

World Health Organization

Age Friendly City - Membership Application – City of Petaluma

***1) City/Community details***

1) Name of City or community

City of Petaluma

2) Region or State

California

3) Country

United States of America

4) Your city or community's population size

60738 total population according to the 2018 Economic Development Board City of Petaluma City Profile and Projections report.

5) Percentage of residents above the age of 60

According to the US Census Bureau of 2017 the percentage of residents above the age of 60+ is approximately 23%.

6) The geographic coordinates:

38.2324° N, 122.6367° W.

7) Are you applying through one of the Network's Affiliated Programs?

Sonoma County Age Friendly Communities

***2) Political commitment toward becoming an age-friendly city or community***

1) Mayor's Name

Teresa Barrett, Mayor of Petaluma

2) Address of Mayor's Office at City Hall

11 English St, Petaluma, Ca. 94954

**3) Designation of contact person for the Global Network**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**4) Role in city or community's age-friendly initiative:**

As the Recreation Coordinator for the Petaluma Senior Center my role is to create, plan, organize, schedule, coordinate, and facilitate, City recreation programs and oversee facility use. Assist in the development and implementation of goals, objectives, policies, procedures, and work standards in areas of responsibility; provide for staff training and professional development.

Make recommendations regarding matters of general policy and budget; prepare detailed budget requests for the staff, and equipment and materials required for projected activities; provide technical assistance to staff; inspect and evaluate work being performed; identify problem areas and direct remedial actions to be taken; direct the selection, supervision, and work evaluation of assigned staff.

Participate in long term planning to assess future recreation needs; research new operational techniques, methods, and equipment; make recommendations for purchase or implementation.

Act as City liaison to the Senior Advisory Committee consisting of seven members appointed by City Council. The Senior Advisory Committee advises the City on issues and programs for active adults as well as the operation of senior facilities, including:

- Identifying areas of interest and need for seniors and active adults in the Petaluma community.
- Assist in the provision of recreational, social and health related programs for seniors and active adults.
- Advise the city regarding senior program operations which include recruitment of volunteers and identifying and helping secure funding sources for future programming opportunities.

- Any other advice deemed necessary by any members of the city council and/or city staff as it pertains to the well-being of seniors and active adults.

5) E-mail address:

skraus@cityofpetaluma.org

6) Telephone number (including international dialing code)

Senior Center – (707) 778-4349

Recreation Center Front Desk – (707) 778-4380

***4) Description of your age-friendly activities to date***

**1) Please provide a brief summary (250-300 words) of your city or community's policies, programs and services targeted at older people and how you are planning to make your community more age-friendly. (If application is accepted this section will be published on WHO website)**

The City of Petaluma already has in place a multitude of policies, services, and programs available for older adults and is committed to growing services in order to create a more age-friendly community. We have an active and engaged Senior Advisory Committee which has been spearheading efforts to have the City join the age-friendly network of communities. Our Senior Center provides recreational and educational opportunities for older adults; popular intergenerational programs at the Center are being offered which engage local schools and community groups. The City has also been supportive of the Village Network of Petaluma, which is focused on helping people age in the community.

When developing programs for transportation, housing, safety, and outdoor spaces, the City considers all demographics including our aging adult community. The City recently streamlined the approval process for accessory dwelling units to address the shortage of housing, which is an issue throughout California but was exacerbated in Sonoma County due to the large scale destruction of homes during the 2017 Wildfires. Given our community's vulnerability to earthquakes and wildfires, an effort has been made to encourage neighborhood-based disaster preparedness programs – the Senior Advisory Committee has taken an active role in promoting these programs. The City has also addressed street and sidewalk safety through an extensive LED retrofit of nearly 6,000 street lights.

The Petaluma City Council approved ambitious goals for FY 2019 through FY2020, following extensive input from the community which included a daylong public workshop and two comprehensive online surveys. Many of the goals ultimately adopted by the City Council support age-friendly community components. The goals document will be uploaded as part of this application. Specifics from that document will be noted in this application where applicable.

Transportation:

Paratransit is a specialized service provided for those with limited mobility and ADA needs.

iRide, a volunteer driver program coordinated through a partnership with the Petaluma People Services non-profit group, addresses the growing need for transportation for the older adult community. IRIDE provided over 4800 rides/trips in 2018.

The City's FY 2019-2021 Council goals call for the establishment and improvement of walking and biking paths as useful transportation options and the implementation of a community bike share system. The goals also include expanding transit service on primary corridors and the implementation of a *City Vision Zero* plan with a focus on pedestrian and cyclist safety with improvements to uncontrolled crosswalks, curb ramps, sidewalk and bicycle infrastructure.

Housing:

Petaluma Ecumenical Properties (PEP Housing) is an all-volunteer nonprofit organization providing fully accessible housing to low income seniors while advocating for seniors and offering support services.

Rebuilding Together Petaluma is a local nonprofit volunteer organization providing repairs and modifications to low income seniors at no cost.

The City is proactively addressing the current housing crisis by creating a new Adult Dwelling Unit, ADU's, ordinance which allows for more affordable housing through a streamlined permitting process.

The Housing Choice Voucher Program is a rent-subsidy program that assists eligible low-income persons and their families in obtaining affordable, decent, and safe housing by paying a portion of their rent. Eligible applicants locate a unit in the private rental market. Rent must be within the current allowed Payment Standards. Of the applicant pool, 500 names are pulled at random to be added to the waitlist and assigned a number. Families on the Sonoma County Housing Authority's waiting list are served based on their numerical standing.

Preference is granted to applicants with household members in **Any One** of the following groups:

- Persons with disabilities
- Seniors (62+ years of age)

Applicants with one of these preferences are served first. Applicants are only required to provide documentation for any preferences that apply to them at the time their name is reached on the waiting list.

Applicants without preferences can expect to be served within 24 months of approval for a voucher.

City Council goals include the creation of a 5-year strategic housing plan to provide inclusive housing solutions that are affordable, ADA compliant, age friendly, and ensure the continuity of City services to a growing residential population.

#### Outdoor Spaces & Buildings:

The City of Petaluma has 450 acres of designated parkland which is spread across 46 parks consisting of playgrounds, facilities, sports fields, and other recreation amenities. In addition, the City of Petaluma's Community Center offers day and evening classes for children, young and older adults, and rents out rooms for meeting space, programs, and special events.

The City has implemented several age-friendly features such as: LED retrofit street lighting, establishing the Lynch Creek pedestrian and bike trail, installing ADA Domes at crosswalks to help the visually and hearing impaired. The City recently partnered with the Miracle League of North Bay to construct an all-inclusive ballpark and playground intended to serve youth and adults with physical or mental disabilities.

In addition, the City Council's goals call for the creation and promotion of multi-cultural and multi-generational recreation and wellness programs that support community connection, physical well-being, and opportunities for play. There will be a focus on public health in the planning processes for these programs —including air quality, walkability, childcare incorporated into larger developments, including revisiting zoning around sensitive receptors (e.g. schools, health care facilities).

#### Civic participation/Respect & Inclusion:

The Senior Advisory Committee (SAC) was created to serve as an advocate for Petaluma's older adult population and to advise the City Council, City boards, commissions, and departments, as well as private agencies on matters related to their needs, and increasing awareness of those needs among the broader population.

The SAC held a public event in 2018 to introduce age-friendly concepts to the larger community and has worked diligently to bring to light the need to acquire the Age Friendly status for the City of Petaluma in order to implement the five year plan and move forward to creating a community that allows our older adults to age in place.

**2) Please choose a picture (skyline or logo) to be published on the profile page of your community on the Network's website**



Picture attached.

**3) If you have already conducted an age-friendly baseline assessment of your city or community, please upload.**

Sonoma County's Age Friendly Baseline

**4) If you have already developed a strategy or action plan to make our community more age-friendly, please upload.**

The City Council held a workshop on April 6, 2019 and offered a survey, to gather the community's ideas about City priorities over the next two years.

After that workshop, staff collected all the feedback from both the survey, the workshop, and through input received prior to and following the workshop, and created the next draft version of the City's goals and priorities for the next two years. The Goals were reviewed by the City Council and have been finalized:

***A City that Works for Everyone:***

**Objective 1 – Ensure a Fiscally and Organizationally Sustainable City:**

Workplan Items:

#5. Improve the responsiveness and efficacy of the City to its residents by examining potential changes and updates to the City Charter.

**Objective 2 – Provide City Infrastructure that is Safe, Sustainable, Multi-Use, Efficient, Inspiring Civic Pride:**

Workplan Items:

#14. Identify funding options to complete Petaluma’s planned cross-town connectors.

#15. Identify funds and develop plan to improve Petaluma’s streets and roads.

#18. Establish and improve paths, as useful transportation options, and make walking and biking ease, fun and safe.

#19. Implement community bike share system and explore other multi-modal transportation offerings.

#20. Better integrate multi modal transportation with street designs.

#22. Complete the second SMART station at Corona.

#23. Expand transit service on primary corridors.

#24. Provide additional real – time schedule information and infrastructure for Petaluma Transit.

#26. Update the City’s Bicycle and Pedestrian plan and realize opportunities for crosstown connections for all modes of transportation.

#27. Encourage transit use through expanded service, pass programs, partnerships, and promotion.

#28. Consider a program to make some downtown streets pedestrian-only.

**Objective 3 – Maximize all opportunities to be transparent, effectively inform, and meaningfully engage our Community through Innovation, Accessibility, and Excellent Customer Service.**

#29. Establish a centralized, citywide community engagement and communications program that emphasizes two-way, ongoing communications and robust community engagement.

#34. Promote outreach, inclusion, and involvement of Petaluma’s diverse communities through expanded translation and interpretation services in City information and programs, recruitment strategies, and developing leadership opportunities.

**Objective 4 – Implement technology initiatives to improve the accessibility, efficiency and effectiveness of City Operations, provide the highest level of customer service and make the City the primary source for City information**

Workplan Items:

#38. Complete the roll-out of an updated City website that creates a more user-friendly, accessible, and interactive information resource and online experience for the community.

***A Safe Community that Thrives:***

**Objective 1 – Maintain and enhance public safety and prepare for emergencies & disasters through crime and fire prevention, and traffic safety.**

Workplan Items:

#78. Assess current staffing levels and adjust public safety staffing to ensure rapid response times and the safety of our first responders.

#79. Restore Public Safety specialty units when possible:

- a. Re-establish bicycle teams downtown.
- b. Priorities youth safety through education and community resource officers.
- c. Restore the Homeless Outreach Service Team.

#81. Create an Emergency Operations Center (EOC) that is appropriately equipped and staffed to better respond to all emergencies and disasters.

#82. Adopt a Care and Shelter operations manual to improve City logistics planning during emergencies.

#83. Assist the community, with special focus on those with special needs, through outreach and training, to ensure resiliency and emergency preparedness. Plan for natural disasters and all emergencies by providing safe places for the community to shelter (e.g. fairgrounds, faith community/churches, city facilities).

#87. Promote emergency preparedness and resiliency strategies to our residents and businesses.

#88. Promote neighborhood policing and fire safety with beat assignments, community engagement, and multilingual outreach.

#90. Enhance pavement management program to improve the safety and serviceability of our roads to protect drivers, cyclists, and pedestrians.

#92. Develop programs that provide affordable rental and ownership housing for the missing middle including but not limited to public safety, municipal employees, teachers, and no-profit employees Support and partner with organizations that help the housing insecure and unsheltered populations find health care & supportive services.



#93. Work with service providers and countywide agencies to coordinate response and solutions to the City's unsheltered population including transiting homeless Petaluman's into shelter and housing.

#94. Facilitate construction of Accessory Dwelling Units.

#96. Create a 5-year strategic housing plan to provide inclusive housing solutions that are affordable, ADA compliant, age friendly, and ensure the continuity of City services to a growing residential population.

**Objective 2 – Support a healthy community by encouraging active living, increasing recreational opportunities, and enacting policies that promote well-being.**

Workplan Items:

#97. Collaborate with Health Care District and other service providers to identify and promote wellness programs and policies.

#98. Create and promote multi-cultural and multi-generational recreation and wellness programs that support community connection, physical well-being, and opportunities for plan. Focus on public health in planning processes – including air quality, walkability, childcare incorporated into larger developments, including revisiting zoning around sensitive receptors (e.g. schools, health care facilities).

#102. Improve access to healthy, sustainable food throughout the community, including consideration of community garden sites and farmers market locations (e.g. fairgrounds), and events; explore opportunities to incorporate elements of County Food Action Plan.

#103. Improve integration of transit to all demographics by partnering with social service agencies and non-profit organizations.

#104. Create more diverse recreational, social, and cultural opportunities for youth.

#105. Secure designation as an Age Friendly City.

#106. Increase efforts to support seniors that help them to remain engaged, active, and independent.

**An Economy that Prospers:**

**Objective 1 – Re-establish the Petaluma River as a clean and accessible waterway open to Commercial and Recreational Traffic.**

Workplan Items:

#123. Establish bicycle and walking paths and other river access amenities along the Petaluma River as identified in the River Access and Enhancement Plan.

**Spaces and Places that Inspire:**

**Objective 1 – Envision and Create a safe downtown and neighborhoods that are attractive, clean, and can be enjoyed by all ages.**

Workplan Items:

#127. Identify and prioritize projects to upgrade and improve the downtown, alleyways, and public spaces.

#130. Assess and review accessibility to public restrooms in the downtown area and develop a plan to address identified needs.

**Objective 2 – Enhance public spaces that are accessible, sustainable and inspire connections to our history and to each other.**

Workplan Items:

#144. Capital maintenance and upgrades to City facilities to provide places and spaces for community dialogue, public meetings, and customer service.

**Objective 3 – Improve existing parks, park infrastructure and reimagine new spaces for play.**

Workplan Items:

#155. Develop a plan to prioritize playground upgrades / replacement and accessibility improvements.

#156. Repurpose existing amenities to promote recreational opportunities, including initial phases of tennis court rehabilitation citywide and pickleball courts.

#157. Upgrade parks facilities including restroom repairs, new benches, and trash receptacles; lighting improvements including LED sports lighting project at Lucchesi Park.

#158. Improve existing trails and park pathways to increase accessibility and promote intergenerational use, including Lynch Creek Trail Prince Park.

#159. Complete improvements for Lynch Creek Trail including lighting, wayfinding, benches, and safety; and promote the trail via map for users and digital promotions (e.g. web, social, advertising).

#160. Prioritize completion of all phases of the Petaluma Community Sports Field project.

#161. Refine proposed trail network and begin guided tours for interim access on Lafferty Ranch; consider incorporation into City.

#162. Explore acquisition of parcels adjoining existing parks (e.g. Cavanagh Landing Park, McNear Peninsula) to increase opportunities for public access to the river.

#163. Work with the community to ensure a balanced program of investments for Measure M – a 10 year, voter – approved 1/8 cent tax measure to support County and city parks and open spaces.

## 5) Engagement of older people

### 1) How are you engaging and involving older people in the process of becoming a more age-friendly community?

The Petaluma Senior Center partners with Sonoma County's Area Agency on Aging to conduct surveys at the Senior Center. Two focus groups were held in 2017 with the steering committee members of Age-Friendly Sonoma County and Petaluma's older adult population. These meetings created a face to face opportunity for local residents to share their opinions and ideas on how to create a more age-friendly community through direct interaction.

Petaluma older adults participated in the Age-friendly walking audits in October of 2017. Having these community members on the streets, participating by taking detailed notes and photos of areas of concern, and reporting their findings gave residents the opportunity to participate in the Age-friendly process and become engaged in the age-friendly Petaluma movement.

A larger survey of over 1,000 seniors by Age Friendly Sonoma County gave local older adults the chance to share their thoughts and opinions. Information collected in this survey will be included in the larger County Age-friendly movement.

## 6) Cross-sectoral collaboration

### 1) What mechanisms have you/are you planning to put in place to facilitate collaborative planning and implementation between different departments of the local administration and across sectors?

Petaluma People Services provides 53 human services programs in our community based on best practice research with measurable outcomes. Their leadership strongly supports age-friendly initiatives and is particularly interested in promoting intergenerational programs.

The Petaluma Health Care District has included age-friendly as one of their guiding principles. The chair of the SAC attends local meetings where projects and priorities are discussed.

Sonoma County's Area Agency on Aging (AAA), in partnership with several nonprofits, has long-established collaborations in Petaluma. Partnerships include the Council on

Aging, Senior Advocacy Services, Redwood Empire Food Bank and the Health Insurance Counseling & Advocacy Program (HICAP).

The Petaluma Senior Center currently works with multiple area businesses to provide a wide array of services to the local community including: Santa Rosa Junior College that offers multiple older adult classes at the Senior Center and at other City facilities, and local attorneys who provide free consultations. The Senior Center also partners with the Community Center's preschool program, Tiny Tots, in providing intergenerational events at the Senior Center throughout the year that includes activities such as story time, music programs, and arts & crafts.

***7) Participation in the WHO Global Network of Age-Friendly Communities***

**1) How do you hope to contribute to the Global Network?**

The City of Petaluma hopes to contribute to the Global Network by being a model for other cities in how to create a community where our older adults can age in place and where our youth can contribute to that success. By offering intergenerational programs the City hopes to bridge the gap between those 8 year of age and 80.

**2) What motivated your community to become a member of the Global Network?**

The City of Petaluma prides itself on being a "livable" community. Becoming a member of the Global Network is a natural fit for the city's goals and vision. Our commitment is also based on the growing number of 60+ and older adults living in our city and the need to assist them in aging in place. While being mindful of our older adults we also hope to create a community that bridges the gap from the age of 8 to the age 80 and creating a community that all ages can enjoy.