PETALUMA

SONOMA COUNTY

CALIFORNIA-USA

Age Friendly Survey Results
Full Report

October, 2021

Donated by Nancy Frank & Associates

Petaluma Age-Friendly Survey
EXECUTIVE SUMMARY

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October, 2021

Background: In 2020, Petaluma joined the Age Friendly Communities movement originated by the World Health Organization and managed by AARP in the U.S. Membership requires developing a Strategic Plan for Aging. The Petaluma Senior Advisory Committee led the development of this survey to launch that process.

Despite focused outreach to communities of color (within the constraints of Covid 19), respondents are disproportionately White, with the LatinX population significantly underrepresented. A second round of surveying targeting communities of color, and the Latinx community specifically, was attempted but not successful in bringing in new LatinX participants. The effort was successful in bringing in 14 new Asian/ Pacific Islander participants and 2 new Black participants. These additional surveys have been analyzed but not edited into this original report as their low numbers did not impact findings significantly.

What Respondents Want and Need: With 903 Round 1 responses received, findings from this survey are not surprising and do affirm common themes heard elsewhere. While satisfaction and desire to remain in Petaluma throughout aging is high, outstanding wants and needs are also high.

Large, Long-Term Municipal Efforts:

- Housing, housing, housing: Affordable, senior, accessible, continuous including assisted living, CCRC
- Climate change management and mitigation: Emphasis on fires and smoke
- Safety: Sidewalks, sidewalks: In good repair, with lighting, safe walking surfaces in parks, on streets
- Transportation: More frequent, expanded routes for existing public transit, smaller (possibly) electric system transporting seniors around town for free
- Walkability/Bikability: Better sidewalks, streets, more/better walking/biking trails, crosswalks; longer lights at big intersections; incentives for stores selling necessities to stay in/come to downtown

Potentially Smaller/Faster Improvements:

- Disaster preparation: Household-level planning for disasters and evacuation – Outreach, education, planning, provision of supplies
- Transportation: Taxi vouchers – especially to travel to medical appointments in Santa Rosa and Marin
- Support to Meet Basic Needs:
    - Make sure more people take advantage of discounts (e.g.; PG&E rate plans)
    - Look into subsidizing elders to get Medicare Supplement Plans (needs research)
    - Outreach to develop more senior discount opportunities
    - Expand affordable access to healthy food, prepared food, delivered food
- Outdoor Amenities/Quality of Life: Park improvement, increased social/recreational activities
- Information & Referral: A single, comprehensive internet site/face page with phone and live support that aggregates information from multiple online sources (e.g.: 211, City, food delivery, etc.) for up-to-date information including services, transportation, food, social/recreational activities, entertainment
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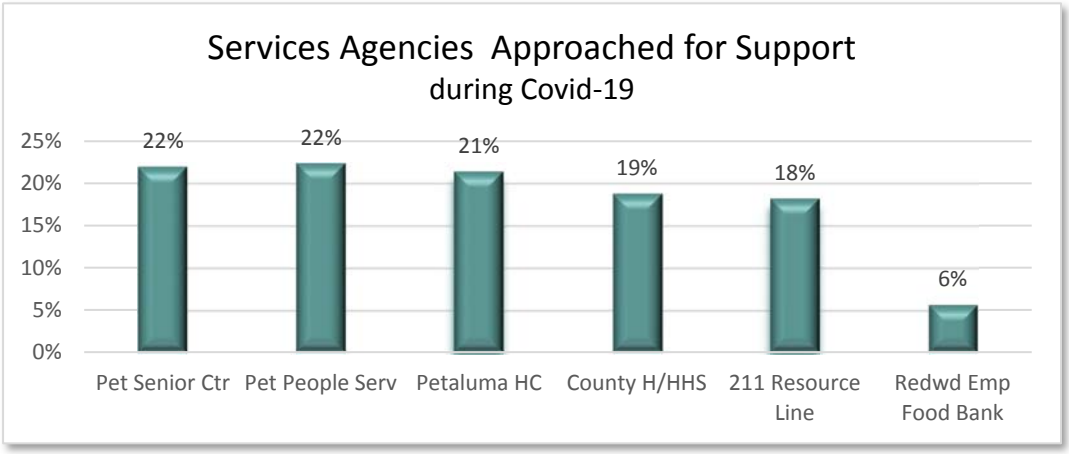
- Technology: More free/low cost training for computer skills including new technologies for social connections that have arisen over Covid 19 (e.g.: Zoom)
- Safety: Fall prevention education/programming, home modification
- Planning for healthy aging: Can include fall prevention training, disaster preparation (at household level), food and discount access, planning for housing and transportation needs as they change.

How Petaluma Rates as a Place to Age

- 69% rate Petaluma as an Excellent or Good place to age and 79% report that it is Important or Very Important for them to remain in Petaluma as they age;
- Most common reasons for satisfaction in Petaluma include: the caring, friendly people and community; availability of senior supports and services; wide range of activities for seniors and for all ages; and walkability of the community (depending on where you live);
- Nearly half of negative comments reference the cost of living, cost of housing, or housing in general as main reasons for the ratings. The next most common reasons include transportation, sidewalks, bias against elders, and lack of services/supports for elders;
- There was no significant correlation between satisfaction with living in Petaluma and race, income, length of time in Petaluma, or side of town lived on.

Impact of COVID 19

- Far more people found the pandemic to be very challenging socially/emotionally (37%) than logistically (17%);
- 71% turned to TV/Newspaper/Radio news and 51% turned to the Internet for information about the pandemic, followed by friends/family (24%) and City of Petaluma (town halls, emails, website - 20%);
- Less than a quarter of respondents reported having approached any single community agency for support. This is likely affected by the bias in who answered the survey.

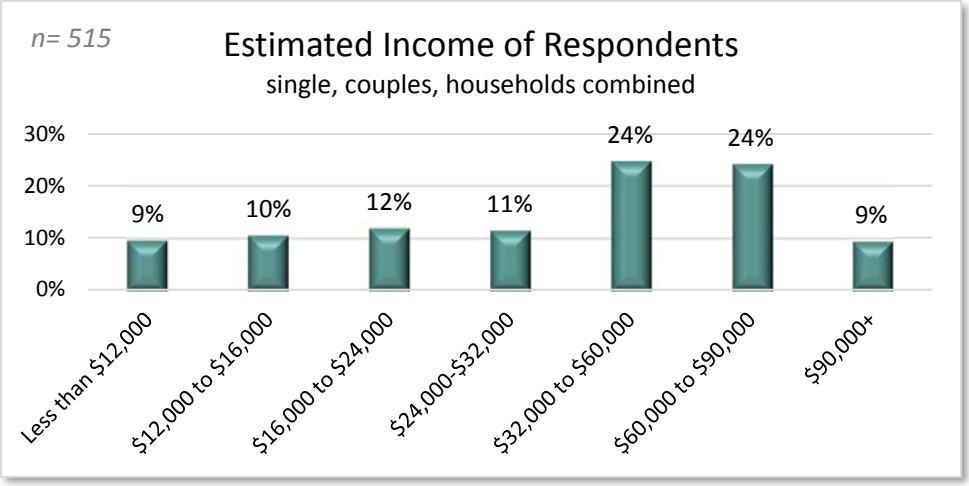


About Respondents and Their Lives

Full descriptive data is provided in the body of this report. Key findings include:

- **Location:** 55% of respondents live on the West Side of town, 41% on the East Side, and 3% outside of town or with no regular place to live;

- **Longevity:** 63% of respondents have lived in Petaluma for 15 years or more;
- **Race/Ethnicity:** Whites are overrepresented in the survey with 89% of responses and Latinos are most notably underrepresented. 15 surveys were completed in Spanish.
- **Income:** With a very low response rate to this question (57%), we can at least affirm that the survey includes "voices" from across the income spectrum.



- More than half of those who responded appear to be living below the Self-Sufficiency Level as defined by the Elder Index,[1] with 42% of singles AND couples in this survey reporting incomes of less than $32,000. Self-Sufficiency levels can rise to as high as $50,000 for a couple paying a mortgage. With rising costs of food, housing and medical expenses, those just above the stated Self-Sufficiency Level may also be struggling;
- Looking more deeply at a sample of single respondents who provided income information and characteristics of household, 48% live below 200% of the Federal Poverty Level and another 19% live in the "donut hole" which is defined as earning too much to qualify for public supports but too little for self-sufficiency. This "donut hole" group is often overlooked in resource planning.

Health and Health Insurance:

- 84% of respondents report that their health status is Very Good or Good compared to others their age. With outreach difficulties, there is likely underrepresentation in the survey from those most isolated due to poor health;
- 72% of respondents report that they are on Medicare;
- With 58% reporting having insurance that they receive from an employer (theirs or partner) or that they purchase directly, it appears that many have a Medicare Supplement plan – but many do not. Those without a supplemental plan are more likely to be heavily burdened by medical expenses;
- 29% report that they, their partner, or both of them have a disabling condition that prevents them from participating in work, household or other activities. We do not know how this compares to other communities but seems notable.

Housing:

- 54% report that they worry about being able to afford their housing as they age;

[1] https://elderindex.org/

- Cost of living, housing and the cost of housing in Petaluma are top reasons respondents gave Petaluma a lower rating as a place to age, or as a reason they would move out of Petaluma to age;
- 8% of those who own or rent rely on income from renting out a room, ADU, granny flat or cottage;
- Of those who own or rent, about half reported that bathroom changes such as grab bars, hand rails, a higher toilet or non-slip tiles (53%) and installing an emergency response system (48%) would help them stay in their current home as they age. 36% thought easier access into their home would help them stay and 18% reported that a bedroom or bathroom on the first floor would help them stay.

Work:

- 48% of respondents are not working and not looking for work, with full retirement increasing slightly (51%) during Covid 19;
- Those working full or part-time decreased from 35% to 25% during Covid 19 with nearly the same number (9%) looking for work or hoping to return to work from furlough;
- 78% of those currently working or looking for work reported that they are Very Likely/Extremely Likely to work for as long as possible – although the number of missing answers on this is high.

Daily Living:

- We know that isolation has a serious impact on health and mental health. While the survey population is highly interactive, 11% report connecting socially face-to-face or electronically just once a week or less before Covid. This rose to 28% during Covid 19 with 7% reporting interactions less than once a month during Covid 19.

Technology:

- Just 3% report no internet access. Even with focused outreach with paper surveys, it was difficult to connect to those without internet access during Covid 19 so these results are likely skewed;
- Again, with a biased response due to the limited outreach during Covid, 87% of respondents report that they are Very Comfortable/Somewhat Comfortable on the Internet;
- Despite this high level of comfort on the Internet, 41% reported that they would be Very Likely or Somewhat Likely to take Internet training if it were free or low cost.

Information:

- 2/3 of respondents prefer to get City information via email from the City with the local newspaper, direct mail, and the City website the next most desired methods;
- With more than one answer allowed, more than half of respondents reported that they would turn to the Petaluma Senior Center, the Internet, family/friends, and/or Petaluma People services for information about Older Adult Services. One-third or more also identified their health care provider, the County, or the Council on Aging as top places to turn;
- In open-ended questions, many suggested that a single source of information for aging would be helpful. Many wanted that on the Internet.

Other

- 34% of respondents reported that they do not feel prepared for a community-wide emergency;
- 64% would welcome guidance to plan for positive aging.

Access to Resources in Petaluma

Outdoor Amenities:

- Two-thirds or more of respondents report that Petaluma offers well-maintained and safe parks within walking distance of their homes before Covid. Most also report that public parks have enough benches, drinking fountains and shade;
- 42% report they do not have access to well-maintained public restrooms that are accessible to all.

Streets & Transportation:

- Reports about audio/visual pedestrian crossings, affordable and reliable public transportation, and safe public transportation stops were far more positive than negative;
- This then shifts with 2/3 reporting that sidewalks are not well-maintained and 1/3 reporting that streets and intersections are not well-lit and safe for walkers, bikers, drivers.

Access to Health-Related Resources:

- Before Covid 19, more than half of respondents agreed that they had access to health and wellness programs and classes, fitness activities for older adults, and easy-to-find information on where to find local health and supportive services;
- The majority of those who had an opinion (excludes "don't know") reported that they did not have access to home care services, well-trained and certified home health providers, affordable home health providers or culturally sensitive home health providers.

Access to Aging-Related Activities & Supports:

- The majority reported access to continuing education, social clubs, activities for older adults. Fewer affirmed senior discounts, accurate and clear information about what is available to seniors, classes and services to assist with technology, and affordable multi-age activities.
- Just 30% were aware of diverse cultural activities and just 5% were aware of activities specifically for LGBTQ elders.

Volunteer Activities and Supports:

- 62% report that Petaluma has a range of easy-to-find volunteer activities but 52% reported that there was no transportation to these activities.
- The majority of respondents were aware of volunteer training opportunities and opportunities on community councils and committees.

Jobs and Related Supports:

- Very few respondents reported access to a range of flexible job opportunities for older adults, job training, or jobs adapted for older adults and people with disabilities.

Access to Community Information:

- Over half of respondents reported free access to computers and the Internet in public places in Petaluma.
- This drops when looking at a single, easy-to-use source or internet source for community information. Clearly displayed, printed information with large type is viewed as accessible by just 10%.

Petaluma Age Friendly Survey

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Petaluma Age-Friendly Survey
August, 2021

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I. Background: In 2020, Petaluma joined the Age Friendly Communities movement originated by the World Health Organization and managed by AARP in the United States.[1] The first step in the membership process is to conduct a Needs Assessment and Strategic Plan for Aging. The Petaluma Senior Advisory Committee led the development of this survey as one step in that process.

A boilerplate survey was provided by AARP and Petaluma selected and edited from that boilerplate, adding a few new questions and a new section on the impact of Covid 19. The survey was available on SurveyMonkey and by hard copy, in Spanish and English, through multiple distribution mechanisms, and was open for responses for 8 weeks. The constraints of Covid 19 made it difficult to conduct aggressive in-person outreach for survey participation and this did affect the response.

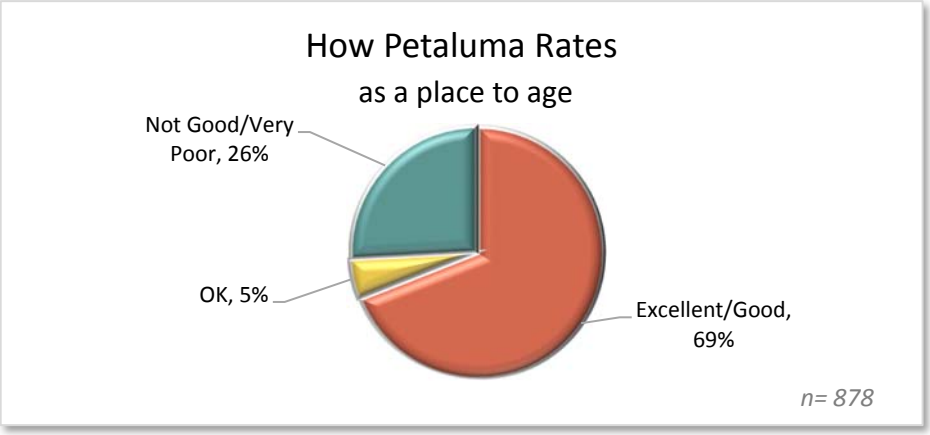
Despite focused outreach to communities of color (within the constraints of Covid 19), respondents are disproportionately White, with the LatinX population significantly underrepresented. A second round of surveying targeting communities of color, and the Latinx community specifically, was attempted but not successful in bringing in new LatinX participants. The effort was successful in bringing in 14 new Asian/Pacific Islander participants and 2 new Black participants. These additional surveys have been analyzed but not edited into this original report as their low numbers did not impact findings significantly.

903 Round 1 responses were received. Participants jumped around, selecting the questions that they wanted to respond to. After the first few introductory questions, average response to any single questions ranged from about 550-750 responses depending on the question, and not its' location in the survey.

II. Findings

A. How Petaluma Rates as a Place to Age

- 69% rate Petaluma as an Excellent or Good place to age. 79% of respondents report that it is Important or Very Important for them to remain in Petaluma as they age.



- Hundreds of reasons for positive ratings touch a wide array of topics. Most common reasons included: Caring, friendly people and community; availability of senior supports and services; wide

[1] https://www.aarp.org/livable-communities/network-age-friendly-communities/
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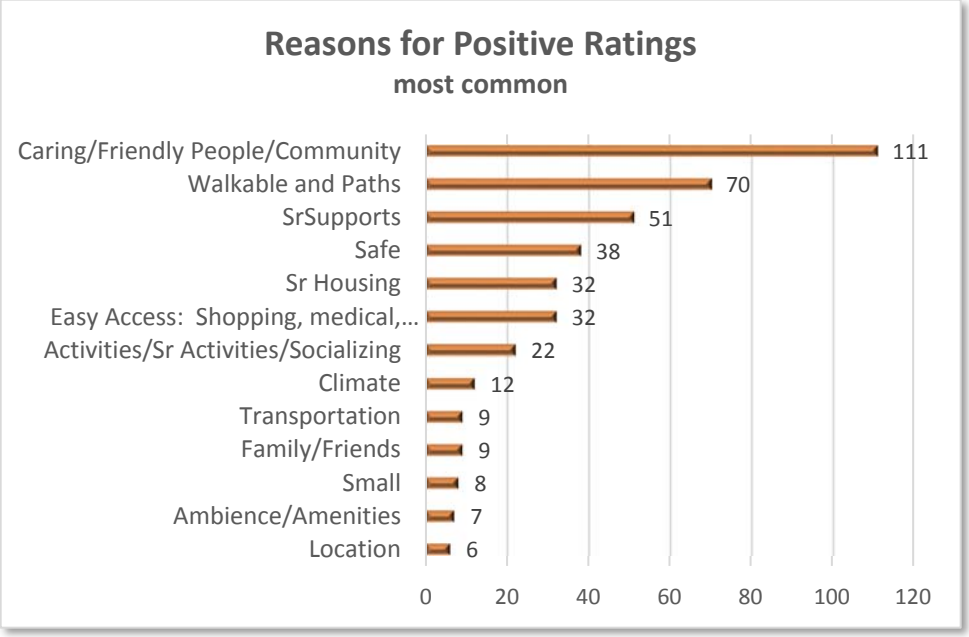
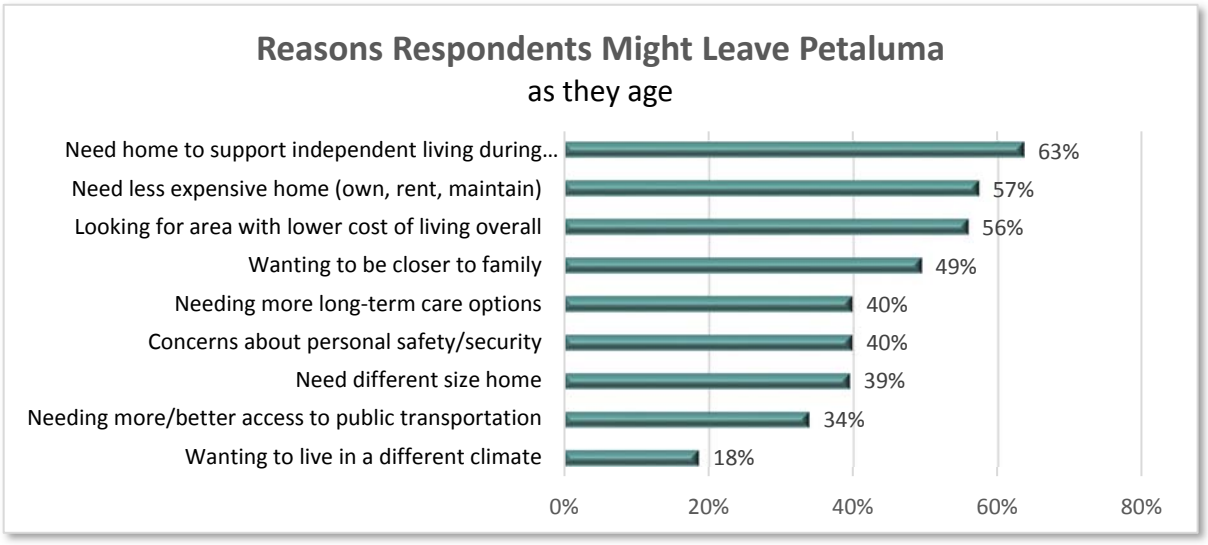
range of activities for seniors and for all ages; and walkability of the community (depending on where you live). Many agencies were cited specifically with the Senior Center and PEP mentioned most often.

- With just over 50 comments provided by those who gave a negative rating, nearly half of negative comments referenced the cost of living, cost of housing, or housing in general as their main reasons for the rating. The next most common reasons included transportation, sidewalks, bias against elders, and lack of services/supports for elders. Comments in the "OK" column also echoed these concerns.
- There was no significant correlation between satisfaction with living in Petaluma and race, income, length of time in Petaluma, or side of town lived in.



- When asked why they might leave Petaluma as they age, more than half cited housing and cost of living in their top reasons. "Other" comments were most likely to address fires and smoke (23 comments) which are also represented in "Concerns about safety" and to a lesser degree, "Wanting to live in a different climate." The next most common comments addressed access to appropriate medical care, and growth/traffic.

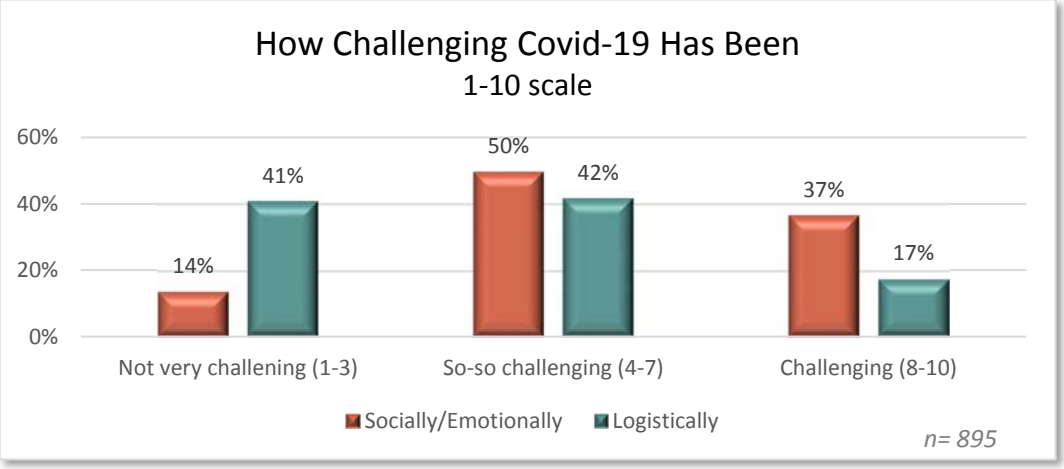


B. Impact of COVID 19

A number of Covid 19-specific questions were asked on the survey while other questions looked at life both before and during Covid 19. Those questions addressing life both before and during Covid 19 are addressed in the next section.

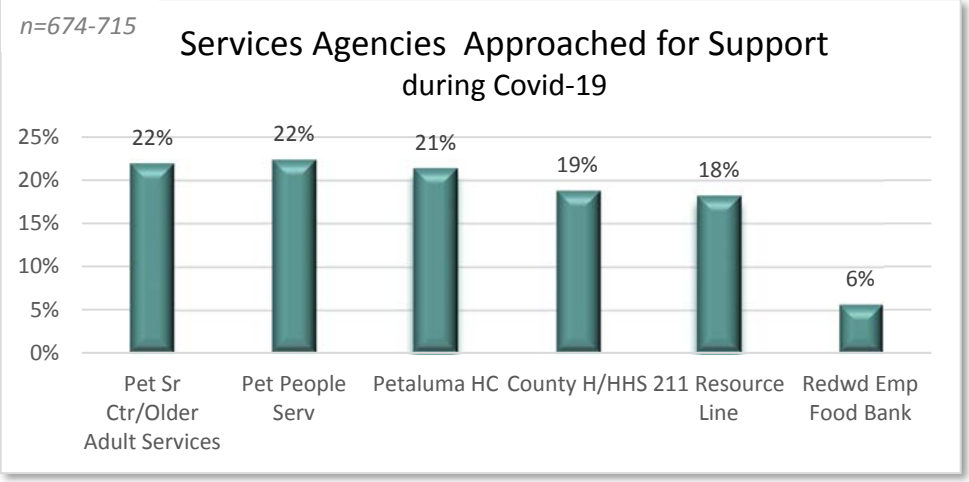
How Challenging has Covid 19 been?

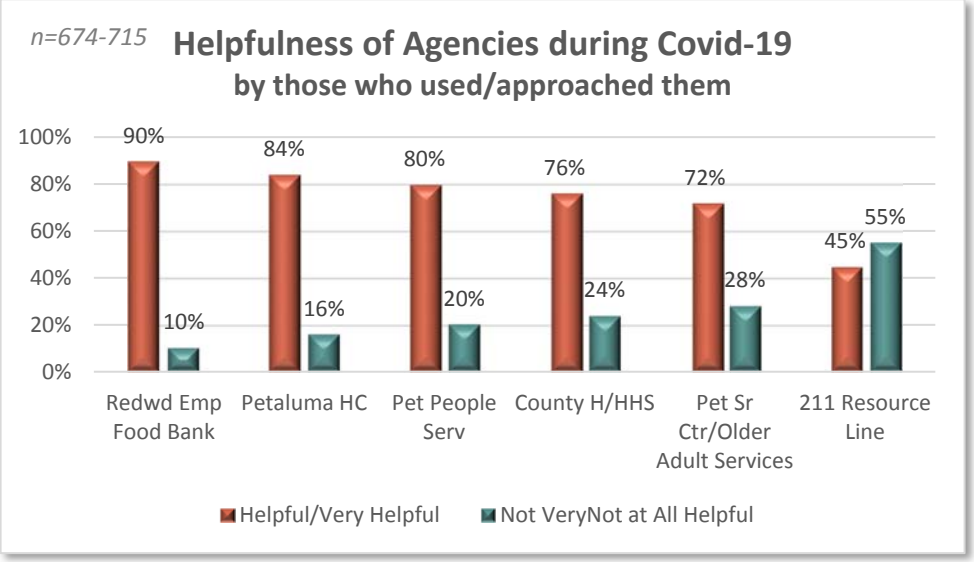
- Breaking down the challenges of Covid into categories, far more people found the pandemic to be very challenging (8 or higher on a scale of 1-10) socially/emotionally (37%) than logistically (17%). Conversely, 41% reported the logistics of managing the pandemic to be not very challenging. Challenges are identified in the Wordle below.



Support during Covid

- When asked where they looked for information about the pandemic (more than one answer allowed), 71% turned to TV/Newspaper/Radio news and 51% turned to the Internet. These were followed by friends and family (24%) and the City of Petaluma (town halls, emails, website - 20%).
- When asked what community services they turned to for assistance during Covid, less than a quarter of respondents had approached any single agency. This may be a factor of who answered the survey. The most approached agencies are listed below as is participant satisfaction with those agencies.





C. About Respondents and Their Lives

Additional charts elaborating on survey findings can be found as an Attachment to this report.

Community: 55% of respondents live on the West Side of town, 41% on the East Side, and 3% outside of town or with no regular place to live.

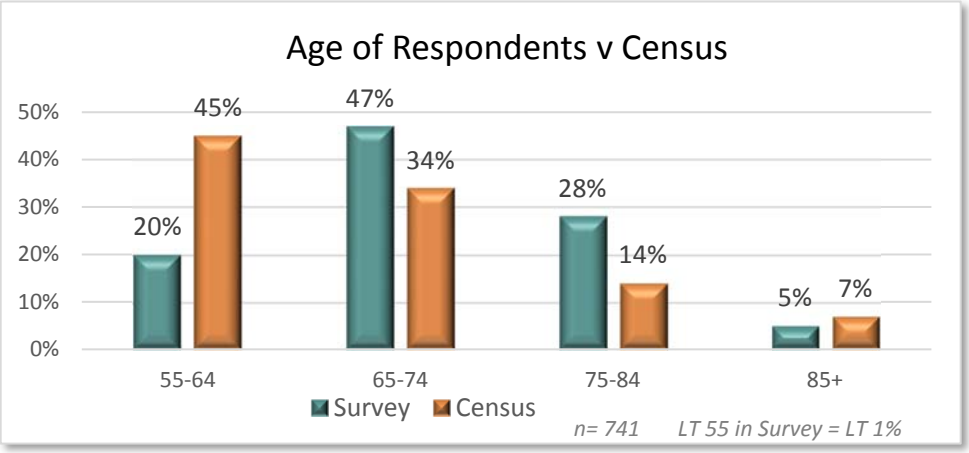
Length of Time in Petaluma: 63% of respondents have lived in Petaluma for 15 years or more.

Aging in the community:

- 79% of respondents said that it is Important or Very Important for them to remain in Petaluma as they age;

- Not surprisingly, 99% said that it was Important or Very Important to live independently in the community as they age.

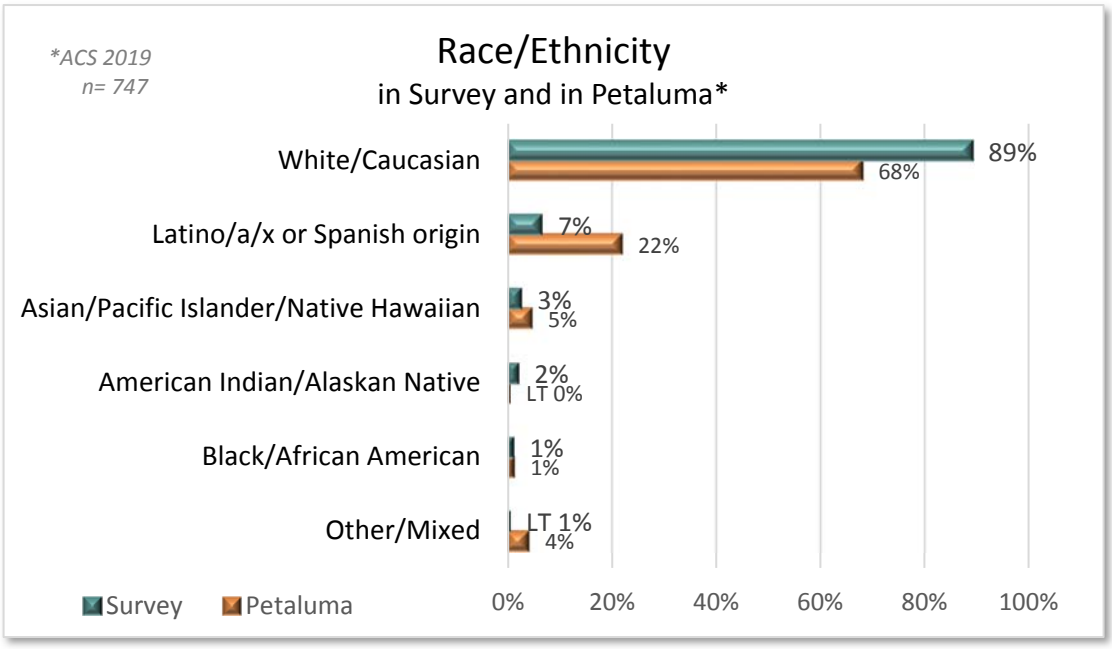
Age: Survey respondents, when compared to 2019 American Community Survey Data (Census), are underrepresented in the 55-64 age group and overrepresented in the 65-74 and 75-84 age groups. This is predictable because those under age 65 are less likely to participate in a survey on aging.



Gender, Sexual Orientation and Partner Status:

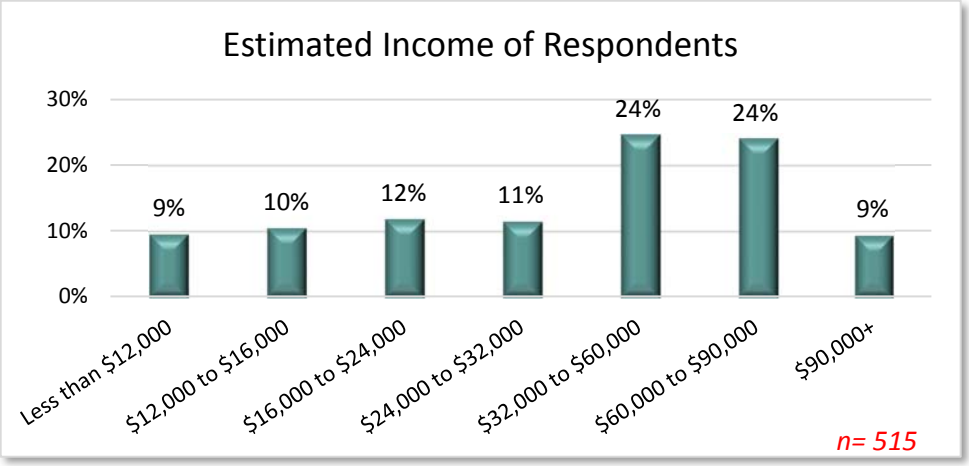
- 72% of respondents are female. 27% male, and 1% are non-binary, transgender or declined to state;
- 95% self-identified as heterosexual and 5% as gay/bisexual with none in the "Other" category;
- 49% are married or living with a partner, 16% widowed, 27% separated or divorced, and 8% are single.

Race/Ethnicity: With more than one answer allowed in the survey, and "more than one race" blurring the census data, the following figures are slightly mismatched. In any event, Whites appear overrepresented in the survey and LatinX are underrepresented. 15 surveys were completed in Spanish. Round 2 surveys bring representation from Asian/PI/NA and Black/AA communities to parity with their prevalence in the community. That revision to data is not shown in the chart below.

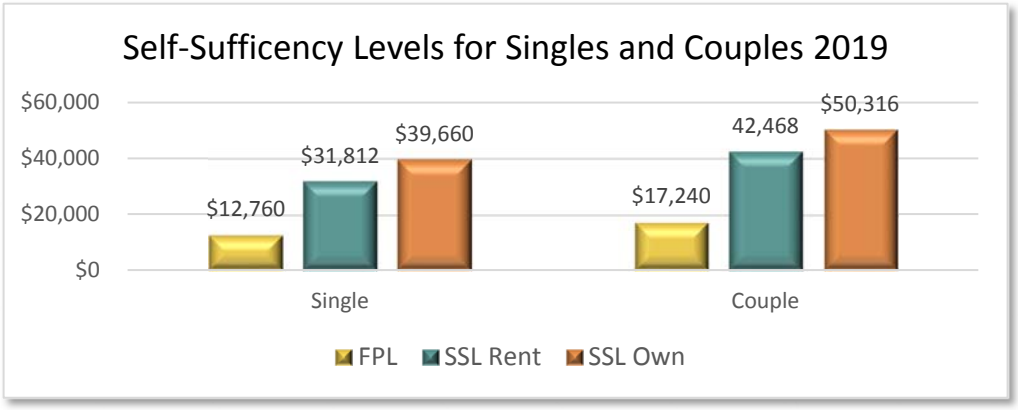


Income and Education: While participation in the education question was fairly high, response to the income question was notably lower.

- 66% report having a college degree or higher while 19% have less than a 2-year college degree or vocational training.
- Of those answering the question on income (57%), one-third report an annual "household" income of $60,000 or higher while 21% report $24,000 or less. This tells us that, at minimum, voices from across the income spectrum are included in the survey.

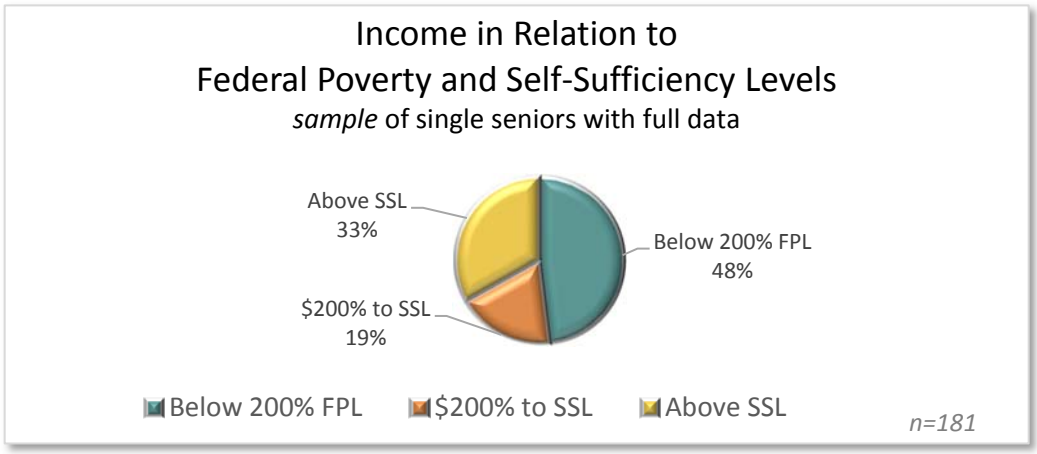


- $24,000 represents approximately 200% of the federal poverty level for a single person which qualifies them for many safety-net services. Those singles above $24,000 but below the "self-sufficiency" level of about $34,000[2] (aka the "donut hole" population) earn too much for assistance but often cannot afford to pay for supports. Family and couple categories are higher.



- Taking a deeper look at a just single respondents who provided income information and characteristics of household size, 48% of singles who answered these questions live below 200% of the Federal Poverty Level and another 19% live in the "donut hole." With rising costs of food, housing and medical expenses, those just above the Self-Sufficiency Level may also be struggling.

[2] https://elderindex.org/



Health and Health Insurance

- **Health Status:** 84% of respondents report that their health status is Very Good or Good compared to others their age. With outreach difficulties, it is important to remember that there is probably underrepresentation in the survey from those most isolated due to poor health.
- **Insurance:**
  - 72% of respondents report that they are on Medicare (more than 1 answer allowed);
  - While not asked directly, with 58% reporting having insurance that they receive from an employer (theirs or partner) or that they purchase directly, it appears that many have a Medicare Supplement plan – but many do not. Those without a supplemental plan are more likely to be heavily burdened by medical expenses;
  - 10% of all respondents are on MediCal and most (79%) of those on MediCal are also on Medicare (Medi-Medi) with the balance under 65 and disabled. Medi-Medi status is an indicator of being Very Low Income;
  - 5% have Veterans benefits and 1% (7) have no insurance.
- **Disabling conditions**: 29% report that they, their partner, or both of them have a disabling condition that prevents them from participating in work, household or other activities. We do not know how this compares to other communities but seems notable.
- **Health Disparities:** Lower income individuals and People of Color are more likely to have poorer health status than Whites and those of higher income. We would expect to see that in race, income, and self-rated health status in this survey. However, these communities are too underrepresented in the survey to allow meaningful analysis. A second round of surveying targeting the Latinx community specifically is in development.

Home/Housing:

- 54% report that they worry about being able to afford their housing as they age;
- Cost of living, housing and the cost of housing in Petaluma are top reasons respondents gave Petaluma a lower rating as a place to age, or as a reason they would move out of Petaluma to age;
- 65% of respondents own their own home and 29% rent. The remaining 6% live with friend/family without paying rent, in a shelter or transitional living setting, sharing rent with housemates/family, in assisted living, or have no permanent residence;

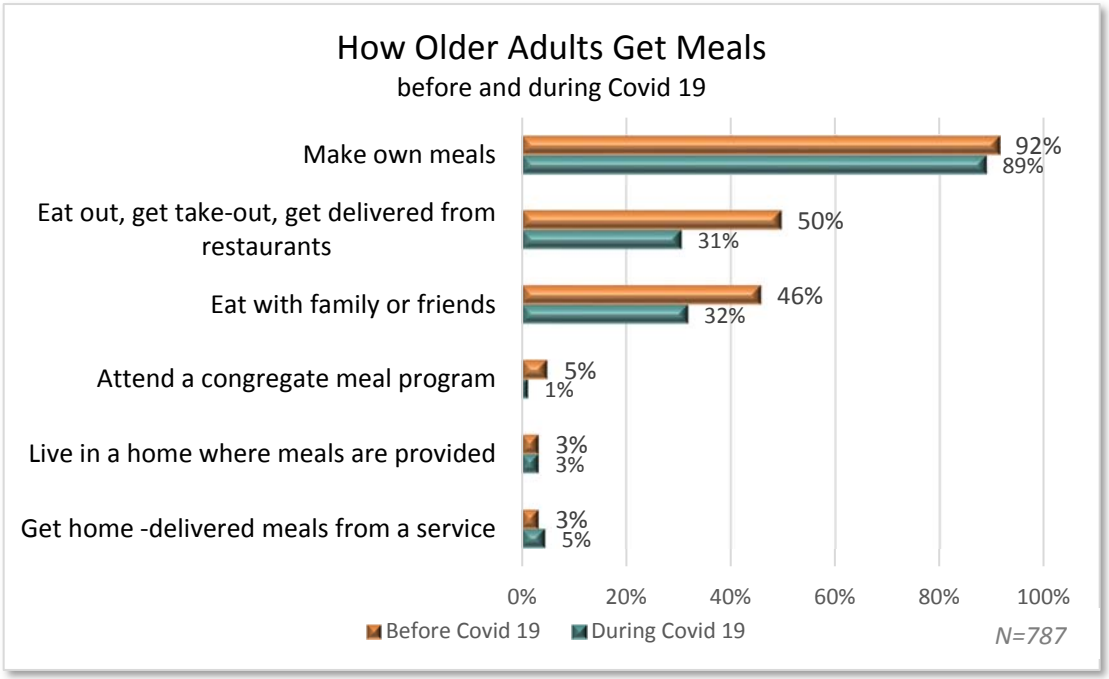
- Of those who own or rent, 67% live in a single-family house and 25% live in an apartment, townhouse, duplex, condominium or coop. While not specifically asked, 2% reported they live in senior housing - the real percentage is likely higher due to strong participant recruitment efforts made by PEP Housing. 17% reported they heard about the survey through senior housing, 14% from PEP specifically;
- 8% of those who own or rent rely on income from renting out a room, ADU, granny flat or cottage;
- 66% of respondents live alone by themselves or with a partner/spouse. 21% have other adult friends or relatives living with them. Just 6% have children under age 18 living with them or away at school while 11% have children age 18 or older living with them; (Multiple answers allowed)
- Of those who own or rent, about half reported that bathroom changes such as grab bars, hand rails, a higher toilet or non-slip tiles (53%) and installing an emergency response system (48%) would help them stay in their current home as they age. 36% thought easier access into their home would help and 18% reported that putting a bedroom or bathroom on the first floor would help them stay.

Work

- Roughly half of respondents are not working and not looking for work, with retirement increasing slightly during Covid 19;
- Those working full or part-time decreased from 35% to 25% during Covid 19 with nearly the same number (9%) looking for work or hoping to return to work from furlough;
- 78% of those currently working or looking for work reported that they are Very Likely/Extremely Likely to work for as long as possible – although the number of missing answers on this is high.

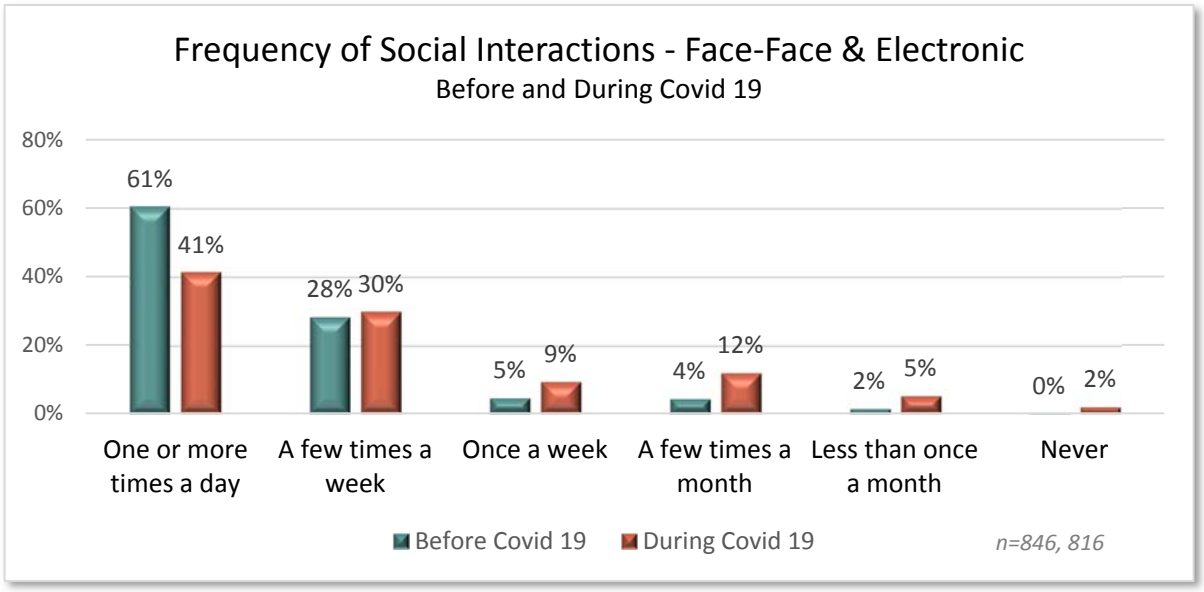
Daily Living

- **Meals:** 92% of respondents made their own meals before Covid 19 and this dropped only slightly during Covid 19. Understandably, the proportion who ate socially (at restaurants, with friends/family, at congregate programs) dropped noticeably, while those receiving home delivered meals through a program rose just 2%. Again, this may be a factor of the survey bias.

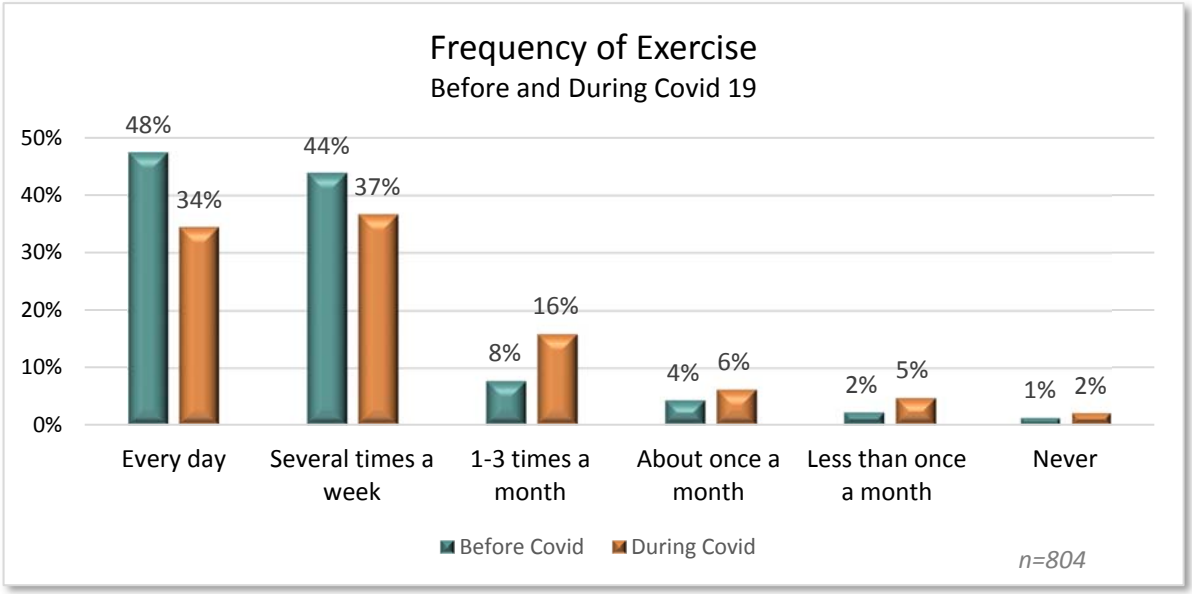


Socializing

- Before Covid 19, 91% of respondents left their homes for social interaction, errands, fitness and/or recreation several times a week or more. 4% left home less than once a week with 1% (6) never leaving home.
- Before Covid 19, 90% connected socially face-to-face or electronically a few times a week or more and this dropped to 71% during Covid 19. 11% had interactions once a week or less before Covid. This isolation rose to 28% during Covid 19 with 7% reporting interactions less than once a month during Covid 19.

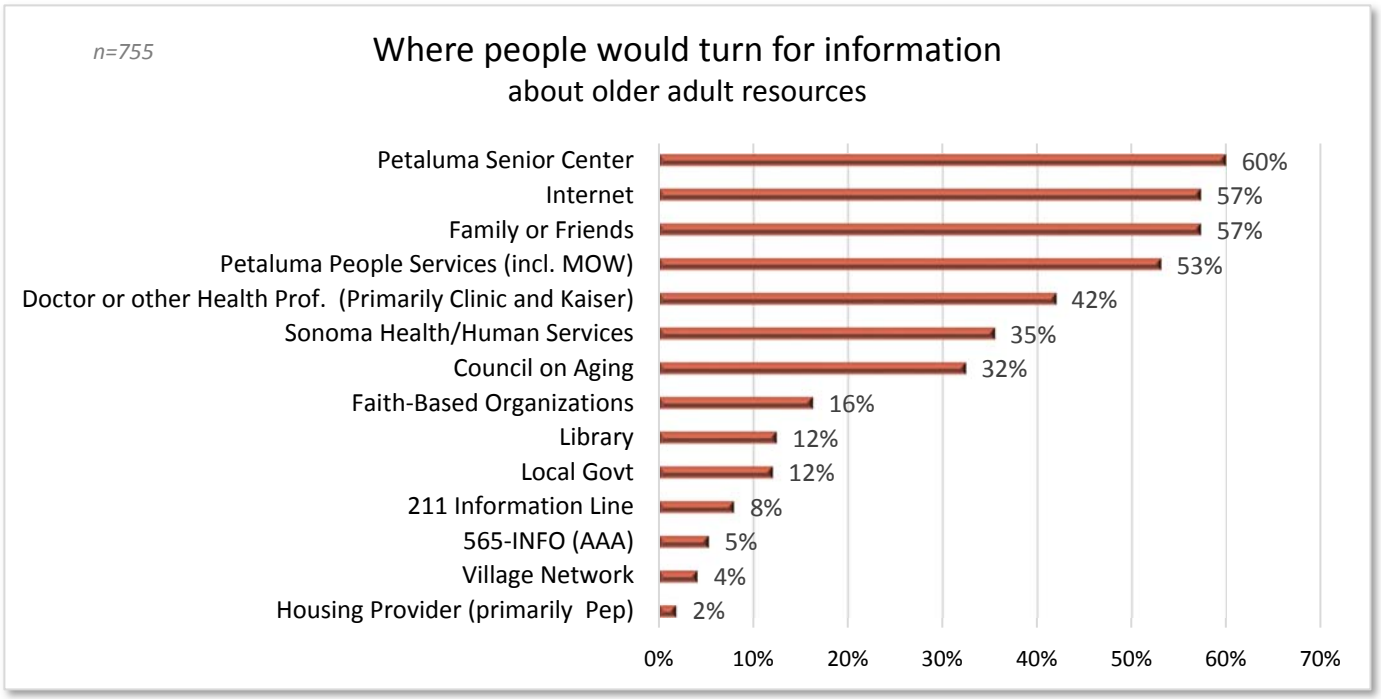


- **Exercise:** Before Covid 19, 92% reported exercising several times a week or more and this dropped to 71% during Covid 19 with 13% exercising once a month or less during Covid. Types of exercise were heavily skewed towards walking both before Covid 19 (81%) and during (74%) followed by Yoga/Pilates/Tai Chi/Qi Gong, strength training, biking, aerobics, and swimming.



Technology and Information

- **Internet Usage:**
  - 74% of respondents reported having Internet access in both their home and on their phone with just 3% reporting no internet access. Despite aggressive outreach, it was difficult to connect to those without internet access during Covid 19 so these results are skewed;
  - Again, with a biased response due to the limited outreach during Covid, 87% of respondents reported that they are Very Comfortable or Somewhat Comfortable on the Internet with just 8% saying they are Not Very Comfortable or Not at All Comfortable;
  - Despite this high level of comfort on the Internet, 41% reported that they would be Very Likely or Somewhat likely to take Internet training if it were free or low cost.
- **Preferences for getting information from the City:** 2/3 of respondents prefer to get City information via email from the City with the local newspaper, direct mail, and the City website the next most desired methods.
- **Where people would turn to for information about older adult resources**: With more than one answer allowed, more than half of respondents reported that they would turn to the Petaluma Senior Center, the Internet, family/friends, and/or Petaluma People Services for information about Older Adult Services. One-third or more also identified their health care provider, the County, or the Council on Aging as top places to turn.



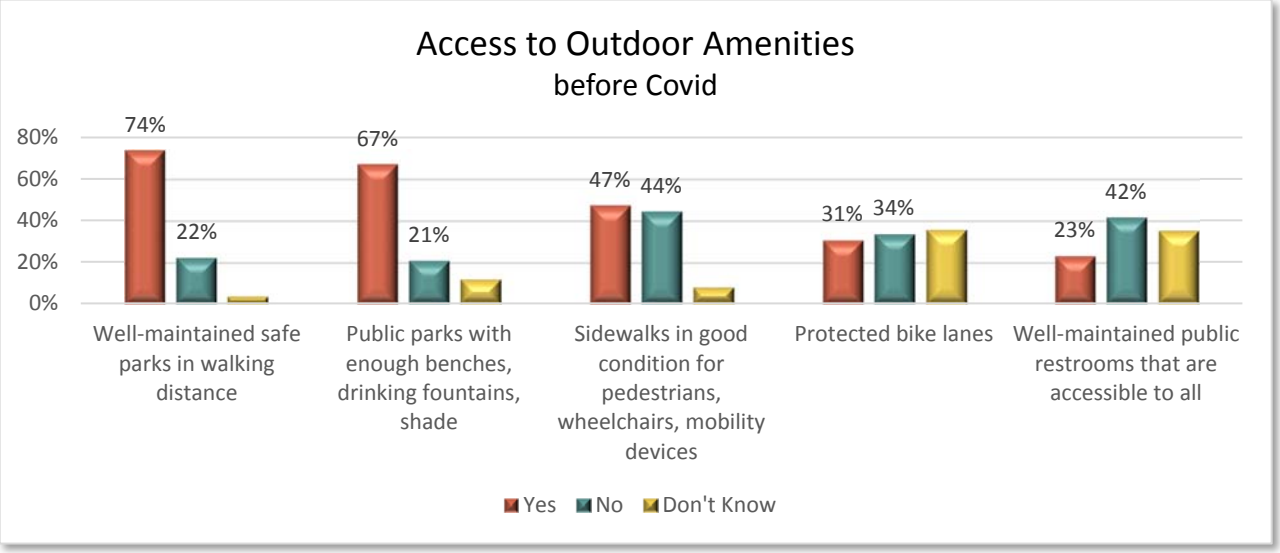
Other Questions

- 66% of respondents reported that they feel prepared for a community-wide emergency.
- 75% feel optimistic that they can manage issues of aging to their satisfaction.
- 64% would welcome guidance to plan for positive aging.

D. Access to Resources in Petaluma

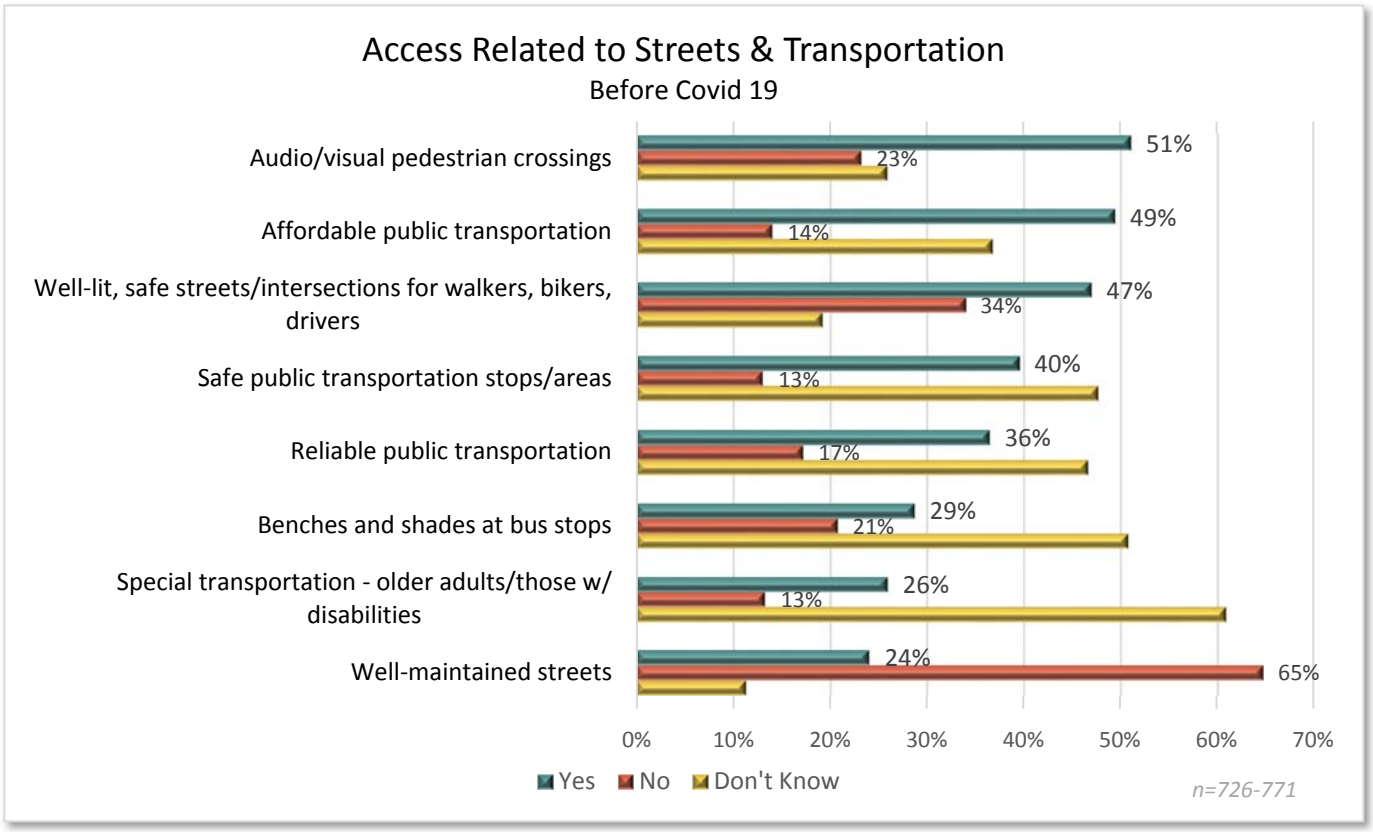
Outdoor Amenities

- Two-thirds or more of respondents report that Petaluma offered well-maintained and safe parks within walking distance of their homes before Covid. Most also report that public parks had enough benches, drinking fountains and shade.
- Views were split about sidewalk conditions with 47% reporting that they were in good condition but 44% reporting that they were not. In open-ended feedback, poor sidewalk and street conditions were one of the top comments.
- 42% reported not having access to well-maintained public restrooms that are accessible to all.



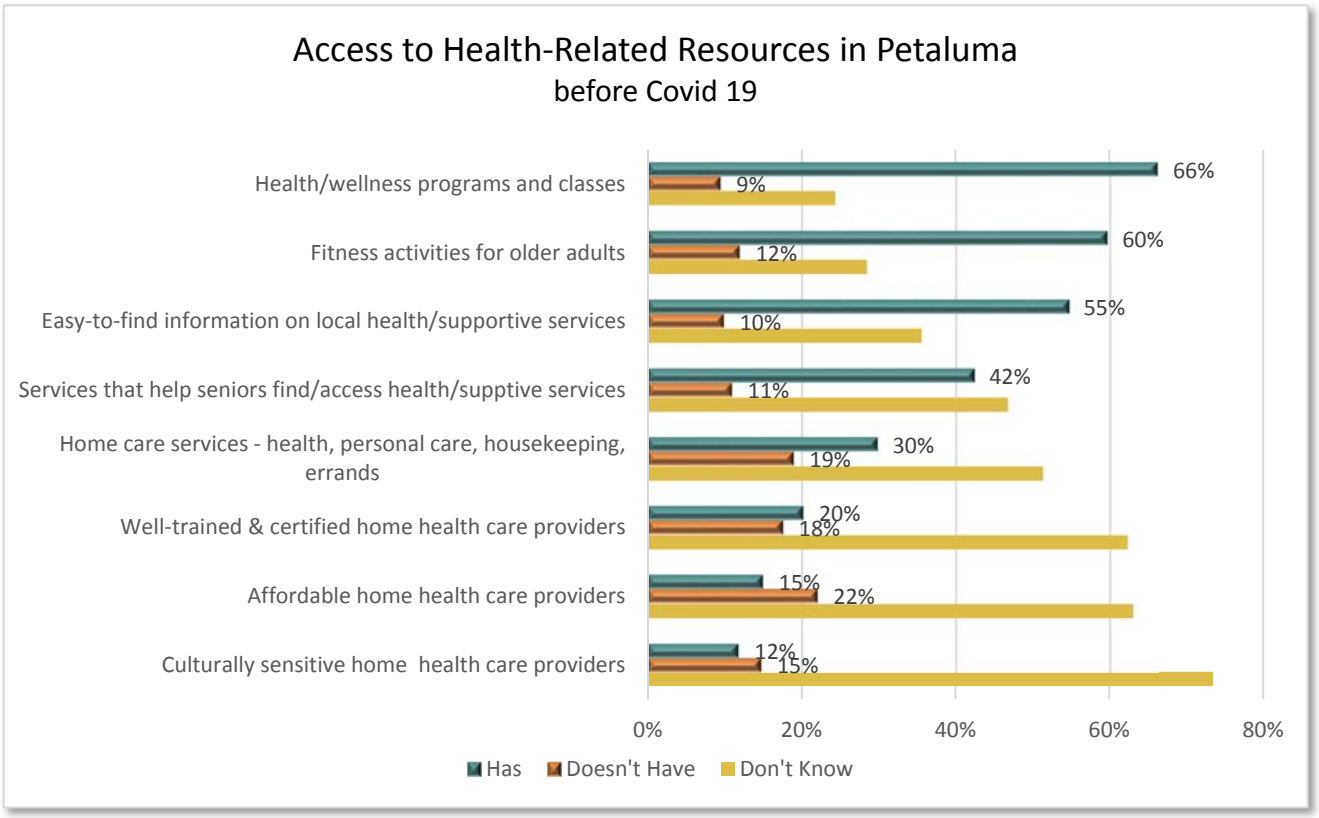
Streets & Transportation: There were very mixed views on access to street and transportation supports.

- A large number who drive themselves are not aware of the quality of public and alternative transportation for elders or those with disabilities. Of those with experience, ratings on audio/visual pedestrian crossings, affordable and reliable public transportation, and safe public transportation stops were far more positive than negative;
- This then shifts with 2/3 reporting that streets are not well-maintained and 1/3 reporting that streets and intersections are not well-lit and safe for walkers, bikers, drivers.



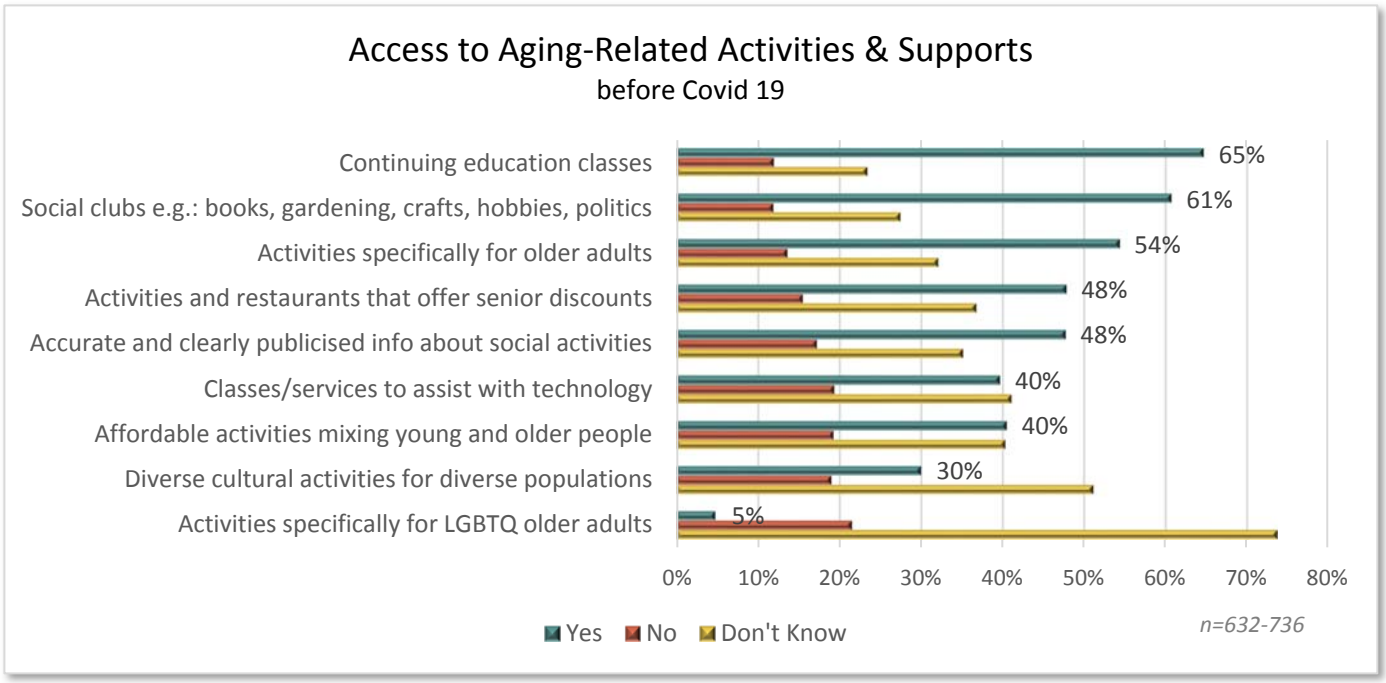
Access to Health-Related Resources

- Before Covid 19, more than half of respondents agreed that they had access to health and wellness programs and classes, fitness activities for older adults, and easy-to-find information on where to find local health and supportive services;
- The proportion who "Don't Know" rises substantially around issues of actually using in-home and supportive services. This makes sense as these are things that people tend to ignore until they are needed;
- The majority of those who had an opinion (excludes Don't Know) reported that they did not have access to home care services, well-trained and certified home health providers, affordable home health providers or culturally sensitive home health providers



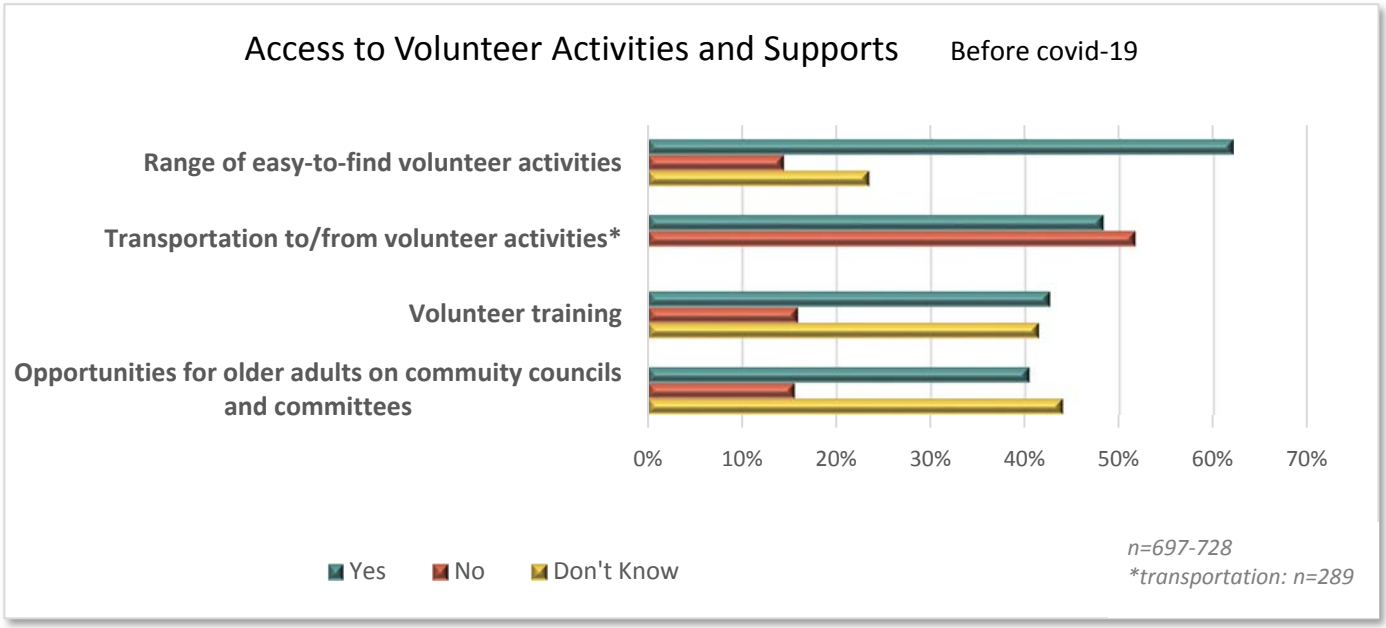
Access to Aging-Related Activities & Supports

- More reported access to continuing education, social clubs, activities for older adults than those who said they did not have such access;
- This shifts downwards slightly in the areas of senior discounts, accurate and clear information about what is available to seniors, classes and services to assist with technology, and affordable multi-age activities;
- Just 30% were aware of diverse cultural activities and just 5% were aware of activities specifically for LGBTQ elders.



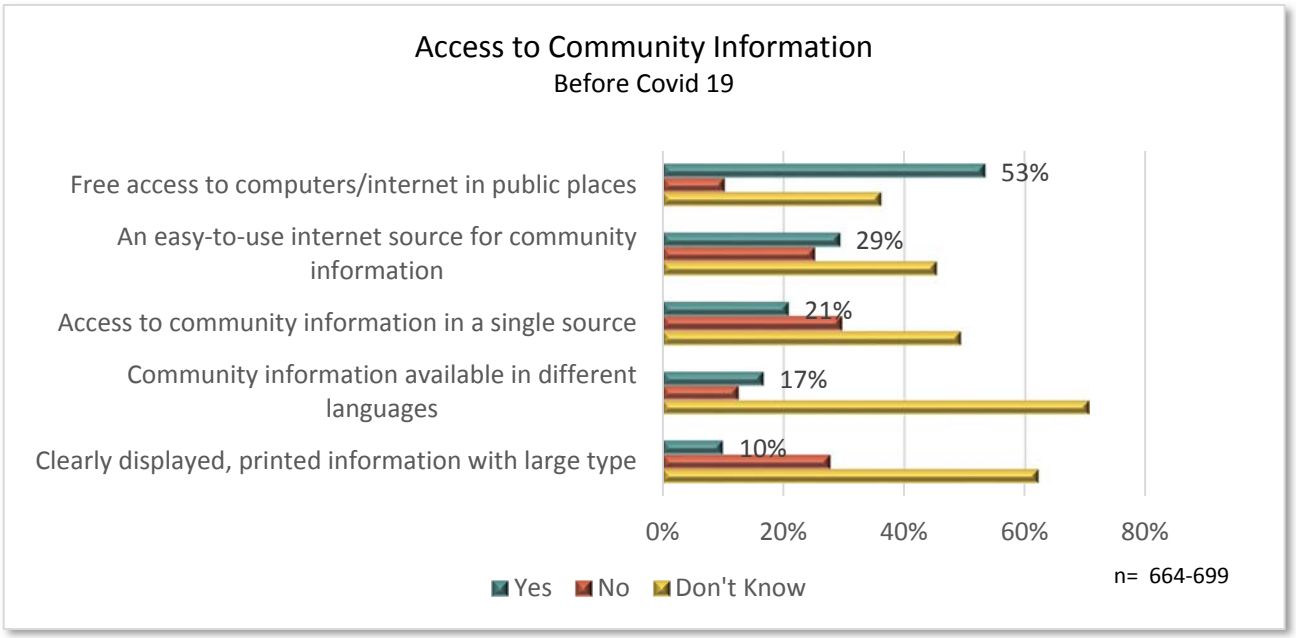
Volunteer Activities and Supports

- 62% reported that Petaluma has a range of easy-to-find volunteer activities;
- 52% reported that there was no transportation to these activities;
- More respondents were aware of volunteer training opportunities and opportunities on community councils and committees than not.



Access to Community Information

- Over half of respondents reported that there was free access to computers and the Internet in public places in Petaluma;
- Half as many report that there is a single, easy-to-use source or a single internet source for community information;
- Clearly displayed, printed information with large type was considered accessible by just 10%.



III. Summary and Analysis

Despite focused outreach to communities of color (within the constraints of Covid 19), respondents are disproportionately White, with the LatinX population significantly underrepresented. A second round of surveying targeting communities of color, and the Latinx community specifically, was attempted but not successful in bringing in new LatinX participants. The effort was successful in bringing in 14 new Asian/Pacific Islander participants and 2 new Black participants. These additional surveys have been analyzed but not edited into this original report as their low numbers did not impact findings significantly.

Covid 19: We learned a lot in this survey about the impact of Covid 19 on participants. This includes:

- 37% of respondents rated the pandemic as very challenging for them socially/emotionally (8-10 on a 10-point scale).
- 71% turned to TV/Newspaper/Radio news and 51% turned to the Internet for information about the pandemic. This was followed by friends/family (24%) and City of Petaluma (town halls, emails, website - 20%);
- Less than a quarter of respondents reported having approached any single community agency for support. This may be affected by the bias in who answered the survey.

Other Findings: A highly distilled summary of planning-relevant findings includes:

Large, Long-Term Municipal Efforts:

- Housing, housing, housing: Affordable, senior, accessible, continuous including assisted living, CCRC
- Climate change management and mitigation: Emphasis on fires and smoke
- Safety: Sidewalks, sidewalks: In good repair, and lighting and safe walking surfaces in parks, on streets
- Transportation: More frequent, expanded routes for existing public transit, smaller (possibly electric) system

  transporting seniors around town for free
- Walkability/Bikability: Better sidewalks, streets, more/better walking/biking trails, crosswalks; longer lights at big intersections; incentives for stores selling necessities to stay in/come to downtown

Potentially Smaller/Faster Improvements:

- Disaster preparation: Household-level planning for disasters and evacuation – Outreach, education,

  planning, provision of supplies
- Transportation: Taxi vouchers – especially to travel to medical appointments in Santa Rosa and Marin, possible downtown shuttle
- Support to Meet Basic Needs:
  - Make sure more people take advantage of discounts (e.g.; PG&E rate plans)
  - Look into subsidizing elders to get Medicare Supplement Plans (needs research)
  - Outreach to develop more senior discount opportunities
  - Expand affordable access to healthy food, prepared food, delivered food

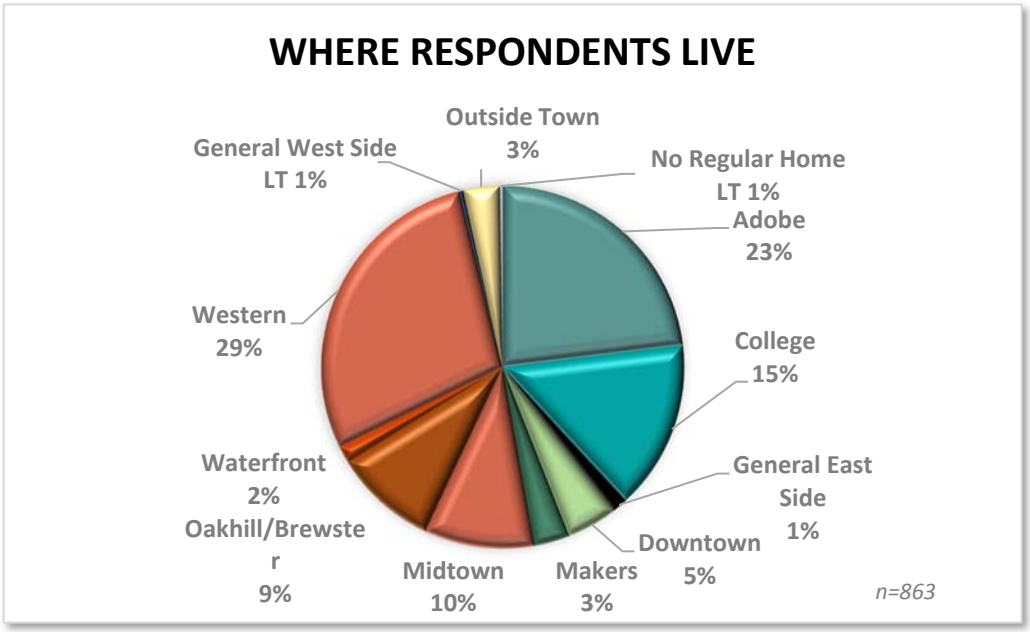
- Outdoor Amenities/Quality of Life: Park improvement, increased social/recreational activities
- Information & Referral: A single, comprehensive internet site/face page with phone and live support that aggregates information from multiple online sources (e.g.: 211, City, food delivery, etc.) for up-to-date information including services, transportation, food, social/recreational activities, entertainment
- Technology: More free/low cost training for computer skills including new technologies for social connections that have arisen over Covid 19 (e.g.: Zoom)
- Safety: Fall prevention education/programming, home modification

  Planning for healthy aging: Can include fall prevention training, disaster preparation (at household level), food and discount access, planning for housing and transportation needs as they change

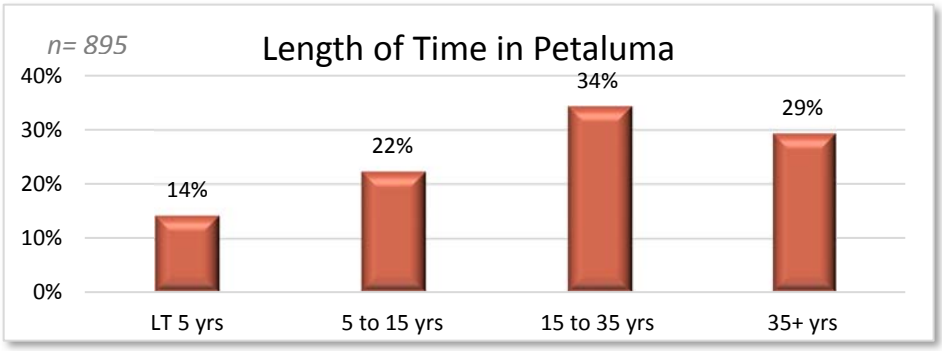
Additional Charts

Attachment

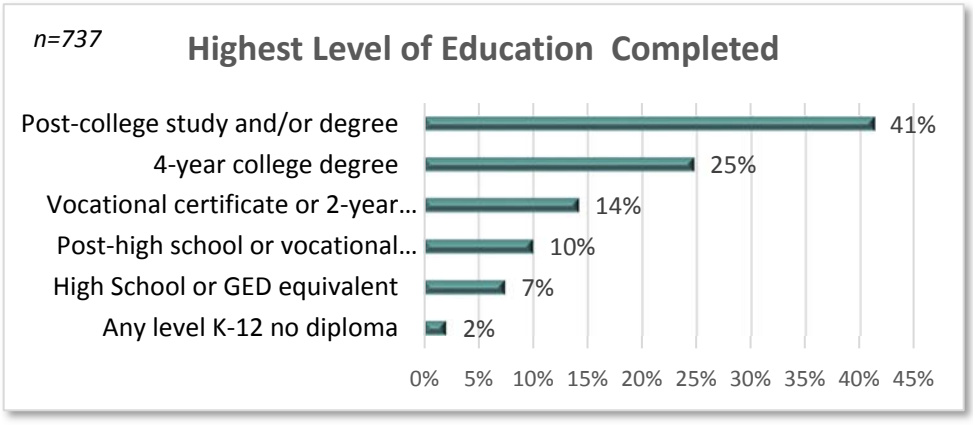
Community p.4



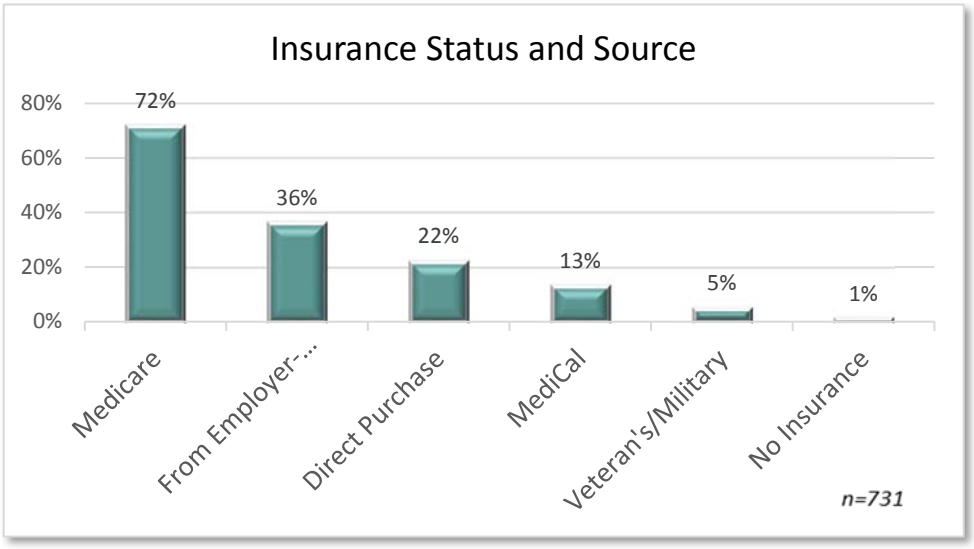
Length of Time in Petaluma p.4



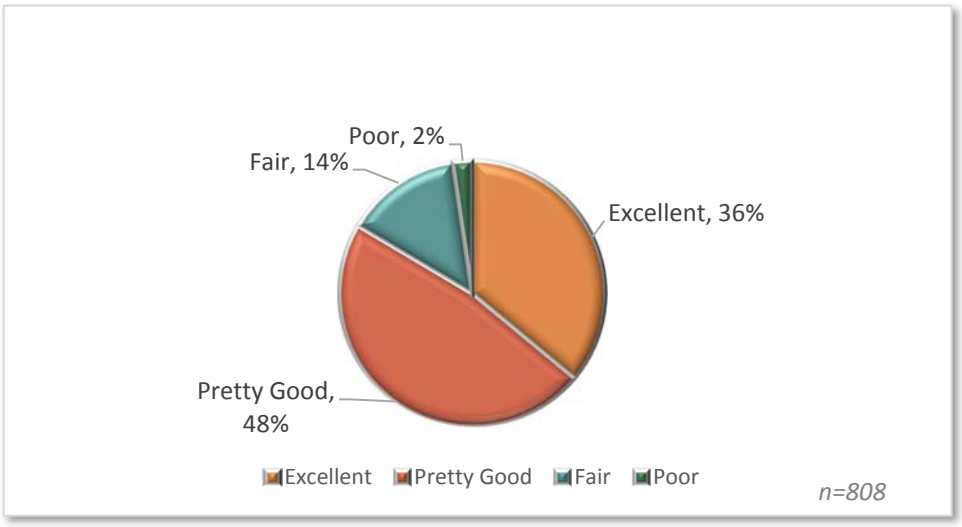
Education p. 6



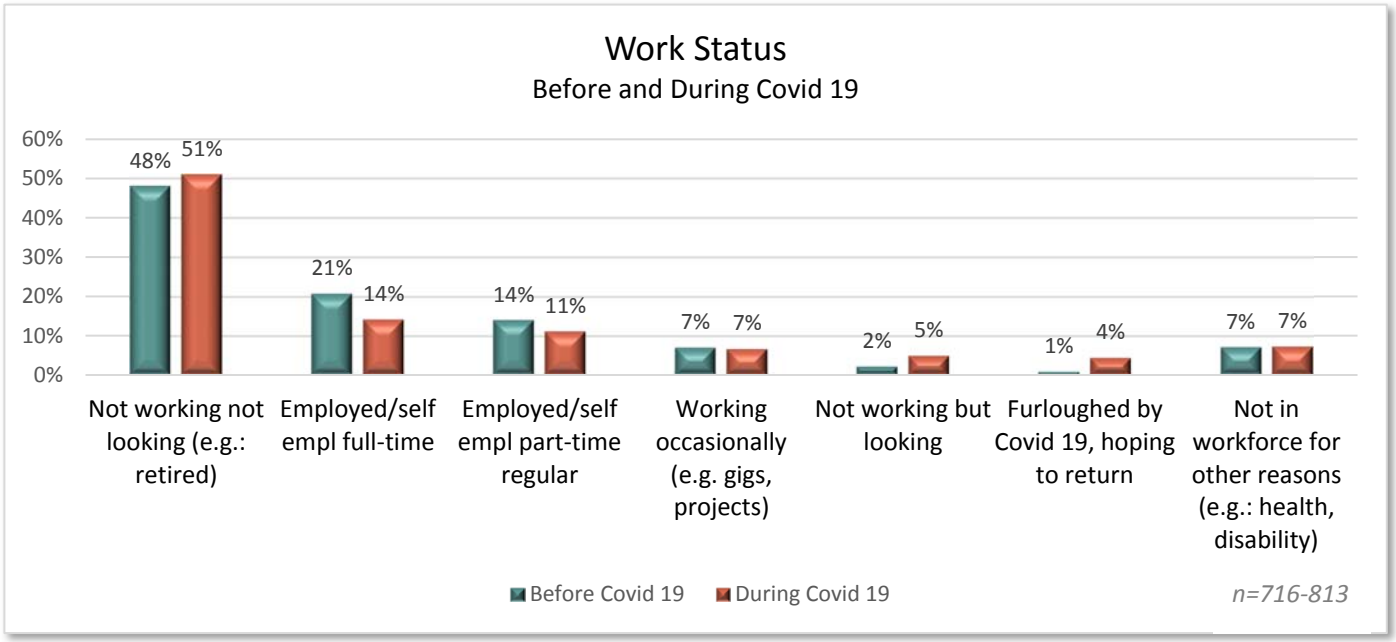
Insurance p.7



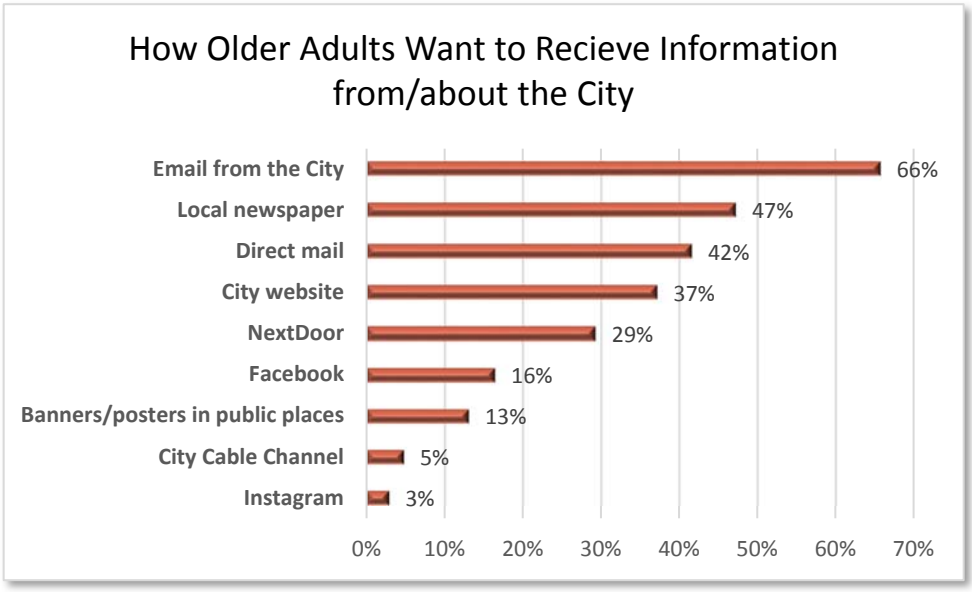
Health Status p. 7



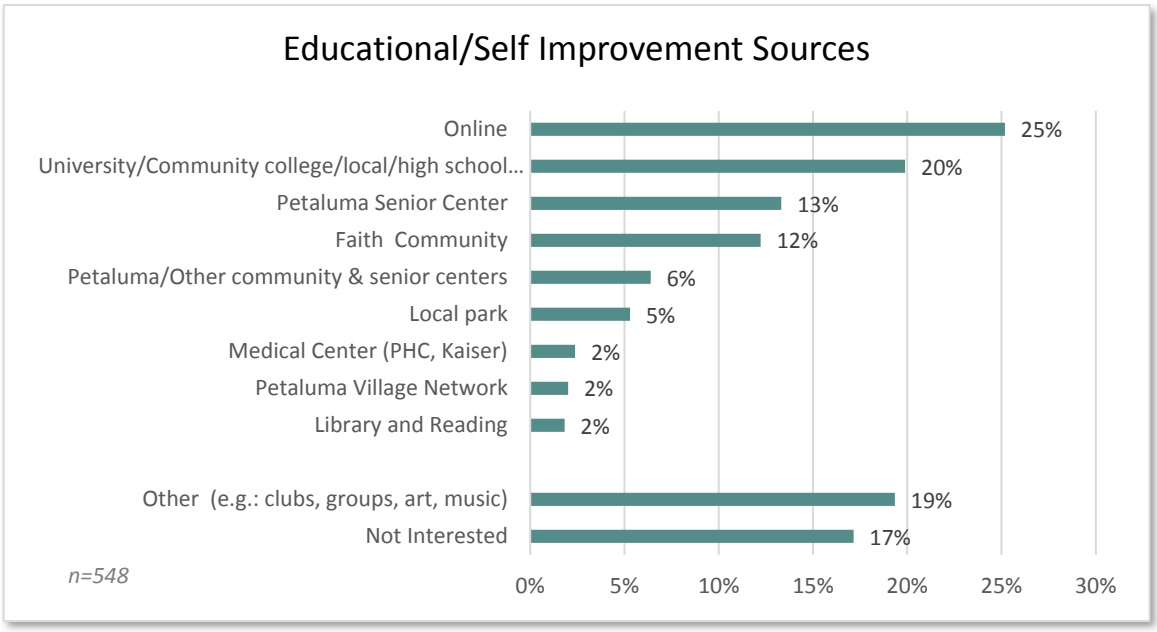
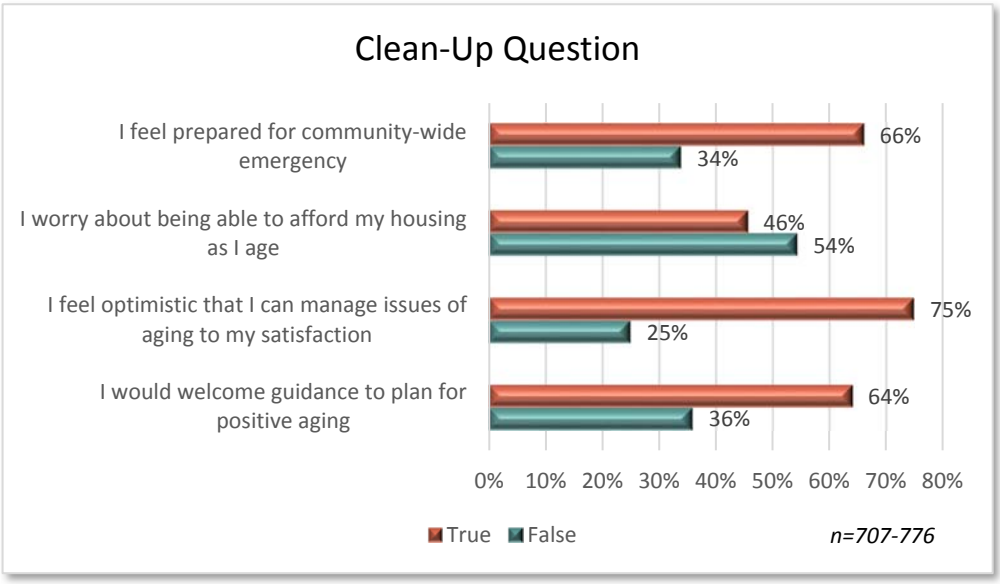
Work Status p. 8



Receiving Information for the City p. 10



Self-Improvement Resources p.13



Mentioned in Different Places