



PETALUMA

SONOMA COUNTY
CALIFORNIA-USA

AGE-FRIENDLY PETALUMA

WORKING SESSION RESULTS



February 28, 2024 2:30-5:00 | Petaluma Community Center

COMMUNICATIONS, TECHNOLOGY AND INFORMATION

ACTION ITEMS

DOT VOTING



A Single Information Portal, probably online, that not only directs users to existing resources for older adult care services (with the County’s 565-INFO line at the core) but delves deeper into local Petaluma resources from access to free food, to early bird restaurants, to music and events and opportunities to volunteer and connect. Live links to existing transportation planning, City news, and community organizations would also be provided.



Technology support and equipment to help the majority of older adults access this single portal and other resources themselves.



Development and distribution of accessible information for those not on the Internet.



Walk-in capabilities for 1-1 assistance, ideally in public libraries or a more centralized community or senior center. 1-1 assistance might also be provided in a centralized location by trained older adult volunteers, part of a “Modern Elder Brigade”.



Greater/improved publicity about Age-Friendly resources that already exist. This includes information about the lack of income guidelines for such services as iRides, public bathrooms, food, low and no-cost social and volunteer activities.



COMMUNICATIONS, TECHNOLOGY AND INFORMATION

PROMPTS AND NOTES

Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

1. Form Elder Brigade
 - a. Petaluma Brigade? All Ages are included. It is included in the Goals list. Should the elder brigade be open to all ages, not just elders?
 - b. Volunteer matchmaking/printed database
 - i. Opportunities for volunteering
 - ii. Sign up existing volunteers
 - iii. Sign-up sheet with interests
 - iv. Job Board
 - v. Social media?
2. Age Friendly portal for information
 - a. Utilize existing city communication channels to send out important information, resources, news, surveys, community partner programs
 - b. Submission for data form on the hub, keep updated quarterly ex. shoppetaluma.com or petalumamap.com
3. One-on-One Support
 - a. List of locations (spaced out) & clinics
 - i. Senior Center, Library, Aqus, City Hall, Senior Park Clubhouse, Fairgrounds, Food distribution locations, Farmers Market
 - b. Outreach for space to have clinics
 - c. Elder Brigade, partnering organizations and businesses, student trainers

Establish and maintain consistent branding across all Age-Friendly efforts to raise awareness.

Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

1. City Communications Team, Library, Senior Center, SAC

Next steps for team collaboration:

1. Find partnership opportunities for funding/ownership. How is it valuable to partners?
2. Meet with Jamieson to begin the design process and data collection.

HEALTH AND COMMUNITY SERVICES

ACTION ITEMS

DOT VOTING



Stronger Communications/Linkages about existing Care and Supports – Need for a single information system that uses the existing County 565-INFO but builds on that to include linkages to localized social, political, events, transportation, free food, etc. Additional outreach, written materials and 1:1 support as previously described. Multi-lingual, culturally sensitive.



A multi-pronged educational effort for caregivers and those serving older adults – This might be wrapped up into a 3-pronged “Caregiver Institute” but in any event would address:



Caregiver 101 – In-person or video education for family members stepping up for the first time to care for a loved one who may be in crisis. Include vocabulary, lay of the land for services, and specific contacts for help within Sonoma County for a range of types of help.

Working with Seniors 101 – For allied health providers (e.g.: nutritionists, medical assistants) about working/communicating efficiently and respectfully with seniors at all levels of ability.

Workforce Development – Training for paid and family caregivers on how to provide care at home. This would include certification for paid caregivers and, ideally, bonding.

Additional caregiver supports – Including more and more affordable respite care, and day programs for both socializing and respite with adequate square footage and a centralized location



More programming aimed at prevention and early intervention for healthy aging, as well as efforts to prevent crises before they occur. This includes: More opportunities for upstream planning/engagement for healthy aging and to prevent homelessness More affordable support for middle income seniors before they slide into crisis and into the crisis system of care (including homelessness)



HEALTH AND COMMUNITY SERVICES

PROMPTS AND NOTES

Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

1. Plan for Healthy Aging
 - a. Multiple Approaches
 - i. Commitment to plan
 - ii. Perks, lecture series, etc.
2. Paid Volunteer Coordinator
3. Caregiver 101 Video
4. Paid Caregiver Training

Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

1. Cool Petaluma - mutual aid
2. Blue Zones
3. SRJC
4. Sequoia
5. Churches

Next steps for team collaboration:

1. Plan for Healthy Aging - Multiple Approaches
 - a. Peer-Peer for individuals and small groups
 - b. Signing "commitment to plan"
 - c. Lecture series, articles, etc.

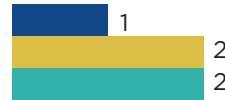
STREETS TRANSPORTATION AND COMMUNITY SPACES

ACTION ITEMS

DOT VOTING



Improved access to personalized options - Ideas include shuttles (cross-town, electric, shopping), micro-transit and transit-on-demand, affordable options for getting to medical appointments outside of Petaluma, broader awareness of resources that do exist like iRides and Paratransit, and bike sharing.



Better walking and biking environment - Safer sidewalks in residential as well as commercial areas, prioritizing walking/biking safety for all ages throughout the community, 15-minute neighborhoods, locating more senior housing within walkable distance to shopping and resources.



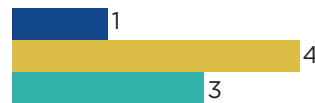
Additional public bathrooms (one is currently in planning stages.).



Senior hub(s) are in a more central location in addition to the current senior center with more resources, such as a one-stop service and gathering center. This could also fit into other community activities with a location at the Fairgrounds, or at a school, and could offer resources to the community of all ages.



More gathering spaces for intergenerational use. Possible use of vacant downtown buildings.



Use the Kmart facility for social/day programs.



STREETS, TRANSPORTATION AND COMMUNITY SPACES

PROMPTS AND NOTES

Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

1. Begin to activate Fairgrounds
 - a. Walking
 - b. Roller Skating
2. Restrooms - analysis of existing/maps/signage - Putnam Plaza
3. Transit Communications / Elder Brigade
4. 15-minute neighborhoods

Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

1. KBCG
2. Downtown Association
3. SMART
4. Vision Zero
5. Visitor Center
6. Safe Rides to Schools
7. Blue Zones
8. Chamber of Commerce

Next steps for team collaboration:

HOUSING

ACTION ITEMS

A fuller continuum of supported living opportunities that include in-home supports, low-touch residential settings, intergenerational housing, and “middle housing” as well as higher intensity settings. This would address affordability for middle-income seniors as well as low income.

Unhoused prevention/early intervention to plan for situations when current housing may no longer be an option.

Developing a land trust to preserve affordability of senior mobile home parks.

Support for downsizing (finding alternatives, decluttering, packing, moving).

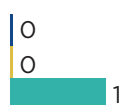
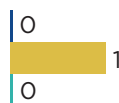
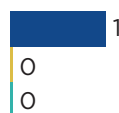
Revising rules that restrict live-in caregivers in some rental settings.

Develop home-share opportunities (both among seniors and intergenerational).

Middle Housing

Fix for Capital Gain Tax

DOT VOTING



HOUSING

PROMPTS AND NOTES

Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

1. ADU Conversion
2. Support for downsizing (this is important, but without housing stock, it would be a challenge)
3. Home Share - Short-term, long-term program

Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

1. Outreach/communication/survey
 - a. Service organizations - Rotary Clubs
 - b. Construction and design professionals
 - c. Funding organizations - credit union, Exchange Bank, Bank of the West
 - d. City
 - e. CDD
2. RTP
 - a. Elder Brigade
 - b. Service Organizations
 - c. Schools (volunteers)
3. Program Development by volunteers (1:1 contact, PPSC?)

Next steps for team collaboration:

1. Identify partnerships/stakeholders; research models, develop outreach program, identify services
2. Identify individuals who can benefit from the service/communication outreach
3. Research models from other communities

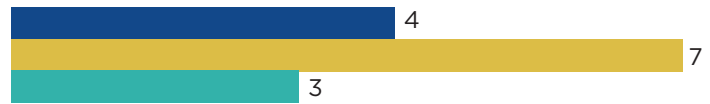
SOCIAL AND CIVIC PARTICIPATION

ACTION ITEMS

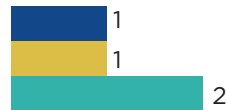
DOT VOTING



The expansion of the already robust senior volunteer culture into a Modern Elder Brigade (name to be determined) with some paid oversight (perhaps paid senior jobs in the future) to make things happen in town. Their activities might range from group gardening, to stang information stations (for seniors or community as a whole), they can provide the adult supervision needed for walking school buses for children and volunteering in schools, they might conduct outreach to frail and homebound seniors for social connection and to help link them to services.



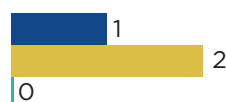
More culturally diverse and intergenerational activities (including LGBTQ)



Stronger outreach and engagement (in-home/online or in community) of those who are isolated and/or homebound, on or off the Internet.



Offer a wide range of social, artistic, and educational opportunities at affordable cost across the community.



SOCIAL/CIVIC PARTICIPATION

PROMPTS AND NOTES

Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

1. Elder Brigade
 - a. Consider name change - Ambassadors?
 - b. Needs assessment/map specific to volunteer
 - c. CVNL
2. More diverse offerings
 - a. Listening bench AF crosstraining (youth/seniors)
 - b. Language - accessible programming
 - c. Broaden peer-to-peer counseling in schools
 - d. Better promotion of paratransit

Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

1. PCS (and other school districts)
2. Cafe Puente
3. Healthy Petaluma - Blue Zones
4. Cool Block Leaders
5. Petaluma Downtown Association
6. SRJC - Vanessa

Next steps for team collaboration:

1. Reach out to CNLV = capacity
2. Develop an outreach and engagement plan for elder group - BZ
3. Pilot elder ambassador for micro-transit launch in June

COMMUNICATIONS, TECHNOLOGY AND INFORMATION

Better access to comprehensive information that supports independence, access to resources, and social engagement.

ACTIONS FOR BETTER ACCESS TO INFORMATION INCLUDE:

A **Single Information Portal**, probably online, that not only directs users to existing resources for older adult care services (with the County's 565-INFO line at the core) but delves deeper into local Petaluma resources from access to free food, to early bird restaurants, to music and events and opportunities to volunteer and connect. Live links to existing transportation planning, City news, and community organizations would also be provided.

Technology support and equipment to help the majority of older adults access this single portal and other resources themselves. *COMPLETED*
900 *SMART-ELISE → IPAD & TRAINING*
WORK IN LIBRARIES **Remove ~~some~~ barriers to access**

Development and distribution of accessible information for those not on the Internet.

Walk-in capabilities for 1-1 assistance, ideally in public libraries or a more centralized community or senior center. 1-1 assistance might also be provided in a centralized location by trained older adult volunteers - part of a "Modern Elder Brigade" as described below.

Greater/improved publicity about Age-Friendly resources that already exist. This includes information about the lack of income guidelines for such services as iRides, public bathrooms, food, low and no-cost social and volunteer activities.

PRIORITY LEVEL: IMMEDIATE

NEXT STEPS:

Learn more about 565-INFO, what it really offers and volume it can support.

Explore publicity opportunities with the County.

Expand technology support programming.

Contact Petaluma Library to explore collaboration for walk-in and phone assistance provided by librarians or trained volunteers.

POTENTIAL CHAMPIONS/PARTICIPANTS:

County

Library

City

Underway **ADRH - County resource guide/hub - both online & print**

1. Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

CONSULTANT
BRANDING
ALE
CONSULTANT

① Form Elder Brigade PETAUMA BRIGADE? ALL AGES INCLUDED - IN GOWAN LIST
Volunteer Matchmaking Digital / Printed Database • OPPORTUNITIES FOR VOLUNTEERING
• sign up existing volunteers
• sign up sheet w/ interests
• JOB BOARD
SOCIAL MEDIA?

② AGE Friendly Portal for information
Utilize existing mailed/digital City Communication Channels
to send out important information, resources, news, surveys
Community Partners - programs

*SUBMISSION for data form on
Keep updated
Quarterly
ex. SHOP PETAUMA
PETAUMA.MAR.COM

③ 1-1 Support → List of Locations (specified) & CLINICS
- OUTREACH FOR SPACE TO HAVE CLINICS
- Elder Brigade / Partnering Business / Student Trainers
PETAUMA BRIGADE - include all ages = AGE FRIENDLY

- Senior center
- Library
- AGED
- City Hall
- Senior Park CLUB HOUSE?
- FAIRGROUNDS
- FOOD DISTRIBUTION CENTERS
- Farmers Market

2. Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

- Jamesson & Ingrid - City Communications
- Library
 - Design Guild
 - Senior center → WE ARE HERE BUT NOT ALL OF US
 - SAC

Who will create & oversee these projects = NEW POSITION

3. Next steps for team collaboration:

- FIND PARTNERSHIP OPPORTUNITIES FOR FUNDING / OWNERSHIP - How is it valuable to partners
- meet w/ Jamesson to Begin Design Process & DATA collection



HEALTH AND COMMUNITY SERVICES

Foster vitality and longevity for aging community members by providing education and access to resources that can be easily used by older adults and their caregivers.

EASY-TO-ACCESS EDUCATION AND RESOURCES INCLUDES:

Stronger Communications/Linkages about existing Care and Supports - Need for a single information system that uses the existing County 565-INFO but builds on that to include linkages to localized social, political, events, transportation, free food, etc. Additional outreach, written materials and 1:1 support as previously described. Multi-lingual, culturally sensitive.

A multi-pronged educational effort for caregivers and those serving older adults - This might be wrapped up into a 3-pronged "Caregiver Institute" but in any event would address:

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Working with Seniors 101 - For allied health providers (e.g.: nutritionists, medical assistants) about working/communicating effectively and respectfully with seniors at all levels of ability.

Workforce Development - Training for paid and family caregivers on how to provide care at home. This would include a certification for paid caregivers and ideally, bonding.

Additional caregiver supports - Including more and more affordable respite care, and day programs for both socializing and respite with adequate square footage and a centralized location

More programming aimed at prevention and early intervention for healthy aging, as well as efforts to prevent crises before they occur. This includes:
Parks + Rec discounts @ Tiny Tots and Summer Camps for caregivers' children

More opportunities for upstream planning/engagement for healthy aging and to prevent homelessness

More affordable support for middle income seniors before they slide into crisis and into the crisis system of care (including homelessness)

PRIORITY: High priority for communications. Publicity about what exists, longer term for those projects requiring funding.

NEXT STEPS:

- Stronger information campaign.
- Seek champions and funding for larger projects.

POTENTIAL CHAMPIONS/PARTICIPANTS:

- The City
- The County
- Care management and care provider organizations
- CLIC Bakersfield Campus
- San Bernardino Healthcare District

1. Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

1. Plan for healthy Aging
- multiple approaches - commitment to Plan pearls lecture series etc.
2. Paid vd. coord.
3. Caregiver 101 Video
4. Paid Caregiver Training

2. Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

Coa Petaluma - mutual aid

Churches?

Blue zones - commitment to Plan

SRJC

Sequoia

3. Next steps for team collaboration:

a few calls I'd
get together again

STREETS, TRANSPORTATION AND COMMUNITY SPACES

Maintain momentum for greater impact. With federal and state funds, the City has made great progress to create a safe, walkable, multi-modal community focused on accessibility for all ages and abilities.

AGE-FRIENDLY TRANSPORTATION PRIORITIES INCLUDE:

Improved access to personalized options - Ideas include shuttles (cross-town, electric, shopping), micro-transit and transit-on-demand, affordable options for getting to medical appointments outside of Petaluma, broader awareness of resources that do exist like iRides and Paratransit, and bike sharing. *Microtransit; fare free Paratransit*

Better walking and biking environment - Safer sidewalks in residential as well as commercial areas, prioritizing walking/biking safety for all ages throughout the community, 15-minute neighborhoods, locating more senior housing within walkable distance to shopping and resources. *Safe Routes to school, A.T.P. Frisby grounds*

Additional public bathrooms (one is currently in planning stages.). *analysis needed*

Senior hub(s) in a more central location in addition to the current senior center with more resources - a one-stop service and gathering center. This could also fit into other community activities with a location at the Fairgrounds, or at a school, and could offer resources to the community of all ages. *7-day/WK @ Sr. Center*

More gathering spaces for intergenerational use. Possible use of vacant downtown buildings.

Use the Kmart facility for social/day programs.

Public Space - Fairgrounds, etc

PRIORITY: Longer term. While a lot of this is underway, significant funding is needed for new activities.

NEXT STEPS:

Communications: Better publicize existing transit options, new free public transit, location of public bathrooms, age friendly way-finding signage, etc.

Continue to develop the concept of more centrally located gathering space(s) for intergenerational and/or specifically for senior use.

POTENTIAL CHAMPIONS/PARTICIPANTS:

The City
PPSC

Other providers of personalized transportation such as Village Network, regional transit providers, and paratransit

SCTA - Paratransit Committee

*social lighting
low wall
water tap
water tap
water tap*

*KBYG *
SDAT *
Safe streets *
Urban Tech*

*Safe Routes to
Schools
Petaluma
Community Council*

1. Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

BEGIN TO ACTIVATE FAIRGROUNDS
+ WALKING
+ urban sketching

RESILIENCE - ANALYSIS of existing / maps / signage. LARRY JONES building

TRANSIT - COMMUNICATIONS / AMBASSADOR - ELLEN BEYER

15 MINUTE NEIGHBORHOODS

PURNAM PLAZA

2. Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

KBYG

DOWNTOWN ASSOC

SOM

VISION ZERO

DOWNTOWN BUS. ASSOC

VISION CENTER

SAFE ROUTES TO SCHOOLS

BLUE ZONES

CHAMBER OF COMMERCE

3. Next steps for team collaboration:

HOUSING

Advance and build upon early success of current programs. Petaluma is making impactful progress by focusing on greater diversity of the housing supply city-wide. The goal is to bring prices down, provide more affordable senior housing, broaden the continuum of supported housing available, promote implementation of the Visitability Ordinance, and provide downtown housing for seniors to facilitate walking access to resources. (The city's commitment to support 15-minute neighborhoods is Age-Friendly.)

HOUSING ADVANCEMENT INCLUDES:

A fuller continuum of supported living opportunities that include in-home supports, low-touch residential settings, intergenerational housing, and "middle housing" as well as higher intensity settings. This would address affordability for middle-income seniors as well as low income.

Unhoused prevention/early intervention to plan for situations when current housing may no longer be an option.

— Developing a land trust to **preserve affordability of senior mobile home parks.**

Support for downsizing (finding alternatives, decluttering, packing, moving).

Revising rules that restrict live-in caregivers in some rental settings.

Develop home-share opportunities (both for among seniors and intergenerational).

Missing Middle Housing: ADU production

PRIORITY: HIGHEST PRIORITY/ LONG TERM

— **fix for Capital Gain tax**

NEXT STEPS:

Develop a clearer understanding of housing efforts currently in/nearing entry into the development pipeline. Establish relationships with potential developers to explore filling needs where gaps are greatest. The updated general plan will include recommendations.

POTENTIAL CHAMPIONS/PARTICIPANTS:

Rebuilding Together

City of Petaluma

COTS

All low-income, senior, and other housing and supported living developers interested in expanding the continuum and supply of housing for older adults

Gen Housing
PEP

PPSL

1. Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

- Middle housing - Long term
~~ADU Conversion~~

- ① - ADU Conversion
- ② - Support for deurbanizing (This is important, but without housing stock would be a challenge)
 - * for individuals who already have deurbanize identified, then moving and transitioning can be facilitated with a program
- ③ - Home Share - Short term start, long term Program

2. Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

- ① Outreach / Communication / Survey
 Service organization (Reading club, ~~things~~ Lyons) / Construction design Professionals / Funding source (Credit union, exchange bank) / City CDD
- ② RTP; Elderly Brigade; service organization; schools (Volunteers)
- ③ Program development by volunteers (1:1 contact; PPSC?)

3. Next steps for team collaboration:

- ① Identify Partnership / Stakeholder; research models, develop outreach Program; identify series
- ② Identify individuals who can benefit from use the service / communication outreach
- ③ Research Model from other communities or within state; Mapping / Data base of city

SOCIAL/CIVIC PARTICIPATION

Engage with passionate people. Petaluma is home to an already-involved civic community. Let's build on this readily available involvement.

PEOPLE-POWER FOR AN AGE-FRIENDLY PETALUMA INCLUDES:

The expansion of the already robust senior volunteer culture into a Modern Elder Brigade (name to be determined) with some paid oversight (perhaps paid senior jobs in the future to make things happen in town. Their activities might range from group gardening, to staffing information stations (for seniors or community as a whole), they can provide the adult supervision needed for walking school buses for children and volunteering in schools they might conduct outreach to frail and homebound seniors for social connection and to help link them to services.

More culturally diverse *including language accessibility* and intergenerational activities (including LGBTQ)

Stronger outreach and engagement (in-home/online or in community) of those who are isolated and/or homebound, on or off the Internet.

Offer a wide range of social artistic, and educational opportunities at affordable cost across the community.

PRIORITY:

High priority to reach homebound/isolated seniors with healthful information, engagement, help to get online, etc. Longer Term: Modern Elder Brigade may eventually require leadership and probably funds to manage, but could be highly decentralized at the start. Development of Lifelong Learning and community engagement needs to continue across all sectors and simple methods for sharing those opportunities needs to be developed - possibly with a single resource for information as outlined earlier.

NEXT STEPS:

- Explore and publicize existing senior volunteer opportunities
 - Explore and publicize available community activities and lifelong learning in an easy to access format
- Look for opportunities/funding to develop and manage a more robust Elder Brigade
- Continue to expand identification and outreach to isolated and homebound seniors, offering supports both in the home and externally.

POTENTIAL CHAMPIONS/PARTICIPANTS:

County 211 and 565-INFO
Blue Zones / *Healthy Petaluma*

Crosscutting Initiatives:

Elder Brigade

→ Info portal

1. Select 2-4 projects with collaborative potential for short-term success and/or long-term with an urgent need to start now.

Elder Brigade

- consider name change (e.g. ambassadors)
- Needs assessment / map specific to volunteer
- CVNL

More diverse offerings

- Listening bench AF cross training (youth/seniors)
- Language - accessible programming
- Peer to peer (counseling in schools)
- Better promotion of ParaTransit

2. Identify who needs to be at the table for these efforts. Include people who are not here today but who would be good partners to have on the team.

PC'S (: other school districts)

(Cete Puente)

Healthy Petaluma (Hony) Cool Block Leaders

Chamber of Commerce

SRJC (Vanessa)

Petaluma Downtown Assoc

3. Next steps for team collaboration:

- Reach out to CVNL = capacity
- Develop an outreach / engagement plan for Elder group - BZ
- Pilot elder ambassadors for microtransit launch in June