



## 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](mailto: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:** TBD

**NAME OF THE COMMUNITY:** *Pacifica, CA*

**STATE:** *California*

**POPULATION SIZE:** *38,183*

**PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60:** *20%*

**NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT:** *Mayor Deirdre Martin*

**OFFICE ADDRESS OF THE SIGNER:** 170 Santa Maria Ave., Pacifica, CA 94044  
215.806.8217; [martind@ci.pacifica.ca.us](mailto:martind@ci.pacifica.ca.us)

### 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:**

Roy Earnest has served as a gerontological social worker and program administrator since 1975 in a wide variety of community based non-profit senior services in his home state of New Jersey and, since 1980, in the San Francisco Bay Area. This broad range “tour-of-duty” experience in the field of aging has given him an in-depth perspective on the continuum of services for older adults locally as well as throughout the United States. Roy looks forward to working collaboratively with his fellow Pacificans on the AFC Coalition, interested volunteers, local/regional non-profit organizations, businesses, City of Pacifica staff and elected leaders and other age friendly communities to develop and implement strategies and projects that will enhance the livability of older adult residents and Pacificans of all ages.

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](http://AARP.org/Livable-Subscribe).

*Jim Lange: City of Pacifica Recreation Manager and Pacifica Senior Center Director; Member, Pacifica Age Friendly Coalition - [langej@ci.pacifica.ca.us](mailto:langej@ci.pacifica.ca.us)*

*Cindy Abbot:, Commissioner, Pacifica Parks, Beaches and Recreation Commission; Executive Director, Pacifica Art Center; Member, Pacifica Age Friendly Coalition – [cala3319@gmail.com](mailto:cala3319@gmail.com)*

*Anita Rees: Executive Director, Pacifica Resource Center; Member, Pacifica Age Friendly Coalition – [anita@pacresourcecenter.org](mailto:anita@pacresourcecenter.org)*

*Michael Mau: Commissioner, San Mateo County Commission on Aging; Member, Pacifica Age Friendly Coalition – [comm.mau@outlook.com](mailto:comm.mau@outlook.com)*

*Mary Bier: Councilmember, Pacifica City Council; Member, Pacifica Age Friendly Coalition – [marykbier@gmail.com](mailto:marykbier@gmail.com)*

*Deirdre Finnegan-Martin, Mayor, Pacifica City Council – [MartinD@lci.pacifica.ca.us](mailto:MartinD@lci.pacifica.ca.us)*

*Kevin Woodhouse: City Manager – [WoodhouseK@ci.pacifica.ca.us](mailto:WoodhouseK@ci.pacifica.ca.us)*

*Lorenzo Hines: Assistant City Manager – [HinesL@ci.pacifica.ca.us](mailto:HinesL@ci.pacifica.ca.us)*

*Mike Lopez: Director, Pacifica Parks, Beaches and Recreation – [LopezM@ci.pacifica.ca.us](mailto:LopezM@ci.pacifica.ca.us)*

***Please turn to next page for next section of the application***

### 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.**

The City of Pacifica California is committed to providing services and programs for older and disabled adults that maintain and enhance the quality of their lives, reduce isolation, and promote socialization. These services are offered by the City's Parks, Beaches and Recreation Department. Services are provided at the Pacifica Community Center which houses a multi-purpose Senior Center. **Prior to the pandemic**, The Center offered nutritious lunch programs (Congregate and Meals on Wheels) Monday thru Friday, transportation in a wheelchair-lift equipped bus, Information & Referral services, 40+ weekly classes and clubs, daily activities, entertainment and volunteer opportunities. Pacifica's senior programs have been in operation since 1974 and are currently funded by public and private grants, the City of Pacifica, donations and volunteer hours. **During the pandemic**, most services at the Center are temporarily suspended but services continue in the form of **"Grab and Go"** lunches, Monday through Friday from 11:30am - 12:30pm for seniors 60+ years of age. **Shopping Assistance for Seniors Homebound (SASH)**. This service pairs a SASH volunteer with a senior who cannot shop due to limited mobility, lacks in-home support or transportation. The **Meals on Wheels** program is for seniors homebound and at nutrition risk. Senior services offers a partially subsidized cab ride program **CaR program** (Connect a Ride) to meet the essential, medical and social trips for Pacifica seniors 65+ years of age. This program utilizes Serra Cab as the local provider and is considered an essential service. **Virtual Programming** for seniors has been developed and implemented to provide social and active programming while sheltering in place **Webpage:** [https://www.cityofpacificca.org/depts/senior\\_services/default.asp](https://www.cityofpacificca.org/depts/senior_services/default.asp)

In the winter/spring of 2018 - 2019, Pacifica was among the first group of cities in the County to develop and launch an Age Friendly Community initiative to look at ways to increase their community's level of age friendliness. This group is comprised of Mary Bier, City Council member; Anita Rees, the Executive Director of the non-profit Pacifica Resource Center; Cindy Abbott, the Executive Director of Pacifica Art Center and a member of the City's PBR Commission; Michael Mau, Member of the County of San Mateo Commission on Aging and Roy Earnest, Chair, Pacifica Age Friendly Community Coalition. Note: Roy was later recruited in the summer of 2019 by CAFÉ to serve as one of their Associate Directors in collaboration with Cynthia Nakayama.

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

After the Pacifica Age Friendly Community (AFC) Task Force (later changed to "Coalition") formed in December, 2018, they went on in the spring of 2019 to conduct, in collaboration with CAFÉ, four focus groups involving diverse groups of older residents. Each group provided input on what they thought were unmet needs in each of the 8 domains of age friendly communities. The first focus group was comprised of older adults age 55 to 79, the second focus group was comprised of persons age 80 plus, the third focus group consisted of boomers age 50 to 59 and the final focus group was comprised of service providers from non-profit and public agencies. The Pacifica AFC Coalition used this important grassroots feedback as a basis for choosing their inaugural age friendly projects. (See below in Section #3 for details.)

**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.**

Pacifica's age friendly community initiative was launched with the assistance and guidance of the non-profit Center for Age-Friendly Excellence (CAFÉ). Through a contract with the San Mateo County Department of Aging and Adult Services, CAFÉ assisted Pacifica as well as Redwood City and Daly City to initiate and develop AFC initiatives rooted in a thoughtful planning and implementation process. After reviewing feedback gathered from focus group discussions with residents about unmet needs that included reliable and low-cost transportation, affordable housing and social inclusion as areas of critical need, the Pacifica AFC Coalition chose the following three inaugural age-friendly projects:

- 1.) Transportation:** Many focus group participants expressed frustration with the unreliability and cost of taxi services to nearby shops, local doctors' offices, and shopping centers. Many shared the fear of utilizing shared ride services due to the need of a cell phone and uncertainty of paying over the internet. It was shared that the shared ride companies often cancelled rides once booked due to Pacifica's out-of-the-way location on the coast from denser areas to the north and East that are more lucrative for drivers. The Connect-a-Ride (CaR) program was developed to address this issues in collaboration with Serra Cab and with the support of the City of San Mateo, who shared their approach with Pacifica to addressing similar issues through their "Get Around" program. Pacifica was able to launch the CaR (taxi) program in November 2019. CaR participants receive 8 monthly subsidized one-way rides at a cost of \$5 per ride within the defined boundaries of the program (tip optional). The remainder of ride cost is subsidized by the CaR program. At the end of the month 8 rides are automatically reloaded on participants Rider Card (no carryover or charge for unused rides) CaR boundaries are anywhere in Pacifica, Colma Bart Station, hospitals between Seton Medical Center, SSF and Daly City Kaiser, Mills/Peninsula, medical offices associated with the listed hospitals and dialysis centers within these boundaries. Rides must begin or end in Pacifica.
- 2.) Housing:** Many focus group participants brought up their concerns about affordable housing for themselves or for family members and friends. 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, it became clear that many participants had a very hazy understanding of how someone would apply for an apartment at the three affordable senior housing complexes in Pacifica. Several thought they were "assisted living facilities" rather than just apartment complexes reserved for low income seniors. As a result of this input, the AFC Coalition decided to provide three public Housing Symposiums each year for seniors and others that would provide up-to-date information on housing options such as: eligibility/application requirements for affordable senior apartments, and ways to age at home such as home sharing; repair programs; accessory dwelling units and intentional coop living arrangements. The first symposium was to debut on May 20, 2020 at Pacifica's Annual Senior Information and Health Fair but this was canceled due to the pandemic. As an alternative until we can do in-person presentations, Pacifica's AFC Coalition is preparing an affordable housing strategic guide for older adults in collaboration with local non-profits as well as looking at ways we can provide a symposium on Pacifica's local TV channel 26 as well as via a ZOOM webinar.
- 3.) Respect and Social Inclusion:** 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 weren't sensitive to their needs and dismissed them. The AFC Coalition felt that this area needed to be addressed because they knew that ageism was often below the awareness of many elders but, nonetheless, existed in various forms in Pacifica and elsewhere. In partnership with the local Chamber of Commerce and interested community volunteers and organizations, the AFC Coalition will set up an Age Friendly Business and Organization Recognition Program as well as offer a training program to further encourage age-friendly business and organizational practices in our community. This project is pending until the pandemic abates somewhat.

**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?**

The City of Pacifica and the Pacifica AFC Coalition is interested in contributing to and learning from other AFC member communities that is part of the rapidly growing age-friendly-community movement around the United States and World. As with most other communities, Pacifica’s older adult population will continue to grow beyond its current level of 20% of our population. We believe that a collaborative and asset based community development approach that engages community members of all ages, businesses, organizations and our region’s field of aging network in partnership with our city to look at ways to create a more livable community for all of our residents including those over 60 is absolutely essential. Not only does it take a Village to raise a child, it also takes a village to support the elders who live among us in ways that provides all possible opportunities to experience a good old age.

**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?**

The City of Pacifica and the AFC Coalition understands that the expected steady increase in the number of our older adult residents beyond 20% requires us to do our part in exploring and implementing new and cost-effective ways to create a milieu that enables them to thrive and not only “age-in-place” but, more importantly, to “age-in-community.” 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.

**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.**



