

Membership Application

To join the **AARP Network of Age-Friendly States and Communities**
and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email livable@aarp.org
- If you need additional space for answering the questions you may add an additional sheet of paper

Section 1: COMMUNITY DETAILS

APPLICATION SUBMISSION DATE: August XX, 2020

NAME OF THE COMMUNITY: *Town of Colma*

STATE: *California*

POPULATION SIZE: *1,509*

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: *11%*

NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: *Mayor John Goodwin*

OFFICE ADDRESS OF THE SIGNER: *Colma Town Hall, 1198 El Camino Real, Colma, CA 94104*

Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States and Communities

- The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work — it is not the responsible AARP staff member.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Please describe the named person's role in the city or community's age-friendly initiative:

Colma Age-Friendly Task Force Chair

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit AARP.org/Livable-Subscribe.

[REDACTED]

Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.

Colma is strongly committed and responsive to its older adult population. It has a high awareness regarding the importance of offering appropriate social activities to enable older adults to remain actively engaged. The city offers many cross-generational events and is highly receptive to the input and needs of their residents of all ages. Responses from focus groups conducted with older adult residents reflected that there is respect and value for all ages and generations. Older adults who have lived in various cities throughout the nation feel that “..Colma is the one of the *friendliest* cities for ANY age ...”. We want to ensure we are doing all we can toward minimizing the issue of older adult isolation and help the older residents of Colma thrive and feel acknowledged. Based on Colma’s population size, we need to rely on services provided in nearby cities or the County. However, we also have more agility in being able to facilitate the discussion and implementation of ideas, plans and projects. One example of this is the extensive Systematic Safety Analysis Report completed and the projects that emerged from this research (e.g. Bicycle and Pedestrian Improvement Plans on both Mission Road and El Camino Real). These will benefit and improve the lives of all of its residents, including older adults.

Colma offers a wide variety of programs and activities for older adults (pre-pandemic) at its Community Center and at Creekside Village, from movies and socials to Monterey Aquarium and Exploratorium trips. The activities are very affordable and offer a welcoming environment. Transportation is provided to older adults by the Recreation Department if they are unable to get to the Community Center on their own. The City also provides transportation to events including city-wide events or the monthly lunches. During the current pandemic, senior lunches are delivered to them at home. Residents use the *Help at Home* resource guide through San Mateo County which is quite comprehensive and Colma provided these during a prior distribution of their senior lunches. Colma’s online monthly newsletter, the LiveWire provides a wide range of information on services for older adults, jobs, activities, resources, and police reports. Other valuable resources for information are the Community Center and City Hall.

Mercy Housing’s Veterans Village which opened recently, and Creekside Village, are two affordable senior apartment complexes available for low-income seniors to live. In addition, homes in certain parts of Colma are ideal for most older adults as they age since they are one level.

Colma had previously offered technology classes provided by a young adult and seniors found this beneficial. The town is looking to bring this back after COVID-19. During COVID-19: Second Harvest Food distribution was started with over 100 different homes with older adults receiving boxes of food weekly. The Recreation Center is calling older adults to see if they need anything or if they need help; recreation staff also sends out greeting cards and these are all appreciated by these older residents.

2) How will the community engage and involve older people in the process of becoming a more age-friendly?

The Colma Age-Friendly Task Force held virtual focus groups with Senior Service Providers, also with Older Adult Residents over the age of 55 – 80+ using virtual video calls and one-on-one phone surveys. Based on the input from these focus groups, the Task Force determined and developed age-friendly projects providing solutions to the major unmet needs that were reflected. These were primarily in the domains/areas of Social Participation, Transportation/Mobility, and Communication and Information. Due to the pandemic as well as social distancing measures, Colma will initially focus on two Age-Friendly Projects: 1) Social Participation: Isolated Seniors, and 2) Transportation/Mobility for seniors who do not drive. If there is additional time during the project cycle, the Task Force has two backup projects planned, one in the domain of Communication and Information and the other, an additional project related to Social Participation: Intergenerational Activities.

3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.

Center for Age-Friendly Excellence (CAFE), a program of the Los Altos Community Foundation, provided the Town of Colma with guidance and assistance in launching their age-friendly initiative through the San Mateo County Health Department of Aging and Adult Services contract with CAFE.

(Please see attached documents on pages 4 – 6 for Colma’s Age-Friendly Cities Project descriptions.)

Section 4: NETWORK MEMBERSHIP

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

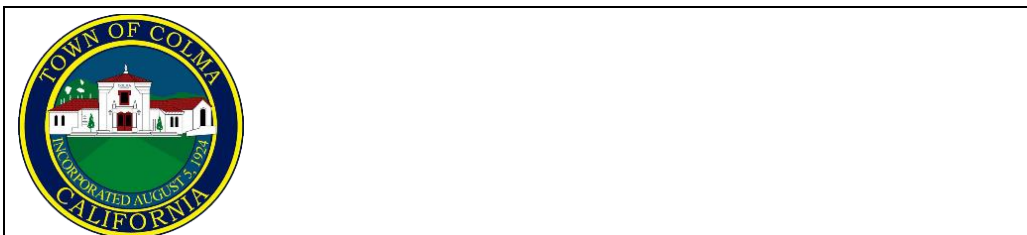
4) How do you hope to contribute to the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

We will increase our cross-collaboration and partnerships with other cities and organizations. Colma is interested in both learning about and sharing best practices and strategies with other communities with the understanding that we all benefit from becoming age-friendly.

5) What motivated your community to join the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

Colma’s belief in generational interdependence, in improving the lives of older adults, and continued building of qualities that represent the characteristics of age-friendly cities will benefit everyone in the community. We appreciate the opportunity to be a part of this valuable initiative and are enthusiastic about spreading the word and growing these efforts with other cities in the age-friendly network.

6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi. As an example of an image, here's ours:



Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS, Item 3 (Cont.)

TOWN OF COLMA

AGE-FRIENDLY CITY PROJECT DESCRIPTIONS

DOMAIN/CATEGORY: TRANSPORTATION

Subcategory: Mobility and Pedestrian Safety

Project Description: Focus group participants felt that transportation and mobility continue to be key barriers for older persons in Colma who enjoy walking, or who are unable to drive. They reported difficulty with safety when using crosswalks on the major El Camino Real, Mission Road, and Hillside Boulevard roadways. They also had concerns about “trip hazards” on town sidewalks and lack of rest spots along sidewalks. The following are mechanisms the Colma community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.

- On May 19, 2020, the San Mateo County Board of Supervisors approved a proposal expanding the “Got Wheels Senior Ride Service” to include Colma and Brisbane (a nearby city) residents 70 years of age and older starting July 1, 2020. Twenty-five slots were available. This opportunity was publicized to the Colma community via flyers in the monthly Colma newsletter and in packets distributed when the monthly Senior Lunch meals were delivered. If more than 25 requests are consistently made, Colma will request an expansion of this service via the District County Supervisor who represents this area.
- SamTrans has already been contacted about restoring its bus line along the Colma section of Mission Road so that residents in that area can more easily access public transportation.
- Explore potential partnership/collaboration with a neighboring city for a free shuttle or other transportation options.
- As the Colma portions of El Camino Real and Hillside Boulevard are re-designed, senior usage safety can be included in the planning.
- Crosswalk safety issues have been raised with the Colma City Manager. Specific crosswalks have been identified. Crossing time and audio volume can be easily increased. Specific intersections where crossing flags can be implemented can be determined. One crosswalk (Hillside Blvd & Lawndale Blvd) can also benefit from cutting back bushes and creating “No Turn on Red Light” regulation with signage. A meeting will be scheduled with the Public Works Director, the Planning Department Head, the Police Chief and the Mayor to discuss options.
- Colma already has a trip hazard mitigation program but residents need to be encouraged to alert the Public Works Department when they observe hazards, for example sidewalks with overgrown tree roots, sidewalks that are blacktopped, or areas needing improved lighting. This can be mentioned regularly in the Colma monthly newsletter.
- Rest stops along Colma sidewalks: sites need to be identified where benches (some with overhead coverage) can be installed and included in future roadway improvement planning.
- Colma’s El Camino Real Bicycle and Pedestrian Improvement Plan developed from the RMRA Sustainability Communities Program – SB1 funds are currently in the planning process. This plan will address walkability and bikeability issues and all segments of the community will participate in the Plan strategy.

(ATTACHMENT)

Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS, Item 3 (Cont.)

Domain/Category: Social Participation

Subcategory: Socially Isolated Older Adults

Focus group participants noted that “Many activities are offered (in Colma) and they are affordable, but we only see a small group of the seniors who live here (participating), although the City is very willing to accommodate them.” Although transportation is provided, it’s difficult to get older adults to come out and socialize.” Despite a strong foundation and Colma’s solid support in the domain of social participation, attendance at the activities is a small percentage of elders. The Age-Friendly Task Force determined there is a strong need to identify those seniors who are isolated and learn about what these older adults need in the areas of services and social activities both currently, and as they age. Some of these older adults do not answer the door or phone.

Objective/Unmet Need: Need to identify isolated seniors in Colma

Project Description: Create door-hangers to target possible isolated seniors in Colma. Door hangers will be used as a form of communication for those who may not respond to other forms of communication or attempts to connect including efforts by CERT through the Recreation or other department. Door-hangers will include questions for the resident to help identify them as isolated and will also provide a number they can call if they would like more information.

The door hanger, or note left under door, could be something simple such as:

Including a phone number the older adult can call, as well as provide boxes the elder can check off such as (a few examples of *non-threatening, non-personal* options):

- I am interested in talking to someone to learn about available services or activities
- I am interested in talking to someone about transportation to get to activities.
- I am informed and aware of available activities and do not need to be contacted regarding these.
- I am not interested in attending the available activities.

Once isolated seniors have been identified they can be connected to the appropriate services or activities, or possibly paired with a friendly caller or visitor (post-pandemic) especially if very old and if open to the idea.

Colma will also discuss learning more about the Santa Clara County Social Bridging Project that plans to use trained volunteers to make calls to residents aged 60 and over by using information from voter files.

Backup Projects (To be worked on if additional time is available, including status of increased workloads due to pandemic and shelter-in-place orders.)

Domain/Category: Social Participation

Subcategory: Intergenerational Activities

Although Colma offers events that are cross-generational, focus group comments reflected a need to offer more intergenerational activities that provide opportunities for ongoing interaction between older adults and other generations.

(ATTACHMENT)

Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS, Item 3 (Cont.)

(Backup Projects, Cont.)

Objective/Unmet Need: To research and then offer intergenerational-specific opportunities for interaction between older adults and youth, or multiple generations.

Description: We will approach this in two phases. Part I will be our research and determination of intergenerational opportunities to be offered through Recreational Department activities (post-COVID). Once determined, (Part II) the city will then include multiple activities in Activity Brochure that helps bridge in the intergenerational gap. A few ideas being considered:

- Establish a bi-weekly Grandparent Story Time held at the Colma Community Center for older adults to read short children stories, with large text to families in the community. This can be a volunteer opportunity for older adults. We can seek out volunteers in our Livewire Newsletter and Town Website. Story Time can bring in younger parents and children who seek activities within Colma and help bridge the gap between generations. We will aim for this program to be free to the community.
- Offer programs for older adults to help them understand how to use their mobile devices (bring back “Tech Talks”). Offer a volunteer opportunity for teenagers and young adults to assist older adults with basic functions of mobile devices and different features such as a “How to” series for mobile applications/websites (LYFT, Uber, SamTrans, BART, etc.).
- Integrate intergenerational activities into the after-school and/or summer camp programs.
- Another program could be the Foster Grandparent Program of San Mateo County. Low-income older adults are provided a stipend (tax free \$3/hour) to volunteer at a supervised childcare service setting (i.e. after-school program). Commitment is 5 – 15 hours weekly.

Domain/Category: Communication and Information

Subcategory: Community Support and Health Services

Objective/Unmet Need: Although San Mateo County and cities local to Colma offer valuable services for older adults, distribution of this information is limited and is not easily accessible. There is a need for centralized resources for older adults as related to community activities and services.

Description: Research collaboration/partnership opportunities and best practices to determine, and then implement, a plan of centralizing information needed by older adults; also facilitating accessibility.

- Connect with nearby cities regarding potential partnership/collaboration in creating and making accessible a resource booklet of local and county organizations such as the San Mateo Commission on Aging and Healthy Aging Response Team (HART) in Daly City. *Resource Booklet* could be updated and distributed twice a year.
- Research possibility of partnership with Daly City related to community channel for older adults.
- Learn from best practices of other similar age-friendly cities on how to increase availability of this information needed by older adults.