AGE FRIENDLY
SANTA CLARA COUNTY

THE COUNTY OF SANTA CLARA 1850

AGE-FRIENDLY SANTA CLARA COUNTY

Three-Year Action Plan

SANTA CLARA COUNTY SOCIAL SERVICES AGENCY

Department of Aging and Adult Services

July 2020

Message from the Board of Supervisors

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

Dear County of Santa Clara resident:

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

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

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

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

Be well,

Cindy Chavez
President, Santa Clara County Board of Supervisors

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Age-Friendly Framework

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

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

Public Spaces	Social Participation	Housing
How we interact with outside spaces and built environments	Participation in leisure, social, cultural, and spiritual activities	The range of available living spaces to be safe and sheltered
Communication & Information	**Dementia Friendly Community**	**Health & Community Services**
Staying connected with access to timely and practical information	Support and services for individuals and caregivers	Support to maintain health, independence, and quality of life
Transportation	**Volunteerism & Civic Engagement**	**Employment & Finances**
Access to transportation options to move around the city	Opportunities to engage in decisions and give back to the community	Promotion of flexible paid work and financial stability
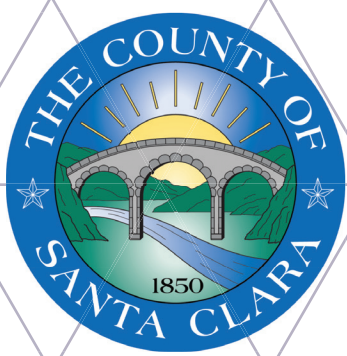
2011

Seniors' Agenda established by the Board of Supervisors

2013

Seniors' Agenda develops first three-year strategic plan

2016

Age-friendly community survey conducted

Age-friendly Silicon Valley Website launched

2017

37 focus groups conducted throughout 15 cities

Community Conversations of Assessment

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

2018

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

Board of Supervisors holds Special Hearing on Issues Affecting Older Adults

2019

Age-friendly Logic Model workshops hosted throughout Santa Clara County

2020

Three-year Age-friendly Action Plan established

Evaluation of progress on three-year plan

2023

Community Profile

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

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

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

While each of the cities within Santa Clara County has unique strengths and challenges, the leaders in every city share the goal of improving programs, policies, and the built environment for residents of all ages. With adequate planning and investment, we can build accessible spaces, deliver responsive services, and create a more inclusive society. This Three-Year Action Plan is meant to be a guide to move the County forward together.
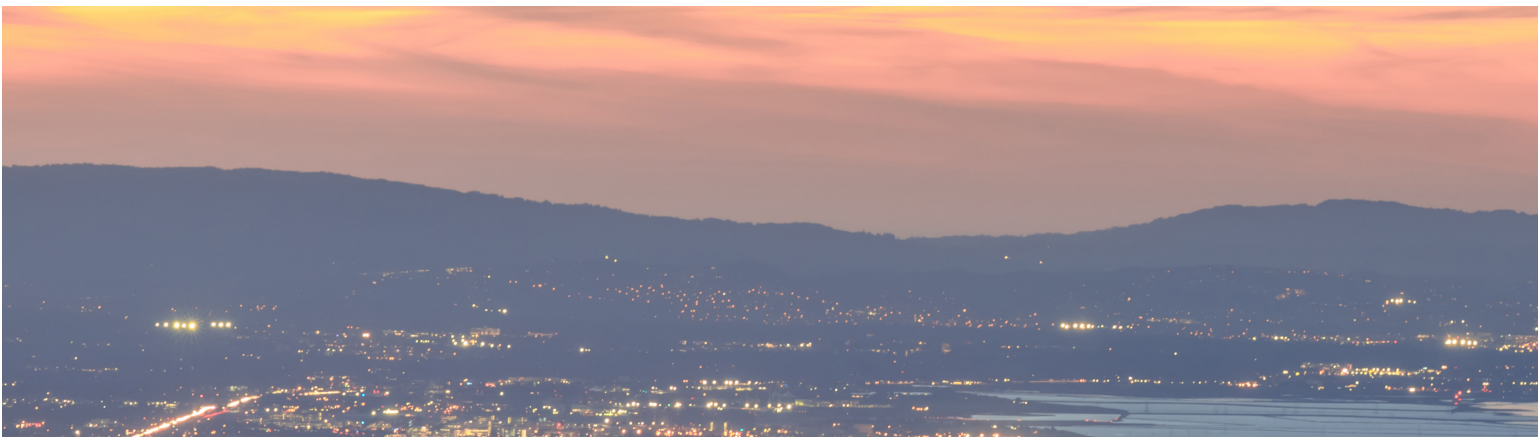
COVID-19 Resilience

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

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

Below are some Age-friendly examples of Santa Clara County's response to COVID-19:
- The Senior Nutrition Program adapted congregate meal sites to to-go meal pick-up locations and increased home-delivered meal capacity
- San Jose State University nursing students collaborated with the Senior Nutrition Program to make check-in calls with program participants
- The SCC Fire Department developed home safety videos, including falls prevention
- The County Library system hosted virtual book clubs for all ages
- The County of Santa Clara, City of San Jose, and Continuum of Care partners worked together to provide shelter, hygiene resources, and health care for residents facing homelessness, prioritizing those who are older or have chronic conditions
- The Board of Supervisors approved repurposing pilot funding to support virtual programming at three Adult Day Services organizations

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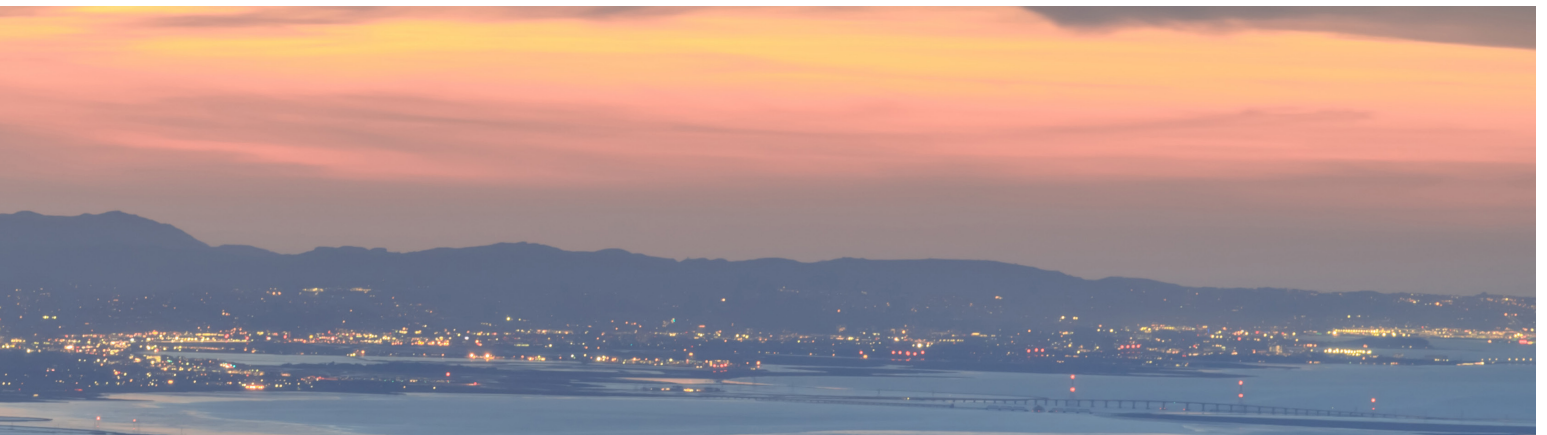
Public Spaces

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

Goal

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

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results

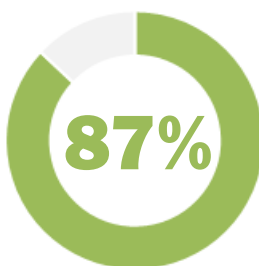It's extremely or very important to have...
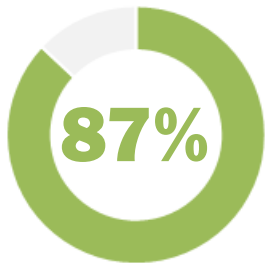
87% parks with enough benches
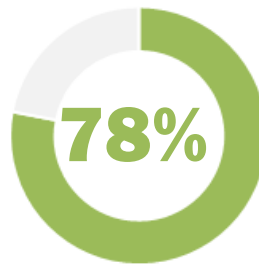
78% well-maintained and safe parks within walking distance of home

89% well-maintained public buildings and facilities that are accessible

87% well-maintained public restrooms that are accessible

Action Steps

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

Social Participation

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

Goal

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

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

In 2019, West Valley College was the first community college in the US to be designated Age-friendly. This designation recognizes their partnership with the Saratoga Area Senior Coordinating Council to share spaces and classes. They plan to continue improving their policies and infrastructure using an Age-friendly lens.
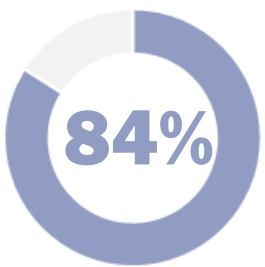
2016 Age-Friendly Survey Results
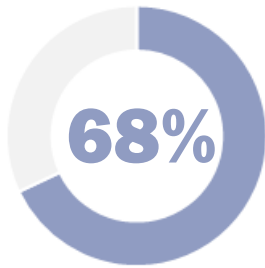
68% report interacting with friends, families, or neighbors at least daily
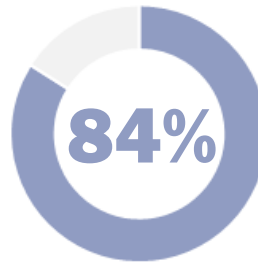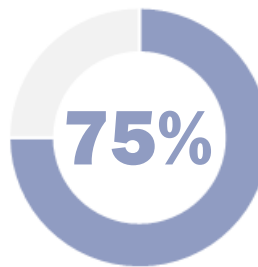
84% report participating in continuing education or self-improvement classes

It's extremely or very important to have…

84% activities that are affordable to all residents

75% activities involving young and older people together

Action Steps

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

Housing

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

Goal

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

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

The Board of Supervisors created a House Sharing program in 2018 managed by Catholic Charities that matches homeowners with someone in need of affordable housing. Homeowners participating in the program, who are typically older adults, benefit from additional income as well as companionship. The program aims to prevent homelessness for the homeowner and renter by reducing both of their living expenses. During the pilot, the program served 1,650 people with navigation services, referral, and home matching.
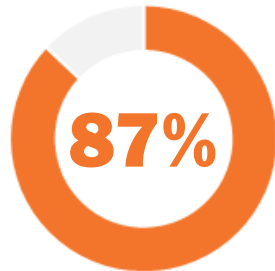
2016 Age-Friendly Survey Results
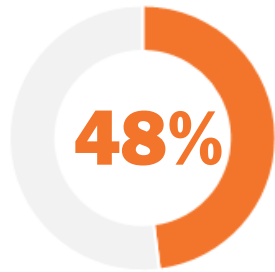
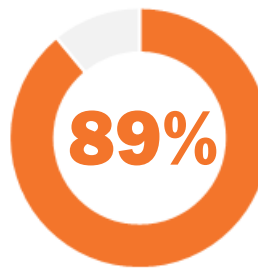**48%** report the expense of home maintenance influencing their need to move
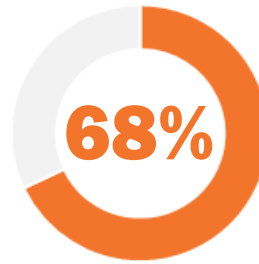
68% report wanting a home compatible with living independently as influencing their need to move
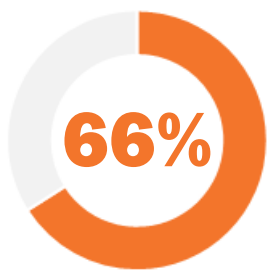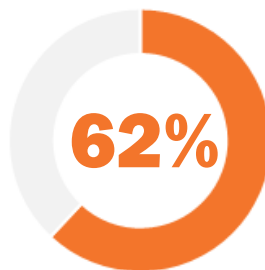
It's extremely or very important...

87% for older adults to live independently in their own home

89% for older adults to remain in their cities as they age

66% to have a home repair service for low-income and older adults

62% to install home bathroom modifications, such as grab bars and non-slip tiles

Action Steps

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

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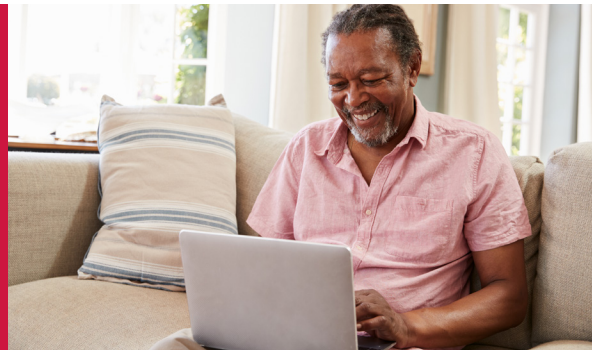
Effective communication is the backbone of success in all Age-friendly domains. According to the 2018 American Community Survey, about half of county residents age 65+ speak a language other than English at home and 19% speak English "not well" or "not at all." Translation services are essential to make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

Goal

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

Current Age-Friendly Practices

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

### Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results

It's extremely or very important to have...
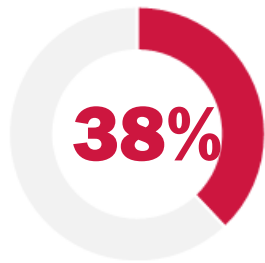
38% access to community information in one central source
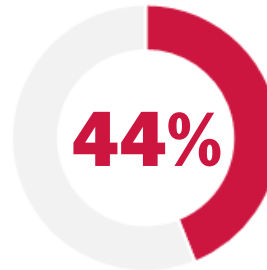
44% community information that is delivered in-person to people who may have difficulty
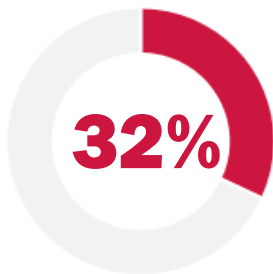
32% free access to computers and the internet in public places

36% community information that is available in a number of different languages

Action Steps

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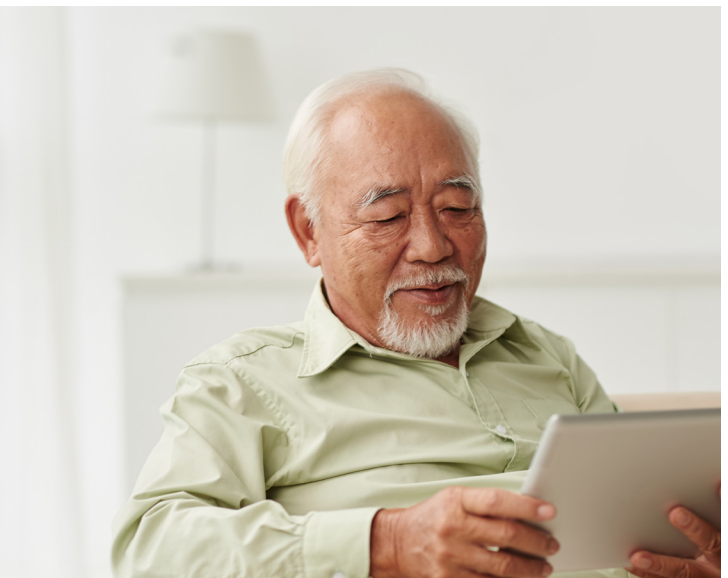
Dementia Friendly Community

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

Goal

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

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results
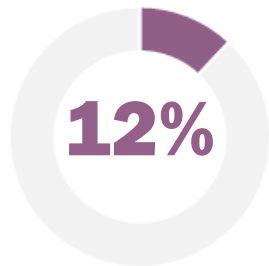
12% report experiencing an increase in confusion or memory loss in past 12 months
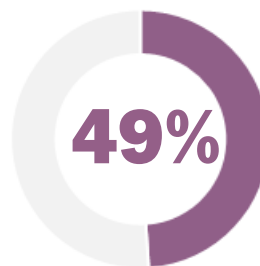
49% of those with increased confusion or memory loss discussed it with their doctor
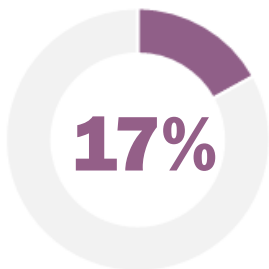
17% report providing care or assistance to a family member or friend with cognitive impairment or dementia
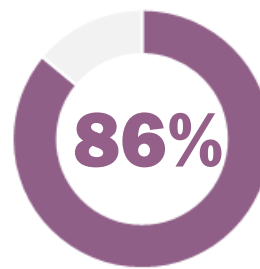
86% report it is extremely/very important for the community to have home care services

Action Steps

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

Health & Community Services

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

Goal

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

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results
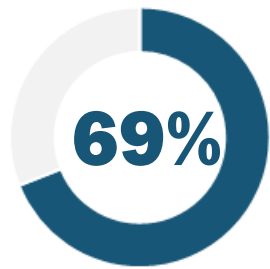
69% report their health is excellent or very good compared to people of a similar age
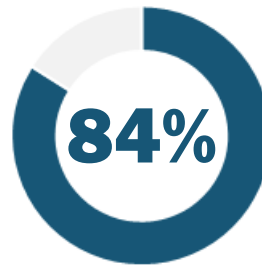
84% report engaging in some form of physical exercise at least several times a week
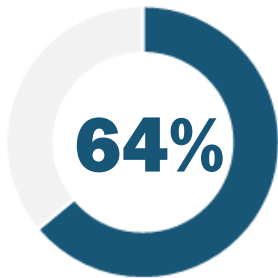
64% report it is extremely or very important to have health care professionals who speak different languages
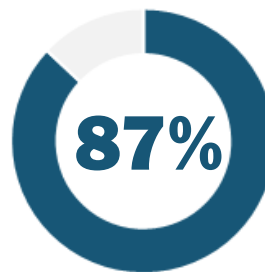
87% report it is extremely or very important to have easy to find information on local health and supportive services

Action Steps

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

Transportation

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

Goal

To improve transportation options and pedestrian safety for older adults.

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results

Older adults report the following methods of transportation:

Drive yourself	👤👤👤👤👤👤👤👤👤👤
Walk	👤👤👤👤👤👤👤👤👤👤
Public Transit	👤👤👤👤👤👤👤👤👤👤
Others drive you	👤👤👤👤👤👤👤👤👤👤
Taxi/Rideshare	👤👤👤👤👤👤👤👤👤👤
Special (e.g. Paratransit)	👤👤👤👤👤👤👤👤👤👤
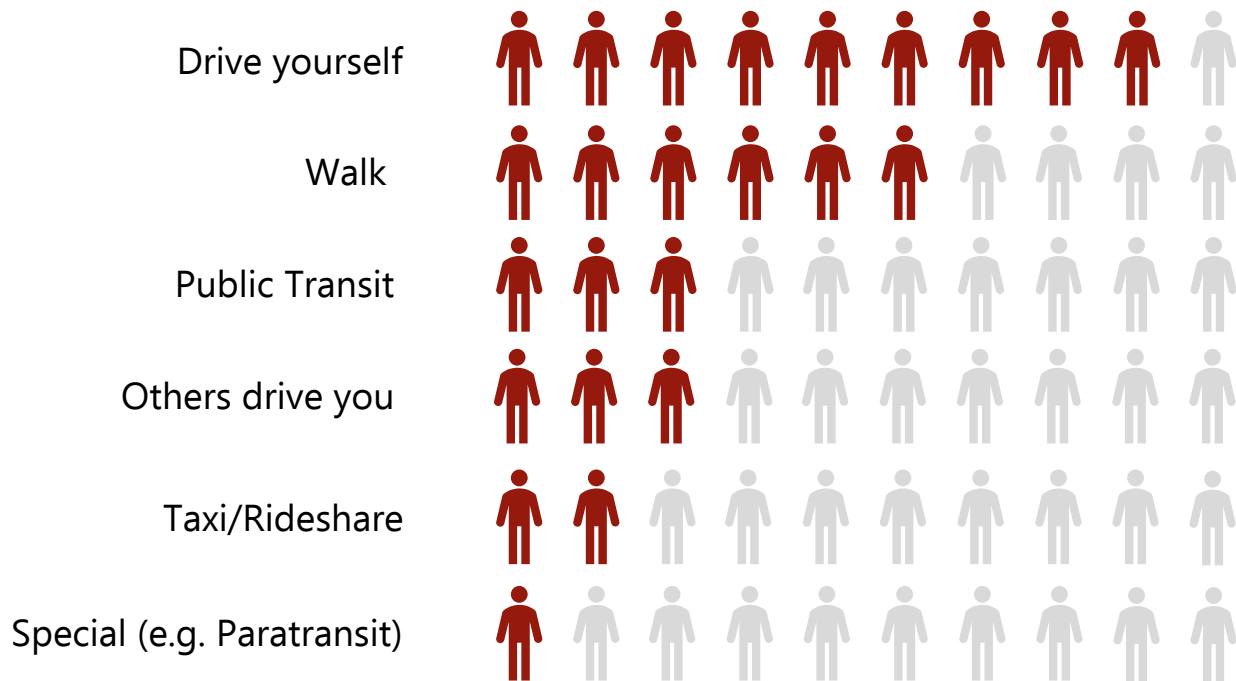
Action Steps

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

Volunteerism & Civic Engagement

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

Goal

To expand opportunities and resources for volunteerism and civic engagement.

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results

It's extremely or very important to have…
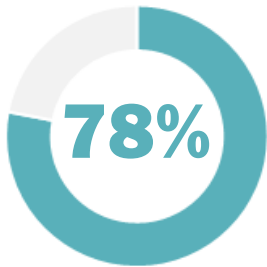
78% easy to find information about local volunteer opportunities
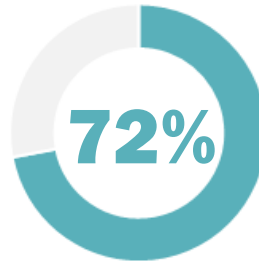
72% volunteer training opportunities
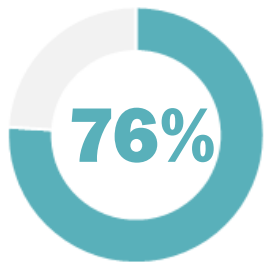
76% opportunities for older adults to participate in decision-making bodies
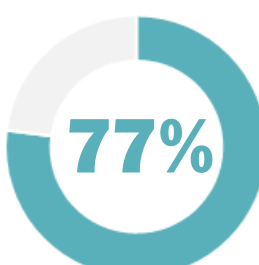
77% transportation to and from volunteer activities

Action Steps

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

Employment & Finances

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

Goal

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

Current Age-Friendly Practices

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

Age-Friendly Practice Highlight

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

2016 Age-Friendly Survey Results
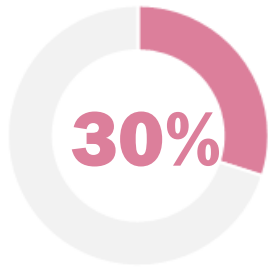
30% of older adults work at least part time or are actively looking for work
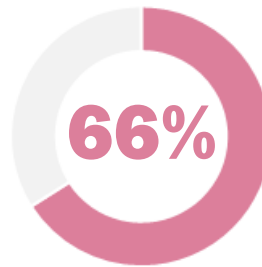
66% of those working are extremely or very likely to work as long as possible

It's extremely or very important to have...
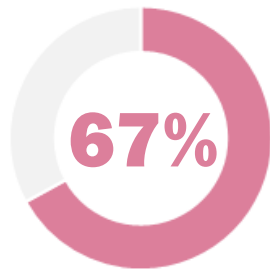
67% a range of flexible job opportunities for older adults
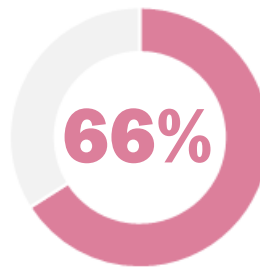
66% job training opportunities for older adults

Action Steps

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

Action Plan Summary

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

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

Assessment Method

Age-Friendly Survey

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

Focus Groups

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

Community Conversations

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

Logic Model Workshops

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

Partners

Public

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

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

Community-Based

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

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

Age-Friendly City Collaborative

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

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

World Health Organization

WHO Global Network for Age-friendly Cities and Communities

This is to certify that

County of Santa Clara

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

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

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

AARP®

Real Possibilities

THIS IS TO CERTIFY THAT

Santa Clara County, California

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

The AARP Network of Age-Friendly States and Communities

THIS CERTIFICATION IS VALID UNTIL MARCH 11, 2022

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

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

AARP.org/AgeFriendly

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Livability Domains and Comm

AARP
Real **P**ossibilities

AARP LIVABLE COMMUNITIES

LEARN MORE: AARP.org/Livable

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

Respect and Social Inclusion

- **Create online programming for schools and senior care facilities on topics of shared interest to students and older adults**

- **Ask children to make and deliver greeting cards to Meals on Wheels recipients and people in senior care facilities**

Transportation

- **Modify transit schedules, stations and seating to enable social distancing**

- **Provide specialized services for essential workers**

- **Suspend transit fares**

- **Increase paratransit services**

- **Enlist volunteers to deliver needed items to people who can't leave their homes or use their usual modes of transportation**

Outdoor Spaces and Buildings

- **Close streets to motor vehicle traffic so people can safely walk and bicycle while social distancing**

- **Automate crossing signals so pedestrians won't need to touch the crosswalk buttons**

Housing

- **Provide 24/7 services and shelter for individuals and families experiencing homelessness**

- **Work with local leaders and legislators to enact and enforce a moratorium on evictions**

- **Capitalize on relationships with funding sources to provide financial assistance to older adults and others struggling with housing costs**

- **Create a housing grant program for people with low-incomes and/or a job loss due to COVID-19**

Social Pa

- **Create a drive-in a movie onto a w**

- **Host a "dragging residents can get people by driving community's mai**

- **Ask local enterta online or outside**

Communication

- **Create a "friendly for checking on p**

- **Establish informa distribute "necess contain needed s**

Illustrations from iStock

munity Responses to COVID-19

Communities informs and inspires local leaders to implement the types of policies and
ple for people of *all* ages — especially older adults. Many of the towns, cities, counties
mains of Livability framework to organize and prioritize their work. In response to the
network are applying their existing plans, programs and partnerships to all of the
preparedness) in order to protect and assist older residents and other high-risk
us by the communities themselves, show how the use of best practices, creativity and
as and achievable solutions that effectively meet community needs.

rticipation

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

- theater by projecting
  all near a parking lot

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

- iners to perform
  of their homes

and Information

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

- voice" call program
  people who live alone

- ation hotlines and
  sity bags" that
  supplies

Health Services and Community Supports

- Work with municipal
  offices, houses of
  worship and first
  responders to
  coordinate deliveries
  and visits to people
  who can't go out

- Provide vouchers for groceries and
  household goods to residents in need

- Expand where SNAP (supplemental
  nutrition assistance program)
  benefits can be used

- Conduct wellness checks and
  implement quarantine measures in
  senior care facilities

- Prioritize assistance to people with
  underlying medical conditions

- Stock book-swap boxes (such as Little
  Free Libraries) with needed items

- Improve access to fresh foods from
  farm stands, farmers' markets or
  community supported agriculture
  (CSA) harvests by enabling pre-orders
  and providing free or low-cost grab-
  and-go and home delivery options

Civic Participation and Employment
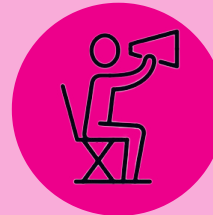
- Connect people
  with educational
  and social
  opportunities
  through online
  "virtual" academies

- Promote online volunteerism for
  advocacy or service campaigns

- Foster local economic assets, such
  as maker spaces or by adapting
  commercial properties for needed
  but temporary uses

Emergency Preparedness

- Add safety
  resources and
  tips to utility
  bills and local
  government
  mailings

- Create tool kits that can help
  older adults manage in the
  event of a power outage, food
  shortages or other disruptions

- Use or adapt existing emergency
  plans and resources