CITY COUNCIL STAFF REPORT
MEETING DATE: APRIL 6, 2016

PREPARED BY: Debbie Vasquez, Older Adult Services Supervisor/Community Services
Department
APPROVED BY: City Manager

..TITLE
WORLD HEALTH ORGANIZATION “AGE-FRIENDLY CITIES”
..END

RECOMMENDATION(S)
..RECOMMENDATION
Adopt resolution:
1. Designating Morgan Hill’s commitment to become an “Age-Friendly” City;
2. Authorizing the Mayor to sign a letter of support; and
3. Authorizing the City Manager to execute the application form to the World Health Organization
   for designation of Morgan Hill as an “Age-Friendly” City.

..BODY
COUNCIL PRIORITIES, GOALS & STRATEGIES:

2016 Focus Areas
Planning Our Community
Developing Our Community
Participate in Regional Issues

REPORT NARRATIVE:
At the November 18, 2015 City Council Meeting, staff provided an overview of the World Health
Organization’s (WHO) “Age-Friendly” City designation process. Reflected in that report, were two
major global trends: rapid aging and increasing urbanization.

The WHO conducted a major study in 33 different cities around the globe to determine what
amenities optimize and enhance the quality of life for residents as they age. Focus groups
composed of individuals ages 60 and above from lower- and middle-class backgrounds
participated in helping the WHO compile a list of services that influence a resident’s quality of life
as they age. Eight key elements were identified through this process as areas that require a
conscious effort to create an age-friendly community: housing, transportation, social participation,
respect and social inclusion, civic participation and employment, communication and information,
community support and health services, and outdoor spaces and buildings. These results
launched WHO’s Global Age-Friendly Cities initiative and serve as foundation for the designation
that has been established.

In an Age-Friendly City, policies, services, settings and structures enable and support people as
they grow older to live healthy and vibrant lives. Age-Friendly ideals optimize opportunities for
health, participation and security in order to enhance the quality of life as people age. In the past
nine years, hundreds of cities from around the world have embraced Age-Friendly ideals and are
creating programs to incorporate the goals developed by the WHO. Currently in the United States
38 cities have been accepted into the WHO Age-Friendly City Network.
As the large baby boom cohort has aged, the median age for Morgan Hill, the county, and California has risen since 2000. The proportion of residents age 25 through 45 has been decreasing, while the proportion of residents 55 and older has increased, especially in the 55 through 64 age cohort. The age cohort of 55 to 64-year-olds increased its share of the total Morgan Hill population more than any other group, increasing from 8.1 percent of the City to 12.2 percent of the population in 2013. If these Morgan Hill residents age in place, then the 65 to 84-year old age group will be Morgan Hill’s most rapidly growing age group in the next two decades. This signals a need for increased services for the elderly and frail elderly within the community in the next two decades.

It is important to recognize that the Age Friendly City designation is received for planning in the area of aging. Staff believes that engaging in this process will support the City in developing a long term strategy for the provision of older adult services in Morgan Hill.

The current “Age-friendly” initiative is a regional effort across Santa Clara County. The County has contracted with the Center for Age Friendly Excellence (CAFÉ) to help provide technical support and expertise to support Cities in this work. The goal is to have all cities within the County receive the “Age-friendly” designation. County staff and CAFÉ team members have been attending our Senior Advisory Committee meetings on a monthly basis and have been great partners as we embark on this effort.

In addition, Santa Clara County Cities Association has made Cities becoming “Age-friendly” one of its priorities for 2016.

Progress to date

1) A strong collaboration has been established with the County and CAFÉ.
2) The Senior Advisory Committee has been leading the support and coordination effort for the Age-Friendly City process.
3) In January, the Committee conducted two community focus groups; one focus group was conducted with seniors and one with professionals working with seniors. The transcripts from those focus groups can be found in Attachment 1.
4) A sub-committee has been established to strategize reaching isolated seniors to assess the needs of those most vulnerable.
5) The County has established an “Age-Friendly” County/City Logo, Attachment 2.
6) An “Age-Friendly” web page has been established on our City web site. This web page will be used to keep the community up to date and involved in our efforts as it relates to this initiative.
7) We have worked collaboratively with the County and Public Health to prepare for a County-wide “Age-Friendly” survey to be launched in May. Data from the survey will be made available to each city by zip code. The data from this survey will be used to help establish our long-range plan. A copy of the survey is attached, Attachment 3.
8) “Age-friendly” presentations have been given at various City team meetings and at the Parks and Recreation Commission with conversations on how we can work together to improve in the area of creating an “Age-friendly” City. Ideas generated from those meetings will be part of our long-range planning process.

The Senior Advisory Committee developed a list of short term and long term projects to work on that fall within the 8 domains created by the WHO. This list of items included: Coordinated Information and Referral, South County Brochure, Community Awareness (Newspaper Column), Age-friendly Education/Involvement, Social Club 50+, Dementia Support Group, Slip-Trip-Fall Assessment and Prevention, Adult Day Care, Volunteer Ride Program, Volunteer Visiting/Companion Program, Dementia/Alzheimer's Training and Education, Case Management,
Emergency Temporary Housing, University Partnerships/Internships, Expand Peer Advocates Program, Identification of Isolated Seniors, Meals on Wheels Partnership (Health Trust and County) Isolated Seniors, Shuttle Service to Senior Center/Senior Housing, Covered Bus Stops/Benches, Curb Cutouts, Enhanced Fitness, Care Giving Classes, Emergency Financial Vouchers.

Three of these projects have been identified as projects to be submitted with our letter of support from the Mayor, and accompany our application to the World Health Organization demonstrating our intentions to a continual improvement process. Projects to be submitted with WHO application are listed below and described in detail in Attachment 4.

Short-Immediate-Project #1: Improve Communication and Information  
   a) Launch a Newspaper Column  
   b) Age-Friendly Educational Campaign  
   c) Improve the dissemination of information

Short-Immediate-Project #2-Improve Access to Community Support and Health Services  
   a) Internship Site-Gerontology, Nursing, Health Science, etc.  
   b) Case Management at the Senior Center

Long Range- Project #3: Foster the use and availability of alternative transportation options  
   a) Shuttle Service-Senior Center and Senior Housing  
   b) Explore and evaluate other transportation options

Although, only three projects were selected to be included with the application, it does not prohibit the City from continuing to work on the other projects identified. These projects were selected as they were determined to be the most likely to support the achievement of the "Age Friendly" City designation.

COMMUNITY ENGAGEMENT: Involve
The community was involved through focus groups and additional outreach efforts to engage the community in completing the county wide "Age-friendly" survey will be made, including special outreach efforts made to involve our older adult population, and seniors that might be isolated.

ALTERNATIVE ACTIONS:
The Council could decide to not move forward with the "Age-friendly" initiative. This would result in the City not participating in a regional initiative and provide for less cohesive planning county wide. The Council could also elect to postpone the application process.

PRIOR CITY COUNCIL AND COMMISSION ACTIONS:
On November 18, 2015, the Council accepted the staff report which included information on the "Age-friendly" City initiative.

On March 15, 2016, the Parks and Recreation Commission received a report on the "Age-friendly" City initiative.

FISCAL AND RESOURCE IMPACT:
There is no cost associated with joining the World Health Organization's Global "Age-friendly" cities network.

CEQA (California Environmental Quality Act):
Not a Project

The activities contemplated by this staff report do not constitute a project, as defined in Section 15378 of the State CEQA Guidelines

LINKS/ATTACHMENTS:
Attachment 1, Focus Groups
Attachment 2, City/County Age-friendly Logo
Attachment 3, County Age-friendly Survey
Attachment 4, Age-friendly projects
Attachment 5, Age-friendly resolution
Attachment 6, Letter of Support from Mayor Tate
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<th>Domains</th>
<th>Short-Immediate Projects</th>
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<td>Communication</td>
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<td><strong>Departments:</strong> Gerontology, Health Science, Social Worker, Recreation, Public Administration</td>
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<td>Expand Peer Advocates</td>
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<td>Senior Center Isolated Senior Referral</td>
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<td>Volunteer Ride Program</td>
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City of Morgan Hill
World Health Organization
Age-friendly City Projects

Short-Immediate-Project #1: Improve Communication and Information

Communication and Information: Communication and access to information in today's society can be challenging. People of different ages have varying levels of comfort, ability to use, and access to the various types of media that are used. Although communicating exclusively through digital formats is increasingly common, print media or community information areas (e.g., pin boards, pamphlets, displays) are preferred or required by many older adults. In order for Morgan Hill to be an age-friendly city with respect to communication and information, it is important to provide information in a range of ways that are easy to find, improve online resources and formatting (e.g., websites age friendly), utilize existing organizations to disseminate information and opportunities for engagement and activities, and provide educational opportunities for learning new technologies and media.

➢ Launch a Newspaper Column, and have an Age-Friendly Educational Campaign:
  Utilize the newspaper column to communicate important issues concerning our seniors.
  Educate the community about what “age-friendly” means and why it matters? How can we become more age friendly, and how can individuals contribute to the effort? These questions surround the push to make cities around the world age friendly, and Morgan Hill is primed to take the initiative to the next level. We should highlight the fact that our city is aging in an unprecedented fashion; create an understanding that aging is an issue that affects everyone; provide examples of what “age friendly” is (e.g., respecting and valuing older adults, intergenerational mentoring); and highlight opportunities for community support and action.

➢ Improve the dissemination of information through existing organizations and communication channels. This should include faith-based organizations, senior housing facilities and mobile home parks, neighborhood associations, HOA’s and other places where information exchanges can and should be concentrated.

Short-Immediate-Project #2-Improve Access to Community Support and Health Services

Community Support and Health Services: Community and Health Services are particularly important for older adults due both to normal aging processes and to disease-related challenges that often occur later in life. It is crucial to determine how to shift from a model of acute care that depends on large-scale medical institutions to a preventive and proactive model that values home and community-based care, as well as a range of supportive health policies and approaches.

Partnerships and collaborations-continue to establish partnerships and collaborations to deliver programs and services to meet the needs of our community. There is still a very high need for Case Management as well as other support services.
Internship Site - Work directly with the local Universities, utilizing departments such as Nursing, Health Professionals, Health Science and Recreation, Social Work, Gerontology to deliver innovative programs and services at low cost to the community.

Case Management - Continue to work with the County, Sourcewise, Institute on Aging and other providers to try and secure Case Management at the Senior Center.

Long Range - Project #3: Foster the use and availability of alternative transportation options.

Transportation: Transportation is vital to older adults' mobility, quality of life, and independence. It takes many forms, including private automobiles, public transit and paratransit services, community transportation options, bicycling, walking, and other emerging modes (e.g., small electric vehicles). Historical development patterns affect our transportation choices, and areas within Morgan Hill hold differing challenges and opportunities. Transportation planning is critically important to creating an age-friendly community, including the need to locate transportation infrastructure in close proximity to housing that meets the need of a range of citizens, as well as to services that are necessary for accomplishing daily activities.

Transportation is a complex issue, and South County has unique challenges that will need to be addressed. This will require working regionally and collaboratively with VTA, other key stakeholders, and community partners.

Shuttle Service - Work to establish a bus/van shuttle to and from the Senior Center to various locations throughout Morgan Hill. This shuttle could pick up/drop off at Westmont, The Lodge, Mobile Home Parks, Downtown and other key locations in the community. The shuttle could be used for day trips, getting a group of seniors to special events/meetings, and community volunteer opportunities. In addition, the shuttle could be utilized for youth programming, as well as the Youth Advisory Committee. In order to bring this goal to fruition it will require working to identify potential community partners and funding sources.

Explore other transportation options that are community oriented, such as car-share, volunteer drive programs, and local cooperatives.
RESOLUTION NO. 16-060

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MORGAN HILL DESIGNATING MORGAN HILL'S COMMITMENT TO BECOMING AN "AGE-FRIENDLY CITY", AUTHORIZING THE MAYOR TO SIGN A LETTER IN SUPPORT OF JOINING THE WORLD HEALTH ORGANIZATION'S "AGE-FRIENDLY CITIES", AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE APPLICATION FORM TO THE WORLD HEALTH ORGANIZATION FOR DESIGNATION OF MORGAN HILL AS AN "AGE-FRIENDLY CITY"

WHEREAS older adults are a valuable resource with assets, skills, experience, and knowledge to offer, while the aging of the population presents new opportunities; and

WHEREAS according to the World Health Organization ("WHO"), an "Age-Friendly City" is one that "adapts its structures and services to be accessible to, and inclusive of, older people with varying needs and capacities...it emphasizes enablement rather than disablement, and is friendly for all ages"; and

WHEREAS, in an "Age-Friendly City", policies, services, settings, and structures enable and support people as they grow older to live healthy and vibrant lives; and

WHEREAS, the WHO has noted that "making cities and communities age-friendly is one of the most effective policy approaches for responding to demographic aging."; and

WHEREAS, the WHO has developed eight domains of community life that influence the health and quality of life of older people.

1) Outdoor spaces and buildings - accessibility to and availability of clean, safe community centers, parks, and other recreational facilities;
2) Transportation - safe and affordable modes of private and public transportation, "Complete Streets" types of initiatives, hospitable built environments;
3) Housing - wide range of housing options for older residents, aging in place and other home modification programs, housing that is accessible to transportation and community and health services;
4) Social participation - access to leisure and cultural activities; opportunities for older residents to participate in social and civic engagement with their peers and younger people;
5) Respect and social inclusion - programs to support and promote ethnic and cultural diversity, programs to encourage multigenerational interaction and dialogue, programs to combat loneliness and isolation among older residents;
6) Civic participation and employment - promotion of paid work and volunteer opportunities for older residents; opportunities for older residents to engage in formulation of policies relevant to their lives; 

7) Communication and information - promotion of and access to the use of technology to keep older residents connected to their community and friends and family, both near and far; and 

8) Community support and health services - access to homecare services, clinics, programs to promote active aging (physical exercise and healthy habits); and

WHEREAS, in the United States, 38 cities have been accepted into the WHO Age-Friendly City Network; and

WHEREAS, as the large baby boom cohort has aged, the median age for the City of Morgan Hill (the "City"), Santa Clara County (the "County"), and the State of California has risen since 2000; and

WHEREAS the US Census Bureau estimated that in 2013 12% of the population in the County was 65 and older, and that by 2020 older adults are expected to make up 20% of the County residents; and

WHEREAS, if these Morgan Hill residents age in place, then the 65 to 84-year old age group will be the City's most rapidly growing age group in the next two decades; and

WHEREAS, the "Age-Friendly City" designation is received for planning in the area of aging and engaging in this process will support the City in developing a long term strategy for the provision of older adult services City-wide; and

WHEREAS, the current “Age-Friendly” initiative is a regional effort across the County with the goal of having all cities within the County receive the “Age-Friendly” designation; and

WHEREAS, the City is expected, as a condition of continued membership in the WHO Global Network of Age-Friendly Cities and Communities, to implement an action plan for creating a more age-friendly Morgan Hill; and

WHEREAS, further reasons supporting the City's commitment to becoming an "Age-Friendly City", including sending a letter of support to WHO and applying for the "Age-Friendly" designation, that described in, and that is the subject of, this Resolution are set forth in detail in that certain City Council Staff Report entitled “World Health Organization “Age-Friendly” Cities” submitted for City Council consideration at its meeting of April 6, 2016, submitted to the City Council by the City Manager (the “Staff Report”), the contents of which Staff Report are incorporated herein by this reference; and

WHEREAS, the City Council determines that adoption of this Resolution is in the public interest.
NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MORGAN HILL DOES HEREBY FIND, DETERMINE, RESOLVE AND ORDER AS FOLLOWS:

Section 1. Recitals. The City Council does hereby find, determine and resolve that all of the foregoing recitals are true and correct.

Section 2. Approval and Authorization. The City Council does further resolve, order and/or direct as follows:

a. That the City of Morgan Hill is committed to becoming an "Age-Friendly City"; and

b. That the Mayor is authorized to sign a letter of support to the WHO indicating such support by the City Council;

c. That the City Manager is hereby delegated authority to and is authorized to execute the application forms for the WHO designation of Morgan Hill as an "Age-Friendly City"; and

d. That the City Manager is hereby delegated authority to and is authorized to take all other ministerial actions that may be necessary or appropriate to implement the provisions of this Resolution.

Section 3. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the City Council of Morgan Hill at a Regular Meeting held on the 6th day of April, 2016 by the following vote:

AYES: COUNCIL MEMBERS: Larry Carr, Rich Constantine, Marilyn Libers, Steve Tate

NOES: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: Gordon Siebert

STEVE TATE, Mayor

ATTEST:

IRMA TORREZ, City Clerk

DATE: 4/18/16
CERTIFICATION

I, Irma Torrez, City Clerk of the City of Morgan Hill, California, do hereby certify that the foregoing is a true and correct copy of Resolution No.16-060, adopted by the City Council at the meeting held on April 6, 2016.

WITNESS MY HAND AND THE SEAL OF THE CITY OF MORGAN HILL.

DATE: 4/8/16

IRMA TORREZ, City Clerk