Membership Application

Join the AARP Network of Age-Friendly States and Communities

AARP Livable Communities

When a town, city, county or state joins the AARP Network of Age-Friendly States and Communities, it is joining a global effort to be a more livable and age-friendly community.

The AARP network is an organizational affiliate of the World Health Organization Global Network of Age-Friendly Cities and Communities. (Communities wishing to join the global network instead of or in addition to the AARP program can find application information on the WHO website.)

To enroll your community in the AARP network, please complete and submit the application below.

Note: Since content added to this form cannot be saved, we advise that you review the questions in advance, gather the materials and information you'll need, and draft the narrative responses offline for later pasting into the applicable fields.

Section 1: Community Details

Application Submission Date: 2/22/2022

State: California

Community Name: Half Moon Bay – Coastside

Total Population: 30,029

Percentage of Residents Age 60 or Older: 30%

Community Governance Structure: OTHER

   Explained: The “community” that is included in this membership application for the AARP Network of Age Friendly States and Communities is a region that is comprised of the small city of Half Moon Bay (HMB) as well as the unincorporated rural communities north and south of Half Moon Bay, all of which are collectively known as the “Coastside”. They include Montara, Moss Beach, El Granada, Princeton-by-the Sea, Miramar, Pescadero, San Gregorio and La Honda in San Mateo County, CA. This region is bordered by Montara and the Tom Lantos Tunnel at Devil’s Slide to the north, Skyline Drive (Rt. 35) to the East, the Santa Cruz County line to the South and the Pacific Ocean to the West.

Community Type: Small Town, Rural

Elected Official Signing the Community’s Letter of Commitment

Name: Deborah Ruddock
Title: Mayor
Community Contact

Name: Sandra Winter, PhD, MHA

Position: Executive Director, Senior Coastsiders, Inc.

Please describe the named person’s role in the community’s age-friendly initiative:

As the ED of Senior Coastsiders, a non-profit social services organization dedicated to the wellbeing of older adults, Sandra Winter leads the primary organization in the Half Moon Bay-Coastside area that focuses on providing programs and services for older adults 55 and over and adults with disabilities. The organization also serves as a resource for the entire local community for information on aging, caregiver information and support and the development of innovative approaches to address issues of aging. From her position, she is a leader in her community on matters relating to older adults and is in regular communication with many of the other organizations and leaders on the Coastside as well as throughout the County of San Mateo and nationwide who are advocates for older adults and support age friendly community initiatives.

Section 2: Community Activities, Engagements and Collaborations

Briefly describe your existing community policies, programs and services that are targeted toward older people. Please identify how your community plans to become more age-friendly. (250-300 words required)

The City of Half Moon Bay (HMB) is situated in the middle of a 27-mile stretch of Pacific coastline in San Mateo County, CA, which is part of the greater San Francisco Bay Area. Along this geographical stretch, there are a number of farms, state beaches and unincorporated communities to the north and south of the City of HMB that are served through County government services but are significantly linked to the City of Half Moon Bay as the primary town where residents of this beautiful area come to shop, attend many community events, dine, and bank among many other things. It is also where most of this area’s main organizations and community groups are located.

As a result of the rural nature of their community and limited resources for a robust senior service program by the City of Half Moon Bay, the city does not have a focused senior services program (or policies) such as a multi-purpose senior center as part of their city’s services. Instead, a non-profit organization known as Senior Coastsiders is the lead resource organization for the area’s older adults. Senior Coastsiders works closely with the City of Half Moon Bay, local non-profit organizations, local community groups and the County of San Mateo to offer services to older adult and disabled residents of the entire region, which is widely referred to as the “Coastside”.

A good example of the close partnership with the City of Half Moon Bay and Senior Coastsiders is their collaboration with this AFC initiative. Sandra Winter, the ED of Senior Coastsiders was invited to be on the AFC Task Force by Lisa Lopez-Rossi, the HMB’s Administrative Services Director, and HMB City Council member Harvey Rarback, both of whom also serve on the Task Force. In addition, Lisa Lopez-Rossi is a valued member of Senior Coastsider’s Board of Directors.
**Senior Coastsiders** is a private non-profit organization that supports successful aging for Coastside seniors by providing opportunities, services, and resources that meet their needs, enrich their lives, foster their independence, and respect their creativity, dignity, and value. Primary programs include the provision of meals (home delivered and served in the dining room); care management; minor home repair; transportation to and from the Center and to local grocery stores; classes, activities and special events designed to promote physical and mental health and social engagement, and volunteer opportunities. They frequently make referrals to and collaborate with other organizations that can assist the clients they serve.

In addition to Senior Coastsiders, some of the other major resources for older adults in the area include:

1. **Village of the Coastside** is a nonprofit membership organization that works to sustain and enhance the wellbeing of older adults who wish to remain in their own homes and engage in their community as they age. Village of the Coastside members share their knowledge and skills supporting each other as we face the challenges and opportunities of aging in place. Our members share social, cultural, educational, and entertainment activities on the Coastside. Our MemberPlus tier members receive service from screened volunteers who provide transportation, household help and personal services. Annual membership fees range from $240 to $600/year, depending on a member’s needs and situation. [Village of the Coastside Membership - Villages of San Mateo County (villagesofsmc.org)]

2. **RediCoast** is a special transportation service (curb-to-curb) run by the publicly funded San Mateo County Transit District (SamTrans) designed to meet the needs of persons who are mobility impaired traveling in San Mateo County and who are unable to use the regular SamTrans buses. RediCoast serves the Coastside. Trips may be made for any purpose. There is no trip priority. [Redi-Wheels and RediCoast | SMC-Connect]

3. HMB is also the home of the non-profit **Coastside Adult Day Health Center (CADHC)**, which is the only Adult Day Health Care program in San Mateo County. CADHC offers a comprehensive, structured day health care program with all-inclusive services individualized for each participant. Services include: Nursing and personal care, physical therapy, occupational therapy, speech therapy, clinical social work services, nutrition education and counseling, Alzheimer’s program, pet therapy, group activities, door-to-door wheelchair accessible transportation, special events and caregiver support groups. [Coastside Adult Day Health Center |]

4. **Coastside Hope** is a nonprofit organization chartered by San Mateo County to be the primary core human services agency for the mid-coast (i.e. HMB-Coastside). Services include the provision of food, clothing housing assistance, online application for government benefits, referrals, and other support as needed. Opportunities include free citizenship classes, free tax preparation services, and connections to programs and services of other organizations. [Home - Coastside Hope]

5. **Ayudando Latinos A Soñar (ALAS)** is a Latinx centered nonprofit organization that helps children and their families (including seniors) to feel proud of their identity and culture and amplify their voices. ALAS works tirelessly to pursue this vision in what has become a
communal space of support, honoring the cultural strengths that thrive in their Latinx coastal community. They are dedicated to working for social wellness through multicultural practices, mental health care, individualized and collective support related to education, immigration processes, and work, and advocating for the wellbeing of the whole community.  

6. **County of San Mateo Aging and Adult Services (AAS)** provides services for older and dependent adults, including elder abuse prevention, public guardian and authority, in-home care, and nutritious meals. It also serves as the official “Area Agency on Aging” for the County and, as such, directs federal and state funding through competitive grants to a variety of non-profit and public organizations throughout the County, including the HMB-Coastside area. AAS also oversees the county’s contract with the Center for Age Friendly Excellence (CAFE), which is the non-profit organization that has been assisting the HMB-Coastside Task Force (along with several other cities in SM County over the last 3 years) with launching an AFC initiative. The County of San Mateo Aging and Adult Services is very much in support of all cities and communities in San Mateo County developing AFC Initiatives. In fact, support of AFC efforts is part of their Area Agency on Aging’s federally and state required Area Plan. They’re looking forward to collaborating with each initiative as they move forward.  

**Services:**

**Aging and Adult - San Mateo County Health (smchealth.org)**

7. The **San Mateo County Commission on Aging** is the community advisory board for the County’s Area Agency on Aging. Their guidance helps to maintain, enhance and improve the quality of life for older adults in San Mateo County through the promotion of independence and self-sufficiency, mental and physical health, and social and community involvement. One of the members of this commission is an active participant of the HMB-Coastside AFC Task Force and is planning to remain serving as part of the HMB-Coastside AFC Coalition.  

**Commission on Aging - San Mateo County Health (smchealth.org)**

8. The **Abundant Grace Coastside Worker** is a non-profit that transforms lives through our job-readiness programming: taking people experiencing homelessness to grow and harvest over 20,000 pounds of fresh, organic produce for free distribution to low-income families at our Full Circle Food Justice Program. Many of the recipients of their produce are older adult Coastside residents. They also coordinate a free community breakfast at Coastside Community Church on Wednesdays and Thursdays.  

**Abundant Grace Coastside Worker - Home (abundantgracecw.org)**

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**PROPOSED INAUGURAL AGE FRIENDLY COMMUNITY PROJECTS FOR THE HMB-COASTSIDE AREA**

The Half Moon Bay-Coastside Age Friendly Community Task Force, after 5 months of planning and soliciting input through numerous focus groups on unmet needs of older adult Coastside residents, in addition to identifying proposed solutions and this area’s many AF strengths, the task force members have selected the following inaugural age friendly projects to further develop and implement:
PROJECT 1: ESTABLISHMENT OF THE HMB-COASTSIDE AGE FRIENDLY COMMUNITY (AFC) COALITION FOR COORDINATION AND SUPPORT OF THE HMB-COASTSIDE AFC INITIATIVE TO ENSURE CONTINUED PROGRESS AND SUSTAINABILITY

Main Domains Addressed – The AFC Coalition will address the various Age-Friendly Community (AFC) domains that are described in the inaugural projects listed below and, support and guide HMB-Coastside’s AFC Initiative as a whole.

Other Domains potentially Impacted – Transportation, Outdoor Spaces and Buildings, Social Participation and Civic participation and employment.

Unmet Needs Addressed –

- This AFC initiative will need to be sustainable for the both the short term (2 years) as well as long term (beyond 2 years) since support of older adults will continue to be a community wide issue for many years to come.

- While the City of Half Moon Bay (HMB) is very committed to seeing an AFC initiative become established and flourish in their area, city representatives have acknowledged that they do not have the capacity to be the sole source of leadership and support for a Coastside-wide AFC initiative of this kind. As a result, the City of Half Moon Bay and their Coastside organizational and citizen partners has determined that to ensure the sustainability of the Coastside’s Age Friendly Community initiative, the approach must be as collaborative as possible with its further development and implementation.

Project Duration – Short (up to 2 years) and Long Term (beyond 2 years).

Key Focus:

- This Coalition will take the place of the HMB-Coastside Age Friendly Community Task Force and work to ensure the sustainability of this AFC initiative as a grass-roots, broad based community supported effort.
- During the first year, the AFC Coalition will be devoted to making sure that everyone involved are supported, as much as possible, in further development, planning of the overall initiative and implementation of inaugural AFC projects that are described below.
- During Year 2, continue development, implementation, refining and assessment of inaugural projects as well as the development of an AFC Action Plan that will ensure the sustainability of their AFC efforts as well as meet the requirements of membership in AARP’s National Network of AF States and Communities.
- Beyond Year 2, implement HMB-Coastside AFC Action Plan, which will include additional AFC projects and continue to focus on strategies to keep this community-based initiative sustainable, community based and supported.

Potential Strategies to consider by the HMB-Coastside Age Friendly Community Coalition:
The HMB-Coastside Age Friendly Community (AFC) Coalition, will consider the following strategies to support the HMB-Coastside AFC Initiative along with other strategies that they develop as they learn and grow as a coalition:

- The City of HMB intends to bring together a self-directed HMB-Coastside AFC Coalition that represents local organizations, citizen advocates and other stakeholder groups who will continue to meet on a regular basis to guide, further develop and implement inaugural and future AFC projects.
- While this proposed HMB-Coastside AFC Coalition will not serve as an official commission of the City of Half Moon Bay, the city will assign one city staff member and one city council member as coalition members as a clear sign of their strong commitment and involvement with this important community initiative.
- Recruit and select local private/public organizations/local residents or community groups to take the lead on specific inaugural/new AFC projects that are appropriate for each lead organization/stakeholders’ resources, capacity, skills, interests and organizational mission.
- Provide support for lead organizations, groups and local residents who form collaborative sub-committees to implement inaugural AF Projects that may include but are not limited to:
  - Constructive input and evaluation.
  - Assist with identifying replicable best practice AFC project ideas from other AF communities.
  - Identify projects that can be done with very little funding.
  - Identify funding sources.
  - Assist with grant writing.
  - Assist with media outreach.
  - Recognition.
- Provide in-kind support including, but not limited to, meeting space, food, refreshments, copies of printed material.
- Guide the implementation of the inaugural projects selected in collaboration with community partners.
- In collaboration with the City of Half Moon Bay and all other stakeholders, ensure the AFC Action Plan that is required by AARP’s Network of AF States and Communities is completed within two years of becoming a member of the AARP Network of AF States and Communities by (or before) February 2024.
- Once the inaugural projects are launched, plan and seek community partners to help them develop new AFC projects.
- Serve as an advisory group for the city and/or other lead stakeholders in the community on how to develop and implement inaugural projects as well as various strategies on how to use an age friendly lens on their activities.
- Reach out to other AFC communities in the AARP Network of AF States and Communities on how they support and sustain their AFC initiatives.
- Leverage the work that has already been conducted by the Coastside Recovery Initiative. This initiative was guided by a diverse, multi-sector Recovery Task Force and resulted in a set of action-based recommendations that address both immediate recovery and what it will take to create a more equitable, vibrant, and resilient economy over the long-term. Areas of focus include:
Use our environmental assets to strengthen our economy.

- Diversify the economy and spark business innovation.
- Support and invest in local businesses and nonprofits.
- Create vibrant commercial and community spaces.

- Align activities, when possible, with the five goals of the California Master Plan on Aging:
  - Housing For All Stages And Ages
  - Health Reimagined
  - Inclusion And Equity, Not Isolation
  - Caregiving That Works
  - Affording Aging

- Create a sustainability plan that supports an integrated, grassroots AFC effort of projects, partners and community resources.

**PROJECT 2: A PLAN FOR COMMUNICATIONS ABOUT HMB-COASTSIDE EVENTS AND COMMUNITY SUPPORT SERVICES RELEVANT TO OLDER ADULT RESIDENTS**

**Main Domains Addressed** – Communication and Information.

**Other Domains Impacted** – Social Participation, Community Support and Health Services, Respect and Social Inclusion, and Civic Engagement and Employment.

**Unmet Needs to be Addressed** –

- Many focus group participants indicated they were not aware of community events or support services that currently exist in their community.
- Focus Group participants expressed a need to have a variety of avenues by which they can access this information.
- The HMB-Coastside community often has a variety of gatherings and events taking place throughout the year, either via Zoom or in-person, which are of interest to older adults. As the pandemic diminishes over time, many older adults would like to see a more effective and coordinated communication strategy emerge that will result in everyone who is interested being able to readily access information on what is going on and what resources are available to them as needs arise.
- The implementation of a strategic set of communication strategies for local older adult residents is needed.
- Older adult residents who don’t use the internet or spend much time on social media needs access to high quality written or verbal information that is either mailed directly to them or conveniently available to them in a non-digital format.
- Local service providers and community event planners/organizers felt that there was a need for more coordination among their respective organizations.

**Project Duration** – Short term (up to 2 years) and long term (more than 2 years). The first two years will be devoted to piloting various strategies with community partners. The most successful efforts will continue after the first 2 years and be refined after that point.
**Primary Focus** - This project intends to increase access by older adults and their family members/friends to information about community events as well as public agencies, non-profits, community groups and faith-based organizations that provide services or organize events of interest to older adult residents as well as other age groups. In addition, it will develop strategies to organize the dissemination of information relevant to older adults in ways that have either not been attempted before or were being utilized prior to the pandemic but can return to the Coastside in a more coordinated and effective way.

**Potential Strategies:** The HMB-Coastside Age Friendly Community (AFC) Coalition, will consider the following strategies along with other strategies that they develop as they learn and grow as a coalition to support this project:

Identify/inventory current ways that information is disseminated on the Coastside about community events and services that are relevant to older adults and how those ways can be enhanced or improved.

- Recruit members for a project committee of relevant stakeholders to develop and implement a communication and information plan that can include but not be limited to any non-profit and public organizations/agencies that provide services to older adults, any organizations that host public events of interest to older adults (among others) such as the City of HMB, the HMB Review, Chamber of Commerce, local radio stations KHMB, Coastside Buzz, Village of the Coastside among many others.

- Explore the use of multi-media channels to inform Coastside residents about community events and support services that are of interest to the growing number of Coastside’s older adult residents. Activities may include but not be limited to:
  - Create a “communication hub” that becomes well known in the community for this type of information and can be used to disseminate information in real time.
  - Pursue the re-establishment of a section/page in the weekly HMB Review that focuses on community events and support services (non-profit as well as for-profit) that would be of interest to older adult residents.
  - Pursue the possibility of a monthly column in the HMB Review on various aspects of aging that can cover issues as well as opportunities that arise as people grow older. This column can be written by a rotating group of guest writers who have expertise in the field of aging.
  - Recruit of financial sponsors of this project’s efforts, where needed.
  - Propose to the City of Half Moon Bay staff and leadership the creation of an Age Friendly Community webpage on the City of HMB’s website that summarizes available services provided by local non-profit and for-profit providers and how to contact them.
  - Pursue a weekly interview show on local radio station KHMB that focuses on aging issues and opportunities.
  - Explore a weekly/monthly spotlight on local media channels of existing community resources that exist for older adult residents such as the Senior Coastsiders, HMB Village of the Coastside, HIP Housing’s Shared Housing Program, Coastside Adult Day Health Center, local businesses that are age friendly such as a local attorney who provides high quality estate planning, etc.)
  - Explore ways to reach older adults without access to the internet, without devices to access the internet or those who prefer not to use the internet for information. Other ideas will arise as the project committee begins meeting and discussing ways to move forward and their specific priorities.

- The HMB-Coastside AFC Coalition will support the sub-committee for this project in various
ways that may include but are not limited to:
  o Constructive input of project.
  o Assistance with identifying similar and replicable best practice AFC project ideas from other AF communities.
  o Identification of projects that can be done with very little funding.
  o Identification of funding sources/project sponsors and assistance with grant writing.
  o Assistance with formulating plans, processes and procedures.
  o Recognition.

PROJECT 3: COASTSIDE HEALTHCARE ACCESS ADVOCACY COMMITTEE

Main Domains Addressed – Community Support and Health Services

Other Domains Impacted – Transportation, Respect and Social Inclusion

Unmet Needs to be Addressed

  • A common unmet need that was expressed during many of our focus group sessions was that it was difficult, even for Coastside residents who can drive and ambulate safely on their own, to get to their medical appointments and medical tests “over the Hill” at health care centers in Burlingame, South San Francisco, San Mateo and Palo Alto/Stanford.
    o The locations that Coastside residents go to for their health care are between 15 to 40 miles away via Highway 1 and over Rt. 92, roads that are often clogged with traffic.
    o Even when traffic is flowing and their appointment is in San Mateo, which is the closest town that has a cluster of health care resources, it can take 45 minutes to get from their home to their medical appointment.
    o For Coastside residents who don’t live in Half Moon Bay but in the unincorporated communities to the north or south, one-way travel time can easily be 1 hour or more.
    o When there is a traffic jam on Rt. 92 or Highway 1, it can take 2 hours or more to get to a doctor’s appointment on the other side of “the hill”.
  • If a person cannot drive/can’t afford a car and/or has difficulty with ambulation, their choices on how to get to their medical appointments become even more restricted.
    o If they use the local para-transit service known as Redi-Coast, it can turn into an all-day journey, just for an appointment that might last 20 minutes.
    o For family caregivers, it means a total of at least 2 to 4 hours to provide a family member or friend with a ride to their medical appointments.
    o Taxi/Lyft/Uber is very unreliable on the Coastside and, even when successful in booking a ride, the cost is $50 roundtrip.
  • As a result of all of these challenges, we heard many stories of missed medical appointments or people just putting off appointments even though they know they were important opportunities for checking in with their doctors about their chronic health issues that require routine monitoring.
  • For many years, there have been several attempts to figure out with health care providers how to set up a satellite location(s) on the Coastside, so that local residents (of all ages) have easier access to health care at least a couple of days per week. In spite of these efforts, there has not been easily accessible health care available on the Coastside for more than 20 years.
This has been on the City of HMB’s strategic plan as a primary concern and has been identified by the incoming Mayor as one of her top priorities.

**Project Duration** – Formation of a Coastside Healthcare Access Advocacy Committee data gathering = short term (up to 2 years) Improving access to healthcare on the Coasts = long term (more than 2 years)

**Primary Focus**– The primary focus will be to restart the advocacy for access to health services on the Coastside and maintain that effort long term.

**Potential Strategies**
The HMB-Coastside Age Friendly Community (AFC) Coalition, will consider the following strategies to support this project:

- Recruit members for a Coastside Healthcare Access Advocacy Committee (CHAAC) which will consist of representatives of relevant local community organizations, resident advocates, health care administration professionals, health care organizations, elected officials/staff from the City and County, state and federal elected officials/staff and other appropriate participants.
- During their first year, CHAAC will gather information from a variety of sources that can be used to better understand the barriers to healthcare access experienced by older adults living on the Coast. This information will be used to inform discussions with various local healthcare providers. Activities may include but not be limited to:
  - Identify/inventory current healthcare resources on the Coastside.
  - Identify/inventory current transportation options for Coastside residents who have medical appts “over the hill”.
  - Conduct a survey of residents to document degree of need for greater access to health care services on the Coastside.
  - Reach out to elected leaders to inform them of this effort and to get their input, guidance and support.
  - Explore the possibility of extending the boundaries of the Sequoia Health Care District to include the HMB-Coastside area.
  - Research best practices from other rural communities who have similar issues with health care access. Reach out to leaders of promising best practice projects to learn from them and exchange ideas.
  - Reach out to major health care providers to arrange a meeting to discuss the committee’s concerns. Health Care Providers to reach out to will likely include Kaiser Permanente, Sutter Health, Palo Alto Medical Foundation, Brown and Toland, Stanford Healthcare among others.
  - Hold community meetings to inform Coastside residents of this new advocacy effort, receive community input, provide information about little known or new resources and, overall, generate community support for CHAAC’s efforts.
  - Reach out to local media to help with publicity, public education, and outreach.
  - Establish social media sites to provide people with updates on current efforts and upcoming meetings.
  - Recruitment of financial sponsors of this project’s efforts, where needed.
  - Research funding sources for enhancing public health of residents who live in rural areas.
  - Other ideas for potential outputs will arise as the project committee begins meeting and
discussing ways to move forward with their advocacy efforts.

- The HMB-Coastside AFC Coalition will support the sub-committee for this project in various ways that may include but are not limited to:
  
  - Recruitment of committee members.
  - A representative from the HMB-Coastside AFC Coalition to serve on the Committee.
  - Constructive input and thoughtful suggested guidance of project.
  - Assistance with identifying similar and replicable best practice AFC project ideas from other AF communities.
  - Identification of funding sources/project sponsors and grant writing.
  - Assistance with formulating plans, processes and procedures.
  - In-Kind support in the form of meeting space, coffee, light snacks, etc.
  - Recognition.

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

**Main Domains Addressed** – Housing.

**Other Domains Impacted** – Community Support and Health Care, Respect and Inclusion, Communication, and Information

**Unmet Needs to be Addressed**

- Many focus group participants brought up their concerns about affordable housing for themselves or for family members, friends and fellow Coastsiders.
- Each focus group included stories about friends and family members of all ages being forced to move out of the Bay Area to less expensive areas of California or to other states and countries.
- During these discussions, many participants acknowledged that they did not know how someone would apply for an apartment at the affordable senior apartment housing complexes that exist in the HMB-Coastside area or in nearby communities.
- Increasing affordable housing opportunities is on the City of HMB strategic plan.
- Affordable housing is one of the top priorities of HMB’s incoming mayor Debbie Ruddock.

**Project Duration** – Short term (up to 2 years) and long term (beyond 2 years)

**Primary Focus** – This project will focus on a public education effort that will help to increase awareness of affordable housing resources for those who need it and will empower more people to initiate their own search for affordable housing, with community support as needed.

**Potential Strategies**

- The HMB-Coastside AFC Task Force will recruit local experts on affordable senior housing to present an annual public Housing forum each year for older adults that will provide up-to-date information on affordable housing options which will include:
  
  - How to search for affordable housing complexes in or outside of the HMB-Coastside area.
• Eligibility/application requirements for affordable senior apartments.
• Resources to help with first and last month rent and security deposit requirements.
• Where to obtain assistance with filling out necessary online forms and receive informed guidance (and encouragement) if needed.

• This forum can also describe other options such as:
  • Home sharing.
  • Home repair programs
  • Accessory dwelling units.
  • Intentional coop living arrangements.

• HMB-Coastside’s AFC Coalition, in collaboration with their community partners, will provide this forum via Zoom as well as in-person if it is safe to do with regards to the Covid pandemic.
• This project will be a replication of a similar project developed by Pacifica’s AFC Coalition. They will be happy to share their presentation format and ideas on how to go about offering a high quality and useful presentation for Coastside older adult residents. This project can be accomplished at very low cost.

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

Main Domains Addressed – Respect and Inclusion

Other Domains Impacted – Communication and Information

Unmet Needs to be Addressed

• Focus group participants were mixed in their acknowledgement of an unmet need in the domain of Respect and Social Inclusion. Some indicated they had no problems in this area while others felt that local businesses and organizations and some fellow residents of various ages were dismissive – or ageist – towards them.
• The HMB-Coastside AFC Taskforce felt that this area needed to be addressed because they knew that ageism was often below the awareness of many elders and often unacknowledged by the general public and local businesses and, as a result, existed in various forms in the HMB-Coastside area, as it does elsewhere.

Project Duration – Short Term (up to 2 years) and Long Term (beyond 2 years)

Primary Focus – The AFC Coalition will reach out to the local Chamber of Commerce and other interested community volunteers and organizations to join them in the development and implementation of an Age Friendly Business and Organization Recognition Program.

Key Potential Strategies

As with our other proposed inaugural projects, the HMB-Coastside AFC Coalition will use similar strategies:
The HMB-Coastside AFC Coalition will recruit people to serve on an Age Friendly Business/Organization Recognition and Training (AFB/O R&T) Project Committee. Potential candidates could come from the Chamber of Commerce, Odd Fellows, Rotary, local businesses, non-profit community organizations, the City of Half Moon Bay, the County of San Mateo, the Sheriff’s Department and interested local residents. At least one member of the AF Business/Organization R&T Committee should be a member of the HMB-Coastside AFC Coalition as well as a HMB City staff person/elected official.

Within 6 months of forming, the Project Committee will establish plans, procedures and processes to support the development and implementation of an Age Friendly Business and Organization Recognition Program. Activities may include but not be limited to:

- Research and replicate similar AFC projects that other AF communities have successfully implemented.
- Seek out financial or in-kind support for expenses, which will likely be relatively low.
- Produce easy to read and clear tips on how to make a business/organization more aging friendly and distribute them to businesses during training presentations and special events. (Note: Guidance documents are readily available from other AFC cities that have launched a similar project in their communities.)
- Offer a virtual/in-person training for businesses and organizations on ways that businesses/orgs can become more age friendly. (Note: Training modules are available from other AFC communities that have implemented AFC business/org projects.)
- The Middle Income Senior Opportunity (MISO) Committee of the County Commission on Aging will work with the Coalition to notify Older Adults living on the Coastside about employment training programs that may also lead to employment.
- The MISO Committee of the County Commission on Aging, in collaboration with the Coalition, will reach out to the Chamber of Commerce to provide awareness to businesses about the benefits of hiring a skilled work force in hopes of making aging affordable for those employed.
- Create a written guidance document on strategies that businesses/organizations can use to enhance their age friendliness that can be downloaded off of one of this project’s primary stakeholder’s website.
- Include an age friendly business/organization webpage on relevant websites (VOTC, Senior Coastsiders, the City of HMB etc.) for local businesses to use for further information.
- Other ideas for potential outputs will arise as the project committee begins meeting and discussing ways to move forward with their AF Recognition and Training efforts.

The HMB-Coastside AFC Coalition will support this project committee in various ways that may include but are not limited to:

- Recruitment of committee members.
- A representative from the HMB-Coastside AFC Coalition to serve on the Committee.
- Constructive input and guidance of project.
- Assistance with identifying similar and replicable best practice AFC project ideas from other AF communities.
- Identification of funding sources/project sponsors and assistance with grant writing.
- Assistance with writing and formulating plans, processes and procedures.
In-Kind support in the form of meeting space, coffee, light snacks, etc.
Encouragement and Recognition.

How will older adults be involved in the community’s efforts to become more age-friendly? (250-300 words required)

In August 2021, the City of Half Moon Bay, in collaboration with community organizations, community leaders and advocates from throughout the Coastside region and with the assistance of the non-profit Center for Age Friendly Excellence, began their planning for an Age-Friendly Community (AFC) initiative to further increase the livability of their city and surrounding rural region for older adult residents.

They created an AFC Task Force, which consisted of 6 local leaders 60 years of age or older along with 3 members under the age of 60. The task force assessed the unmet needs of their older adult population as they relate to the World Health Organization’s eight domains of livable communities: Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community Support and Health Services, and Outdoor Spaces and Buildings.

They did their needs assessment through a series of 17 focus group sessions (with a limit of 10 participants per session) that took place from mid-September to early November 2021 via Zoom, phone or in-person. A total of 89 local residents, ranging in age from 55 to 93, participated in these sessions, with most of them recruited by task force members.

Demographically, focus group participants represented a diverse cross-section of the community that included:

- Older adult residents, age 55 – 75 older
- Older adult residents, age 76 and older
- Asian older adult residents, age 55 and older
- Latinx older adult residents, age 55 and older
- Economically vulnerable residents, age 55 and older

Community leaders and service providers for older adult residents.

The input from focus group participants touched on all of the above AFC domains but the most pressing unmet needs that emerged for many residents age 55 and over included:

1. Communication and information about support services as well as social participation opportunities.
2. Transportation to medical appointments and community events.
3. Access to health care.
4. Affordable Housing.

The HMB-Coastside Age-Friendly Community Task Force has determined that these domains will be the
first ones they’ll focus on as they develop and implement their inaugural AFC projects. Current members of the HMB-Coastside AFC Task Force will form the basis of a new HMB-Coastside AFC Community Coalition and continue meeting on a regular basis, seek community input, recruit volunteers, and enlist community organizations to help them with moving forward with their inaugural projects. A subsequent AFC Action Plan that will be developed and submitted to AARP’s Network of Age Friendly States and Communities within two years of this application for membership to AARP’s AFC Network being approved.

The HMB-Coastside AFC initiative will also continue engaging with the community through the Our Voice initiative, a public health project of Stanford’s School of Medicine, which will allow people to provide additional information about unmet needs via photographs and audio recordings. Community residents will then use those data plus information in this report to continue to refine identified solutions and partners.

**How will the efforts to become more age-friendly increase collaboration and coordination among relevant community agencies and departments? (250-300 words required)**

The City of Half Moon Bay and their Coastside organizational and citizen partners believe that the best way to ensure the sustainability of their Age Friendly Community initiative is to be as collaborative as possible. The City of Half Moon Bay, in collaboration with their current community partners, will recruit and bring together an AFC Coalition that represents local organizations, citizen advocates and other stakeholder groups to continue to meet to further develop and implement their inaugural AFC projects as a “community” rather than as a “city”.

While the HMB-Coastside AFC Coalition will not be serving as an official commission of the City of Half Moon Bay, the city will assign a city staff member and a City Council member as coalition members. The AFC Coalition, in collaboration with the City and other stakeholders, will guide the implementation of inaugural projects, develop new AFC projects, and will create the required AFC Action Plan within two years of becoming a member of the AARP Network of AF States and Communities. The AFC Coalition will also be available as a community advisory group for the city and other stakeholders in the community on how to use an age friendly lens on their organization’s activities.

A key strategy of the coalition will be to recruit and select a diverse range of local organizations/residents and community groups to take the lead on specific inaugural/new AFC projects that is based on input from the community as well as on stakeholders’ skills, capacity, interests and organizational mission. The coalition will support these lead organizations/residents/groups who agree to develop and implement a project by providing constructive input, recognition, assistance with identifying funding sources, identifying projects that can be done with very little funding, assistance with grant writing, in-kind support including, but not limited to, meeting space, food, refreshments, copies of printed material, social media outreach and consideration of effective AFC project ideas that have been implemented by other AFC communities that can be replicated on the Coastside.

As previously stated earlier in this Section, the Task Force have selected the following areas in which to develop and implement inaugural AFC projects:

1. The establishment of an HMB-Coastside Age Friendly Community Coalition comprised of key
stakeholder organizations, resident advocates, community groups, faith-based organizations to oversee the continued development and implementation of inaugural projects and the HMB-Coastside AFC Initiative as a whole.

2. Enhanced coordination of communication and information about social participation opportunities and support services.

3. A coordinated and strategic long-term advocacy effort to increase access to health care for older adult residents who have difficulty getting to and from their medical appointments in communities 20 or more miles away “over the hill/coastal range” on the bayside of San Mateo County.

4. A regular series of virtual and in-person events on Strategies to Search and Apply for Affordable/Low-Income Independent Senior Housing


Section 3: Network Membership

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

1-a. What motivated your community to join the AARP Network of Age-Friendly States and Communities (100 words minimum)

The City of Half Moon Bay and leaders on the Coastside understands that the expected steady increase in the number of older adult residents over the next 30 plus years in our region requires us to do our part in exploring and implementing new and cost-effective ways to create a community that enables residents to thrive and not only “age-in-place” but, more importantly, to “age-in-community.” It not only “takes a village to raise a child” it also takes a “community to support their older adult residents.” It’s clear that local public and non-profit, county, state and government programs, while valued and very helpful, are not sufficient to meet the needs of older adults. Our community must become more involved to support existing programs and by exploring new ways to support our neighbors as they grow older. We are grateful for this opportunity to join, learn from and contribute to a like-minded network of States and Communities that share these same goals.

1-b. If you have consulted with an AARP State office or the national AARP Livable Communities team to discuss enrollment, please provide that person’s name, title and e-mail address or phone number.

N/A

2. What aspect of your community's current or intended age-friendly work could be useful to other communities in the network? (100 words minimum)
a. We believe that our focus on intentionally making our AFC initiative a community based and led coalition effort from the outset while ensuring that the City is included in the planning process rather than making our AFC initiative a primarily city led effort is an approach that other small cities with limited staff capacity and modest budgets could replicate as a way to ensure the sustainability of their AFC efforts. This approach is particularly appropriate for the HMB-Coastside area due to the number of small communities north and south of HMB that are unincorporated and not within the boundaries and, therefore, also not within the jurisdiction of the city of Half Moon Bay but are closely linked with Half Moon Bay in many significant ways.

b. Our proposed AFC inaugural project (#4) on providing information about how the application process works for existing affordable and low-income senior housing is a low-cost, effective and practical response to our community’s expressed need for affordable housing. While an ongoing, long-term effort has been and will continue to be made to increase the amount of affordable senior housing on the Coastside, we feel that providing information on how the current system works for persons interested in applying for this type of housing that currently exists is needed. During our focus groups, we were reminded that many people don’t apply because they lack the information about how to access the application process for affordable senior housing.

c. We also feel hopeful that our decision to organize an HMB-Coastside Health Care Access Advocacy Committee may help us make headway on this issue that has existed on the Coastside for many years. What we learn from doing this may have relevance for other AF rural communities that have residents that face similar challenges accessing health care. We look forward to talking with other AF rural communities who are working on the Community Support and Health Care AFC domain to learn from them, as well.

Section 4: Required Materials

1-a. Letter of Commitment
Provide a digital file (PDF preferred) of the signed document.

1-b. Resolution or Proclamation (optional)
If your community issued either document in addition to the commitment letter, provide a digital file (PDF preferred) here.

2. Logo or Image
Provide a digital file (JPG preferred) and/or a link to a downloadable logo or other image that represents your community and for which you have reprint rights and permission to provide for use by AARP and the World Health Organization.

Section 5: Social Media

Social media accounts specifically for HMB-Coastside’s AFC Initiative has not yet been created. This strategy will be considered as part of Project #2: A Plan for Communication about HMB-Coastside Events and Community Support Services Relevant to Older Adult Residents.
Section 6: Agreement

I have read and understand the requirements for my community to become a member of the AARP Network of Age-Friendly States and Communities, including the need to conduct a community assessment, develop and acquire approval of an action plan, implement the plan, submit an annual best practice and provide periodic updates, including a five-year progress report.

☑ Yes, I understand the requirements