - o Information needs to be provided in different languages upon request.
- We need to create a citizen run DEI outreach council to figure out ways that residents in all parts of Pacifica have ways of knowing what's going on in their community. Too often, only people in the southern and southern-middle part of the city ends up finding out about community events and meetings, which results in a severe lack of diversity; racially, economically, LGBTQ+, etc. People who live in the northern and north central parts of the community are too often left out of the communication loop. This committee can be very helpful to a variety of community stake holders including the City when they are seeking feedback on various projects and plans; for community organizations that want to be as inclusive as possible, as well as at fundraisers, art events & local businesses.
- We need to provide residents with printed information, if possible, upon their request.
- Increase tech training for older adults from tech savvy youth and others in the community.
- We need a thought-out strategy to get the word out about important community events in a timely and consistent manner: flyers, digital/social media, PCT, Newspaper (SM Journal, online version of Tribune, posters, postcards, etc..
- Promote Meals on Wheels. Too many Pacificans are not aware of this service.

DOMAIN #3: COMMUNITY SUPPORT AND HEALTH RESOURCES

CHALLENGES IN THE DOMAIN OF COMMUNITY SUPPORT/HEALTH RESOURCES

- There is only one Adult Day Health Care Center in San Mateo County, located in Half Moon Bay.
- Pacifica currently has no Assisted Living Facilities, Continuing Care Retirement Centers (CCRCs).
- Many older adult residents have difficulty finding reliable plumbers, electricians, carpenters, gardeners, etc.
- Services and outreach to homebound seniors and disabled adults is limited; student nurse visits to homebound older adults receiving MOWs is not enough.
- Why can't Meals on Wheels offer some clients more than 1 meal per day?
- Some older adult residents don't speak English. How can we serve them better?
- Some residents have a difficult time asking for help due to their cultural traditions and distrust of mainstream white culture.
- Not clear if all neighborhoods have a place to go for food; having amenities in each neighborhood is important.
- Many residents need more information and support about dealing constructively with

APPENDICES:

TOWN HALL NOTES (8 OF 21)

dementia, brain health, family issues, and preventive health strategies and a host of other aging related social, economic and health issues.

- Older Adults with mid-level incomes are often not eligible for some services reserved for low-income residents such as IHSS, MediCal, PetCare, etc.
- Getting caretakers/home attendants coastside isn't easy.
- Homecare is very expensive.
- There is no "urgent care" available in Pacifica.
- Medi-Care doesn't cover dental services.
- Greater access to vaccines for older adults.
- No hospital in town. Closest one is Seton.
- Too many older adults can't afford the medicine they need.
- Too many scammers seeking to take advantage of unsuspecting older adults.
- Older adult residents need more businesses to offer senior discounts.
- Most older adult residents want to remain in their homes (i.e. "Age in Place") Current services available to residents who need assistance of various kinds in their home are not adequate and, in many cases, are too expensive.

LIVABILITY STRENGTHS IN THE DOMAIN OF COMMUNITY SUPPORT/HEALTH RESOURCES

- Community Center Senior Services Program
- Pacifica Resource Center. They excel at coordinating their resources with other organizations.
 - o Can assist low-income older adults with a variety of needs.
 - o Assist older adults (any income level) with Medicare questions (via the HICAP Program), refer to programs that can assist them.
- Pacificans Care organization helps to fund PRC, Senior Services at Community Center, Pacifica Youth Service Bureau, Pacifica Child Care Services
- The library is a great asset for people of all ages.
- Explore establishing a Blue Zone Project for Pacifica. This is community wide project that includes all stakeholder organizations, individuals, businesses, community networks and the City to work together to enhance opportunities to remain healthy such as walking, connecting with others, eating better, having more fun, finding meaningful involvement in life, supporting one another. More information on how to apply to become an official Blue Zone community is here: <https://www.bluezones.com/> Very competitive application process. Requires substantial whole-community commitment to be chosen as a certified Blue Zone Community.

APPENDICES:

TOWN HALL NOTES (9 OF 21)

- Many residents are willing to help if asked.
- Blood pressure station at Rite Aid is regularly used.
- Good access to excellent specialized health services within 20 minutes or less of Pacifica. Additional world class medical expertise and services available in wider Bay Area.
- Good local health providers such as dentists, chiropractors, optometrists.
- Senior Program at Community Center (SIA)
 - MOW
 - Health Equipment Closet: walkers, crutches, porta-potties
 - Blood Pressure Health Checks
 - Low vision classes

POTENTIAL SOLUTIONS IN THE DOMAIN OF COMMUNITY SUPPORT AND HEALTH CARE

– FYI: *For discussion only. No final decisions have been made as of April 2024. Consider this list as an unedited brainstorm list.*

- We should consider establishing a Blues Zones Project in Pacifica that promotes health and wellness over a lifetime. Requires buy in from not just the city but also by a significant percentage of residents and a variety of stakeholder organizations to be able to submit a competitive application to the Blue Zones organization to get started. Napa just got their BZ Project approved. More information about how to apply for a Blue Zones Project is available at: www.bluezones.com
- Establish more than 1 ADHC in northern San Mateo County, especially one that is closer to Pacifica than the ADH Center in HMB.
- We need to take a close look at how we, as a community, can enhance services to frail older/disabled adults who are homebound as well to their family members and friends who are concerned about their wellbeing. Engage county and state government, senior service providers (non-profit, government and for profit) and neighboring AF Communities in this conversation.
- Can the Pacifica Resource Center coordinate with the Meals on Wheels Program to determine if MOW clients need access to more food?
- Organize a series of presentations on a range of aging related topics that includes but not limited to:
 - Brain Health and the latest research on Dementia/Alzheimer's
 - Ageism and Ableism Awareness Training
 - Positive Aging
 - Proven strategies on how to build your own meaningful social network
 - Essential Retirement Planning for Solo Agers

APPENDICES:

TOWN HALL NOTES (10 OF 21)

- o Social Isolation and Loneliness
- o Promote free webinars on topics like the above that are available from many different organizations
- Explore ways to collaborate with “Rebuilding Together” so that they can assist older homeowners who can’t afford to repair and maintain their homes. More information here: <https://rebuildingtogetherpeninsula.org/>
- Explore expansion of services managed by Pacifica Resource Center to include various kinds of Aging Services. This would include assistance with seeking grants and funding.

DOMAIN #4: HOUSING

LIVABILITY CHALLENGES IN THE DOMAIN OF HOUSING

- Even though we have 3 fully subsidized apartment complexes for low to low-moderate income older adults, we still don’t have enough affordable housing. Not just for older adults but also for people of all ages.
- Home sharing needs to be a strategy that is more widely embraced as a solution to our local affordability housing crisis.
- The cost of housing, rent or own, is out of reach of too many people, including older adults.
- Usually, there are long wait lists for affordable housing which discourages many people from even trying to access that system.
- Not enough accessible housing due to many homes being designed for families.
- Many residents are forced to move out of Pacifica because they can’t afford to live here.
- I like where I live but will need to retrofit my home when I get older.
- We need more multi-generational housing arrangements.
- We need to plan ahead for building affordable housing for all age groups.
- Unclear as to how to find appropriate housing as one approaches their later years in life (80’s).
- Interested in multi-generational housing vs only an elder-only community.
- Would like information on how to get repairs/honest tradespeople for home repairs, yard maintenance (particularly yards on steep slopes).
- Need to make it easier for older adult homeowners to retrofit their home and waive fees if homeowner’s income is under a certain amount.
- Hard to find reliable and affordable electricians, plumbers, roofers, carpenters, gardeners, landscapers, etc.
- House rich, income poor homeowners can’t afford to maintain their homes
- Tiny homes need to be highlighted as an option for affordable housing in addition to slightly larger ADUs.

APPENDICES:

TOWN HALL NOTES (11 OF 21)

- More and more seniors are at risk of being or are experiencing homelessness.
- Higher percentage of income is going to housing. Cost of living, overall, is too high: gas, food, home repair.
- Residents who can't maintain their yard have few resources available to assist them.
- More and more housing are being taken out of circulation for long term residents due to homes being solely reserved for Air-BnB and VRBO short-term rentals.
- Very few programs are available to assist older adult homeowners with home maintenance.
- Pacifica senior services doesn't have the staff or volunteer capacity to assist older adult Pacificans with navigating the affordable housing application system and to help people who need guidance to access it.

LIVABILITY STRENGTHS IN THE DOMAIN OF HOUSING

- Pacifica has 3 fully subsidized apartment complexes reserved for older adults. Another apartment complex (Pacific Oaks) has some units reserved for SM County's Housing Authority's rent subsidy certificate program.
- Pacifica Resource Center can guide Pacificans of any age on how to access the affordable housing application system so they can, eventually, have a chance at securing affordable housing.

PROPOSED SOLUTIONS IN THE DOMAIN OF HOUSING – FYI: *For discussion only. No final decisions have been made as of April, 2024. Consider this list as an unedited brainstorm list.*

- Workshops on how retrofitting your house can support independence as we get older.
- Increase awareness of housing programs such as Rebuilding Together home repair program.
- Increase awareness of shared housing program managed by HIP Housing. Provide examples of successful home sharing matches.
- City of Pacifica continues to work on developing a feasible Housing Element plan that is required under state law.
- A co-housing project would be great. Need vacant land to build a planned co-housing project. More information about co-housing can be found here: <https://cohousinginstitute.org/courses/seniorqa/>
- Create a printed guide on how to access the affordable housing system and translate it into various languages, as needed.
- Assist homeowners to install solar panels and other energy saving strategies to reduce their home ownership expenses.
- Provide a property tax discount for low-income homeowners.

APPENDICES:

TOWN HALL NOTES (12 OF 21)

- Since an essential first step to secure affordable subsidized senior housing is to get on existing waitlists when they open, one project that would be low cost, would be a Affordable Senior Housing Mobilization Project:
 - Whenever one of the affordable Senior Apartment complexes in Pacifica or in nearby towns open up their waiting list, Pacifica would mobilize an affordable senior housing outreach team to get the word out about this by doing the following:
 - The City Manager’s weekly newsletter and the Pacifica Resource Center could announce these waitlist openings.
 - In addition to referring residents to the proper sources to get on these waitlists, a team of trained staff (from senior services and Pacifica Resource Center) as well as trained volunteers could be available to meet with and assist any older adult Pacifica resident who might need further assistance to access the waitlist.
 - Waitlist openings can be determined through direct contact with each building or through a monthly spreadsheet published by www.openhousesf.org. They publish a list of affordable housing open wait lists on the first business day of each month. This list can be found at <https://www.openhousesf.org/support-services>. Once on that page, scroll down until you see BAY AREA HOUSING OPPORTUNITY LIST. This list includes all open wait lists for most of the counties throughout the Bay Area, including San Mateo County.
 - Trained volunteers could assist older adult residents, upon request, with how to access the affordable housing application system and how to identify places where they can apply to when waitlists open up, on occasion.

DOMAIN #5: OUTDOOR SPACES AND BUILDINGS

LIVABILITY CHALLENGES IN THE DOMAIN OF OUTDOOR SPACES AND BUILDINGS

- Many streets don’t have sidewalks
- Lots of potholes
- Some trails need to be improved.
- We need to link more trails.
- Chilly weather
- Pacifica currently has several empty lots that could be used for housing, Assisted Living/ CCRC facilities or some other use that would enhance the livability of Pacifica.
- St. Peter’s has land that could be developed for Assisted Living/CCRC facility.
- More ADA access for trails is needed.
- Access to Sharp Pak Library is difficult for disabled residents who can’t negotiate inclines/ stairs.

APPENDICES:

TOWN HALL NOTES (13 OF 21)

- More walking paths need to be paved in order to improve access for all.
- Some parking lots need to be restriped and litter cleaned up.
- Beachside parking is challenging, especially on nice days and on the weekend.
- We need to keep our open space.
- Some parks are not accessible enough.
- Gaps in sidewalks can cause trip hazard.
- Not enough parking by walking trails (i.e., Reina Del Mar and Highway One trail through the Quarry)
- When developing walking paths/trails, consider need for areas protected from the weather conditions (strong winds, etc. can impact outdoor activity). Quarry trail is an example of a calm area to walk, with the flat trail and hills blocking wind.
- More benches needed for seating along all trails/paths/walkways.
- We need to continue to work on keeping Pacifica as green/environmentally sustainable as possible.
- Not enough parking at local shopping centers, at times.
- Where appropriate, plant trees to create more shade in some sections of trail.
- Not enough benches on paths/trails
- Off leash dogs
- Electric bike Riders' behavior
- Scooters
- We need \$\$\$\$ possible through a bond measure.
- The library either needs to be fixed up or a new building needs to replace the one ones.
We need:
 - A library that is more accessible
 - lounge areas,
 - community/meeting rooms,
 - reading room separate from main library area,
 - better access from the parking lot (sharp park library)
 - computers
 - intergenerational activities
- Parking passes for low-income residents.

LIVABILITY STRENGTHS IN THE DOMAIN OF OUTDOOR SPACES AND BUILDINGS

- We have a varied network of walking paths and hiking trails in Pacifica.
- Trails are important for health maintenance.

APPENDICES:

TOWN HALL NOTES (14 OF 21)

- Our beaches, ocean, sunsets, hills - We have great outdoor spaces in Pacifica. It's a playground for grownups.
- Our City Hall buildings are being remodeled.
- Fresh air
- Lots of green space and great views. (Many of our hills are not carpeted with homes like other nearby communities.)
- Great views in many locations.
- Devils Slide Tunnel is a safe place to drive across Devil's Slide area.
- The trail along Devil's slide is spectacular.
- Outdoor space is available to recreate and is greatly appreciated.
- Would like to see the continued focus on keeping Pacifica "green" and respecting open space

PROPOSED SOLUTIONS IN THE DOMAIN OF OUTDOOR SPACES AND BUILDINGS – FYI:
For discussion only. No final decisions have been made as of April, 2024. Consider this list as an unedited brainstorm list.

- Get all trails on a maintenance list plan.
- Make as many trails, as possible, accessible for all.
- Market our network of trails to the local community.
- Offer a "beach mat trail" (many beaches on the east coast offers these) at Linda Mar Beach to help people who have difficulty walking on soft sand to get closer to the ocean where they can safely set up a beach chair to hang out with friends or find some solitary solace.
- As with all city departments, we need the planning department to include an age-friendly lens on their planning, zoning decisions and projects. If this happens, we might be able to get some really great things done in Pacifica that would support our rapidly growing population of older adults.
- Former superintendent (?) did a survey of facilities. (Note: More information needed to understand full context of input.)

DOMAIN #6: RESPECT AND SOCIAL INCLUSION

LIVABILITY CHALLENGES IN THE DOMAIN OF RESPECT AND SOCIAL INCLUSION

- Isolation due to limited technology access or difficulty using it.
- Sometimes, I don't feel listened to or when I speak but It doesn't seem like I'm being heard.
- The currently is and there will be in the future an increasing number of older residents who will become homebound and very isolated. We need to figure out better ways to connect with these Pacificans now and in the future.

APPENDICES:

TOWN HALL NOTES (15 OF 21)

- We have a significant and growing number of Pacificans who never had children and/or are single. These “solo agers” have unique needs.
- Some Local businesses need training on how to welcome older customers.

LIVABILITY STRENGTHS IN THE DOMAIN OF RESPECT AND SOCIAL INCLUSION

- Golden Sol Wellness Bar on Palmetto is a very age friendly business.
- SIA lunches, SIA classes (i.e. senior program at community center)
- Senior Prom is a wonderful intergenerational activity. Q: Is it intergenerational or multi-generational? The difference between the two: Intergenerational involves meaningful interaction and connection is taking place between generations. Multi-generational means multiple generations are in the same space but it doesn't necessarily mean meaningful interaction, etc. is taking place.
- Family sports (?)
- A business in town was playing very loud music that could be heard outside the shop. When brought to the attention of the store (by the commenter) the shop responded well and lowered the volume. The community member thanked them.
- Some felt that the store employees make them feel welcome and recognized (these individuals noted that they are friendly and positive showing mutual respect).
- Small town feeling and neighborliness.

PROPOSED SOLUTIONS IN THE DOMAIN OF RESPECT AND SOCIAL INCLUSION – FYI: *For discussion only. No final decisions have been made as of April, 2024. Consider this list as an unedited brainstorm list.*

- Develop meaningful intergenerational programs program(s) in which older adult residents can have meaningful, positive interaction with younger generations both ways.
 - Explore the possibility of hosting an annual Grandparent/Grand friend Appreciation day with the Pacifica School District.
 - Workshops/educational presentations on Ageism and Ableism with city staff, community organizations and public and private schools.
- Age Friendly Business and Organization Recognition and Training Program. We could recognize businesses that are already known for their age friendliness and provide training to businesses who want to learn how to enhance their age friendliness. For more information on some examples of how this could be done, go to: <https://www.aarp.org/livable-communities/network-age-friendly-communities/business-examples.html>

APPENDICES:

TOWN HALL NOTES (16 OF 21)

DOMAIN #7: SOCIAL PARTICIPATION

LIVABILITY CHALLENGES IN THE DOMAIN OF SOCIAL PARTICIPATION

- We need more places that host dances, of various types – Salsa, Flamingo, Rock and Roll, Ballroom - aimed at older adults.
- Older adults need more events designed for fun.
- Older adult residents who don't use/don't have access to technology are being left out of social participation opportunities and community meetings/gatherings because they are primarily promoted through the internet.
- Weekends are difficult with visitors coming to the area and increased traffic on Highway One limiting comfort with going out safely. Crowds are challenging. Need activities in each neighborhood.
- How to get information on events / activities in the community. (Wasn't aware of Connect with Pacifica or other venues for information sharing.)
- As long time neighbors have left the community, harder to get to know new residents in the neighborhood. How to get to know neighbors.
- Transportation to events.
- More activities needed that are specifically focused on older adults.
- SIA (senior services center) classes only take place during the daytime. No evening classes offered.
- Sharp Park Library community room isn't the most welcoming place to do anything. Nick Name is "Cell block #9."
- We don't want to lose Pacifica's "small town feel".

LIVABILITY STRENGTHS IN THE DOMAIN OF SOCIAL PARTICIPATION

- Senior Center programs and M > F lunch cooked in center's kitchen.
- Oceana and Terra Nova Pools
- Bocce Ball
- Quarry trail is regularly used by locals and visitors who must use a wheelchair.
- Senior Prom
- Earth Day
- Pacifica Friends of the Library
- The small town feel and friendliness.

APPENDICES:

TOWN HALL NOTES (17 OF 21)

PROPOSED SOLUTIONS FOR SOCIAL PARTICIPATION CHALLENGES – FYI: *For discussion only. No final decisions have been made as of April 2024. Consider this list as an unedited brainstorm list.*

- Organize meaningful Intergenerational Programs/events that promote intergenerational connection and understanding.
- Local businesses, community groups, City’s PBR Department could host dance events.
 - Dance teachers could be included as part of these events or separate.
 - A dance – music festival that includes folk, country and square dance.
- We need to be more intentional about outreach to older adults (and residents of all ages) who don’t have access/don’t use technology, so they know what’s going on in the community so they can socially participate. We are too dependent on using the internet to convey information. We must come up with other ways to inform people what’s going on:
 - Create an USPS address mailing list to mail information to residents who don’t use the internet for whatever reason.
 - For those that use email, create an email address notification list.
 - ID specific places in Pacifica that can host bulletin boards where people can go to find out what’s going on. Restrict to community services and event information, only. No flyers from entrepreneurs would be allowed on these bulletin boards.
- Partner with Villages of San Mateo County (VSMC) to establish a Pacifica branch of that Village network. They are a group of local residents with the mission of helping each other to age in a supportive and welcoming community. They do this by providing access to events, small gatherings, one-on-one outreach and referral to support services of various kinds, if needed; all of which helps people engage in community activities and continue to live independently with some constructive inter-dependence mixed in. They are a membership-based 501(c)(3) nonprofit.
 - We could explore establishing a Village Network for Pacifica residents by ...
 - Recruiting a Villages of San Mateo County Pacifica Branch organizing committee to work with VSMC to generate awareness and interest in establishing a Village network program in Pacifica.
 - For people who sign up to be members of the Village and pay a modest monthly fee, it would provide access to events, social networking opportunities, telephone outreach, services, referrals to services of all kinds and reduce social isolation. For residents who are low-income, a monthly fee can be reduced or waived.
 - More information about Villages of SMC can be found here:
<https://villagesofsmc.org/>

APPENDICES:

TOWN HALL NOTES (18 OF 21)

- Dementia Friendly Project: A Dementia Friendly Community project can contribute to:
 - o Increase awareness and understanding of dementia and people living with dementia
 - o Increase awareness and understanding of brain health and risk reduction
 - o Collaborating with public, private, not-for-profit and health care sectors to better serve people living with dementia and care partners.
 - o Address the changing needs of people with dementia and care partners.
 - o Create social and cultural environments that are inclusive to people living with dementia
 - o Improve the physical environment in public places and systems so that they are dementia friendly.
- Make a list of existing multi-generational gathering locations and places in Pacifica.
- Host a community dinner at the Community Center once a year to raise funds for and promote Pacifica's Age Friendly Community initiative and provide people with information about the senior center programs, etc.
- Host an Intergenerational Dinner where each table includes three different generations with suggested topics for discussion are provided from which each table can choose from.
- The recent sing-a-long at the MO Concert Hall was great. Could we organize sing-alongs at the Little Brown Church every Friday or on a regular basis? Let's make events like this a more regular occurrence.
- Set up a Men's Shed Program for older adult men who want to be part of a group of men who like to make things, give back to the community as a team and have some fun. Guidance on how to do this is here: <https://usmenssheds.org/>
- More guided walks and Trail maps
- Create a "Maker Space" for residents who want a place to gather to make things of various kinds. More information can be found here: <https://www.nationofmakers.us/find-a-maker-organization>
- More pickleball courts please.
- Promote Pacifica Performances and Spindrift Players programs as great places for social gathering and connection.
- More outings/guided activities for seniors with shuttles/transportation.

APPENDICES:

TOWN HALL NOTES (19 OF 21)

DOMAIN #8: TRANSPORTATION

LIVABILITY CHALLENGES IN THE DOMAIN OF TRANSPORTATION

- Current public transportation options are not enough and, often, not reliable.
- Steep streets, hills and geographically isolated areas, our geography in many places, can make Pacifica a challenging place to navigate in a car, on foot or on a bicycle.
- There is no crosswalk for safe area to walk across Esplanade (in Manor) by the rehabilitation facility (Bill Drake Way and Esplanade).
- Multi-purpose trails with bikes (including fast moving e-bikes) make walkers feel unsafe. Discourteous to walkers. No signage with guidance or rules.
- No stop signs at intersections along short stretch of Ladera between Crespi and Alta Vista Drive (near Cabrillo Medical Building and Cabrillo Public School.
- The pedestrian overcrossing south of the Manor intersection is little known as there isn't clear signage about it as a safe way to cross over Highway One.
- Not enough disabled parking spaces on busy days.
- The Manor Overcrossing and intersections is dangerous and the worst intersection in town. Walking across these intersections is unsafe. Many drivers have difficulty with using it.
- Crosswalks on Crespi between Highway 1 and Roberts Road intersection are dangerous. Too many jaywalkers; cars are driving too fast.
- Beach goers don't respect the passenger zone parking in front of Ocean View Senior Apartments.
- No shelters at Public transit/bus stop shelters
- The condition of the streets are terrible in too many parts of Pacifica.
- We no longer have an "on demand" bus.
- Parking lot at Oceana Shopping Center full on busy days.
- We need more EV charging stations, especially of the high speed variety and Level 2 chargers in or near apartment/condo parking areas.
- Access to Highway 1 can be tricky at various access points.

LIVABILITY STRENGTHS IN THE DOMAIN OF TRANSPORTATION

- Overall location of the City, with close proximity to the City of San Francisco, Colma BART
- New sidewalk along Palmetto up to Mussel Rock.
- Devil's Slide Tunnel has made driving through the Devil's slide area much safer.
- Seniors in Action (SIA) shuttle bus helps me get to and from the Senior Center.
- Michael, our driver, is great.
- Some streets in Pacifica have been upgraded and are very smooth to drive on.
- Redi-Coast paratransit is helpful.

APPENDICES:

TOWN HALL NOTES (20 OF 21)

- Pacifica's subsidized taxi program known as C.A.R. (Catch-A-Ride) is a great resource.
- Overall location of the City, with easy access at many places to Highway One.

PROPOSED SOLUTIONS IN THE DOMAIN OF TRANSPORTATION – FYI: *For discussion only. No final decisions have been made as of April, 2024. Consider this list as an unedited brainstorm list.*

- A Pacifica Jitney that is strongly promoted as a good way to get around town, reliable, safe, has posted schedules, good signage, continuous marketing to make sure people know it exists.
- We need to promote the C.A.R. program better through outreach to churches, community groups, etc. because so many people don't know about this program.
- Additional/improved Highway One overcrossings (as was done between West Sharp Park and Eureka Square) would be beneficial.
- Create a crosswalk so that a safe area to walk across Esplanade (in Manor) is available by the rehabilitation facility (Bill Drake Way and Esplanade).
- The Manor Overcrossing needs to be redesigned to enhance safety for drivers and pedestrians.
- Better signage is needed to direct pedestrians to the overcrossing south of the Manor Intersection.
- We also need to promote the senior services bus service that can transport residents to and from the community center during the week.
- We should explore the possibility of a volunteer driver program in which Pacificans volunteer to provide a few rides per month to older adult residents who need a ride to appointments
- When autonomous vehicle technology gets worked out to the point where it is very safe, we should invite a company to do a pilot project offering free/low cost shuttle service for older adult residents and others who want to use an autonomous vehicle shuttle to get where they need to go. Since not all residents would probably not be willing to use this service right away, residents who ARE willing to participate as riders in this pilot project could be invited to sign up to try it out to see how it would work. Sign me up!

APPENDICES: TOWN HALL NOTES (21 OF 21)

PACIFICA AGE FRIENDLY COMMUNITY COALITION MEMBERS, APRIL, 2024

1. **Roy Earnest** – Chair, PAFCC; Associate Director, Center for Age Friendly Excellence
2. **Cindy Abbott** – Executive Director, Sanchez Art Center; Chair, Pacifica PBR Commission
3. **Mary Bier** – City Council Member/former Mayor; Director, Pacifica Preventive Partnership
4. **Anita Rees** – Executive Director, Pacifica Resource Center
5. **Sue Digre** – Former City Council Member & Mayor; Director of Family Services, PARCA
6. **Scott Leslie** – Interim Director, Parks, Beaches and Recreation Department
7. **Amber Shong** – Senior Services Supervisor, Pacifica Community Center

Notes respectfully submitted by Roy Earnest

NOTE: Another collated set of notes from focus groups conducted on Tuesday, April 2nd and Wednesday April 3rd are available upon request to AgeFriendlyPacifica@gmail.com.



Membership Application

To join the **AARP Network of Age-Friendly States and Communities**

and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email livable@aarp.org
- If you need additional space for answering the questions you may add an additional sheet of paper

Section 1: COMMUNITY DETAILS APPLICATION SUBMISSION DATE:

7/24/2020 **NAME OF THE COMMUNITY:** *Pacifica, CA*

STATE: *California*

POPULATION SIZE: *38,183*

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: *20%*

NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: *Mayor Deirdre Martin*

OFFICE ADDRESS OF THE SIGNER: *170 Santa Maria Ave., Pacifica, CA 94044*

215.806.8217; martind@ci.pacifica.ca.us

Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States

and Communities • The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work — it is not the responsible AARP staff member.

NAME: *Roy Earnest, MSW*

POSITION: *Chairperson, Pacifica Age Friendly Community Coalition (AFC Coalition)*

EMAIL ADDRESS: *kahunakupuna@comcast.net*

TELEPHONE NUMBER: *650-438-6378*

Please describe the named person's role in the city or community's age-friendly initiative:

Roy Earnest has served as a gerontological social worker and program administrator since 1975 in a wide variety of community based non-profit senior services in his home state of New Jersey and, since 1980, in the San Francisco Bay Area. This broad range "tour-of-duty" experience in the field of aging has given him an in-depth perspective on the continuum of services for older adults locally as well as throughout the United States. Roy looks forward to working collaboratively with his fellow Pacificans on the AFC Coalition, interested volunteers, local/regional non profit organizations, businesses, City of Pacifica staff and elected leaders and other age friendly communities to develop and implement strategies and projects that will enhance the livability of older adult residents and Pacificans of all ages.

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit [AARP.org/Livable-Subscribe](#).

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Jim Lange: City of Pacifica Recreation Manager and Pacifica Senior Center Director; Member, Pacifica Age Friendly Coalition - langej@ci.pacifica.ca.us

Cindy Abbot:, Commissioner, Pacifica Parks, Beaches and Recreation Commission; Executive Director, Pacifica Art Center; Member, Pacifica Age Friendly Coalition – cala3319@gmail.com

Anita Rees: Executive Director, Pacifica Resource Center; Member, Pacifica Age Friendly Coalition – anita@pacresourcecenter.org

Michael Mau: Commissioner, San Mateo County Commission on Aging; Member, Pacifica Age Friendly Coalition – comm.mau@outlook.com

Mary Bier: Councilmember, Pacifica City Council; Member, Pacifica Age Friendly Coalition –

marykbier@gmail.com Deirdre Finnegan-Martin, Mayor, Pacifica City Council –

MartinD@ci.pacifica.ca.us

Kevin Woodhouse: City Manager – WoodhouseK@ci.pacifica.ca.us

Lorenzo Hines: Assistant City Manager – HinesL@ci.pacifica.ca.us

Mike Lopez: Director, Pacifica Parks, Beaches and Recreation –

*LopezM@ci.pacifica.ca.us **Please turn to next page for***

next section of the application

Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.

The City of Pacifica California is committed to providing services and programs for older and disabled adults that maintain and enhance the quality of their lives, reduce isolation, and promote socialization. These services are offered by the City's Parks, Beaches and Recreation Department. Services are provided at the Pacifica Community Center which houses a multi-purpose Senior Center. **Prior to the pandemic**, The Center offered nutritious lunch programs (Congregate and Meals on Wheels) Monday thru Friday, transportation in a wheelchair-lift equipped bus, Information & Referral services, 40+ weekly classes and clubs, daily activities, entertainment and volunteer opportunities. Pacifica's senior programs have been in operation since 1974 and are currently funded by public and private grants, the City of Pacifica, donations and volunteer hours. **During the pandemic**, most services at the Center are temporarily suspended but services continue in the form of **"Grab and Go"** lunches, Monday through Friday from 11:30am - 12:30pm for seniors 60+ years of age. **Shopping Assistance for Seniors Homebound (SASH)**. This service pairs a SASH volunteer with a senior who cannot shop due to limited mobility, lacks in-home support or transportation. The **Meals on Wheels** program is for seniors homebound and at nutrition risk. Senior services offers a partially subsidized cab ride program **CaR program** (Connect a Ride) to meet the essential, medical and social trips for Pacifica seniors 65+ years of age. This program utilizes Serra Cab as the local provider and is considered an essential service. **Virtual Programming** for seniors has been developed and implemented to provide social and active programming while sheltering in place **Webpage:**
https://www.cityofpacificacalifornia.org/depts/senior_services/default.asp

In the winter/spring of 2018 - 2019, Pacifica was among the first group of cities in the County to develop and launch an Age Friendly Community initiative to look at ways to increase their community's level of age friendliness. This group is comprised of Mary Bier, City Council member; Anita Rees, the Executive Director of the non-profit Pacifica Resource Center; Cindy Abbott, the Executive Director of Pacifica Art Center and a member of the City's PBR Commission; Michael Mau, Member of the County of San Mateo Commission on Aging and Roy Earnest, Chair, Pacifica Age Friendly Community Coalition. Note: Roy was later recruited in the summer of 2019 by CAFÉ to serve as one of their Associate Directors in collaboration with Cynthia Nakayama.

2) How will the community engage and involve older people in the process of becoming a more age-friendly?

After the Pacifica Age Friendly Community (AFC) Task Force (later changed to "Coalition") formed in December, 2018, they went on in the spring of 2019 to conduct, in collaboration with CAFÉ, four focus groups involving diverse groups of older residents. Each group provided input on what they thought were unmet needs in each of the 8 domains of age friendly communities. The first

focus group was comprised of older adults age 55 to 79, the second focus group was comprised of persons age 80 plus, the third focus group consisted of boomers age 50 to 59 and the final focus group was comprised of service providers from non-profit and public agencies. The Pacifica AFC Coalition used this important grassroots feedback as a basis for choosing their inaugural age friendly projects. (See below in Section #3 for details.)

3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.

Pacifica's age friendly community initiative was launched with the assistance and guidance of the non-profit Center for Age-Friendly Excellence (CAFÉ). Through a contract with the San Mateo County Department of Aging and Adult Services, CAFÉ assisted Pacifica as well as Redwood City and Daly City to initiate and develop AFC initiatives rooted

in a thoughtful planning and implementation process. After reviewing feedback gathered from focus group discussions with residents about unmet needs that included reliable and low-cost transportation, affordable housing and social inclusion as areas of critical need, the Pacifica AFC Coalition chose the following three inaugural age-friendly projects:

1.) Transportation: Many focus group participants expressed frustration with the unreliability and cost of taxi services to nearby shops, local doctors' offices, and shopping centers. Many shared the fear of utilizing shared ride services due to the need of a cell phone and uncertainty of paying over the internet. It was shared that the shared ride companies often cancelled rides once booked due to Pacifica's out-of-the-way location on the coast from denser areas to the north and East that are more lucrative for drivers. The Connect-a-Ride (CaR) program was developed to address these issues in collaboration with Serra Cab and with the support of the City of San Mateo, who shared their approach with Pacifica to addressing similar issues through their "Get Around" program. Pacifica was able to launch the CaR (taxi) program in November 2019. CaR participants receive 8 monthly subsidized one-way rides at a cost of \$5 per ride within the defined boundaries of the program (tip optional). The remainder of ride cost is subsidized by the CaR program. At the end of the month 8 rides are automatically reloaded on participants Rider Card (no carryover or charge for unused rides) CaR boundaries are anywhere in Pacifica, Colma Bart Station, hospitals between Seton Medical Center, SSF and Daly City Kaiser, Mills/Peninsula, medical offices associated with the listed hospitals and dialysis centers within these boundaries. Rides must begin or end in Pacifica.

2.) Housing: Many focus group participants brought up their concerns about affordable housing for themselves or for family members and friends. Each focus group included stories about friends and family members of all ages being forced to move out of the Bay Area to less expensive areas of California or to other states and countries. During these discussions, it became clear that many participants had a very hazy understanding of how someone would apply for an apartment at the three affordable senior housing complexes in Pacifica. Several thought they were “assisted living facilities” rather than just apartment complexes reserved for low income seniors. As a result of this input, the AFC Coalition decided to provide three public Housing Symposiums each year for seniors and others that would provide up-to-date information on housing options such as: eligibility/application requirements for affordable senior apartments, and ways to age at home such as home sharing; repair programs; accessory dwelling units and intentional coop living arrangements. The first symposium was to debut on May 20, 2020 at Pacifica’s Annual Senior Information and Health Fair but this was canceled due to the pandemic. As an alternative until we can do in-person presentations, Pacifica’s AFC Coalition is preparing an affordable housing strategic guide for older adults in collaboration with local non profits as well as looking at ways we can provide a symposium on Pacifica’s local TV channel 26 as well as via a ZOOM webinar.

3.) Respect and Social Inclusion: Focus group participants were mixed in their acknowledgement of an unmet need in the domain of Respect and Social Inclusion. Some indicated they had no problems in this area while others felt that local businesses and organizations and some fellow residents weren’t sensitive to their needs and dismissed them. The AFC Coalition felt that this area needed to be addressed because they knew that ageism was often below the awareness of many elders but, nonetheless, existed in various forms in Pacifica and elsewhere. In partnership with the local Chamber of Commerce and interested community volunteers and organizations, the AFC Coalition will set up an Age Friendly Business and Organization Recognition Program as well as offer a training program to further encourage age-friendly business and organizational practices in our community. This project is pending until the pandemic abates somewhat.

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Section 4: NETWORK MEMBERSHIP

- Your answers to the following questions will help us complete your membership in the global age-friendly network and better enable us to understand how to support the network.

4) How do you hope to contribute to the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

The City of Pacifica and the Pacifica AFC Coalition is interested in contributing to and learning from other AFC member communities that is part of the rapidly growing age-friendly-community movement around the United States and World. As with most other communities, Pacifica’s older adult population will continue to grow beyond its current level of 20% of our population. We believe that a collaborative and asset based community development approach that engages community members of all ages,

businesses, organizations and our region’s field of aging network in partnership with our city to look at ways to create a more livable community for all of our residents including those over 60 is absolutely essential. Not only does it take a Village to raise a child, it also takes a village to support the elders who live among us in ways that provides all possible opportunities to experience a good old age.

5) What motivated your community to join the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

The City of Pacifica and the AFC Coalition understands that the expected steady increase in the number of our older adult residents beyond 20% requires us to do our part in exploring and implementing new and cost-effective ways to create a milieu that enables them to thrive and not only “age-in-place” but, more importantly, to “age-in-community.” We are grateful for this opportunity to join, learn from and contribute to a like-minded network of States and Communities that share these same goals.

6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi.



BRIEF HISTORY OF AGE FRIENDLY COMMUNITY MOVEMENT



Brief Background of Age Friendly Initiatives: In response to the growing older adult population in many communities in the United States as well as internationally, the World Health Organization (WHO) began researching Age Friendly Community (AFC) Initiatives in 2005. In 2010, WHO established a global AFC Network to support the growing number of AFC initiatives around the world. In 2012, WHO arranged with AARP to set up a National AFC Network for the growing numbers of AFC Initiatives in the United States.

An age-friendly community is one that is engaged in an intentional effort over time to enhance the livability of their community that:

- Promotes active aging.
- Supports aging-in-place as residents need more assistance.
- Supports and promotes existing senior services in the community (e.g. Pacifica’s Senior Service Programs).
- Fosters a sense of community among neighbors of all ages.
- Enhances the “livability” of a community for people of all ages.
- Engages with a variety of people, groups and organizations as important community stakeholders and potential partners in age-friendly efforts.

Today, there are over 5,000 age friendly communities worldwide, including over 1,400 in the United States and close to 200 AFC communities in California. These numbers continue to grow every month.

In 2019, the San Mateo (SM) County (SMC) Board of Supervisors, under the leadership of Supervisor David Canepa, decided to contract with the nonprofit Center for Age Friendly Excellence (CAFE) to assist SMC’s cities to launch AFC initiatives. The first cities to work with CAFE were Daly City, Redwood City and Pacifica. Since that time, CAF has also assisted the following cities with the formation of AFC Initiatives: City of San Mateo, Foster City, Burlingame, Half Moon Bay/Coastside, Colma, Belmont, San Bruno, South San Francisco, San Carlos, Millbrae, Brisbane, San Carlos, East Palo Alto and Atherton.