



Age Friendly
HMB Coastside

Age Friendly HMB Coastside Initiative Action Plan

January 2025 — December 2027



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”— **Margaret Mead, American Anthropologist**



Executive Summary

Historical Context

Age Friendly Half Moon Bay Coastside (AF HMBC) began in August 2021 when the City of Half Moon Bay and the Coastside began developing their Age Friendly Initiative with assistance from the Center for Age Friendly Excellence (CAFE). Half Moon Bay, with CAFE's guidance, created a Task Force comprised of City of Half Moon Bay staff, a Council member, representatives of Coastside community organizations that serve older adults, and resident advocates for older adults.

The Task Force realized that 1) the Coastside did not fit the traditional Age Friendly format due to its remote location, rural nature, and multiple government agencies and 2) due to the regional nature of our Initiative, it was determined that the best way to ensure sustainability of the Initiative was to establish a community organization that was supported by a variety of Coastside stakeholder representatives.

The Task Force decided that the City of Half Moon Bay would submit the membership application to AARP's Network of Age Friendly States and Communities as a regional community encompassing the Coastside from Montara to Pescadero. The application was submitted in February 2022 and approved by AARP's National Age Friendly Network in March 2022.

After the application was approved, the Age Friendly Task Force members began the transition to a regional age friendly community initiative with support from the City of Half Moon Bay, County of San Mateo, the Midcoast Community Council and the Pescadero Municipal Advisory Council. The group agreed to move forward as a coalition and the Task Force members became the Oversight Committee of the Age Friendly Half Moon Bay Coastside (AF HMBC) Coalition.

The Oversight Committee is proud of the support for the Age Friendly Initiative from stakeholders on the Coastside. The Committee was able to execute four of the five inaugural projects:

- 1. Establish a Coalition for Coordination and Support of the Half Moon Bay Coastside Age Friendly Community Initiative:** The Oversight Committee evaluated the organizational options and agreed to move forward as a coalition. During the first two years, the Oversight Committee drafted and approved a mission statement and an operating agreement. A copy of the operating agreement is available by sending an email to info@agefriendlyhmbc.org.
- 2. Create a Communication Plan for Coastside Events and Community Support Services Relevant to Older Adults:** The goal of this project was to increase access by older adults and their family members/friends to information about community events; public agencies; non-profits; community groups and faith-based organizations of interest to older adult residents and other age groups. AF HMBC realized the goal by relaunching a monthly senior focused page in the local newspaper and facilitating cross-posting of events and activities in the newsletters of older adult serving community based organizations.
- 3. Launch a Coastside Healthcare Access Advocacy Project:** The primary focus of the Project was to advocate for access to health services on the Coastside and maintaining the effort long term. With the support of the City of Half Moon Bay, County of San Mateo agencies, healthcare providers, insurers and local physicians, this project has made progress bringing this issue to the attention of local and regional health services decision makers and advocating for a medical lab and urgent care center on the Coastside.
- 4. Initiate Affordable Housing Search and Application Strategy Workshops:** The project expanded its original focus on public education to increase awareness of affordable housing resources and how to search for affordable housing to include information about types of housing options. In collaboration with Senior Coastsiders, the Affordable Housing project team hosted a housing information workshop open to all community members.
- 5. Design and implement an Age Friendly Business Training and Recognition Program:** In response to focus group feedback that some participants felt dismissed and unseen when shopping at some local businesses, the project team researched similar programs in the Livable Community database for ideas to implement on the Coastside. Upon completion of the research, the team reached out to the CEO of the Coastside Chamber. The Coastside Chamber agreed to work with AF HMBC to develop a Coastside program as part of the three year action plan.

More information on AF HMBC's inaugural projects can be found in the section titled Age Friendly Initiative Process Summary, Phase 3.

Three-Year Action Plan 2025 - 2027

In the course of developing the three year action plan, the Oversight Committee determined that three inaugural projects will be part of the three year action plan. The projects are Housing with the addition of a transportation component, the Coastside Healthcare Access Advocacy Project, and Age Friendly Business Training and Recognition. The Oversight Committee also recognized the need for advocacy on Coastside issues impacting older adults. As a result, the Age Friendly Advocacy and Awareness project is a new initiative for the three year action plan. The project focuses on tracking issues on the Coastside to apply an age friendly lens and recruit and train volunteers to advocate for age friendly options. Smart Goals for each of the action plan projects can be found on pages 42 thru 49.

The Oversight Committee appreciates the support from Coastside government agencies, businesses, nonprofits and resident advocates for older adults as we continue the Age Friendly Initiative. The plan reflects input on livability challenges and strengths of the Coastside from a diverse cross-section of our Coastside community. As the Oversight Committee implements the three year action plan, we look forward to bringing more community stakeholders, businesses and nonprofits into our Age Friendly Initiative.

If after reading our Action plan, you are interested in joining AF HMBC's mission to collaborate with local and regional governments, community-based organizations and businesses, and Coastside residents to make the Coastside age friendly and welcoming for individuals of all ages, please contact us. We welcome volunteers of all ages to help us achieve our mission by supporting policies, services, systems, technologies and environments that optimize the quality of life of Coastside residents. For more information, please visit our website at <https://www.agefriendlyhmbc.org>. If you have any questions, you are welcome to contact us at info@agefriendlyhmbc.org.



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September 6, 2024

Carol Joyce
Chair, Age Friendly Half Moon Bay Coastsides
Copies to: Sandra Winter, Senior Coastsiders

Dear Ms. Joyce

On behalf of the City of Half Moon Bay, we wholeheartedly endorse the three-year Action plan that the Age Friendly Half Moon Bay Coastsides Coalition (AF HMBC Coalition) has developed for our region's Age Friendly Community Initiative. Half Moon Bay remains strongly committed to seeking ways to enhance the livability of our community for our older adult residents as well as continue to collaborate with the AF HMBC Coalition and the many community stakeholder organizations that have joined them to enhance the Coastsides' livability of older residents throughout our beautiful region.

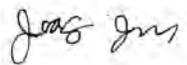
Located on the West side of the Crest of the Coastal Mountain Range and along Coast Highway 1, Half Moon Bay and the unincorporated communities of Montara south to Pescadero is known for its natural beauty, agriculture and fishing industry, a resilient community spirit and a Bay Area tourist destination. With our over 60 population rapidly approaching 40% by 2030, we are committed to doing whatever we can to enhance the livability of our community so that our older residents can continue to have the opportunities and support to remain an important part of our community.

Our Age-Friendly HMB Coastsides Coalition is comprised of local residents, representatives from highly respected community organizations, county leaders, city staff and a member of our City Council. We are all committed to:

- Continuing to seek input from the community about the Coastsides' 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 as we move forward.
- Measuring the progress of our AFC Projects.

We look forward to partnering with the Age Friendly HMB Coastsides Coalition as they take the lead on creating an exemplary age friendly community initiative for our area.

Sincerely,



Joaquin Jimenez
Mayor

Midcoast Community Council

*An elected Advisory Council to the San Mateo County Board of Supervisors
representing Montara, Moss Beach, El Granada, Princeton, and Miramar
PO Box 248, Moss Beach, CA 94038-0248 | midcoastcommunitycouncil.org*

Gus Mattammal | **Gregg Dieguez** | **Scott Bollinger** | **Kimberly Williams** | **Dan Haggerty** | **Claire Toutant**
Chair Vice-Chair Treasurer Secretary | **Ann Rothman**

Date: July 10, 2024
To: Carol Joyce, Chair AF HMBC
CC: Sandra Winter, Senior Coastsiders
Ray Mueller, Supervisor, District 3
Marisol Escalera, SMC District 3

From: Midcoast Community Council
Subject: Support for Age-Friendly Half Moon Bay Coastside Plan Updates

The Midcoast Community Council, an elected body representing the unincorporated communities between Pacifica and Half Moon Bay, has been pleased to serve as a partner in the Half Moon Bay Coastside Age-Friendly Initiative since its inception.

We support their efforts to make the Coastside more liveable for persons of all ages, especially in the areas of housing, health care, commerce and transportation.

As they embark on new planning for the next three years, we also support and intend to contribute to making their plans visible and successful in the communities we serve and represent.

Respectfully,

s/ Gus Mattammal, Chair

Pescadero Municipal Advisory Council

*An elected Advisory Council to the San Mateo County Board of Supervisors
representing Butano, Loma Mar, Pescadero, San Gregorio,
and the area extending to the Santa Cruz County line*

<https://www.pescaderocouncil.org/> • PO Box 74 • Pescadero CA 94060

August 20, 2024

Carol Joyce

Chair, Age-Friendly Half Moon Bay Coastside

(Copies to: Sandra Winter, Senior Coastsiders; Ray Mueller, San Mateo County Board of Supervisors, District 3; Kathleen Moazed, San Mateo County District 3)

Re: Support for Age-Friendly Half Moon Bay Coastside plan updates

Dear Ms. Joyce,

The Pescadero Municipal Advisory Council (PMAC), an elected body representing the unincorporated communities of Pescadero, Loma Mar, San Gregorio, and the San Mateo County south coast, is pleased to support the efforts of Age-Friendly Half Moon Bay Coastside in its work to make the Coastside more livable for persons of all ages, especially in the areas of housing, health care, commerce and transportation.

PMAC is in support of Age-Friendly Coastside's new planning for the next three years, and is looking forward to helping to make their plans and initiatives more visible and successful in Pescadero and the south coast of San Mateo County. Please let us know if you have any questions or if there's any way we can lend our perspective and support.

Sincerely,



Mark Wallace, Chair

on behalf of the Pescadero Municipal Advisory Council: Taylor Allen, Patrick Horn, Rob Skinner, Kassi Talbot, Bonnie Ulrick, Mark Wallace

Community Profile: HALF MOON BAY COASTSIDE



The Coastsideside region of San Mateo County, California is located 20 miles south of San Francisco and covers 30 miles of California Coastline, valleys and coastal mountains that borders Pacifica in the north to Pescadero and the San Mateo County–Santa Cruz County border in the south. It is an area of immense natural beauty that includes breathtaking views of the Pacific Ocean, pristine beaches, lush redwood forests, vast open spaces, rich farmlands, mountains, scenic vistas and a mild climate.

It is also home to a thriving fishing and agricultural industry and has become a major tourist destination. The Coastsideside includes the City of Half Moon Bay (HMB), which is situated roughly in the center of the region. North of HMB, from north to south, there are the unincorporated communities of Montara, Moss Beach, Princeton-by-the-Sea, El Granada and Miramar. South of HMB, there are the unincorporated communities of San Gregorio, Pescadero, Loma Mar and La Honda. The region is bounded by the Pacific Ocean to the West, Skyline Drive (Rt. 35) to the East, the Tom Lantos Tunnel at Devil’s Slide on Route 1 to the North and Pescadero to the South. Close to 30,000 residents live within the region’s 280 square miles.

At times, most often during the summer but also on nice days year round, the region becomes a major tourist destination drawing residents from throughout the larger Bay Area and beyond. They flock to the area to get away from hot temperatures in the San Francisco Bay Area’s inland communities. (When it is 105 in Livermore, it’s usually in the 60s or 70s on the Coastsideside). They also come to enjoy the region’s natural beauty, dine at fine restaurants, shop at boutique stores, and enjoy a thriving local art and music scene. The Coastsideside has also attracted a number of Bay Area residents who decided to move here in the 70s, 80s and 90s to raise families and are now “aging in place”. In addition, new residents move to the area because they see it as a nice place to live during their retirement. In 2024, this has resulted in 46% of the Coastsideside’s population being 50+ and 30% aged 60+. By the year 2030, the 50+ population will easily exceed 50% and the 60+ population will be close to 40%.

Half Moon Bay Coastside (continued)

In 2022, an Age Friendly Community Initiative was launched by a regional community coalition that became a member of AARP's National Network of Age-Friendly States and Communities. The initiative is led by Age Friendly Half Moon Bay Coastside, a grass roots community group comprised of representatives from Half Moon Bay City Staff, a HMB City Council member, representatives from regional councils for the unincorporated communities, local nonprofit organizations, the County of San Mateo, businesses and resident advocates. All of them have a strong commitment to enhancing the livability of the community for older residents as well as those of all ages.



HMB COASTSIDE RESIDENT AGE PROFILE

Source: 2020 US Census data compiled by www.zip-codes.com in their US Zip Code Database.

CITY/TOWN/COMMUNITY	TOTAL POP.	MEDIAN AGE	0-49	50-59	60-69	70-79	80+
Half Moon Bay	15,483	47	54%	15%	16%	11%	4%
Montara	2,811	49	52%	17%	17%	12%	3%
Moss Beach	3,176	45	57%	14%	12%	12%	6%
El Granada	3,513	47	52%	17%	17%	9%	3%
San Gregorio	282	42	57%	14%	20%	8%	1%
Pescadero	1,513	42	61%	17%	12%	8%	2%
La Honda	1,732	51	49%	17%	21%	11%	2%
Loma Mar	171	48	53%	15%	12%	20%	0%
HMB Coast-side Averages & Totals	28,681	46	54%	16%	16%	11%	3%

Please note: Census data tends to undercount some population groups in rural areas of San Mateo County due to people living in homes that are not listed; people who choose not to respond to the census; people who are hard to contact due to high mobility, homelessness or who are disabled and homebound.

HMB COASTSIDE RESIDENT RACE AND ETHNICITY PROFILE

Source: 2020 US Census data compiled by www.zip-codes.com in their US Zip Code Database.

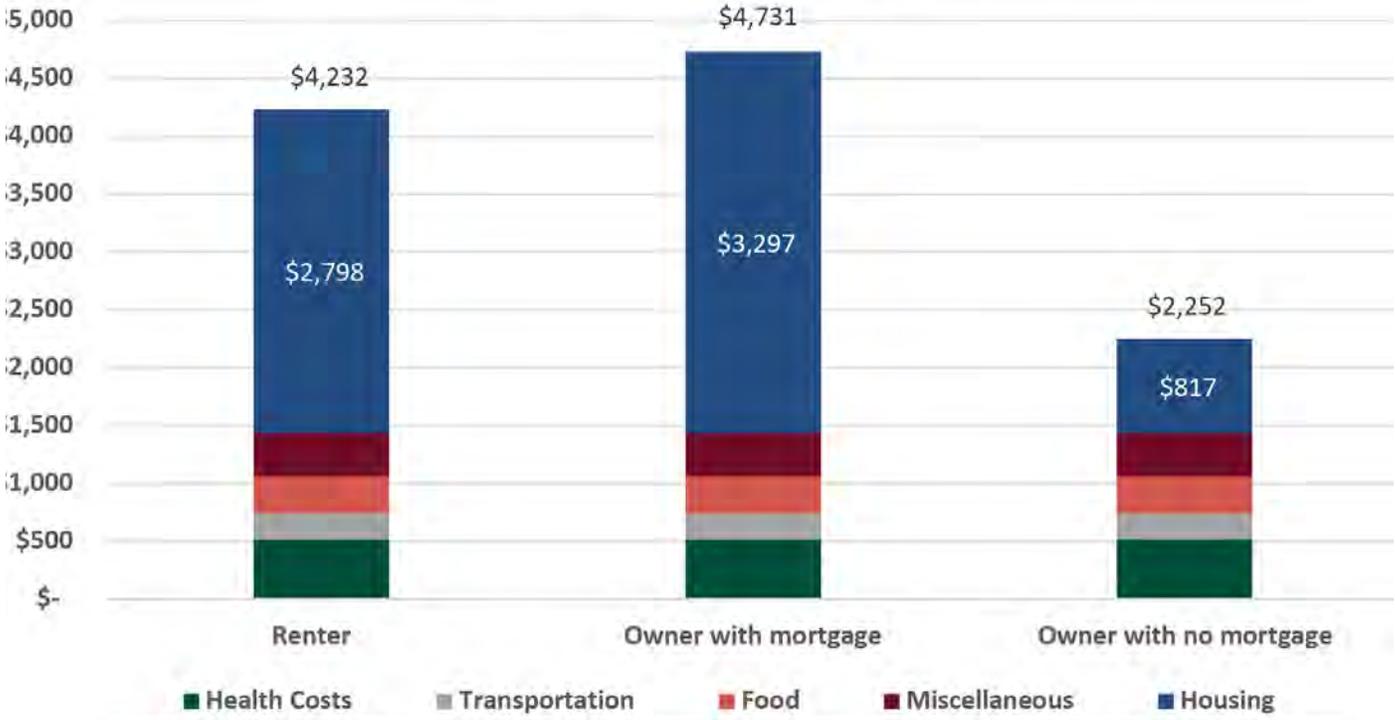
CITY/TOWN/COMMUNITY	White	LatinX	Asian	Other	Black	American Indian - Alaskan Native	Pacific Islander
Half Moon Bay	53%	27%	5%	14%	1%	1%	<1%
Montara	76%	14%	5%	4%	1%	1%	<1%
Moss Beach	57%	29%	5%	7%	0%	1%	0%
El Granada	74%	15%	4%	6%	1%	1%	1%
San Gregorio	67%	19%	3%	9%	0%	2%	0%
Pescadero	47%	35%	1%	16%	<1%	1%	<1%
La Honda	75%	15%	3%	5%	<1%	<1%	<1%
Loma Mar	80%	14%	1%	4%	1%	0%	0%
HMB Coast-side Averages & Totals	66%	21%	3%	8%	<1%	1%	<1%

Please note: Census data tends to undercount some population groups in rural areas of San Mateo County due to people living in homes that are not listed; people who choose not to respond to the census; people who are hard to contact due to high mobility, homelessness or who are disabled and homebound.

HMB COASTSIDE RESIDENT ELDER ECONOMIC INDEX

The Elder* Economic Index is a measure of the cost of living for older adults in the United States. It is calculated for every county in the United States, and - when compared to the Federal Poverty Level (FPL) - provides a realistic benchmark of basic, no-frills, living expenditures that includes housing, food, transportation, health care, and basic household items for older adults living in specific regions. This economic measure is widely considered a much better metric to gauge a basic minimum economic level than the “Federal Poverty Level”. As of 2024, the monthly FPL for San Mateo County, CA is set at \$1,255/month for a single person living alone. Compare this monthly FPL amount to the various elder economic index levels for a person living by themselves shown below. *(Elder = Age 65+)

Elder Poverty Index Estimates for Monthly Expenses in San Mateo County



	Renter	Owner With Mortgage	Owner With No Mortgage
Elder Index/Year	\$50,784	\$56,772	\$27,012
National Average	\$29,748	\$37,596	\$24,384
Percent of the National Average	171%	151%	111%

Source: <https://elderindex.org/explore>

The County of San Mateo is very diverse. Culturally, 35% of the population are foreign-born, and 43% speak a language other than English at home. San Mateo County has greater income inequality than any other county in California. The average income of the top 1% of residents is nearly 50 times greater than the average income of the bottom 99%. The population of the Coastside is similarly diverse with respect to culture, ethnicity and income. The figures in the graphic and per capita income chart on the following page represent averages and likely do not adequately portray the significant income disparities that exist in the San Mateo County Coastside region.

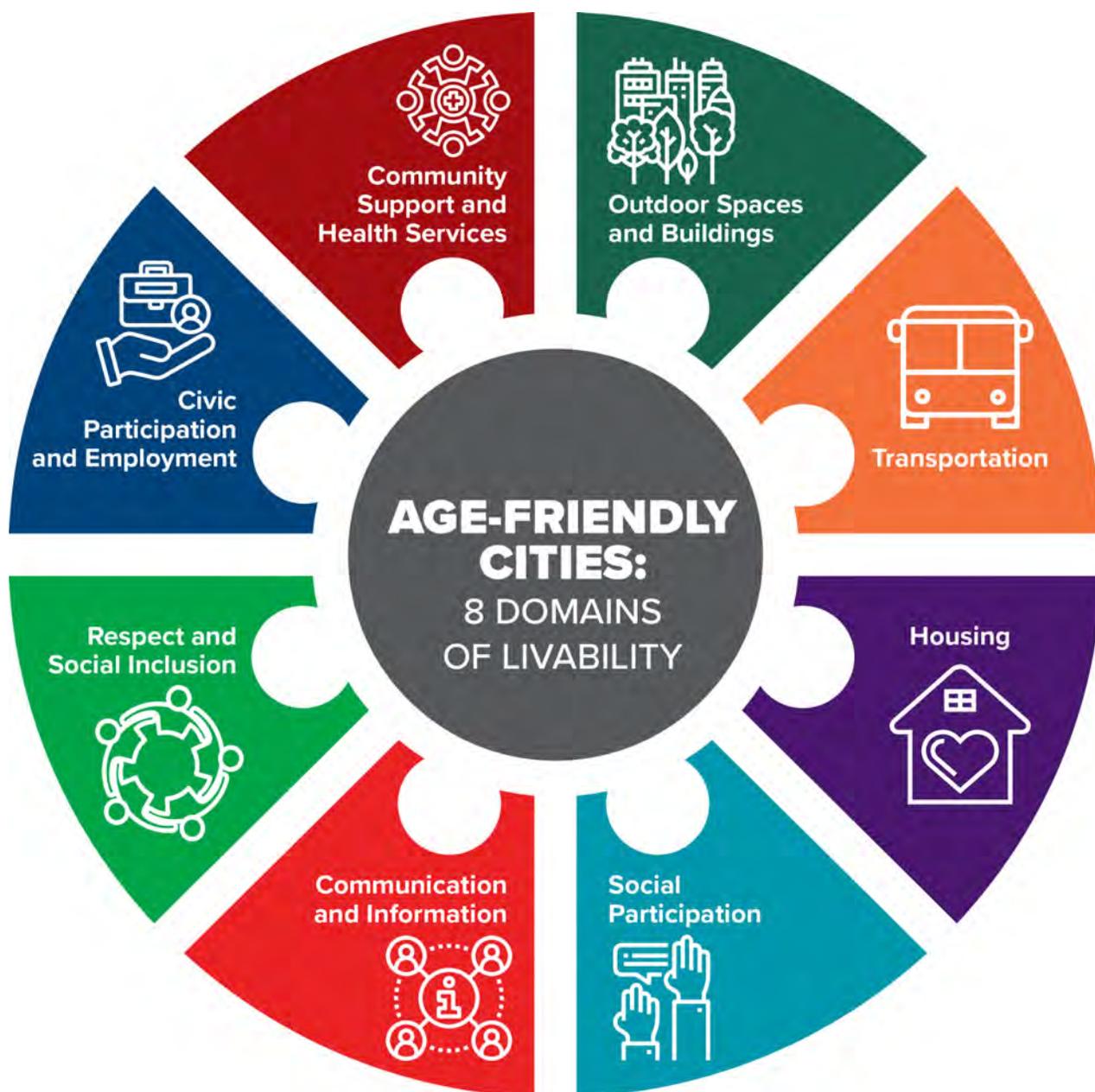
HMB COASTSIDE RESIDENT PER CAPITA INCOME PROFILE

Source: 2020 US Census data compiled by www.zip-codes.com in their US Zip Code Database.

CITY	Per Capita Income	Median Household Income	Median Home Value
Half Moon Bay	\$79,985	\$148,702	\$1,425,500
Montara	\$99,498	\$184,692	\$1,400,400
Moss Beach	\$53,619	\$116,950	\$1,080,400
El Granada	\$95,459	\$216,104	\$1,408,400
San Gregorio	\$109,686	\$143,203	\$1,039,100
Pescadero	\$50,067	\$100,288	\$1,012,800
La Honda	\$122,542	\$250,001	\$968,400
Loma Mar	\$159,724	\$250,001	NOT AVAILABLE
HMB Coastside Averages	\$96,323	\$176,243	\$1,190,714

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

The eight domains of livable communities are the primary framework used by all age friendly community initiatives throughout the world to identify important community characteristics that contribute to livability for residents. Age Friendly Half Moon Bay Coastside used this framework as they sought input from a broad and diverse cross section of older adult Coastside residents about the livability challenges and strengths of the Coastside as it pertains to the following domains.





Outdoor Spaces and Buildings

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



Transportation

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



Housing

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



Social Participation

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



Communication and Information

Clear, accessible information about local resources and activities.



Respect and Social Inclusion

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



Civic Engagement and Employment

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



Community Support and Health Services

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



Age Friendly HMBC Initiative PROCESS SUMMARY

This section is a summary of the steps that AF HMBC has taken in planning, developing and implementing their age friendly efforts since starting in August 2021.

PHASE 1: Formation of AF Taskforce, Data Collection and Assessment: August 2021 - February 2022

- Coastside communities began planning and developing an Age Friendly Initiative in August 2021 with guidance provided by the Center for Age-Friendly Excellence (CAFE). The City of HMB, in collaboration with a variety of Coastside regional stakeholders, put together an Age Friendly Community (AFC) taskforce that was comprised of City Staff, a city council member, representatives of key community organizations and resident advocates for older residents.
- The framework of eight domains of livable communities developed by the World Health Organization was used to guide the data gathering and analysis.
- Through a series of eight focus group meetings, a diverse group of approximately 65 residents and representatives from community stakeholder organizations provided input on Half Moon Bay and the Coastside region's livability challenges and strengths pertaining to the eight domains of community livability. CAFE staff collated the notes from each focus group session and distributed these reports to the AFC Taskforce members for their review and discussion. The reports included a comprehensive list of livability challenges and strengths for each domain as well as a long list of age-friendly project suggestions from focus group participants for the AFC Taskforce to consider.

PROCESS SUMMARY *(continued)*

- After reviewing the reports, five inaugural age friendly projects were selected to launch AF HMBC's initiative. These projects (briefly described below) addressed identified challenges in the domains of Community Support and Health Services, Transportation, Housing, and Respect and Inclusion, as well as the overall structure and sustainability of the community group known as AF HMBC.



PHASE 2: Application to AARP's Age Friendly National Network: January 2022 – March 2022

- On behalf of the Coastside region, the City of Half Moon Bay submitted a membership application to AARP's National Network of Age Friendly States and Communities (NAFSC) in February 2022 and the Coastside region was approved as a member in March 2022. (See the Appendices section for a copy of the membership application.)

PHASE 3: Implementation of Inaugural Projects: March 2022 – June 2024

- After becoming a member of AARP's National Network of Age Friendly States and Communities, AF HMBC shifted focus to implement their selected inaugural AFC projects. As part of this shift, the group moved from being a taskforce and became known as Age Friendly Half Moon Bay Coastside (AF HMBC). AF HMBC implemented the following AFC projects in collaboration with the City of Half Moon Bay and various community organizations, councils, residents and local advocates throughout the region.

1. ESTABLISHMENT OF A COMMUNITY GROUP FOR COORDINATION AND SUPPORT OF THE HALF MOON BAY COASTSIDE AGE FRIENDLY COMMUNITY INITIATIVE:

The Age Friendly Task Force members began the transition to a regional age friendly community initiative with support from the City of Half Moon Bay, County of San Mateo, the Midcoast Community Council and the Pescadero Municipal Advisory Council. The group began by researching and discussing how the group would be organized. After discussing the pros and cons of becoming a 501(c)(3) nonprofit or operating as a community group, the group decided to go forward as an unincorporated community group.

PROCESS SUMMARY *(continued)*

The Age Friendly Task Force members re-organized as Age Friendly Half Moon Bay Coastside (AF HMBC). During the first two years, the group drafted and approved an operating agreement which included: 1) a mission statement 2) membership qualifications and responsibilities 3) Oversight Committee responsibilities and size 4) creation of a leadership team consisting of a Chair, Co-Chair, Secretary and Finance Chair 5) creating terms for the leadership team and an election process 6) project team membership and responsibilities 7) a decision making structure 8) meeting requirements and 9) a dissolution process.



The next steps included creating a Google folder for AF HMBC documents, a website, developing recruitment material and membership applications and researching and pursuing possible fiscal sponsorship from a reputable local, non-profit organization. The Oversight Committee plans to review and revise the operating agreement, as needed, during the next three years. A copy of the operating agreement is available by sending an email to info@agefriendlyhmbc.org. AF HMBC's website is <https://agefriendlyhmbc.org>.

2. A COMMUNICATION PLAN ABOUT HMB COASTSIDE EVENTS AND COMMUNITY SUPPORT SERVICES RELEVANT TO OLDER ADULT RESIDENTS:

The goal of this project was to increase access by older adults and their family members/friends to information about services, community events that are sponsored and provided by the City of HMB, public agencies, as well as non-profit, community and faith-based organizations that are of interest to older adult residents and other age groups.

This goal was achieved through:

- Relaunching a monthly senior focused page in the local newspaper that is spearheaded by a different older adult serving community based organization each week and includes interviews, photos and upcoming events.
- Cross-posting of events and activities in the newsletters of various older adult serving community based organizations; for example: Senior Coastsiders, the Village of the Coastsides, and CoastPride.

PROCESS SUMMARY (continued)

- Presentations to elected or appointed leaders including council meetings for the City of Half Moon Bay, the Midcoast Community Council, the Pescadero Municipal Advisory Council and the El Granada Community Services District.

3. COASTSIDE HEALTHCARE ACCESS ADVOCACY PROJECT:

The Age-Friendly Healthcare Advocacy Team is dedicated to ensuring that older residents of the Coastside community have consistent access to essential health services. By collaborating with local government officials, healthcare providers, and support organizations, the team seeks to address gaps in healthcare access and availability with the goal of enhancing health and promoting health equity. These initiatives include advocating to expand existing services and meet those that fall short. Emphasizing the importance of cultural competency, the team is also committed to providing sufficient cultural and linguistic support for all patients.

The committee includes representatives from the San Mateo County Board of Supervisors, the County Health Department, Half Moon Bay City Government, and major health providers such as Dignity, Kaiser, Seton, Stanford, and Sutter. Initial efforts have focused on two key priorities: first, seeking funding to establish a local or mobile specimen collection center (i.e. medical lab), with a grant request submitted to the county for Measure K funding; and second, advocating for the establishment of an urgent care center along the Coastside to address non-life-threatening issues. The San Mateo County Health Department and the City of Half Moon Bay have begun to work on alternative solutions. Advocacy by the committee for both initiatives is ongoing and will evolve as the committee continues to focus on this important livability challenge.

**4. AFFORDABLE HOUSING SEARCH AND APPLICATION STRATEGY WORKSHOPS:**

This project originally focused on a public education effort to increase awareness of affordable housing resources for those who need it, while empowering more people to initiate their own search for affordable housing, with community support from local social services agencies, as needed. During the first two years of the AF HMBC activities, the focus of this AFC Project has expanded to include information about various types of housing options such as ADUs, home modifications, maintenance and affordable housing advocacy. In collaboration with Senior Coastsiders, the affordable housing committee hosted a housing information fair.



PROCESS SUMMARY (continued)

5. AGE FRIENDLY BUSINESS/COMMUNITY ORGANIZATION TRAINING AND RECOGNITION:

In response to focus group feedback that some participants felt dismissed and unseen when shopping at some local businesses, a project team reached out to the CEO of the Coastside Chamber of Commerce, who shared ideas from her experience in other communities that had business training and recognition programs. Working with the Chamber, the team developed a draft timeline for developing and implementing a Coastside program to educate business on ways to become more age friendly. In addition, the project team plans to recognize businesses who are currently age friendly or become age friendly after they receive training on age friendly business practices.

The initial project also included a training component to help the older adults find employment or start their own business. In 2023, the City of Half Moon Bay launched the Opportunity Center of the Coastside (OCC) to support local residents of all ages. The OCC offers training programs to start a business, grow a business or find employment. With OCC offering similar services, AF HMBC will not continue to pursue this aspect of the initial project.

PHASE 4: EVALUATION AND DEVELOPMENT OF AFC ACTION PLAN: February 2024 - September 2024

- Beginning in February 2024, the AF HMBC Oversight Committee (Oversight Committee) began meeting to develop their AFC Action Plan that would support the continuation of the AFC Initiative over the next 3 years.
- The qualitative data gathered about the area's livability challenges and strengths was based on meeting with a diverse range of approximately 65 older adult Coastside residents at the start of the AF Initiative in the Fall of 2021 and is still relevant. In addition, the experience of developing the AF Initiative over the last two plus years further informed AF HMBC about how to shape the Action Plan for the next 3 years.



PROCESS SUMMARY *(continued)*

PHASE 5: IMPLEMENTATION OF ACTION PLAN:

January 2025 - December 2027

- The Action Plan will guide AF HMBC over a three-year period, January 2025 through December 2027.
- Implementation will include engagement by Oversight Committee members and collaborative partners. Potential partners include, but are not limited to, non-profit community organizations, health care organizations, residents, volunteers, the City of Half Moon Bay, the County of San Mateo, businesses, other AFC Cities and the 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 take place annually and, beginning in January 2027, a new Action Plan for the next three years will be developed and submitted to AARP's AFC National Network by September 2027.



PLANNING AND IMPLEMENTATION STRATEGIES

Below is a summary of the primary planning and implementation strategies that AF HMBC will use through a collaborative community approach:

1. Increase participation in and collaboration with the Age Friendly Half Moon Bay

Coastside coalition including the oversight committee and project teams: The AF HMBC Oversight Committee currently has an active and engaged membership who meet about once a month. The Oversight Committee will continue to coordinate 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 participants in AF HMBC meetings, projects and activities.

Collaboration with community stakeholder organizations and residents will, of course, depend on shared interests and goals and their capacity to participate. Potential collaborative partners can include but are not limited to representatives from:

- CA Department of Aging
- County of San Mateo staff/elected leaders
- City of Half Moon Bay staff/elected leaders
- Pescadero Municipal Advisory Council
- Midcoast Community Council
- El Granada Community Services District
- Chamber of Commerce
- HMB Library
- College of San Mateo
- AARP's National AFC Network
- Coastside Schools
- Local and regional non-profit organizations
- Businesses/Grassroots community groups
- Other age friendly cities
- Resident volunteers of all ages

Project teams may be formed that will empower volunteers to set their own meeting times and strategies to complete agreed on age friendly projects, and report back to the Oversight Committee.

Increased participation and partnerships will build interest, expand visibility, and ensure the enhancement of livability in the Coastside region. For more information about Age Friendly HMB Coastside and to volunteer, please go to <https://www.agefriendlyhmbc.org>. Volunteers of all ages are welcome.

PLANNING AND IMPLEMENTATION STRATEGIES (continued)

2. Promote and encourage the use of an age friendly lens/perspective by community organizations, City and County Departments, regional councils, advisory groups and residents:

The mission of AF HMBC is to shape the community's plans, programs, services, opportunities and events by encouraging local organizations and leaders to always include the needs and interests of the older adult residents on the Coastsides. This is a common strategy used by AFC Communities. When it is consistently done, the city and community will become more aware of how they are already supporting older adults and become more intentional in generating new livability enhancements that support older residents as well as people of all ages. For example: Improving the safety and accessibility of crosswalks at dangerous intersections and adding curb cuts enhances livability for everyone.

3. Be practical and realistic with choice of AFC projects/solutions: AF HMBC will only pursue age friendly projects that can be implemented in collaboration with community partners, within the period of the action plan and are financially feasible.

4. Strive for inclusion by reaching out across neighborhoods and segments of the Coastsides' older adult population: Identify and use effective methods to include the most diverse range of residents as possible, including race, ethnicity, economic level, LGBTQI+, caregivers, etc.

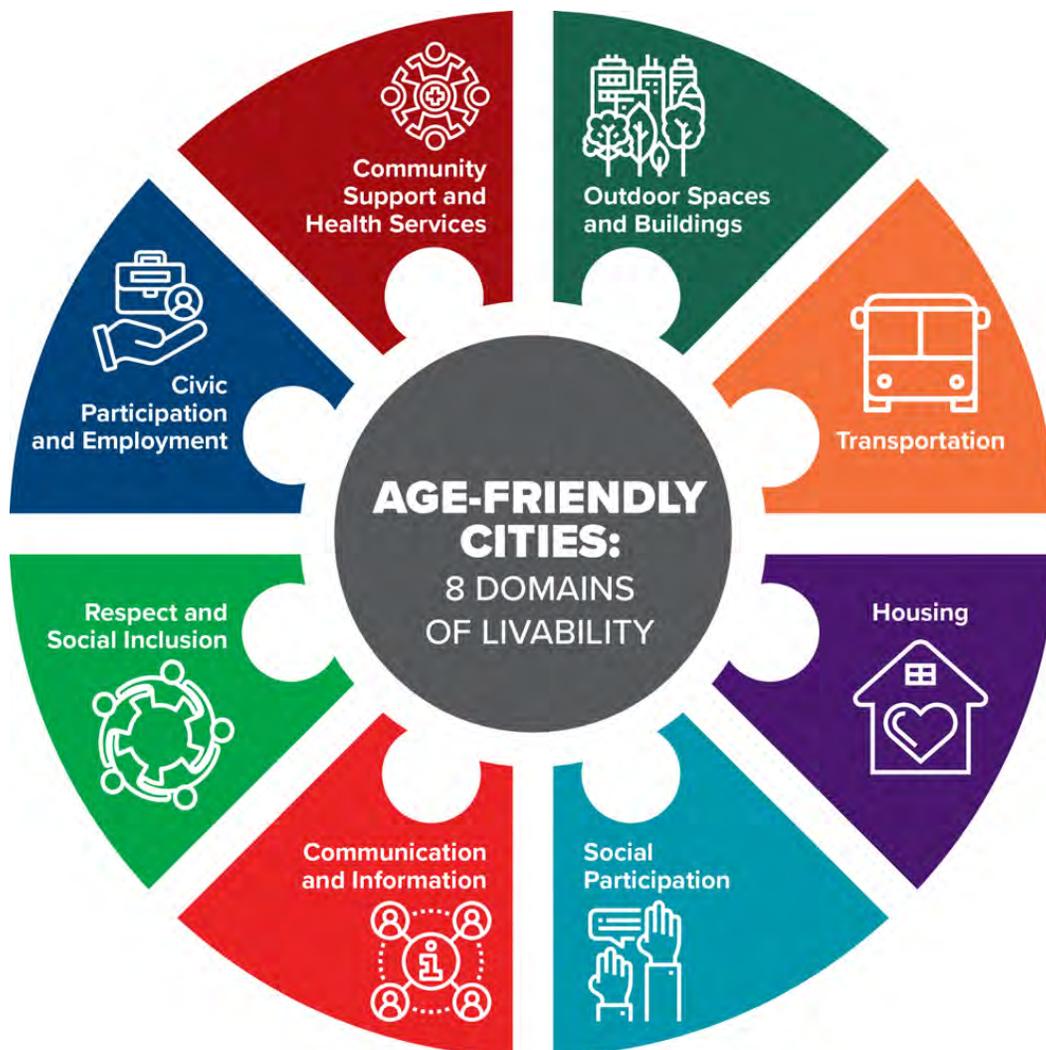
5. Identification of funding and grant opportunities: The Oversight Committee will seek to identify funding opportunities and share this information with community stakeholder organization partners. In addition, the Oversight Committee can provide language and guidance on how to strengthen other organizations grant applications by using an age friendly lens to enhance the Coastsides' livability.

6. Explore collaboration with neighboring AFC communities: Many communities in San Mateo County and other Bay Area Counties have established AFC Initiatives. The Oversight Committee will share their experiences, successes and challenges, 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 is important to avoid "reinventing the wheel." As members of the national network, the Oversight Committee 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

The following information summarizes focus group data gathered from a diverse group of 65 residents that represented a broad cross-section (socio-economically, geographically and racially) of the Coastside's population. It describes the region's livability strengths, challenges and assets. The lists under each domain are not intended to be comprehensive but, rather, examples of the region's livability strengths, challenges and assets.



Outdoor Spaces and Buildings



LIVABILITY STRENGTHS

- The Coastside is also fortunate to have several non-profit organizations that offer activities, classes and community meeting/event space. More information about these organizations can be found at the end of this section.
- City of Half Moon Bay's Ted Adcock Community Center.
- City of Half Moon Bay's Historic Train Depot.
- Half Moon Bay Public Library offers meeting spaces, classes and event space.
- The Coastside has a variety of community organizations and businesses that host public events and fundraisers.
- The Coastside has an abundance of accessible walking trails and paths.
- City, County, Federal Parks on the Coastside offer access to ocean beaches, forests, meadows and other natural areas.
- Mild weather and fresh clean air.

LIVABILITY CHALLENGES

- 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.
- Our coastal trail is not complete.
- Public transportation to local parks is very limited.

Transportation



LIVABILITY STRENGTHS

- There are some public and paratransit services on the Coast.
- There are a few volunteer driver programs that are only available to a select few older adults.
- For many older Coastside adult, family and friends are an important resource for getting around.
- Older adult driver training programs are periodically offered.
- The City of HMB's Bicycle and Pedestrian Master Plan provides the tools for creating a walking and bicycle friendly, safe, accessible community. Seniors are specifically included in this plan.

LIVABILITY CHALLENGES

- In general, public transportation on the Coastside is poor. Buses run infrequently and do not serve all areas. Routes have been cut and wait times are long.
- All bus stops need to have seating, covered shelter and trash bins.
- Residents who have medical appointments over the hill and don't drive or have someone to take them often have to take buses with multiple transfers which is exhausting for seniors.
- With the steady increase in electric vehicles and greater availability of reasonably priced used EVs, more charging stations are needed in various locations.
- A regular shuttle bus is needed to take people from the outlying towns of Montara, Moss Beach and El Granada to the shopping areas in HMB.
- People who live in the back of the hills of Montara, Moss Beach and El Granada are trapped if they cannot drive or have someone to give them transportation.
- There are currently no public transportation options on the South Coast for residents who live in Pescadero, San Gregorio, Loma Mar, and La Honda.
- There are almost no ride-sharing services on the Coast.

Housing



LIVABILITY STRENGTHS

- HMB-Coastsider has four affordable apartment complexes with approximately 300 affordable units reserved for older adults with low to low-moderate incomes.
- In addition to the management of each affordable apartment complex who are glad to answer questions about how to apply, several non-profits offer guidance to Coastsiders on how to access the affordable housing application system.
- Many homeowners provide affordable housing to family members or friends through making their extra bedrooms and in-law units (ADUs) available to them.
- Canada Cove is a 55+ manufactured-home community that has 360 home sites. The homes there constitute one of the few options on the Coastsider for older adults who can't afford more expensive homes but have moderate incomes that make them ineligible for subsidized or below-market-rate housing.
- Rebuilding Together Peninsula is a non-profit organization providing essential safe & healthy housing-related repair service at no cost to vulnerable homeowners of all ages.
- HIP Housing is a non-profit organization that offers effective home sharing, self-sufficiency, and housing readiness programs to help people find and keep a place to call home.

LIVABILITY CHALLENGES

- Many older residents have a limited number of options for housing.
- The cost of renting or owning a home on the Coastsider is out of reach for too many.
- Closed or long wait lists for affordable units.
- Priority for subsidized apartments is not available for local residents.
- Home maintenance and modifications are expensive.

Social Participation



LIVABILITY STRENGTHS

The Coastside is home to a wide range of non-profit community groups, businesses, indoor and outdoor gathering spaces that sponsor opportunities for residents of all ages to come together for meetings, celebrations and social connection. We encourage residents to reach out to groups they're interested in and to keep track of community events in which they want to participate.

Some examples include:

- Senior Coastsiders, a multi-purpose non-profit social service organization focused on the needs and interests of older adults.
- Village of the Coastside, a non-profit social membership network.
- Education and lifelong learning opportunities.
- A variety of local faith-based organizations.
- Classes that teach digital literacy and access to technology.
- Arts programs.
- Outdoor and nature activities.
- A variety of organizations that offer volunteer and civic engagement opportunities.
- Peer and professional support groups.
- A wide range of community groups, organizations and businesses that organize events, celebrations and community gatherings throughout the year that welcome people of all ages.
- Community organizations that welcome new members.
- Local theater, concerts and art shows.



LIVABILITY CHALLENGES

- When longtime neighbors leave, many focus group participants shared that it can be difficult to get to know their 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 the HMB-Coastside region.
- For residents who don't drive or are homebound, there are significantly fewer options available for them to connect with other residents on the Coastside.



Communication and Information



LIVABILITY STRENGTHS

- Several community/non-profit groups provide useful information to the clients and members they serve.
- The HMB Library provides information, classes, tutors, meeting and event space for all residents.
- The Help at Home guide, published by the County of San Mateo Dept of Aging and Adult Services, provides information about senior services and opportunities throughout the County, including the Coastside.
- Coastside Buzz, an online newsletter, provides a wide range of information about local news, events and services on the Coastside.
- Chamber of Commerce’s email newsletter: Coastside 365 is also a good source of information about community events and opportunities.
- Pacific Coast TV’s Channel 27 provides information about the Coastside for residents of all ages.
- The HMB Review (now “The Coastside News”) continues to be a resource for information about local news, events, opportunities and services.
- KHMB Community Radio 100.9 FM/1710 AM.
- The “Nextdoor” social media site links neighbors by area.



LIVABILITY CHALLENGES

- The Half Moon Bay Review is no longer available in print format; only digitally.
- Most information is only available on the internet or through social media. For older adults who don't have a computer, tablet or smartphone or have difficulty using one, online information is not easily available to them. As a result, too many older residents are at a significant disadvantage with finding information they need.
- Focus group participants report that information about older adult resources and community information is difficult to find.



Respect and Social Inclusion



LIVABILITY STRENGTHS

- The dense network of non-profit organizations on the Coast collaborate to provide older adults with a wide range of culturally and linguistically appropriate services, programs, activities, and events that foster respect and inclusion. More information about these organizations can be found at the end of this section.

LIVABILITY CHALLENGES

- During focus group discussions, some participants shared that 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 connections and conversations with different people from a variety of 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 is placed too high on shelves. In addition, lighting is often poor and senior discounts are not widely advertised.

Civic Participation and Employment



LIVABILITY STRENGTHS

- Coastside residents have a strong history of being civically engaged with the City of HMB and the county as well as volunteering with community organizations.
- Coastsiders of all ages have talents that are shared with the community. Many local community/non-profit groups welcome older adult volunteers and/or can assist them with finding employment. Please see a list of community groups at the end of this section that offer these services or can make referrals to programs that can assist.

LIVABILITY CHALLENGES

- It is difficult to find a comprehensive list of volunteer/civic engagement opportunities on the Coastside all in one place.
- Recent retirees may need assistance and support with the transition from work to retirement.
- For residents who need or want to continue to work, some reported they find it difficult to secure employment.



LIVABILITY STRENGTHS

- The Coastside region has several worthy organizations that provide community support services specifically to older adults or, more generally, to residents of all ages. Please see a list of local or regional community/public/non-profit organizations at the end of this section that offer a range of services or can make referrals to programs that can assist.

LIVABILITY CHALLENGES

- A medical testing lab is not available on the Coastside.
- Since most medical services are in the eastern portion of the County, it is not uncommon for round trip travel for medical appointments and routine lab tests to take 3 or more hours.
- Many focus group participants are not aware of existing support services.
- Home care services are very expensive.
- Access to Emergency Care is difficult.
- The South Coast region has no brick and mortar health or dental clinics.



EXAMPLES OF COASTSIDE AND REGIONAL COMMUNITY GROUPS, NON-PROFIT AND PUBLIC ORGANIZATIONS THAT CONTRIBUTE TO LIVABILITY IN VARIOUS DOMAINS

Coastside Non-Profit and Community Organizations

- **Senior Coastsiders** is a multi-service non-profit organization that supports successful aging for Coastside seniors by providing noon-time meals, classes, activities, a wide range of services, referrals and resources. They strive to meet their participant's needs, enrich their lives, foster their independence, and respect their creativity, dignity, and value. For more information: www.seniorcoastsiders.org; 650-726-9056; 925 Main Street, Half Moon Bay. info@seniorcoastsiders.org.
- **Village of the Coastside (VOTC)** is a membership organization for Coastside residents age 55 plus. VOTC is a social network of active older adults who share knowledge and skills to support each other while facing the challenges and opportunities of aging in place. Members share social, cultural, educational, and entertainment activities on the Coastside. They also support members needing household, personal services or an occasional round trip ride to an appointment or a community event. A monthly membership fee is required with scholarships available, as needed. For more information: www.villageofthecoastside.org; 650-440-5030; info@villageofthecoastside.org.
- **Coastside Hope** staff provides food, clothing, housing assistance, guidance with applying online for government benefits, referrals, and other support when neighbors (of any age) need it most. www.coastsidehope.org; 248 Main Street, Suite 200, Half Moon Bay, CA 94019; 650-726-9071; assistance@coastsidehope.org.

AGE FRIENDLY GROUPS AND ORGANIZATIONS (continued)

- **ALAS (Ayudando Latinos A Soñar)** is a Latino-centered nonprofit organization. Their programs include culturally-centered mental health services, wrap-around case management, immigration guidance and support, and education, as well as social justice advocacy initiatives. www.alasdreams.com; 636 Purissima Street, Half Moon Bay. 650-560-8947; alas@alasdreams.com.
- **Puente de la Costa Sur** provides health, education, and community development and support services (e.g. food, clothing, transportation, mental health, case management and classes) for residents of all ages living in the South Coastsides communities of Pescadero, San Gregorio, Loma Mar and La Honda. www.mypuente.org; 650-879-1691; 620 North St, Pescadero; outreach@mypuente.org.
- **Abundant Grace Coastsides Worker** provides work and growth opportunities to people in the community who are unsheltered or under-sheltered. Abundant Grace also provides low-income residents of all ages with free, nutritious food from Potrero Nuevo Farm, where they lease and work farmland. Abundant Grace works collaboratively with other non-profit organizations to address the needs of the people they serve. For more information: www.abundantgracecw.org; 650-726-6621; 515 Kelly Ave, Half Moon Bay; info@abundantgracecw.org.
- **The Opportunity Center of the Coastsides** is a new program sponsored by the Coastsides Chamber that brings together multiple nonprofits dedicated to helping Coastsiders develop work skills. Coastsides residents are encouraged to contact them to learn more about their classes, programs, and mentoring services for entrepreneurs, business owners, and those looking for work or new skills. Opportunity Center of the Coastsides - Coastsides365; 650-726-8380; 637 Main St, Half Moon Bay; Hello@CoastsidesChamber.com.
- **Half Moon Bay Public Library** is a state-of-the-art modern San Mateo County library that not only offers access to a wide range of books in a variety of formats, but also offers community information, classes, meeting rooms for groups and individuals, event space, loaner bikes and E-bikes, and a wide range of other services that support people of all ages. www.smcl.org/locations/1H; 833-937-7625; 620 Correas Street, HMB; halfmoonbay@smcl.org.
- **County of San Mateo Medical Center's Coastsides Clinic** in Half Moon Bay provides a variety of medical services to low income Coastsides residents of all ages who are primarily insured through MediCal, Covered CA or have no medical insurance. <https://www.smchealth.org/location/coastsides-clinic>; 650-573-3941; 225 South Cabrillo Highway, Half Moon Bay.
- **SamTrans "Ride Plus"** is a new on-demand transportation option for residents of El Granada and Half Moon Bay. <https://www.samtrans.com/microtransit-samtrans-ride-plus>; 650-238-5880.
- Many community organizations and businesses on the Coastsides host a variety of community gatherings and events that bring people of all ages together.

Regional Organizations

- **HIP Housing** offers housing information and support services that is available to Coastside residents through their Shared Housing Program and their new Housing Readiness Program. www.hiphousing.org; 650-348-6660; 800 South Claremont Street, #210, San Mateo; mailbox@hiphousing.org.
- **Peninsula Family Service's (PFS) Got Wheels Transportation Program** is a no-cost membership program for residents who are 70 years of age or older who live in twelve cities in San Mateo County that include the north Coastside communities of Montara, Moss Beach, El Granada and Half Moon Bay. Residents can apply for a membership card through Senior Coastsiders by calling 650-726-9056. Members can schedule rides on-demand 24 hours a day/7 days a week. Each month, participants are able to take up to 6 one-way trips or 3 round trips for only \$5.00 per one way ride. Destinations must be within the geographic area of Daly City in the north, Burlingame and Hillsborough to the south, the north central Coastside from Montara to the Half Moon Bay to the West and San Francisco International Airport. www.peninsulafamilyservice.org.
- **Felton Institute's Senior Community Service Employment Program (SCSEP)** is a workforce training program for low and moderate income older adults. Trainees are placed in community service organizations and government departments to fill part-time (12 hours per week) jobs and are paid \$17.35/hour. This job experience provides participants with new job skills that lead to permanent job placements in a variety of settings, including the private sector. Felton Institute has managed the SCSEP in the City and County of San Francisco for many years and has recently been awarded the grants for the SCSEP program in Marin and San Mateo Counties and are very interested in offering their services to organizations and residents on the Coastside. For more information: <https://felton.org/social-services/seniors/senior-community-service-employment-program-scsep/>; 415-982-7007, ext. 334; scsep@felton.org.
- **Medical Centers and Hospitals** located on the San Francisco Bayside of San Mateo County provide medical care and services for many residents who live on the Coastside, such as:
 - o Kaiser Permanente in Redwood City and South San Francisco
 - o Mills Peninsula Health Services (Sutter Health) in Burlingame and San Mateo
 - o AHMC Seton Medical Center in Daly City
 - o Stanford Medical Center
 - o VA Medical Center – San Francisco, Palo Alto and the San Bruno VA Clinic

AGE FRIENDLY GROUPS AND ORGANIZATIONS (continued)

- **San Mateo County Health Department’s Aging and Adult Services (AAS)** serves as the local Area Agency on Aging (AAA). The federal Older Americans Act mandates that each State sets up a Department on Aging which then selects a public or non-profit organization to serve as a primary focal point for aging concerns at the community level in specific regions of their state. The County of San Mateo has been selected by the California Department on Aging as the AAA for the region that includes all communities in San Mateo County, including the Coastsides. Each AAA does the following:
 - o Takes the lead in addressing the needs of older adults and people with disabilities in their assigned region.
 - o Promotes consumer and other public involvement in the planning and delivery of services.
 - o Develops systems of care in the community that supports independence for older adults and people with disabilities.
 - o Administers federal, state, local & private funds to support an integrated system of care.
 - o The “Help at Home” guide is a mini-reference guide for older adult services that are available in various parts of the County, including the Coastsides. The County’s DAAS updates the guide every two years. A variety of public, non-profit and for-profit organizations provide these services. A copy can be obtained from Senior Coastsiders or can be downloaded in English, Spanish and Chinese here: smchealth.org/helpathome

For more information about the County’s Area Agency on Aging, go to www.smchealth.org/area-agency-aging - 650-573-3900.

Please note: This list of local and regional non-profit, community service and for-profit providers is not intended as a comprehensive list but, rather, a representative list of organizations that are available to support older adult Coastsiders in a variety of ways. Each of them contribute to the livability of the Coastsides for older adult residents as well as those of all ages.





Age Friendly
HMB Coastside

Age Friendly Initiative: ONGOING PROJECTS

LIST OF AFC PROJECTS FOR CONTINUED IMPLEMENTATION

(Please see SMART Plan Goals for more details)

Age Friendly Business and Organization Recognition and Training Project

An age friendly business or organization is committed to creating a welcoming environment and providing great service for people of all ages and abilities. AF HMBC, in collaboration with the HMB Coastside Chamber of Commerce and community volunteers, will reach out to local businesses to provide them with age friendly information. Businesses will learn about various strategies and protocols that enhance customer support, ambiance, physical space, marketing, print materials and signage and website design. This project will also recognize local businesses and organizations that have clear commitment to being a welcoming place for older adults.

Senior Housing and Transportation Information Project

The goals of this project are to provide information that will enable seniors to maintain and modify their homes as needed. AF HMBC will advocate for safe and conveniently located senior housing on the Coastside for all income levels and provide information that will enable seniors to have transportation necessary to remain in their homes. AF HMBC will organize, in collaboration with Senior Coastsiders, public presentations and create a database of information about various aspects of housing that is accessible to all. We will also encourage participation in the new AF Advocacy and Awareness Project to promote improved housing options on the Coastside at local planning meetings, commissions, organizations, councils and committees.

ONGOING AND NEW AGE FRIENDLY PROJECTS (continued)

Healthcare Access Advocacy Project

This project is coordinated by the Age Friendly Healthcare Advocacy Team that is dedicated to ensuring that older residents of the Coastside community have consistent access to essential health services. By collaborating with local government officials, healthcare providers, and support organizations, the team seeks to address gaps in healthcare access and availability with the goal of enhancing health, wellness and promoting health equity. This project will include advocating to expand existing services, improve those that fall short and establish more health care options for residents of all ages. Emphasizing the importance of cultural competency, the team is also committed to providing sufficient cultural and linguistic support for all patients.

The committee comprises representatives from the San Mateo County Board of Supervisors, the County Health Department, Half Moon Bay City Government, and major health providers such as Dignity Health, Kaiser Permanente, AHMC Seton Medical Center, Stanford Medical Center and Mills Peninsula Health Services (Sutter Health and PAMF). Initial efforts have focused on two key priorities: first, seeking funding to establish a local or mobile specimen collection center, with a grant request submitted to the county for Measure K funding; and second, advocating for the establishment of an urgent care center along the Coastside to address non-life-threatening issues. The San Mateo County Health Department and the City of Half Moon Bay have begun to work on alternative solutions. Advocacy by the committee for both initiatives is ongoing.

Age Friendly Initiative: NEW PROJECTS

Age Friendly Advocacy and Awareness Project

This project is the newest AF HMBC project and will focus on tracking issues on the Coastside that would benefit from having an age friendly lens applied. In addition, AF HMBC will recruit and train volunteers to advocate for age friendly options. AF HMBC will enhance awareness of age friendly issues on the Coastside with the ultimate goal being that age friendly concepts are incorporated into more Coastside programs, practices, places, events and policies. AF HMBC wants to ensure broader active involvement by the community in age friendly objectives through engaging and training volunteers, developing and maintaining partnerships and relationships, and empowering older adults to continue to be their own advocates.

Please note: Additional AFC projects will be considered as AF HMBC moves forward if feasible, affordable and will be supported by collaborative partner organizations and/or resident volunteers.



Age Friendly Initiative: S.M.A.R.T. PLANS FOR EACH AFC PROJECT

S.M.A.R.T. is an acronym to guide goal setting:

- **SPECIFIC:** What will you achieve? What will you do?
- **MEASURABLE:** What data will you use to decide whether you've met the goal?
- **ACHIEVABLE:** Are you sure you can do this?
Do you have the right skills and resources?
Do you have consensus among your work group and collaborative partners?
- **RELEVANT:** Does the goal align with those of your team or organization?
Does the goal align with those of your collaborative partners?
How will the result matter?
- **TIMELY:** What is the deadline for accomplishing the goal?

NAME OF AFC PROJECT:

Senior Housing and Transportation Information

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Housing, Transportation, Community Support and Health Services, Civic Participation, Communication and Information, Respect and Social Inclusion

Activity Description of Project

SPECIFIC: What will you accomplish?

1. Provide information that will enable seniors to maintain and modify their homes as needed.
2. Advocate for safe, conveniently located and affordable senior housing on the Coastsides.
3. Provide Information that will enable older adults to have transportation necessary to remain in their own homes.
4. Provide referrals to local services that guide and assist low and moderate income residents with applying for subsidized and below market rate housing.

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

1. Records of presentations.
2. An accessible data base about housing.
3. Minutes of local community organizations and councils will indicate presentations.

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?

1. Community members and organizations are committed to this effort and ready to share knowledge.
2. Age Friendly Team will identify, recruit and train advocates.
3. Local public transportation authority (SamTrans) is newly committed to information dissemination and available for presentations.
4. Age Friendly Team members are aware of and will utilize local resources.
5. Monitor agenda of relevant councils/organizations.

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

1. Increase in senior housing for all income levels is a high priority in the community.
2. Remaining in one's home and community as one ages is a top priority for local individuals.
3. Improved access to transportation is essential for seniors wishing to remain in their homes and community.

TIMELY: When will you achieve this goal?

1. Public presentation/event during the 2025-2026 year.
2. The development of housing and transportation data base will be on going.

COLLABORATIVE PARTNERS: CURRENT AND POTENTIAL

Current Collaborative Partners: Senior Coastsiders, SamTrans, City of Half Moon Bay, County of San Mateo

Potential Collaborative Partners: Local affordable housing providers, San Mateo County Housing Authority, HIP Housing, Other non-profit organizations that provide information about housing to older adults

PROJECTED COST: Minimal Costs

NAME OF AFC PROJECT:

Business Recognition and Training

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Respect and Social Inclusion, Outdoor Spaces and Buildings, Communication and Information

Activity Description of Project

SPECIFIC: What will you accomplish?

Develop a business training and recognition program that:

1. Provide tools to help businesses become more welcoming to older adults.
2. Educate Coastside businesses on the benefits of being age friendly.
3. Recognize businesses that are age friendly or make a commitment to take steps to enhance their age friendliness.

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

1. With input from Coastside business and older adults, adapt other AFC's business recognition programs for Coastside businesses including developing recognition certificates and window stickers.
2. Conduct inaugural workshops for each business community on the Coastside.
3. Provide a survey/checklist at the end of the workshops to identify existing age friendly businesses and those that want to become age friendly.
4. Conduct a survey of older adults to determine the impact of the workshops.

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?

1. The Coastside Chamber of Commerce has agreed to partner with AF HMBC in creating a Coastside specific plan with input from older adults and businesses and implementing the plan.
2. As a coalition, AF HMBC will work with the Chamber and other AF HMBC partners to seek grants and in kind support for the program.

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

1. Educate Coastside businesses on:
 - The benefits of creating an environment where older adults are welcome.
 - Age friendly options to make older adults and other community members feel welcome.
2. Recognize age friendly businesses and assist other businesses to become age friendly.
3. The business training and recognition program will:
 - Address focus group participant's concerns that they are invisible in the community.
 - Reduce instances of ageism.
 - Promote the value of older customers to Coastside businesses and the local economy.
 - Increase awareness of AF HMBC AF projects.

S.M.A.R.T. PLAN GOALS WORKSHEET (2 OF 4 - CONTINUED)

NAME OF AFC PROJECT:

Business Recognition and Training (cont.)

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Respect and Social Inclusion, Outdoor Spaces and Buildings, Communication and Information

TIMELY: When will you achieve this goal?

Our goal is to implement the program within 15 months after approval of the action plan as follows:

1. Seek input from Coastside businesses and older adults and adapt other AFC business recognition programs for the Coastside.
2. Hold a series of workshops throughout the Coastside to introduce the program and sign up participants.
3. Survey older adults regarding the impact of the program.

COLLABORATIVE PARTNERS: CURRENT AND POTENTIAL

Current Collaborative Partners: The Coastside Chamber

Potential Collaborative Partners: City of Half Moon Bay, County of San Mateo, MidCoast Community Council, Pescadero Municipal Advisory Council, Opportunity Center of the Coastside, Half Moon Bay Downtown Association, Coastside businesses, non-profit organizations and other organizations through the Coastside

PROJECTED COST: Low Cost



NAME OF AFC PROJECT:

Healthcare Access Advocacy

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Community Support and Health Services, Transportation, Respect and Social Inclusion

Activity Description of Project

SPECIFIC: What will you accomplish?

1. Advocate for enhanced healthcare access on the Coastside for older adults, disabled adults and all residents.
2. Sustain this advocacy effort for as long as needed to achieve clear results.
3. Advocate for improved options for residents who need transportation assistance to get to their medical appointments.
4. Continue to advocate and support a Health Care Providers sub-committee that is comprised of major healthcare provider organizations and representatives with coastside community and local leaders to promote discussion of practical strategies to provide more health care access to residents of the Coastside.
5. Advocate for an Acute Care Clinic along with a medical lab where Coastside residents can have lab tests done conveniently.

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

1. When higher percentages of people on the Coastside have access to urgent healthcare and have a transportation option to assist them with traveling to their medical appointments.

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?

1. Healthcare access advocacy efforts will require sustained commitment from all community and organizational stakeholders, elected and community leaders for as long as necessary to improve much needed healthcare access on the Coastside.
2. The City of Half Moon Bay, representatives from the County of San Mateo and local health care provider organizations such as Dignity Health, Kaiser Permanente, AHMC Seton Medical Center, Stanford Medical Center and Mills Peninsula Health Services (Sutter Health and PAMF) have responded proactively to our request to meet with them to discuss a viable solution to better healthcare access for Coastside residents.
3. We will focus on all healthcare stakeholders taking a collaborative approach in order to achieve tangible enhancement of healthcare access here on the Coastside. (Example: Multiple health care organizations sharing the same facility.)

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

1. Accessing healthcare affects all coastside residents and needs to be addressed.
2. Local residents face long commutes in order to reach an urgent care center when needed.
3. Local residents often face long travel times to doctor's appointments or labs on the "other side of the hill," especially when Route 92 is backed up or under repair.
4. For those without a car, unable to drive, or who prefer not to drive long distances, many medical appointments are missed simply because they can't reach their healthcare providers or services "over the hill."

S.M.A.R.T. PLAN GOALS WORKSHEET (3 OF 4 - CONTINUED)

NAME OF AFC PROJECT:

Healthcare Access Advocacy (cont.)

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

Community Support and Health Services, Transportation, Respect and Social Inclusion

TIMELY: When will you achieve this goal?

1. The AF HMB Coastside Oversight Group's Coastside Health Care Advocacy Committee has made good progress over the last two years but will likely need to continue their efforts for at least the next three years or more.
2. The Healthcare Provider Sub-Committee is essential and must continue to meet as well for the foreseeable future.
3. The Coastside Healthcare Advocacy Committee will continue to engage local, county, state and federal leaders to provide advocacy support and the guidance needed to achieve greater health care access to residents of the coastside.

COLLABORATIVE PARTNERS: CURRENT AND POTENTIAL

Representatives from City of Half Moon Bay, Resident healthcare access advocates, Representatives from regional Health Care Organizations, including but not limited to Dignity Health, Kaiser Permanente, AHMC Seton Medical Center, Stanford Medical Center and Mills Peninsula Health Services (Sutter Health and PAMF), San Mateo County Public Health Department, Representative from Board of Supervisor Ray Mueller's office

PROJECTED COST: Low — Advocacy work is being done by volunteers.



S.M.A.R.T. PLAN GOALS WORKSHEET (4 OF 4)

NAME OF AFC PROJECT:

Age Friendly Advocacy and Awareness

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

All Domains of Livable Communities

Activity Description of Project

SPECIFIC: What will you accomplish?

1. Advocacy:
 - a. Increase awareness of age friendly issues on the Coast through support of the advocacy agendas of the AF HMBC action projects.
 - b. Build relationships with and between public and private organizations to foster collaboration, coordination and integration of age friendly concepts.
 - c. Empower older adults to be age friendly advocates through training and skill-building for active and meaningful participation.
2. Volunteers:
 - a. Recruit and train volunteers to assist with advocacy and awareness raising activities.
3. Tracking:
 - a. Track activities being conducted by Coastside elected councils to proactively provide age friendly input and feedback.

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

1. Measuring advocacy activities:
 - a. Media coverage on age-friendly issues.
 - b. Age-friendly policies and endorsements adopted throughout public, business, and private endeavors.
 - c. Track advocacy training sessions and actions in which older adults participate.
 - d. Measure age-friendly input to councils and track actions influenced by it.
2. Tracking volunteer metrics:
 - a. New volunteers, retained volunteers, total volunteer hours and volunteer feedback for improvement.
3. Tracking AF HMBC activities, partnerships and collaborations:
 - a. Advocacy and awareness conducted by AF HMBC members.
 - b. New partnerships and joint initiatives formed.
 - c. Age-friendly meetings, workshops, or forums facilitated or attended.

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?

1. Advocacy:
 - a. Established an efficient and effective oversight group to guide our activities and monitor progress.
 - b. Expand existing and productive relationships with the private and public sector.
 - c. There is community interest in advocacy and awareness raising regarding age friendly related challenges and opportunities.
2. Volunteers:
 - a. Recruit volunteers.

S.M.A.R.T. PLAN GOALS WORKSHEET (4 OF 4 - CONTINUED)

NAME OF AFC PROJECT:

Age Friendly Advocacy and Awareness (cont.)

PRIMARY DOMAINS OF LIVABLE COMMUNITIES THIS PROJECT ADDRESSES:

All Domains of Livable Communities

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

1. Advocacy:
 - a. Raising awareness among policymakers leads to planning and resource allocation for age friendly projects.
 - b. Community awareness increases engagement and fosters shared responsibility.
 - c. Timely input and feedback ensure proactive engagement and better outcomes, reflecting older adults' needs.
 - d. Collaboration between organizations ensures effective solutions and sustainable initiatives.
2. Volunteers:
 - a. Volunteers expand the impact of initiatives and develop advocacy skills.
 - b. Training older adults to advocate enhances their confidence and leadership.
3. Tracking:
 - a. Tracking council activities holds officials accountable for age-friendly policies.

TIMELY: When will you achieve this goal?

1. Age Friendly Advocacy and Awareness raising will be on-going.
2. Advocacy training will be conducted annually to develop and maintain advocacy skills.

COLLABORATIVE PARTNERS: CURRENT AND POTENTIAL

Current Collaborative Partners:

Local councils: The City of Half Moon Bay, Pescadero Municipal Advisory Council, Midcoast Community Council, the County Board of Supervisors

Coastside nonprofits collaborate closely to meet the needs of our community through several existing coalitions and partnerships.

PROJECTED COST: Minimal costs as most of these activities will be done by volunteers.



GLOSSARY OF ACRONYMS AND ABBREVIATIONS

- **AARP:** American Association of Retired Persons
- **AARP National Network of AFS&C/AARP's NAFSC:** AARP National Network of States & Communities
- **AF:** Age Friendly
- **AFC:** Age Friendly Community
- **AF HMBC:** Age Friendly Half Moon Bay Coastside
- **CAFE:** Center for Age Friendly Excellence
- **HMB:** Half Moon Bay
- **LGBTQI+:** Lesbian, Gay, Bisexual, Transgender, Queer, and Intersex
- **OCC:** Opportunity Center of the Coastside
- **Oversight Committee:** Age Friendly Half Moon Bay Oversight Committee
- **SMC:** San Mateo County
- **Villages of SMC:** Villages of San Mateo County
- **VOTC:** Village of the Coastside
- **WHO:** World Health Organization

AGE FRIENDLY HALF MOON BAY COASTSIDE OVERSIGHT COMMITTEE MEMBERS (2024)

Vicki Cormack

*Abuse Investigator
San Francisco Ombudsman Program*

Marisol Escalera

*Policy Director, County of San Mateo
Supervisor Ray Mueller's Office*

Gabriela Flores

*Senior Services Associate
Puente*

Emily Glines

*Membership Chair
Village of the Coastsides*

Maria Gongora

*Senior Services Associate
Puente*

Carol Joyce

*Former Board President of Senior
Coastsiders and Retired Attorney*

Marita Leth

*Commissioner
San Mateo County Commission on Aging*

Joyce Logan

*Resident Advocate
Village of the Coastsides*

Harvey Rarback

HMB City Council Member

Lisa Rossi

*Administrative Services Director
City of Half Moon Bay
Board Member, Senior Coastsiders*

Claire Toutant

Midcoast Community Council

Ophélie Vico

*Community Health Director
Puente*

Sandra Winter

*Executive Director
Senior Coastsiders*

ACKNOWLEDGMENTS

Age Friendly Half Moon Bay Coastsiders coalition wants to thank the following people and organizations for their support of the Half Moon Bay Coastsiders AFC Initiative.

- **City of Half Moon Bay – Half Moon Bay, CA | Official Website (www.half-moon-bay.ca.us)**
 - **2024 Council Members – Joaquin Jimenez, Deborah Penrose, Harvey Rarback, Debbie Ruddock, Robert Brownstone**
 - **City Manager – Matthew Chidester**
- **Senior Coastsiders – www.seniorcoastsiders.org**
- **Center for Age Friendly Excellence – www.cfafe.org**
- **Village of the Coastsiders/Villages of San Mateo County – www.villageofthecoastsiders.org**
- **County Supervisor David Canepa and the San Mateo County Board of Supervisors for allocating funding to enable CAFE to assist assist AF HMBC’s efforts to establish an Age Friendly Community Initiative and AFC Action Plan – www.smcgov.org/bos**
- **Residents of Half Moon Bay who participated in age friendly focus group discussions to identify the Coastsiders’ livability strengths and challenges.**
- **Supervisor Ray Mueller and his staff – District 3 | County of San Mateo, CA (www.smcgov.org/bos)**
- **San Mateo County’s Department of Aging and Adult Services – Area Agency on Aging – San Mateo County Health (www.smchealth.org/services-aging-and-adult)**
- **All our current and future collaborative community partners**

We acknowledge and appreciate the funding received from the **California Department of Aging (CDA)** for the development of this Age-Friendly Action Plan. Funding from CDA has made it possible for the Center for Age-Friendly Excellence to provide leadership toward completing this Age-Friendly Action Plan using a collaborative approach. www.aging.ca.gov/

CAFE is an incubated nonprofit project of Los Altos Mountain View Community Foundation.



APPENDICIES

The following documents are available via an email request to info@agefriendlyhmbc.org:

- a. AF HMBC's collated focus group notes
- b. AF HMBC's membership application to AARP's National Network of Age Friendly States and Communities
- c. AF HMBC's operating agreement