State: California
Community Name: Watsonville
Population Size: 52590
Percentage of Residents Above Age 60: 24
Community Structure: City
Elected Official Signing the Letter of Commitment
Name: Ari Parker
Title: Mayor
Office Mailing Address: 275 Main Street Suite 400. Watsonville CA 95076
Community Contact Name: Katie Nunez
Email: 
Position: Older Adult Services Supervisor
Telephone: 
Role: The Older Adult Services Supervisor’s primary role will be to engage the community, and local leaders in Age Friendly Community initiatives. Specific responsibilities will evolve as the program develops, but they are expected to include the following: -Coordinate and develop survey outreach efforts and focus groups in partnership with the County of Santa Cruz and other service providers -Identify and develop champions/collaborators among county/city agencies and stakeholders -Analyze survey data and study groups to identify and prioritize projects -Serve as liaison to older adults living in the City of Watsonville Report on activities and progress to the participating jurisdictions -Create a committee to develop a person-centered and domain-driven Age-Friendly Communities Plan and roadmap for future successes. -Develop an Age-Friendly baseline assessment and review of existing data in relation to the World Health Organization’s 8 Domains of Livability? -Produce an approved comprehensive PSA-13 Age-Friendly Strategic Action Plan.
Older Adult Involvement: The Older Adult Services Supervisor will be convening a Senior Advisory Committee (SAC) to gain direct insight and input from older adults on issues and the quality of livability in Watsonville. SAC members will promote, guide and champion the Age Friendly survey
and data collection and will help with the development of the Older Adult Services Master Plan. The Older Adult Services Master Plan will allow us to measure our progress in the coming years by providing clear benchmarks to aim towards in becoming an Age Friendly community. Community members will have opportunities to participate in community needs assessments and focus groups. Outreach will be conducted through the Watsonville Senior Center, senior housing communities and partner agencies. The City, through the Senior Center, also has partnerships with nonprofits that run services to provide support to older adults and individuals with disabilities. These partnerships will be leveraged to reach a broader number of seniors. The Age Friendly survey will be available to the public in both Spanish and English, and available to fill out online or with a hard copy. The Watsonville Senior Center staff will coordinate and use a ?boots on the ground? approach to get a word out about the survey and collect as many responses as possible. The Older Adults Services Supervisor will also participate in monthly meetings with the other senior center directors within the county, and join in California Parks and Recreation Society Aging Section conference calls to share ideas, develop programming, strategize, market, and strengthen efforts.

**Increasing Collaboration and Coordination:** The City of Watsonville is invested in providing its aging residents with services through the Watsonville Senior Center, and throughout the city. In the efforts to become an Age Friendly community, the Older Adult Services Supervisor will work closely with other city wide departments to develop sustainable, long term plans in order to improve the community by keeping in mind the older adult residences that reside in it. The Older Adult Services Supervisor will also work alongside the County of Santa Cruz while they develop their Master Plan for Aging, to share data and have city and county plans coincide. The County of Santa Cruz and the City of Watsonville plan on partnering to conduct a survey to assess the needs of the City. The data collected from this survey will be used to assess what goals the City of Watsonville would like to focus on when putting together a strategic plan. The data results will also be used as a starting point for discussion once the Senior Advisory Committee (SAC) is established. SAC members will meet monthly to discuss issues facing the older adult community, and make recommendations to city staff with potential solutions. The Older Adult Services Supervisor will be responsible for reporting recommendations to the appropriate city department heads, city officials, and local nonprofits who serve older adults. Our hope is to form a committee of seven to ten older adults who are invested in creating a livable community for the aging population that resides in the City of Watsonville.

**AARP Team Member Contact Info:**

**Most Instructive Area of Work:** The recent reinvestment in older adult services, and the long term goals the City of Watsonville is setting out to achieve will be great talking points when networking with other communities. The City of Watsonville is fortunate to have support for older adult services from
all current elected officials. Our goal is that the AARP 8 domains of livability will be a factor in any major decision the City of Watsonville city council votes on. By being within the AARP’s active network, we hope to work alongside cities and counties who can share their knowledge and experiences in becoming an age-friendly community. We also hope that our efforts to become an age-friendly community will encourage surrounding local governments to also commit to becoming an age-friendly community.

Optional Resolution: Error in form input for this field only.
Logo or Image: Error in form input for this field only.
Website: cityofwatsonville.org/
Twitter 2: N/A
Facebook 1: https://www.facebook.com/watsonvillecity,
Facebook 2: https://www.facebook.com/watsonvillerec
Additional Social Media: Instagram: @watsonvillerec, @cityofwatsonvillegov