

# *Chula Vista:* Creating an Age-Friendly City

*Adopted July 10, 2018*

*Prepared by the City of Chula Vista  
Age-Friendly Team*



**AGE-FRIENDLY ACTION PLAN**

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# Executive Summary

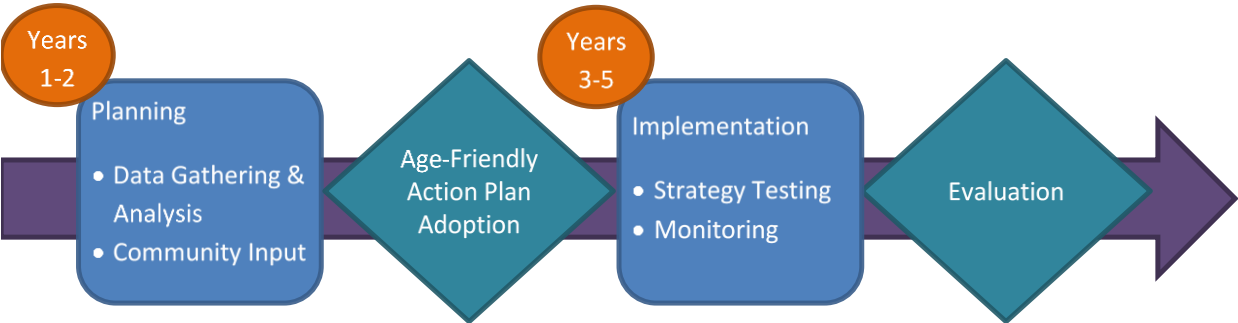
## Chula Vista’s Age-Friendly Journey

In July 2016 the City of Chula Vista became the 99th jurisdiction in the United States to enter the American Association of Retired Persons’ (AARP’s) Age-Friendly Communities Network through authorization by City Council on May 10, 2016, Resolution No. 2016-068. While the City has been engaged in public health policy, programs and partnerships through the Healthy Chula Vista Initiative, the City recognized a looming shift in the older adult population could present new and greater public health challenges.



*Chula Vista Mayor Mary Casillas Salas Accepts Age-Friendly Network Entrance Certificate with Residents*

Specifically, the City is expected to see a doubling (from 16% to 32%) of those age 55 and over by 2050 and over a 200% increase of those adults over the age of 85. While the older adult population is expected to increase, the City is seeing a plateauing of adults and children, with negative growth in the college-age population. The five-year process of the Age-Friendly effort provided the structure to allow discussion, analysis and the platform to begin looking at the City’s livability through a ‘lens of age’.



*World Health Organization (‘WHO’) and AARP Age-Friendly Communities Process*

## Planning

The first two years have provided the opportunity to directly engage over 1,500 individuals in the Age-Friendly efforts and reach thousands more, planting the seed to look at age as a consideration in their daily work and interactions. Youth, teens, college students, working adults, families and older adults that live, work, play and pray throughout the City of Chula Vista were all engaged in the process. Residents and stakeholders guided the development of the



Open Space & Building



Transportation



Housing



Respect, Inclusion & Social Participation



Healthy Food Access & Nutrition



Civic Participation & Employment



Communications & Information



Health & Community

plan by identifying strengths, gaps and opportunities in eight ‘Domains of Livability’ that were identified as being critical to making the city even more livable for all ages. Identification of a vision for each domain led to development of goals and action steps and are summarized below.

## Action Plan Goals and Action Steps

### Outdoor Spaces and Buildings

*Vision:* A city with high-quality buildings and public outdoor spaces that provide safe routes for walking, physical activity, social interaction and recreation in an equitable way throughout the city.

#### Goals & Action Steps:

- Increase park usage and community ownership.
  - Create Park Action Groups to address community ownership of parks.
  - Increase Police interaction with neighborhood groups to promote crime prevention.
  - Increase nighttime access through pedestrian scale lighting.

### Transportation

*Vision:* A city where everyone has access to safe, environmentally friendly and sustainable transportation services that are affordable and provide a full range of mobility options to connect residents to critical services, cultural opportunities and each other.

#### Goals & Action Steps:

- Use educational tool to promote increased alternative transportation use and obtain community feedback to guide future planning efforts.
  - Update and distribute the Senior Transportation brochure.
  - Conduct older adult field trips and create a public service commercial to promote transit use.
  - Create local business and attraction agreements to provide public transit to events.
  - Increase older adult participation in the “Bike and Pedestrian Master Plan Update”.
- Develop ways to move people between events and key amenities.
  - Educate on LYFT and UBER medical insurance reimbursement programs.



- Provide shuttle services for community events.

## Housing

*Vision:* A city that provides affordable, accessible, and supportive housing that fosters healthy and livable neighborhoods for people throughout the age spectrum.

### *Goals & Action Steps:*

- Provide resources and education to promote “Aging in Place” (i.e., continuing to live in one’s own home and community as one ages).
  - Develop a pocket guide of City services to promote aging in place safely.
  - Pilot a comprehensive Home Audit program.
  - Explore implementing the Village Concept.
- Increase alternative housing options.
  - Expand Home Sharing services in the South Bay.
  - Encourage older adults to participate in the “Housing Element Update” process.
  - Develop a web-based map of senior housing opportunities.

## Respect, Inclusion and Social Participation

*Vision:* A city that offers opportunities for residents to be included in activities in a meaningful and respectful way, by offering accessible, affordable, and intergenerational activities.

### *Goals & Action Steps:*

- Develop culturally- and age- appropriate programming throughout the city.
  - Conduct an assessment of intergenerational and senior programming.
  - Engage Southwestern College and school districts to increase intergenerational opportunities.
  - Hold workshops on aging.
  - Create a “This is Chula” theme around respect, economic power, adventure, and vibrancy in aging.
- Build neighborhood resilience and connectivity.
  - Create an AARP toolkit for schools and volunteers to partner on school gardens.
  - Support “Neighbor Day” throughout the City.
  - Create a toolbox for neighborhood engagement to address social isolation.

## Healthy Food Access and Nutrition

*Vision:* A city where everyone has equitable access to and knowledge about healthy and nutritious foods.

### *Goals & Action Steps:*

- Increase healthy food access.
  - Develop a Food System Plan for the City, identifying a HUB for food donations and distribution.
  - Increase knowledge of opportunities to keep food in the chain for human consumption.
  - Work with partners to create new food distribution points.

- Promote locally grown food consumption and increase knowledge about nutrition.
  - Identify new community garden opportunities.
  - Explore incentives for farmers markets.
  - Expand nutritional programs around nutrition and dietary needs.

### Civic Participation and Employment

*Vision:* A city that encourages and empowers residents to work and volunteer for as long as they like and take an active role in their community.

#### *Goals & Action Steps:*

- Promote two-way engaged communication between residents and the city.
  - Develop a community “Ambassador Program” to relay information for community input.
  - Create a web-based portal for community input into projects and programs.
  - Support Intergenerational Resident Leadership opportunities.
  - Develop a faith-based consortium.
- Promote and increase use of City based communication tools.
  - Create opportunities for older adults to volunteer or re-enter the job market.
  - Encourage volunteer opportunities.
  - Provide older adult job fairs and entrepreneurship opportunities.

### Communication and Information

*Vision:* A city that enables residents to gain the information they want and need in a variety of formats that provides accessibility to all.

#### *Goals & Action Steps:*

- Maintain consistent, widespread, and centralized distribution of information in a culturally appropriate way.
  - Conduct a public assessment to determine preferred communication sources.
  - Increase participation of older adults and vulnerable hard to reach population in the “Communications Plan Update”.
  - Create a pilot for centralized information at community gathering spots.
- Create a video repository of content and outlets for information for older adults.
  - Develop video content on issues and events relevant to older adults.
  - Create access to a “silver channel” for older adults.

### Health and Community

*Vision:* A city that promotes a thriving, healthy community by promoting healthy behavior and access to resources and services throughout the age spectrum.

#### *Goals & Action Steps:*

- Address inequity in emergency services in South Bay through education on preventive care, chronic disease management, centralized resources, and patient centered care and advocacy.

- Centralize resource referrals and educate community.
- Support alternate points of care for urgent and preventative visits.
- Promote “family medicine” model to increase communication between specialists.
- Educate on health information and services.
- Advocacy for regional equity in emergency services.
- Develop behavioral health and dementia friendly practices and awareness throughout South Bay.
  - Promotion of mental health trainings in the South Bay.
  - Trainings and workshops for dementia friendly practices.
  - Increase knowledge of resources for behavioral health services.
  - Increase support groups for dementia and mental health caregivers.

### **Next Steps**

Implementation of the Chula Vista Age-Friendly Action Plan will be guided by the Joint Age-Friendly Task Force comprised of the Commission on Aging and Healthy Chula Vista Advisory Commission over the next three years. To learn how you can actively participate, visit [chulavistaca.gov/agefriendly](http://chulavistaca.gov/agefriendly).



## OFFICE OF THE MAYOR Mary Casillas Salas

May 2018

In Chula Vista, we know that when we live a healthy and active life style we increase our life expectancy and strengthen ourselves to be better prepared for life's unexpected challenges. In order to meet the needs of our changing demographic, we are committed to supporting healthy aging, which will thereby improve the health, well-being, satisfaction and quality of life for older Chula Vista residents and all generations.

According to the 2013 SANDAG Growth Forecast for the City of Chula Vista, our population growth is expected to be higher than the San Diego region over the next 30 years. More importantly, in the next 15 years we are expecting a 32% increase within the 55 and over age group, and a 58% increase in the next 30 years.

As an Age-Friendly City we seek to promote existing/new opportunities, deliver information through multiple communication channels, ensure access to vital resources and amenities, create accessible housing close to neighborhood hubs, provide opportunities for residents to stay engaged, promote outdoor safety, encourage intergenerational activities, and deliver a transportation system that is accessible to all.

We believe an Age-Friendly Community is a livable community for all ages. This action plan not only benefits our 50+ population, but also increases community livability throughout the age spectrum. It also holds our commitment, and our solid plans, for meeting the challenges facing Chula Vista residents as they enter the golden age.

I am pleased to present to you the *Age-Friendly Chula Vista Action Plan*.

Sincerely,

A handwritten signature in blue ink that reads "Mary Casillas Salas".

MARY CASILLAS SALAS  
Mayor





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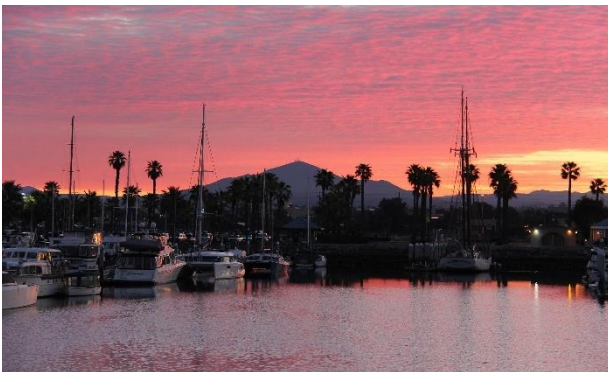
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# Community Profile

The City of Chula Vista is located in Southern California in one of the richest cultural, economic and environmentally diverse zones in the United States. Located just 7 miles south of downtown San Diego and 7 miles north of the Mexican border, it is the second-largest City in San Diego County with roughly 41,000 people over the age of 50; and a total population of 267,503 residents as of January 1, 2018.<sup>1,2</sup>



Chula Vista means “beautiful view” and has more than 52 square miles of coastal landscape, canyons, rolling hills, mountains, quality parks, and miles of trails. The City is a leader in conservation and renewable energy, provides outstanding public schools, and has been named one of the safest and happiest cities in the country.<sup>3</sup>

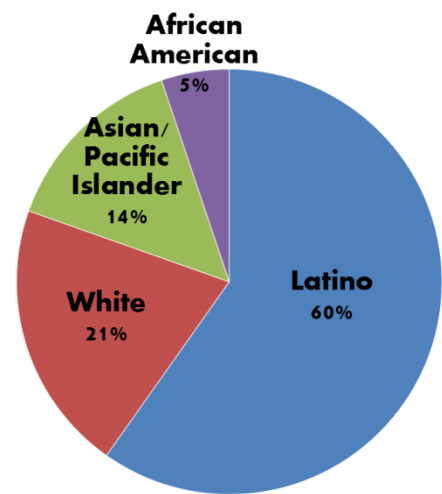


Great year-round weather, with a 72°F - 55°F average daily temperature in a mild Mediterranean climate attracts runners, hikers, cyclists, bird watchers, concert goers and outdoors enthusiasts from the bay to lakes.<sup>4</sup>

Attractions along the City’s Bayfront include the Sweetwater Marsh National Wildlife Refuge, Living Coast Discovery Center, Chula Vista

Marina & Yacht Club, and Bayshore Bikeway. In the eastern portion of the city, Aquatica Water Park, the Chula Vista Elite Athlete Center (formerly a U.S. Olympic Training Center) and the City’s MattressFirm Amphitheatre provide destinations in addition to hundreds of miles of hiking and cycling trails.<sup>5</sup>

Established neighborhoods, cultural diversity, contemporary communities, start-up firms, corporations and a historic downtown all contribute to Chula Vista’s attraction for both families and businesses. To learn more about Chula Vista visit [www.explorechulavista.com](http://www.explorechulavista.com).



*Ethnic Diversity in Chula Vista  
ESRI (2017)*

# Introduction to the Plan

As a result of changing demographics and concerns about the readiness of communities to serve the growing population of older adults (one-in-five individuals is anticipated to be 65+ across the country by 2030), the World Health Organization (WHO) and American Association of Retired Persons (AARP) have partnered to create a Network of Age-Friendly Communities across the nation.<sup>6</sup>

But, what does it mean to be an Age-Friendly Community?

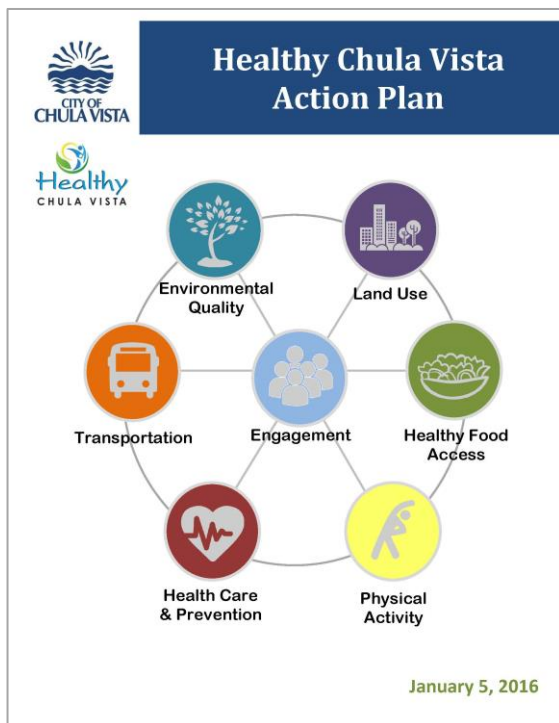
The WHO says, “An Age-Friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them. And it helps people stay healthy and active even at the oldest ages and provides appropriate support to those who can no longer look after themselves.”<sup>7</sup> Acceptance into the Age-Friendly Communities network means a community's elected leadership is committed to actively work toward making their town, city or county a great place for people of all ages.

## Chula Vista’s Age-Friendly Journey

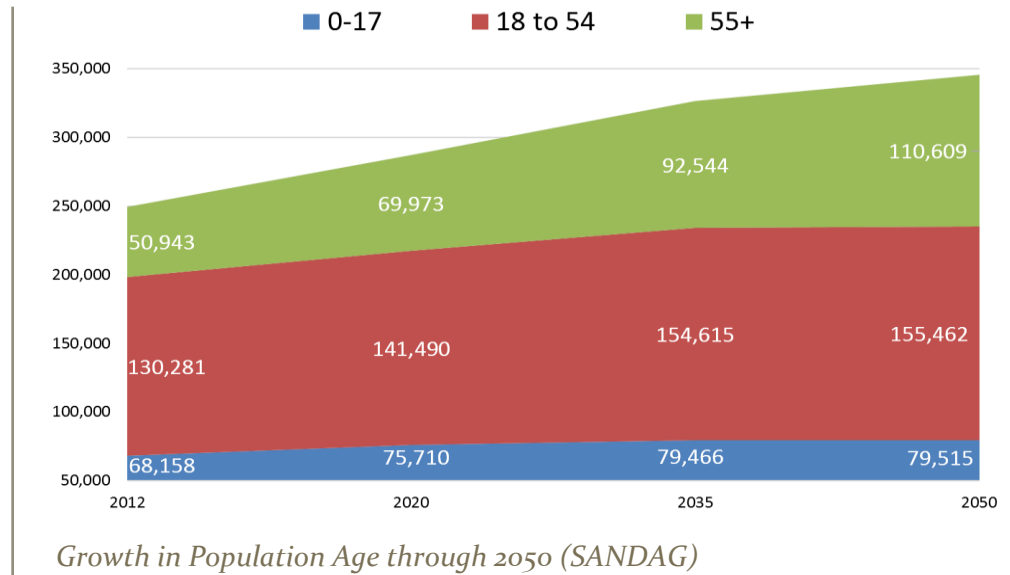
The City of Chula Vista has recognized the need to address public health issues through policy, programs, and partnerships for over ten years and has been increasing healthy lifestyles for residents through smoking prohibitions, healthier vending options at city facilities, and access to healthy food and increased physical activity opportunities in underserved areas. In 2013, the

City Council adopted a Strategic Plan which included five key goals, one of which being “Healthy Community” and on January 5, 2016, the City Council adopted the first ‘Healthy Chula Vista Action Plan’ (“HCVAP”) to formalize strategies through policy, programs, and partnership to increase overall wellness of residents. The HCVAP identifies seven areas of focus, which closely mirror the ‘Age-Friendly Domains of Livability’: Engagement, Land Use, Transportation, Environmental Quality, Healthy Food Access, Physical Activity and Health Care & Prevention.

While the Healthy Chula Vista efforts focus on many areas of livability, the City recognized a looming shift in the older adult population could present new and greater public health challenges.



Specifically, the City is expected to see a doubling (from 16% to 32%) of those age 55 and over by 2050 and over a 200% increase of those adults over the age of 85. While the older adult population is expected to increase, the City is seeing a plateauing of adults and children, with negative growth in the college-age population.<sup>8</sup>



These population trends present new questions that have not been focused on in detail, such as:

- How does the city attract and retain young talent?
- What do neighborhoods look like to entice young families to live there?
- How can the City assist older adults to age in place, have access to services when needed and stay engaged?



*Chula Vista Mayor Mary Casillas Salas Accepts Age-Friendly Network Entrance Certificate with Residents*

By looking through the 'lens of older adults' the Age-Friendly network provides a platform and process to talk about, set goals and develop implementation measures to address these types of questions. Through a partnership with the San Diego Foundation and AARP, the City of Chula Vista began the journey to answer these questions and many more in July 2016, when Chula Vista committed to entering that network and developing a plan to make Chula Vista even more livable throughout residents' lives.



# Plan Development

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The City of Chula Vista's goal through the Age-Friendly effort is to create an inclusive environment where all city staff, community organizations, service providers, and the greater community think about issues surrounding the livability of our neighborhoods and city by looking at daily life through a 'lens of age'. To do this the City created a robust outreach plan to engage the community in all generations of the age spectrum in order to provide a baseline assessment of the existing state of each of the Age-Friendly domains and a summary of the strengths, challenges and gaps in each. This process culminated in Winter 2018 in community development of prioritized ways to address these issues, our Age-Friendly goals and actionable objectives, as fully detailed in Appendix I.

## Community Involvement

Over the past two years City staff has collaborated internally, with outside agencies both locally and regionally and engaged the community (reference Acknowledgments in Appendix II) to collect and analyze baseline data vital to the development of this plan using quantitative data and qualitative information.

The quantitative data sources used to establish a baseline (existing condition) are highlighted throughout the Action Plan under the appropriate domains and referenced in Appendix III. In addition, each domain in the Action Plan provides a summary of the qualitative data and community needs identified by stakeholders and residents.

A summary of the tools and process used to engage over 1,500 members of the Chula Vista community are detailed below.

## Community Survey

In Fall 2016 AARP commissioned a telephone survey to assess public opinion about Age-Friendly and livable community topics in Chula Vista, following the WHO 8 Domains of Livability. The survey sample consisted of older adults age 45 and over and resulted in 503 completed interviews from people throughout the city.<sup>9</sup>

## Community Cafes

Listening sessions, marketed as Community Cafés, were held from July 2016 through March 2017 to provide Chula Vista residents with a structured but open forum to discuss topics important to them. The City reached populations that have not been actively engaged, such as primarily Spanish speaking and older adults by conducting the sessions at places where residents naturally gather allowing a more natural environment which led to more productive discussions around the issues that matter to the community.



*Participants at the Castle Park Community Café conducted in Spanish*

In total nine (9) Community Cafés were conducted with over 150 participants, most of these Cafés centered around the concerns of older adults at locations including residential care facilities, affordable housing complexes, mobile home parks, the Norman Park Senior Center and a school library. Assistance from community-based organizations and holding sessions in conjunction with city commissions (Commission on Veteran Affairs, Commission on Aging, Healthy Chula Vista Advisory Commission, Cultural Arts Commission, Sustainability Commission and Mobile home Rent Review Commission) also encouraged community involvement. In addition, one session was held in conjunction with the County of San Diego’s Age-Friendly efforts in the Castle Park neighborhood.



*Participants at the Norman Park Senior Center Community Café*



*Participants at the Seniors on Broadway Community Café*

But, the goal was to get input from people across the age spectrum, not just older adults. Therefore, City staff conducted a listening session at a local high school and solicited input from high school students and their families throughout the process. The session inspired high school students to think about what makes their community livable and discussing what might keep them in their community sparked a stronger sense of belonging and interest in older adults.

During these conversations staff asked participants questions pertaining to the eight (8) domains of livability. Through these conversations the City found two additional areas of relevance within the community: food insecurity and safety.

### **Age-Friendly Expert Chat**

On January 25, 2018 over ninety (90) stakeholders gathered in the City of Chula Vista Council Chambers. Stakeholders included, but not limited to, city staff, community-based organizations, transportation experts, health care providers, housing providers, high school students and residents. This outreach was organized to present an overview of the planning efforts for the first year of the Age-Friendly effort, including a presentation on data and the types of goals that could be developed through the Age-Friendly effort.



*Expert Chat participants and facilitator Mark Fenton*

The purpose of the event was to gather input on how as a community we could all make contributions to improve neighborhood livability for people throughout the age spectrum in each of the Chula Vista Domains of Livability.

**Age-Friendly Community Chat  
(Community Roundtables)**

The Age-Friendly Team conducted four community roundtables, one in each Council District during the months of February and March 2018. With over fifty (50) participants, the community roundtables helped collaborate with residents to develop strategies for a successful Age-Friendly community in the three or four (time-dependent) domains that they felt were most important in their District, as follows:

- District 1 – Northeast: Health & Community, Outdoor Spaces and Buildings; Social Participation, Respect & Inclusion; and Transportation.
- District 2 – Northwest: Health & Community, Outdoor Spaces and



*Transportation break out group in Districts 1 and 3*

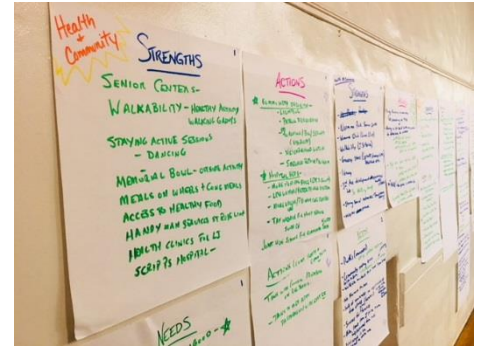


*Community Chat participants in Districts 1 and 3*



- Buildings, Social Participation, Respect and Inclusion.
- District 3 – Southeast: Civic Participation & Employment; Social Participation, Respect & Inclusion; and Transportation.
- District 4 – Southwest: Healthy Food; Outdoor Spaces and Buildings; Social Participation, Respect & Inclusion; and Transportation.

All roundtables followed a general structure to understand the strengths they felt existed within their District, current issues and what could be done to improve those issue. Participants were encouraged to share, ask questions, and speak out their ideas, challenges, and solutions. Combined with the information gathered during the Expert Chat, staff was able to understand and develop goals to meet community needs in each Domain of Livability.



*Brainstorming Results*

### Engaging Youth

In an effort to link older adults with youth the Age-Friendly team made efforts to find opportunities to engage youth in the Age-Friendly discussion and process.

#### Day of the Child 2017

In April 2017 staff attended the Day of the Child at Memorial Park. Over 120 children and their families stopped at the Healthy Chula Vista & Age-Friendly booth. Children participated in an interactive game surrounding the 8 Domains of Livability by throwing a beanbag onto a board with the domains and then answering a question to receive a jump rope or flying disc. Questions ranged from whom they communicate with the most to how they get to school each day.

#### “My Future Community” Drawing Contest

The My “Future Community” drawing contest was an effort created to engage Chula Vista’s youth through the artistic medium of drawing and to introduce them to Age-Friendly concepts.

In a period of four (4) months, over 100 submissions from Pre-K to 6<sup>th</sup>-grade students participated, challenging them to think about what their community might look like in each of the 8 Domains of Livability. A panel consisting of commissioners from the City’s Commission on Aging, Cultural Arts Commission, Healthy Chula Vista Advisory Commission, along with city staff selected a drawing that best represented each domain.

Artists were rewarded for their creativity and participation through City Council recognition on May 1, 2018 and received tickets to the Living Coast Discovery Center and Sky Zone trampoline park.

The winner’s drawings are featured as covers to each domain within the Action Plan.





*Students & families accept certificates and prizes from City Council*

### **Other Engagement Opportunities**

In addition to the Age-Friendly engagement opportunities listed above, staff participated at various community events over the two-year planning period to promote the concept of Age-Friendly and Livable Communities while garnering information from residents about assets and challenges residents face as they age in our community, reaching hundreds.

*Participants of the Applied Suicide Intervention Skills (ASIST) Training*



City staff held several forums on issues that became relevant and important throughout the process including educational workshops through the Healthy Chula Vista Initiative covering topics such as food insecurity, urban agriculture, food waste, mobile home property management training for senior issues and resources, mental health and suicide prevention training and community resilience. Information on these workshops can be found at [www.chulavistaca.gov/healthycv](http://www.chulavistaca.gov/healthycv).

### **Public Review**

A draft of the Action Plan was released to the public on May 15, 2018. A press release was sent out and the plan was made available for download at [www.chulavistaca.gov/agefriendly](http://www.chulavistaca.gov/agefriendly). Hard copies were made available for public view at three different branches of the Chula Vista Public Library System as well as the City's Norman Park Senior Center and City Hall. Notice of the

availability of the plan was also emailed to over 300 stakeholders and residents that participated in the plan development.

Special requests for those who had barriers to access the plan were handled by Healthy & Age-Friendly Chula Vista staff. The public comment period closed on June 15, 2018. All comments and suggestions were addressed and, where appropriate, changes were incorporated into the final version of the Action Plan. The final Action Plan went to the Joint Task Force of the Healthy Chula Vista Commission and Commission on Aging on July 9, 2018 and was adopted by City Council on July 10, 2018.

## Plan Oversight

The City of Chula Vista has many residents who volunteer their time and expertise to a variety of boards and commissions. These residents advise Council and city staff about issues impacting specific population groups, stay up to date on current trends and topics, and provide forums for residents to express concerns, and find resolutions to specific issues.

In determining the most sustainable and effective means to administer the Age-Friendly Action Plan two existing commissions that were active in the outreach process for the development of the plan included:

- Healthy Chula Vista Advisory Commission ('HCVAC') was formed in April 2016 as an implementation measure of the Healthy Chula Vista Action Plan ('HCVAP'). The commission consists of nine members: five experts in the focus areas of the HCVAP and four residents that represent each of the City Council Districts. Working with Healthy Chula Vista Initiative staff from the Development Services Department, the commission oversees implementation of over 60 strategies within the HCVAP that address public health issues and overall well-being of residents through policy and programs to improve the City's physical and social environments, promote awareness and access to services, and build community partnerships.
- Commission on Aging ('COA') was formed to advise city staff and Council on matters affecting older residents of the city. The commission consists of seven members who are representative of the total racial, religious, ethnic and social spectrum of senior citizens. Members take steps to develop a mutual understanding and respect between seniors and the balance of the community, review existing programs and recommend modifications, and provide a forum where older citizens may voice their concerns and suggestions. The COA works with the Community Services Department Recreation staff to develop programming for older adults throughout the city and at the Norman Park Senior Center.

In January 2018 both commissions voted to serve as the 'Age-Friendly Joint Task Force', as a way of keeping the Age-Friendly initiative on track. On April 14, 2018 the Commission on Aging and Healthy Chula Vista Advisory Commission met for the first time. These commissions will meet annually to review the overall implementation of the plan and as needed for specific goal and action advancement. They are expected to meet again in June 2018 to provide advisory recommendations on the adoption of the plan to City Council.

## Early Accomplishments

Several community-based groups have begun to strengthen our community by looking through a 'lens of age' with neighborhood-based efforts, including:

- Neighbor Day (Social Isolation) – In May 2017 South Bay Community Services' Promise Neighborhood Resident Leadership ("RLA") Academy graduates started an annual event (held the second Saturday in May) to bring neighbors together in the Castle Park neighborhood. The event begins with a pancake breakfast and craft area to create two flowers to take to a neighbor you have not met before. The neighbor keeps the first flower and gives the second flower to a neighbor they do not know.
- Senior Prom (Respect & Social Participation) – High Tech High Chula Vista's 10<sup>th</sup>-grade students from the Faces of Change project worked for three months with St. Paul's Plaza, a residential care facility to develop intergenerational programming for residents, including a picnic with a neighboring preschool. The three months concluded in March 2018 with a prom thrown by students for the "seniors" living at the Plaza.
- Intergenerational Resident Leadership Academy (Respect & Inclusion) – In Fall 2017 the first Intergenerational RLA was held in collaboration with the Chula Vista Community Collaborative, AARP and Chula Vista High School. Ten students and three community members went through a ten-week course learning leadership skills and developing a community-based project to address food waste at the high school. An hour-long assembly was developed to educate fellow students about waste and proper trash disposal.
- We Are Chula Vista (Respect) – In collaboration with City Cultural Arts, Healthy Chula Vista began an oral history video project in 2018 to provide a toolkit for residents to interview older adults. Videos will be showcased through a mobile video kiosk at various locations in the city.



*Neighbors meeting during annual Neighbor Day*



*Employees participate in We Are CV*

- Healthy Habits for a Lifetime (Health & Community) – In July 2018 San Ysidro Health and Healthy Chula Vista will collaborate on a billboard about developing healthy habits as children to live a healthier life into adulthood. The billboard is in a primarily Hispanic area and will be displayed in Spanish.

These early accomplishments are a sample directly impacted by our Age-Friendly Journey, but Chula Vista and the South Bay Region of San Diego County have some of the most dedicated social service agencies and community members, we know so much more will come!

# Action Plan

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## Domains of Livability

Over the course of the year and a half of community and stakeholder engagement it became clear that there was great overlap between the domains of Respect & Inclusion and Social Participation. Being inclusive and participating became virtually synonymous during outreach efforts, as one cannot participate without being included. Thus, the Chula Vista Action Plan has combined these two domains.

Additionally, in conversations with residents and internally with city staff it became necessary to add another domain: Healthy Food Access & Nutrition. Residents and stakeholders expressed concerns over the lack of accessible healthy food that was affordable and quality in certain areas of the City and the nutritional needs of older adults often going unmet. In the process of developing this plan staff engaged in various activities that shed light on this issue as a way of raising awareness and effecting change. The issue of safety also continued to come up in domain discussions and has been weaved throughout the plan.

Therefore, the Chula Vista Age-Friendly Domains are:

- Outdoor Spaces and Buildings
- Transportation
- Housing
- Respect, Inclusion and Social Participation
- Healthy Food Access and Nutrition
- Civic Participation and Employment
- Communication and Information
- Health and Community

According to the Age-Friendly Livability Index, Chula Vista currently scores 52 out of 100, slightly above the nation's average score of 50. Scoring lowest in Housing and Engagement, and highest in Health and Outdoor Space and Buildings.<sup>10</sup>

## Action Plan Organization

The City of Chula Vista Action Plan is organized by domain to identify a *vision* - outlining what we aspire to become; *what we know* - an overview of existing conditions; *what we heard* - community feedback; and *what we will do* - steps to respond to those areas of high priority by identifying goals and actions steps. A table summarizing the needs, goals, objectives, and tools needed to accomplish them is found in Appendix I.



# Outdoor Spaces & Buildings

*2nd Grade*

*“My picture of Chula Vista in the Future includes my school, Rosebank Elementary which I call the “Sky School”. I included a rainbow so that everyone can feel welcomed to this place. I drew the “Sky School” as a big skyscraper building because learning is THAT important to me.”*

*Frances Soto  
Rosebank Elementary*



**AGE-FRIENDLY  
ACTION  
PLAN**

## Vision

A city with high-quality buildings and public outdoor spaces that provide safe routes for walking, physical activity, social interaction and recreation in an equitable way throughout the city.

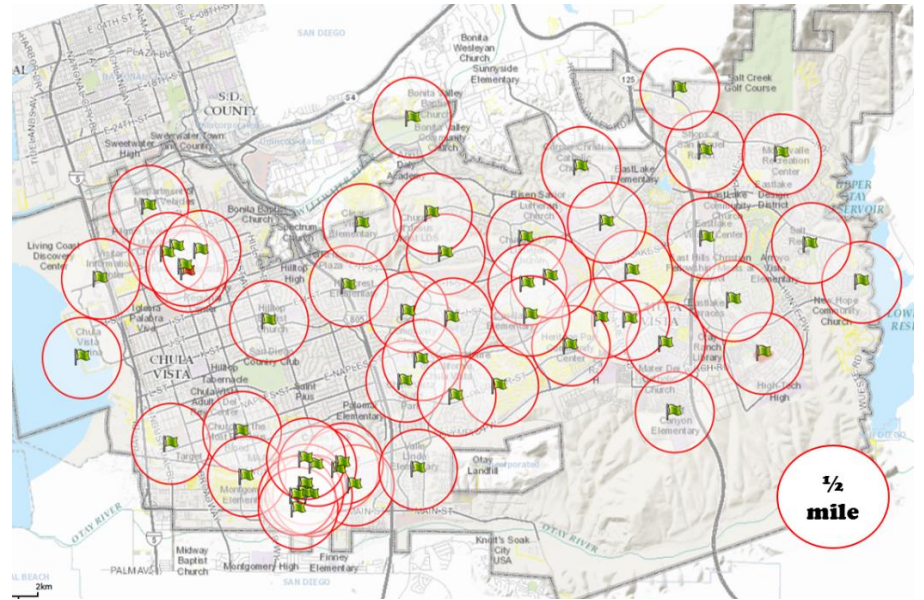
## What we know

Interacting with nature delivers measurable benefits to residents in addition to physical activity opportunities. Having urban green space helps provide environmental benefits by canceling out urban heat, neutralizing

greenhouse gas emissions, and decreasing storm water. Chula Vista provides nine recreation centers (including the Norman Park Senior Center), two aquatic facilities, and 56 parks for residents to enjoy, with more parks being added every year as our population continues to grow.<sup>11</sup> Approximately 53 percent of residents over the age of 64 live within a ten-minute walk of a public park.<sup>12</sup> In addition to City facilities, the YMCA provides opportunities for recreation at the Eastlake and South Bay locations and Southwestern Community College opened a Wellness and Aquatic Center in 2018.

Since the late 1980's most residential growth has occurred in eastern Chula Vista where master-planned communities have been built on previous ranchlands and vacant lands. Community and regional parks have been created in these areas as developments occurred, however, future population growth will require additional parklands throughout the city; presenting a greater challenge in urbanizing western Chula Vista to secure parkland and provide equitable access to physical activity opportunities.

In addition to parkland, the Chula Vista Greenbelt is a system of 28 miles of multi-use and rural paths that will circumference the City when completed.<sup>13</sup> At the southern border of the City and a part of the Greenbelt system is Otay Valley Regional Park. This system will reinforce the natural character of the community and integrates unique historic and cultural resources, open spaces areas, creeks, and trails.



*Resident Proximity to City Public Parks - Trust for Public Land (2017)*

### What we heard

Through community outreach and collection of data, the following themes and issues were identified.

#### Safety

- Lack of visible police presence in public spaces
- Perceived safety concern due to homeless
- Limited lighting on sidewalks

#### Maintenance

- Park bathrooms are in desrepair or not available
- Broken sidewalks are a hazard
- Dog clean up stations for cleaner walkways

Actions suggested to address these issues included activating parks through community groups, community gardens, and increased opportunities to interact with police.

### What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, allowing residents of Chula Vista to continue safely using parks, trails, and outdoor spaces as they age. Additionally, we hope these action items will give residents who are currently unable to use outdoor spaces better access to meaningful experiences with the natural world.

## Goal 1.1

### Increase park usage and community ownership.

#### Actions to Address

A. Create at least two (2) Park Action Groups (PAGs) to address community ownership of parks and organize programs that increase the community's presence (e.g., Adopt-A-Park, cleanups, events, etc.).

B. Increase police interaction with Homeowners Association (HOAs), schools, Resident Leadership Academies (RLAs), Ambassadors/ Promotores, and others to promote crime prevention programs (e.g., Crime Prevention Through Environmental Design (CPTED), Neighborhood Watch Program, etc.).

C. Encourage night time use of parks and physical activity in residential areas by exploring pedestrian scale lighting and other alternatives in at least two (2) neighborhoods.



# Transportation

*1st Grade*

*"Transportation is important to communities growth. It allows people to go for one place to another like work, buying groceries and to enjoy the many activities in the communities."*

*Nathan Sevilla  
Rosebank Elementary*



**AGE-FRIENDLY  
ACTION  
PLAN**

## Vision

A city where everyone has access to safe, environmentally friendly and sustainable transportation services that are affordable and provide a full range of mobility options to connect residents to critical services, cultural opportunities and each other.

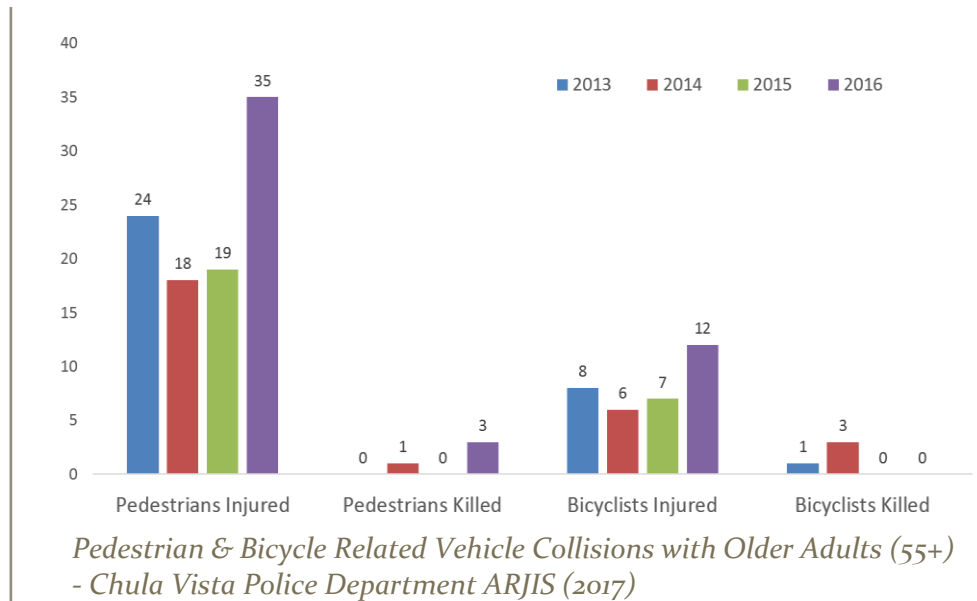
## What we know

Over 87 percent of residents over the age of 45 drive themselves and many older adults struggle when it's time to turn over the keys and find alternative modes of transportation to assist getting to appointments and social events.<sup>14</sup>

The Chula Vista Police Department found the top five causes of traffic collisions in those over the age of 55 are: (1) speeding; (2) not stopping at red lights; (3) not using signals; (4) not yielding for oncoming traffic; and (5) collisions that take place in private parking lots. In addition, an increase in pedestrians and bicyclists over the age of 55 that have been injured by vehicle-related collisions has been seen since 2013.<sup>15</sup>

With older adults staying active longer than previous generations, public transit will play a key role in maintaining their active lifestyle, once they are unable to drive. The Metropolitan Transit System (MTS) provides transit services in Chula Vista currently maintaining nine (9) bus routes, 585 bus stops and three (3) trolley stations, provides a 24-hour automated transit information and an operating-assisted trip planning service.<sup>16</sup>

The quality of pedestrian infrastructure is also an important element of a community's overall quality of life and livability. Repairing and maintaining neighborhood streets became one of the City's highest priorities in November 2017 when the Measure P Tax was approved by voters for infrastructure improvements.<sup>17</sup> A comprehensive inventory of the entire sidewalk system was conducted which will help prioritize future projects and the City is starting the process to update the Bike and Pedestrian Master Plan, including looking at major arterials for the potential of separated bike lanes. Currently the City maintains 137.05 miles of bike infrastructure through a variety of bike routes, lanes and paths.<sup>18</sup> The linkage between health and walking as we age is greatly valued as seen through the Chula Vista Walking for Fitness group which utilizes peer coaches to promote overall well-being through organized weekly walks.





## What we heard

Through community outreach and collection of data, the following themes and issues were identified.

### Safety

- Crosswalk timers too short for some residents
- Additional mid-block crosswalks in heavy pedestrian areas
- Clearly separated bike lanes from traffic lanes
- Enforce traffic speeds on major corridors

### Access

- Community events can be hard to attend by transit
- More resting areas in between transit stops for walkers
- Need easier transit navigation (e.g., routes, maps)
- Infrequent transit stops and routes in East Chula Vista

Actions suggested to address these issues included coordination with other agencies that have shuttles or buses, implementing complete street policies to account for all modes of transportation during street projects, educate older adults to reduce stigma and lack of knowledge about transit, and creating more visible safe routes.

## What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, through educating residents about alternative forms of transportation and providing increased mobility options to connect residents to the greater community.

### Goal 2.1

**Use educational tools to promote increased alternative transportation use and obtain community feedback to guide future planning efforts.**

#### Actions to Address

- A. Update and disseminate the senior transportation brochure to at least 500 residents and provide a web-based version.
- B. Develop a public service commercial and/or tutorial video to promote transit use featuring one (1) field trip for up to twenty (20) older adults to a cultural arts experience in Chula Vista.
- C. Assess the feasibility of the use of incentives for increased public transit use through local business & attraction agreements for at least four (4) events.
- D. Increase participation (among residents of all ages) in the Bike & Pedestrian Master Plan Update to address: “first mile, last mile” issues; bike sharing promotion & regulations; resting areas between transit stops; suggested routes to school’s implementation; and education around traffic signal synchronization for safety.

### Goal 2.2

**Develop new ways to move people between events and key amenities.**

#### Actions to Address

- A. Assess feasibility of a formal LYFT or UBER senior transportation program for medical appointments, which may include research and education on health insurance reimbursement and provision of at least two (2) trainings to older adults on using such services.
- B. Explore opportunities and organize shuttle services for at least two (2) community events.

# Housing

*Kindergarten*

*“My community of the future is a place full of sunshine, beautiful flowers, and friendly neighbors. Everyone who visits is greeted with smiles and warm hugs. I love my community!”*

*Kara Santos  
Wolf Canyon Elementary*



**AGE-FRIENDLY  
ACTION  
PLAN**

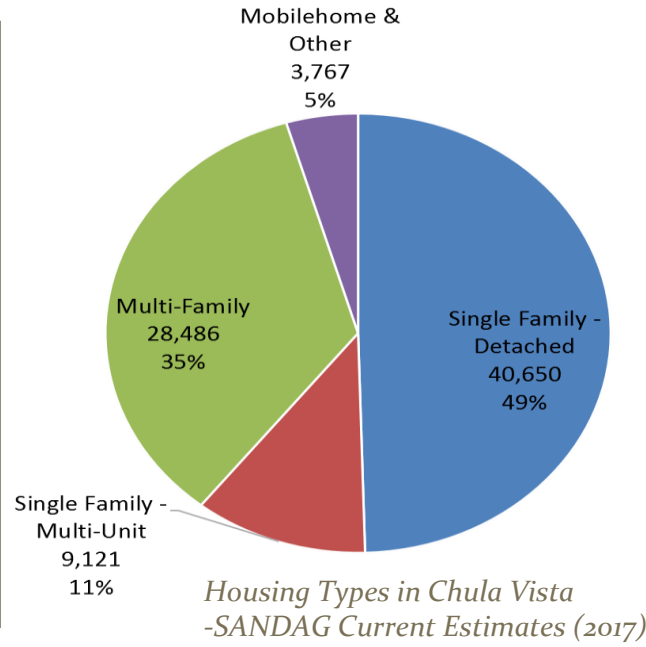
**Vision**

A city that provides affordable, accessible and supportive housing that fosters healthy and livable neighborhoods for people throughout the age spectrum.

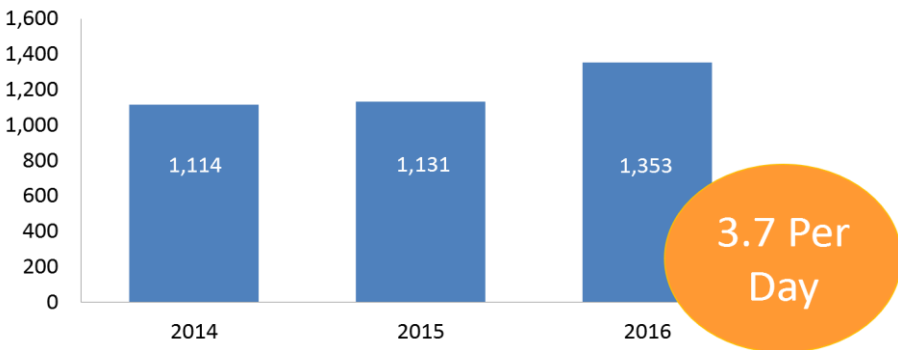
**What we know**

With over 79,000 housing units in the city, residents have a variety of different living options.<sup>19</sup> However, as with much of Southern California, high housing costs often prevent individuals and families from meeting all basic needs. As of 2018 the average rent for a 2-bedroom apartment in Chula Vista was \$1,715 and median single-family household price was \$559,000.<sup>20,21</sup>

The City has an inclusionary requirement for new development which has provided many of the restricted affordable housing units in the city (2,316 as of 2018).<sup>22</sup> Demand for these units often causes waitlists of several years as does the Section 8 program administered by the County of San Diego which issued 2,585 vouchers in Chula Vista in 2017, with nearly one third to residents over the age of 62.<sup>23</sup> In addition, the city provides rent control services for existing residents within mobile home and trailer parks, which house many older adults and lower income families where the average space rent for a new mobile home in 2017 was \$780.<sup>24</sup> Chula Vista also offers a first-time program to help assist home purchases and a rehabilitation program that has assisted over 1,200 households since its inception in the 1970's.<sup>25</sup>



In recent years many new residential care facilities have been built, resulting in 1,532 elder care and 762 adult residential units.<sup>26</sup> However, rates often range from \$4,000 to \$6,000 per month and are often not attainable for resident, making it difficult for residents to stay in the community when they need a higher level of care that cannot be provided within their home or by



Fall Related Calls for Service - Chula Vista Fire Department

caregivers. Nearly 60 percent of surveyed residents indicate that they would like to stay in their current residence and never move.<sup>27</sup> Some stay in our community without adequate access to resources or assistance as represented by the Fire Department's reported calls for service related to falls in 2016 of 3.7 times per day.<sup>28</sup>

## What we heard

Through community outreach and collection of data, the following themes and issues were identified.

### Aging in Place

- Ability to modify home to suit the needs of physically challenged
- Perceived lack of safety in neighborhoods keeps people inside
- Need to require universal design for all future homes

### Affordability

- Finding affordable quality housing options throughout Chula Vista
- Access for lower income residents to residential care

Actions suggested to address these issues included increasing types of housing with lower price points through zoning and incentives, as well as identifying programs to assist residents stay in place longer.

## What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, allowing residents of Chula Vista the ability to stay here in suitable housing that meets their needs throughout their lifetime.

### Goal 3.1

**Provide resources and education to promote “Aging in Place” (i.e., continuing to live in one’s own home and community as one ages).**

#### Actions to Address

- A. Develop & disseminate a pocket guide to at least 500 households that feature existing programs such as You Are Not Alone (YANA), Vacation Check, and Neighborhood Watch Programs in order to promote safety while aging in home.
- B. Pilot a comprehensive Home Audit Program in at least fifty (50) homes to address crime prevention, fall prevention, conservation measures, social isolation, and health & safety issues.
- C. Explore the Village Concept in at least one (1) mobile home community through presentations in at least three (3) parks.

### Goal 3.2

**Increase alternative housing options.**

#### Actions to Address

- A. Expand Home Sharing services to the South Bay and develop a pilot program to match seniors and students making at least five (5) matches.
- B. Encourage older adults to be part of the Housing Element Update process to address senior housing issues and opportunities (e.g. increase densities, tiny houses, accessory dwelling units, universal design) through at least two (2) presentations to Commission on Aging and Veteran Affairs.
- C. Develop and promote a web-based City map of senior housing opportunities and senior facilities.



# Respect, Inclusion & Social Participation

6th grade

*“I drew this because my future community is going to be a kind peaceful place. The community citizens would be making peace, and will help the less fortunate. It will have people who are hard working and sweet to all.”*

*Colton Sturgess  
Feaster Charter School*



AGE-FRIENDLY  
ACTION  
PLAN



## Vision

A city that offers opportunities for residents to be included in activities in a meaningful and respectful way, by offering accessible, affordable and intergenerational activities.

## What we know

Residents of all ages want to feel respected and valued, especially in the community they call home. Inclusion in society and social participation is often regarded as an important principle of quality of life in advancing years.



*Exercise class at Norman Park Senior Center*

Norman Park Senior Center, which has become the City's center for senior programming including educational courses, health programs, exercise, hobbies, dancing groups and special events reported 79,360 served in fiscal year 2016-17.<sup>29</sup> In addition to Norman Park, limited classes for older adults is provided at other recreation facilities in the city. Surveyed residents ranked activities geared specifically towards older adults as "poor" and also indicated local schools do not often involve older adults in events and activities.<sup>30</sup>

During the initial year of the Age-Friendly efforts staff heard from older adults at residential care facilities that they had opportunities to participate in on-site activities but felt disconnected from the larger community. While older adults living in affordable housing found it difficult to engage with their neighbors and did not know where to find information on social events. Further, they often felt intimidated and/or had physical barriers to participating.

The City of Chula Vista works closely with County Aging and Independent Services on intergenerational activities such as the "Intergenerational Games", an annual one-day event bringing third graders and older adults together for a day of physical activity and sharing to build respect between generations. The Games, which began in Chula Vista are now conducted at various locations throughout the County. Other agencies provide intergenerational opportunities within Chula Vista such as "Oasis" whom pairs an older adult with an elementary school student for weekly reading tutoring for an entire year, they reported 10 schools, 25 tutors and 77 students impacted in Chula Vista in 2018.<sup>31</sup>



*Participants at the Chula Vista IG Games*

## What we heard

Through community outreach and collection of data, the following themes and issues were identified.

### Equity

- Lack of programs and opportunities for residents of all ages
- Not enough variety of day vs. night activities
- Insufficient active and passive gathering places
- Need for affordable programming & access throughout city

### Sensitivity

- Culturally geared programming for all residents
- Lack of knowledge about different generations

### Social Isolation

- Finding vulnerable and isolated residents within community
- Access to programming & events to reduce social isolation
- Lack of community connection to schools

Actions suggested to address these issues included greater partnerships with schools to create intergenerational sharing opportunities, utilizing faith-based communities to identify vulnerable, creating a variety of programming for older adults with cultural sensitivity and enhancing community connectivity.

## What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, engaging Chula Vista residents of all ages to encourage inclusive participation.

### Goal 4.1

#### Develop culturally and age-appropriate programming throughout the city.

##### Actions to Address

- A. Conduct an assessment of intergenerational and senior programming and event needs/desires to identify and pilot at least three (3) new programs and promote programming equity throughout City.
- B. Engage Southwestern College and school districts in increasing and sustaining at least two (2) new intergenerational programs.
- C. Hold a minimum of five (5) workshops on aging (e.g. retirement planning, elder respect).
- D. Create an older adult related theme for the “THIS is Chula” campaign and other identified communication efforts surrounding respect, economic power, adventure and vibrancy in aging.

### Goal 4.2

#### Build neighborhood resilience and connectivity.

##### Actions to Address

- A. Create an AARP toolkit for school and volunteer MOUs to assist with school garden maintenance and pilot in at least three (3) schools.
- B. Support Promise Neighborhood “Neighbor Day” annual efforts to expand citywide.
- C. Create a toolbox for neighborhood engagement to identify socially isolated persons and engage them in neighborhood activities through a pilot project in at least two (2) neighborhoods.

# Healthy Food Access & Nutrition

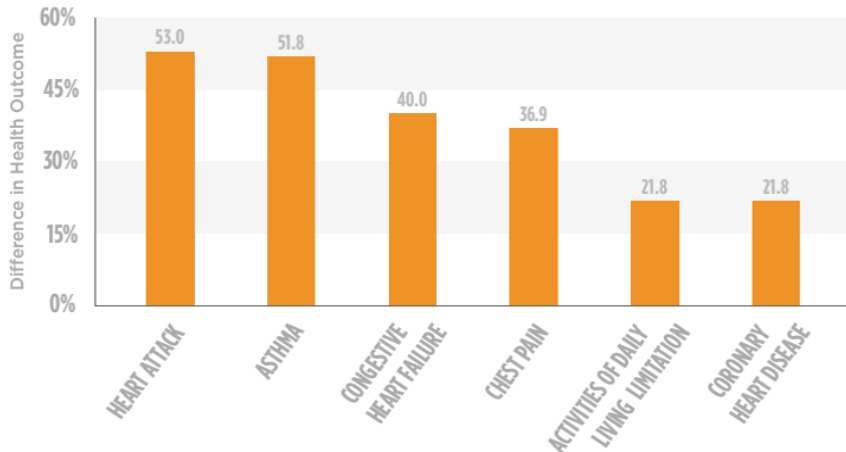
*Pre-K*

*“This is a picture of  
fruits and me!”*

*Abigail Perez  
KinderCare*



**AGE-FRIENDLY  
ACTION  
PLAN**



*Adverse Health Outcomes of Food Insecure Older Americans - Spotlight on Senior Health: National Foundation to End Senior Hunger and Feeding America (March 2014)*

### Vision

A city where everyone has equitable access to and knowledge about healthy and nutritious foods.

### What we know

According to the San Diego Hunger Coalition and based on income over 17 percent of Chula Vista residents are likely to self-report being food insecure (not having access at all times to enough food for an active, healthy life).<sup>32</sup> Proper nutrition is critical throughout one's lifetime, but as we age we are at a higher health risk for

adverse health risks.<sup>33</sup>

During the course of the Age-Friendly outreach the topic of food insecurity and food waste became a large topic of interest. The City conducted educational workshops addressing these issues to learn more and receive additional feedback specific to this added domain, including:

- South Bay Hunger Relief Forum I, focused on food distribution efforts and discussion about best practices in serving the most vulnerable populations.
- South Bay Hunger Relief Forum II, explored the topic of food waste diversion with a screening of the documentary *Just Eat It!*; over 200 students at Chula Vista High School (CVHS) attended.
- South Bay Hunger Relief Forum III, breakout roundtable discussions emphasizing sustainable food systems.



*Chula Vista High School students moderate a panel on food waste diversion*

As a way of combating food insecurity and preventing food deserts, the City of Chula Vista has updated their community garden policy to allow additional public spaces to be used to cultivate fruits and vegetables. Additionally, the City is in process of adopting an Urban Agriculture Incentive Zone to allow a tax break for eligible private property owners if they agree to use their vacant property for agricultural purposes for a minimum of five years. The City's Office of



Sustainability is also working to educate on food donations in efforts to divert organic waste from our landfill.

### What we heard

Through community outreach and collection of data, the following themes and issues were identified.

<b>Hunger</b>	<ul style="list-style-type: none"><li>• Inability to meet basic food needs</li><li>• Stigma around asking for food assistance</li><li>• Policies preventing donation (e.g. school share tables)</li></ul>
<b>Nutrition</b>	<ul style="list-style-type: none"><li>• Raise awareness on effective and appropriate nutrition</li><li>• Unhealthy foods are often easier to access</li></ul>
<b>Education</b>	<ul style="list-style-type: none"><li>• Lack of knowledge on donation laws</li><li>• Residents lack knowledge of available resources</li><li>• Provide programming for healthy cultural cooking</li></ul>

Actions suggested to address these issues included better coordination to retain food in the south bay, more opportunities to educate everyone in the food chain, and ensuring people are aware of available resources.

### What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, providing access to healthy food for Chula Vista residents and addressing nutritional needs.

## Goal 5.1

### Increase healthy food access.

#### Actions to Address

- A. Develop a Food System Plan for the City with an identified HUB for donations and distribution in the South Bay.
- B. Increase food kept for human consumption through education of policy/regulations (i.e. share tables, donations, etc.)
- C. Work with partners to create at least two (2) new food distribution points and explore mobile opportunities.

## Goal 5.2

### Promote locally grown food consumption and increase knowledge about nutrition.

#### Actions to Address

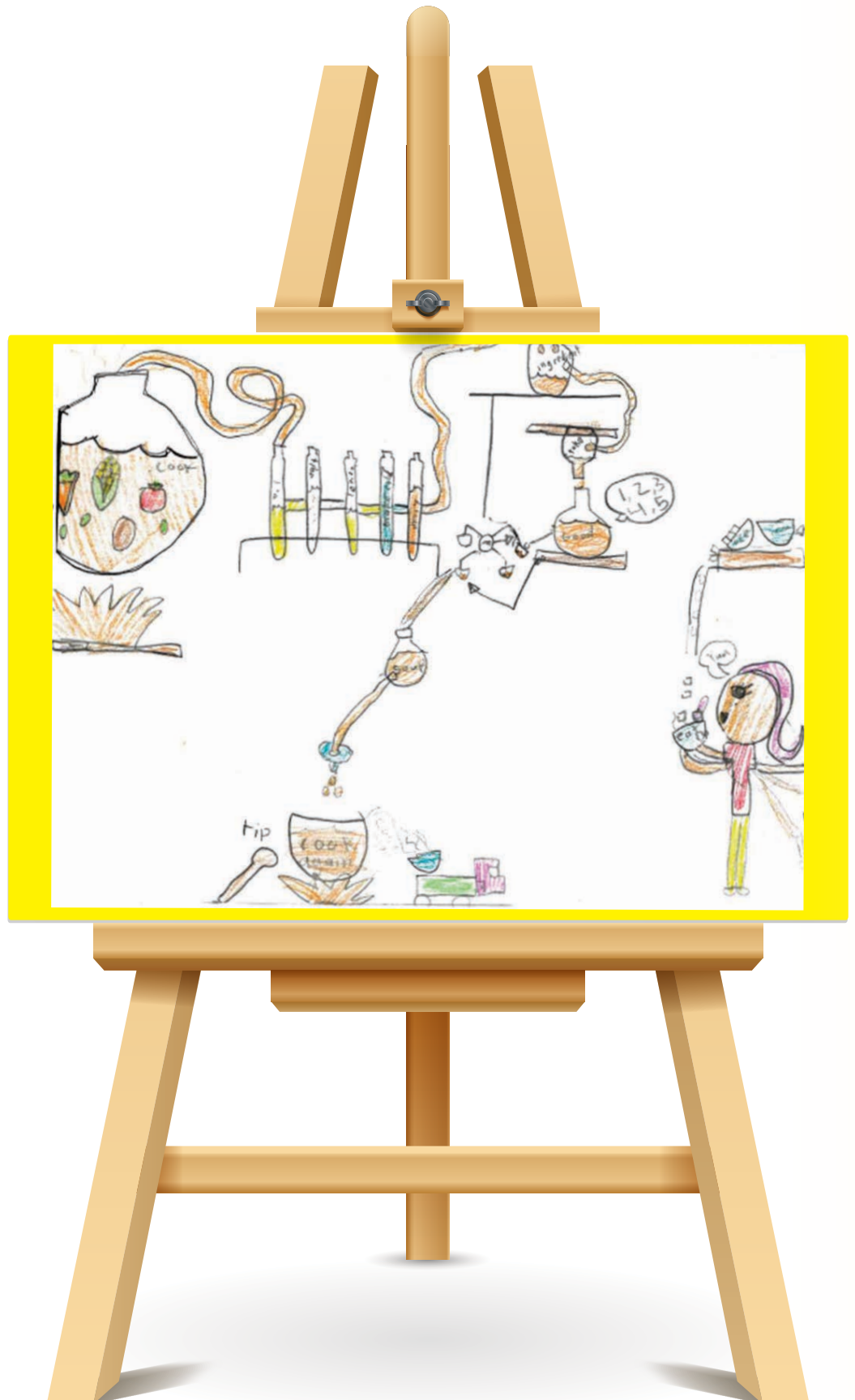
- A. Identify new community garden opportunities and champions, creating at least five (5) new community gardens.
- B. Explore incentives for farmer markets to create at least one (1) new market.
- C. Expand class offerings around generational nutrition, dietary needs, cultural cooking and ensure existing classes provide healthy offerings.

# Civic Participation and Employment

*4th Grade*

*"When I grow up I want to be a chef. My drawing shows how to make soup for homeless people and homeless families. This is part science and part chef."*

*Jenessa Rincon  
Feaster Charter School*



**AGE-FRIENDLY  
ACTION  
PLAN**

## Vision

A city that encourages and empowers residents to work and volunteer for as long as they like and take an active role in their community.

## What we know

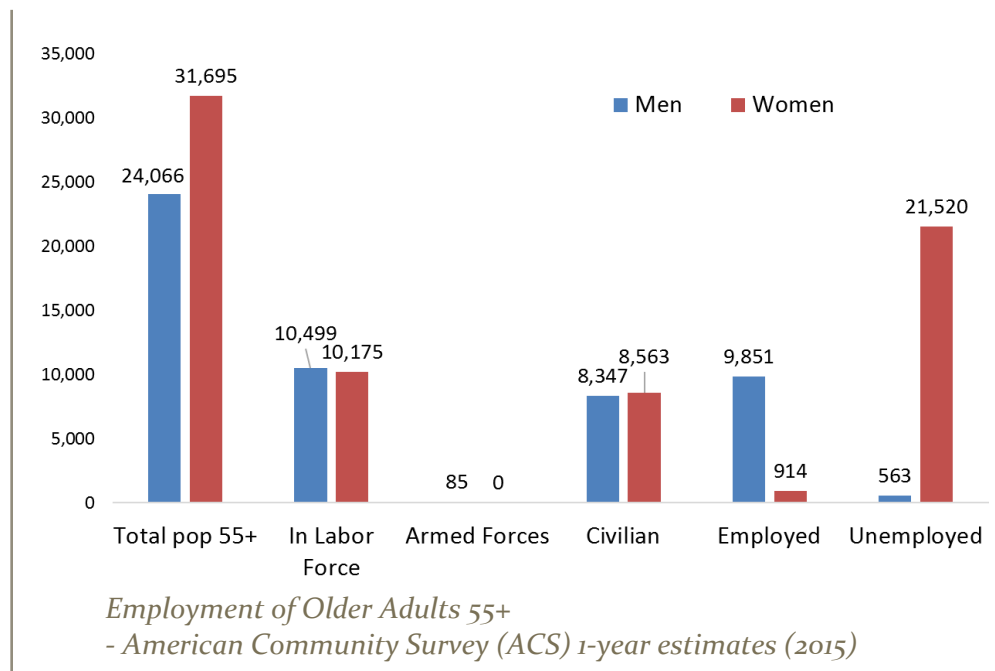
Civic participation includes individual acts, such as voting (92,186 voters registered in 2015); as well as two-way engagement with the greater community and institutions, such as local government and schools.<sup>34</sup>

Residents and stakeholders can sign up for email notification of new projects, events and other related city activities as detailed in the Communication and Information domain. Policy surrounding new development also requires notification via mail for residents within a certain radius of the project area and sometimes provide community meetings for input.

The City also encourages residents to stay engaged through a variety of volunteer opportunities such as: sitting on one of the 23 resident boards and commissions; at facilities like Norman Park Senior Center, Libraries or the Animal Care Facility; and/or with first responders through the Senior Volunteer Patrol (SVP), Citizen Adversity Support Team (CAST) and Community Emergency Response Team (CERT).<sup>35</sup> Local businesses and nonprofits also encourage and often heavily depend on volunteer hours like the Living Coast Discovery Center, who logged 26,743 volunteer hours in fiscal year 2016-2017.<sup>36</sup>

As life expectancy increases often the need to work longer also increases. Surveyed residents ranked job training opportunities for old adults and adaptable jobs that meet the need of people with disabilities as “poor” in Chula Vista.<sup>37</sup> In most respects, the population of older adults is distributed evenly

between the original historic area of Chula Vista west of Interstate 805 and the more recently built areas in the eastern portions of the city. Except income, where older adults in eastern Chula Vista nearly double the income of western Chula Vista, which may also contribute to future employment trends.<sup>38</sup>



## What we heard

Through community outreach and collection of data, the following themes and issues were identified.

<b>Education</b>	<ul style="list-style-type: none"><li>• Residents unsure of what it means to be civically involved</li><li>• Older adults need assistance to re-enter job market</li><li>• Need to promote the benefits of older adults in workplace</li></ul>
<b>Access</b>	<ul style="list-style-type: none"><li>• Barriers to transportation &amp; using transit</li><li>• Want to be financially compensated for their volunteer time</li><li>• Unsure where to find opportunities for volunteering &amp; jobs</li><li>• Volunteers want to see tangible results of volunteering</li></ul>
<b>Feedback</b>	<ul style="list-style-type: none"><li>• Communities would like to be informed early about projects</li><li>• Residents feel intimidated by application process</li><li>• There needs to be easier and multiple ways to share input</li></ul>

Actions suggested to address these issues included promotion of resident leadership academies and train the trainer models, opportunities for employers to learn benefits of older adults in the workforce, linking employers and older adults, and engaging residents at the community level.

## What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, allowing residents of Chula Vista to continue to work in the community as desired and access volunteer opportunities.

### Goal 6.1

#### Promote two way engaged communication between residents and the city.

##### Actions to Address

- A. Develop a community “Ambassador Program” through the “Promotoras model” to relay information on projects and opportunities for community input.
- B. Create a web-based portal for community input into projects and programs.
- C. Support Resident Leadership Opportunities to further community engagement particularly intergenerational and conduct at least three (3) academies.
- D. Develop a faith-based consortium of at least five (5) organizations to relay information on projects and opportunities for community input.
- E. Promote and Increase use of City-based communication technology such as ACT.

### Goal 6.2

#### Create opportunities for older adults to volunteer or re-enter the job market.

##### Actions to Address

- A. Utilize the City’s Volgistics database to encourage volunteerism through new opportunities (i.e. school gardens, Innovation Station).
- B. Provide at least one (1) class on entrepreneurship opportunities for older adults and one (1) volunteer / job fair.

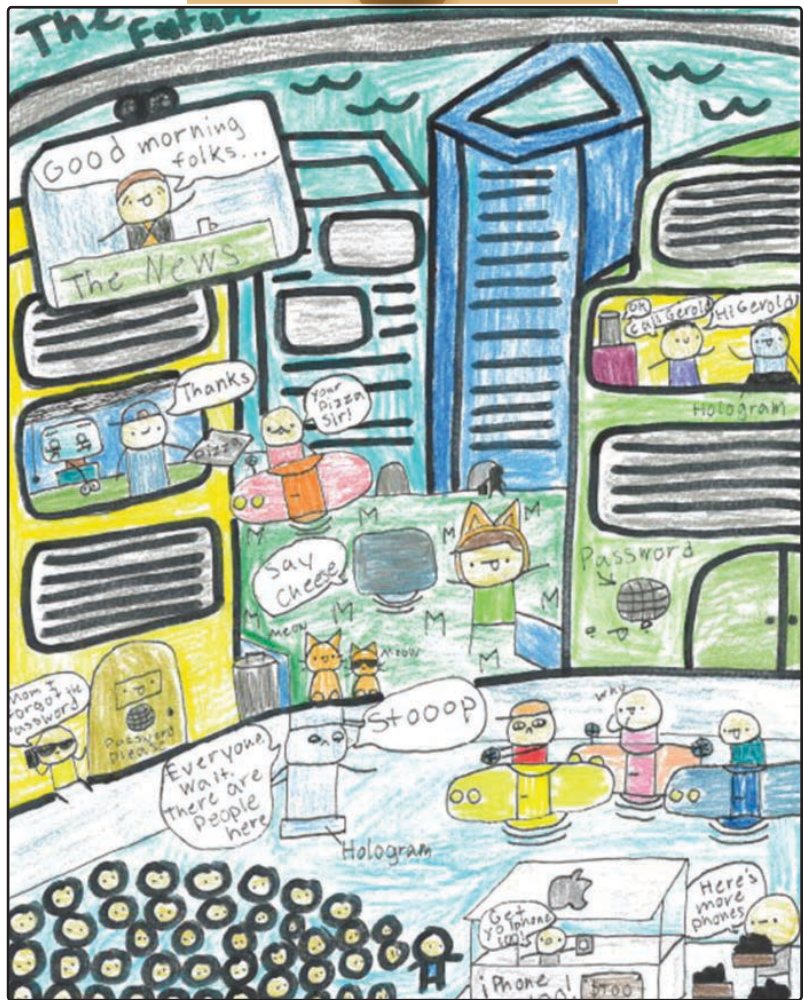


# Communication and Information

5th Grade

*“My drawing shows how I think communication and information would look like in the city in the future. It describes different modes of devices to communicate and display information such as a hologram, electric billboard, flying delivery car, floating personal computer device, talking computer device, and upgraded cell phones.”*

*Aubree Antoine  
Wolf Canyon Elementary*



**AGE-FRIENDLY  
ACTION  
PLAN**

## Vision

A city that enables residents to gain the information they want and need in a variety of formats that provides access to all.

## What we know

The City of Chula Vista operates three public library facilities and residents in the Bonita area have access to a fourth location through the County library system. All branches have computers available for public use with free internet access, thousands of books and daily



*Chula Vista Civic Center Library Heritage Museum*

educational programming for library visitors. In the 2016-17 fiscal year, there were 857,475 visitations to the Chula Vista libraries.<sup>39</sup> Forty-seven percent (47%) of residents surveyed indicated that they felt they have excellent access to free computers with internet in public places.<sup>40</sup>

As mentioned another hub for older adult activity in the city is Norman Park Senior Center whom publishes its own facility Newsletter to inform about programming and special events that will be taking place throughout the city for older adults.

In addition to brick and mortar hubs for information dissemination, the City of Chula Vista has used several different technological mediums to keep its constituents informed, including:

- Social media such as Facebook (7,708 Followers as of January 2018) and Instagram (1,988 followers).
- Text and email-based notification through NIXLE.
- Smartphone applications such as Next Door (over 20,000 residents) and the San Diego County Emergency notification.
- City website that includes a city calendar (that highlights community events/programs accessible by outside agencies to post events), information about new development and construction, and services offered by various departments, all with options for email notification.
- Printed publications such as Chula Vista-based Star News and La Prensa (Spanish publication) and Our Hometown magazine and Ella (Spanish publication) and the San Diego Union-Tribune at a regional level.
- Media releases to local radio and television.<sup>41</sup>

Residents with limited mobility reported negative ratings to information availability in a recent survey and 31 percent of residents indicated that information was not clearly displayed with large lettering.<sup>42</sup>

## What we heard

Through community outreach and collection of data, the following themes and issues were identified.

### Increasing Reach

- Use a variety of information outlets
- Place information in places where people "are"

### Accessibility

- Residents often face technology barriers
- Materials appropriate to language and culture
- Ensure visual and hearing sensitivity

Actions identified to address these issues included ensuring information is being provided in linguistically and culturally appropriate formats, providing a variety of ways to supply information and educate residents on options to access.

## What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, allowing residents of Chula Vista to remain informed.

### Goal 7.1

**Maintain consistent, widespread and centralized distribution of information in a culturally appropriate way and considering technology barriers.**

#### Actions to Address

- A. Conduct a public information assessment to determine existing communication channels and preferred or new sources of community information.
- B. Increase participation by older adults and vulnerable populations (e.g., low income, socially isolated, Spanish speaking) in the Communications Plan update to understand and address communication to hard-to-reach populations and people without digital access.
- C. Develop or designate centralized information sharing (e.g. community events) at pilot community gathering places (e.g. kiosks in grocery stores, schools, hospitals, clinics, libraries).
- D. Determine barriers to technology use and ensure that critical information is being provided in a variety of ways and education provided to remove barriers to the digital divide.

### Goal 7.2

**Create a video repository of content and outlets for information for older adults.**

#### Actions to Address

- A. Develop video content on issues and information relevant to older adults, including a calendar of community events.
- B. Work with local access cable, REACH loop at Norman Park Senior Center and others to develop a "silver channel" and You-Tube Channel for older adults.



# Health and Community

*3rd grade*

*“On the left there is a nurse she pressed a button and a hologram appeared. If you press a photo it makes that item in a 3D printer. For example she pressed a photo of a syringe and that appeared. There’s also Ipads for entertainment. On the right there’s a floating bed that turns on and off and on top of the bed it shows the girls DNA. There’s also more color.”*

*Marian Nabo  
Hedenkamp*



**AGE-FRIENDLY  
ACTION  
PLAN**



## Vision

A city that promotes a thriving, healthy community by promoting healthy behavior and access to resources and services throughout the age spectrum.

## What we know

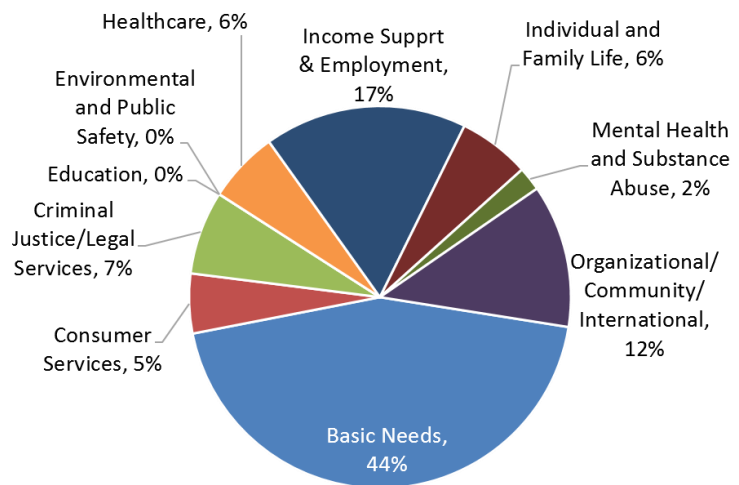
2-1-1 San Diego provides free access to community resource referrals for residents throughout the County. In fiscal year 2015-16, 2-1-1 reported 2,052 calls and 4,243 referrals in a variety of areas with basic needs far outweighing all other categories.<sup>43</sup>

When it comes to health outcomes there is great difference between east and west Chula Vista. Based on San Diego County HHSA data, West Chula Vista has the highest rate of COPD, anxiety and asthma-related hospitalization emergency discharges, and the lowest life expectancy at 76.8 years, relative to other low-income communities in the County.<sup>44</sup> These outcomes can be lowered through healthy behaviors influenced by policy, systems and environmental change which is the goal of the Healthy Chula Vista Initiative.

In addition, other preventable chronic conditions such as Type 2 Diabetes (10 percent of adult population in eastern Chula Vista and up to 17 percent in western Chula Vista) can be prevented or managed to allow residents to lower risk of emergency conditions and live a higher quality of life. Finally, in 2018 Alzheimer's disease was listed in the top five causes of early death in the South Bay Region of San Diego County for the first time with XX diagnosed persons in Chula Vista in 2017.<sup>45</sup> With the increasing number of older adults and without a cure for this condition, increasing resources such as the San Diego County Sheriff's Department Take Me Home Program (whom reported 136 residents in Chula Vista registered in 2018) and other caregiving respite resources like the Chula Vista Glenner Center Town Square adult day care services will be in higher demand.<sup>46</sup>

Other mental health issues continue to be of concern in Chula Vista and culminated in two community discussions during the Age-Friendly process as follows:

- *Resilience: The Biology of Stress and the Science of Hope* movie screening and resource fair where students, teachers, service providers, parents and community members were invited to Chula Vista High School to learn about the impact of Adverse Childhood Experiences (ACEs) and their impacts on lifelong health. An additional screening and panel discussion were held due to popularity.



*Resources Requested by Older Adults (55+)  
- 2-1-1 San Diego Client Profile, Chula Vista (2015-2016)*

### What we heard

Through community outreach and collection of data, the following themes and issues were identified.

<b>Centralized Resources</b>	<ul style="list-style-type: none"><li>• Create one stop for community resources</li><li>• Provide warm hand-offs</li><li>• Lack of knowledge of 2-1-1 San Diego</li></ul>
<b>Emergency Services</b>	<ul style="list-style-type: none"><li>• Distinguish prevention vs. emergency care</li><li>• Reduce wait times for specialized services</li><li>• Knowledge of medical services &amp; insurance</li><li>• Residents perceive inequity in access</li></ul>
<b>Mental Health</b>	<ul style="list-style-type: none"><li>• Reduce stigma surrounding mental health</li><li>• Substance abuse &amp; recreational drugs</li><li>• Knowledge &amp; resources for dementia</li></ul>

Actions identified to address these issues included education of the health care system, using community health workers (promotoras) to educate at the neighborhood level, focus on senior services, improving access to resources in a centralized place and improving preventive care.

### What we will do

Through the Age-Friendly initiative, we hope to address identified gaps, allowing residents of Chula Vista to easily access preventive and critical care services.

#### Goal 8.1

**Address inequity in emergency services in South Bay through education on preventive care, chronic disease management, centralized resources, patient-centered care and advocacy.**

##### Actions to Address

- Identify central resource service provider (e.g., 211) and develop promotional campaign to encourage a one-stop shop for resource and increase older adults (55+) referrals by 10%.
- Support alternative points of care (e.g., Kaiser at Target, San Ysidro Health at Northgate, Sharp at CVS 'Minute Clinic') and create at least one (1) new alternative.
- Promote "family medicine model" patient-centered care where specialist communicate throughout health care system.
- Develop a campaign to educate community on health information (including MediCal and MediCare) and services in Chula Vista, in an effort to divert non-emergency use from the ER.
- Advocate for additional hospital resources for emergency services.

#### Goal 8.2

**Develop behavioral health and dementia friendly practices and awareness.**

##### Actions to Address

- Promote behavioral health training for practitioners, businesses and residents by conducting at least four (4) related trainings.
- Host at least four (4) dementia friendly trainings and workshops for businesses, families, CBOs and/or health care.
- Increase knowledge and use of "Take Me Home" program by 10% and other resources for dementia by expanding education at point of diagnosis and critical points of contact.
- Create two (2) community-based support groups for mental health.

# Next Steps

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## Implementation

The City and community partners will work over the next three years to implement the goals and objectives outlined in the Age-Friendly Chula Vista Action Plan with oversight from the Joint Task Force (Commission on Aging and Healthy Chula Vista Advisory Commission). The Joint Task Force will meet annually to review progress and ensure the Action Plan is on track.

Through a continued partnership with the San Diego Foundation and San Diego State University the City will work with community partners to dive deeper into reviewing data and needs within particular neighborhoods as pilot programs are established and deployed.

The City is confident that the implementation measures identified in the Action Plan will not only be accomplished but inspire the community to look through a 'lens of age' when interacting with the public and making decision on policies, programs and community activities to advance Age-Friendly Chula Vista!

# Appendix I

## Goals & Objectives

OUTDOOR SPACES & BUILDINGS						
Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
Park safety	<b>Goal 1.1 Increase park usage and community ownership.</b>					
Pedestrian safety relating to crime and visibility concerns	A. Create at least two (2) Park Action Groups (PAGs) to address community ownership of park and organize programs that increase the community's presence (e.g., Adopt-A-Park, clean ups, etc.).	<u>Healthy CV / City Community Services</u> Faith-Based SBCS / Live Well	2020	City of Chula Vista has prior experience with Adopt-A-Park program-	Funding to develop toolkit  Interested citizens to volunteer in PAGs	<ul style="list-style-type: none"> <li>• Toolkit on developing PAGs</li> <li>• Rentals for park facilities (Recreation)</li> <li>• # of community events organized by PAGs</li> </ul>
	B. Increase police interaction with Homeowners Association (HOAs), schools, Resident Leadership Academies (RLAs), Ambassadors/Promotores, and others to promote crime preventive programs (e.g., Crime Prevention Through Environmental Design (CPTED), Neighborhood Watch Program, etc.).	<u>CVPD</u> City Community Services School Districts	Begin Fall 2018	-	Marketing materials, signage	<ul style="list-style-type: none"> <li>• # of interactions or contact with HOAs, RLAs, Schools, Ambassadors/Promotores, etc.</li> <li>• # new Neighborhood Watch (CVPD) programs</li> <li>• # new CPTED programs</li> </ul>



	C. Encourage night time use of parks and physical activity in residential areas by exploring pedestrian scale lighting and other alternatives in at least two (2) neighborhoods.	<u>Healthy CV</u> City Traffic Engineering	2020	-	Funding for outreach, pilot technology & evaluation	<ul style="list-style-type: none"> <li>• Pre &amp; Post Resident Survey on night-time outdoor activity (e.g., activities and frequency of use)</li> <li>• Pre- and Post-observational data on the residents' night-time activities and frequency of use</li> <li>• Pedestrian scale lighting in at least 2 neighborhoods</li> </ul>
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**TRANSPORTATION**

Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
Senior transit passes	<b>Goal 2.1 Use educational tools to promote increased alternative transportation use and obtain community feedback to guide future planning efforts.</b>					
Reduction in stigma and fear regarding the use of public and alternative transit	A. Update and disseminate the senior transportation brochure to at least 500 residents and provide a web-based version.	<u>COA</u> MTS	Fall 2019 (dependent on Funding)	Existing guide	City CIP Program Funds or other funding	<ul style="list-style-type: none"> <li>• Distribution</li> <li>• # of web hits</li> <li>• Service #s</li> </ul>
Decreased social isolation	B. Develop a public service commercial and/or tutorial video to promote transit use featuring one (1) field trip for up to twenty (20) older adults to a cultural arts experience in Chula Vista.	<u>COA / HCVAC</u> SDSU MTS	Fall 2019 (dependent on Funding)	-	Applying for AARP Challenge Grant	<ul style="list-style-type: none"> <li>• Commercial and/or Tutorial Video</li> <li>• Pre &amp; post survey of field trip participants' perceptions of public transit</li> <li>• # of video watches</li> <li>• # Senior bus passes (MTS)</li> </ul>

	C. Assess the feasibility of the use of incentives for increased public transit use through local business & attraction agreements for at least four (4) events.	<u>Healthy CV / City Economic Development</u> Chamber of Commerce MTS Circulate San Diego	Begin 2020	-	-	<ul style="list-style-type: none"> <li>• Report that includes findings on the following:</li> <li>• Types or nature of incentives</li> <li>• # of business participating</li> <li>• # of promotional events</li> <li>• Utilization of public transit use</li> </ul>
	D. Increase participation (among residents of all ages) in the Bike & Pedestrian Master Plan Update to address: -“first mile, last mile” issues -bike sharing promotion & regulations -resting areas between transit stops -suggested routes to schools implementation -education around traffic signal synchronization for safety	<u>City Traffic Engineering / HCVAC / COA</u> Safety Commission	Summer 2019	-	-	<ul style="list-style-type: none"> <li>• # of meetings or community forum to discuss the Plan</li> <li>• Participation survey</li> <li>• Inclusion of topics in plan</li> </ul>
Transit alternatives for events within City of Chula Vista	<b>Goal 2.2 Develop new ways to move people between events and key amenities.</b>					
LYFT & UBER #s	A. Assess feasibility of a formal LYFT or UBER senior transportation program for medical appointments, which may include research and education on health insurance reimbursement and	<u>COA / HCVAC</u> SANDAG / Live Well	Begin 2019	-	-	<ul style="list-style-type: none"> <li>• LYFT &amp; UBER ridership</li> <li>• Insurance claims</li> <li>• Pre- and post- participant surveys that captures data on the training as well as the actual program (effectiveness, satisfaction, etc).</li> </ul>

	provision of at least two (2) trainings to older adults on using such services.					
	B. Explore opportunities and organize shuttle services for at least two (2) community events.	<u>Healthy CV / COA/ Cultural Arts Commission</u> School Districts / MTS Renewing Life Residential Care Facilities	Fall 2019	Existing transportation resources	Funding for transportation service	<ul style="list-style-type: none"> <li>• Assessment of Interest</li> <li>• Utilization of shuttle services / attendance</li> </ul>

**HOUSING**

Identified Need	Goal Objectives	<u>Lead</u> & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
Desire to age in place	<b>3.1 Provide resources and education to promote “Aging in Place” (i.e., continuing to live in one’s own home and community as one ages).</b>					
Affordable Housing  Address fall-related calls for service	A. Develop & disseminate a pocket guide to at least 500 households that feature existing programs such as You Are Not Alone (YANA), Vacation Check, and Neighborhood Watch Programs in order to promote safety while aging in home.	<u>Healthy CV / CVPD/CVFD</u>	Summer 2019	Existing programs & marketing materials	Funding for pocket guide	<ul style="list-style-type: none"> <li>• Distribution</li> <li>• Applicants for services</li> <li>• Neighborhood Watch</li> </ul>
	B. Pilot a comprehensive Home Audit Program in at least fifty (50) homes to address crime prevention, fall prevention, conservation	<u>Healthy CV / SDSU CVPD / CVFD</u> City Housing / City Office of Sustainability AARP/Sharp	Begin 2019	Existing program staff	Funding to create comprehensive pilot	<ul style="list-style-type: none"> <li>• Decrease in Fall-related Calls for Service (CVFD)</li> <li>• Decrease in reported thefts, per Crime Data (CVPD)</li> </ul>

	measures, social isolation, and health & safety issues.					<ul style="list-style-type: none"> <li>• Increase in # of referrals to programs/activities</li> <li>• Survey of residents on the health, psychosocial, and social changes brought about by the program</li> </ul>
	C. Explore the Village Concept in at least one (1) mobile home community through presentations in at least three (3) parks.	<u>County AIS</u> Healthy CV / City Housing	Begin 2019	Existing Village models	Funding for marketing & pilot	<ul style="list-style-type: none"> <li>• Interest</li> <li>• Launch</li> <li>• Referrals</li> </ul>
Rental opportunities	<b>3.2 Increase alternative housing options.</b>					
Student Housing (In)security	A. Expand Home Sharing services to the South Bay and develop a pilot program to match seniors and students making at least five (5) matches.	<u>ElderHelp of San Diego</u> <u>SWCC</u> College Estates	Begin Fall 2018	Existing Home Share program & base of housing insecure students	Funding to market program & create pilot	<ul style="list-style-type: none"> <li>• Outreach awareness</li> <li>• Interest</li> <li>• # of Matches made</li> <li>• Documenting benefits of the services via Survey</li> </ul>
Intergenerational partnerships between students and older adult population around SWCC	B. Encourage older adults to be part of the Housing Element Update process to address senior housing issues and opportunities (e.g. increase densities, tiny houses, accessory dwelling units, universal design) through at least two (2) presentations to Commission on Aging and Veteran Affairs.	<u>City Housing</u> AARP	January 2020	-	-	<ul style="list-style-type: none"> <li>• Housing Element 2013-2020 (Housing)</li> </ul>
Expand housing choices provided in Choose Well SD						

	C. Develop and promote a web-based City map of senior housing opportunities and senior facilities.	<u>Healthy CV</u> City Housing City GIS/County GIS CARR / Choose Well	December 2018	City GIS Services & Choose Well data	-	<ul style="list-style-type: none"> <li>• Website hits</li> <li>• Web-based survey on user experience meeting housing needs</li> </ul>
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**RESPECT, INCLUSION & SOCIAL PARTICIPATION**

Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
Senior programming surveys	<b>4.1 Develop culturally- and age- appropriate programming throughout the city.</b>					
Existing classes	A. Conduct an assessment of intergenerational and senior programming and event needs/desires to identify and pilot at least three (3) new programs and promote programming equity throughout City.	<u>City Recreation</u> SDSU	Winter 2019	SDSU Intern	Incentives/\$ for survey participation  Funding for development of 3 programs -	<ul style="list-style-type: none"> <li>• Needs Assessment survey</li> <li>• At least three (3) new programs</li> <li>• Pre &amp; post participant survey</li> </ul>
	B. Engage Southwestern College and school districts in increasing and sustaining at least two (2) new intergenerational programs.	<u>City Community Services</u> SWCC / SDSU School District	Fall 2019	-	-Funding to plan & launch programs	<ul style="list-style-type: none"> <li>• At least two (2) new intergenerational programming classes</li> <li>• Pre &amp; post participant survey</li> </ul>
	C. Hold a minimum of five (5) workshops on aging (e.g., retirement planning, care options, elder respect).	<u>City Community Services</u> / <u>Healthy CV</u> City Cultural Arts SWCC / SDSU	Up to 2 each implementation year	-	Funding for events & surveys	<ul style="list-style-type: none"> <li>• Events</li> <li>• Pre &amp; post participant survey of content/info learned</li> </ul>
	D. Create an older adult related theme for the “THIS is Chula”	<u>City Communications /</u> <u>COA / HCVAC</u>	Fall 2018	THIS is Chula campaign.	-	<ul style="list-style-type: none"> <li>• Consultant tracking of social media likes and consumer feedback</li> </ul>



	campaign and other identified communication efforts surrounding respect, economic power, adventure and vibrancy in aging.					
Connectivity	<b>4.2 Build neighborhood resilience and connectivity.</b>					
Neighbor Day	A. Create an AARP toolkit for school and volunteer MOUs to assist with school garden maintenance and pilot in at least three (3) schools.	<u>Southern Caregiver Resource Center / AARP</u> Healthy CV School District	Fall 2020	Existing gardens	Volunteer base	<ul style="list-style-type: none"> <li>• Interest</li> <li>• Toolkit available in AARP AFC website</li> <li>• # MOUs entered</li> <li>• # of volunteers</li> </ul>
AARP Volunteers	B. Support Promise Neighborhood “Neighbor Day” annual efforts to expand citywide.	<u>SBCS / Healthy CV / COA</u>	May 2020	-	Funding for marketing materials	<ul style="list-style-type: none"> <li>• Participation at pancake breakfast</li> <li>• Social media</li> </ul>
	C. Create a toolbox for neighborhood engagement to identify socially isolated persons and engage them in neighborhood activities through a pilot project in at least two (2) neighborhoods.	<u>City Communications / Healthy CV</u> City Community Services CBOs Faith-based	Spring 2021	Promotoras & RLAs	Funding to create toolbox & pilot project	<ul style="list-style-type: none"> <li>• Pre &amp; post survey of individuals social integration</li> </ul>

**HEALTHY FOOD ACCESS & NUTRITION**

Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
Food security (or Address Food Insecurity)	<b>5.1 Increase healthy food access.</b>					
	A. Develop a Food System Plan for the City	<u>Office of Sustainability</u> CHIP / Hunger Coalition	Spring 2021	SDSU Intern	Funding to create plan	<ul style="list-style-type: none"> <li>• Assessment of baseline</li> </ul>

Address Uncoordinated distribution points	with an identified HUB for donations and distribution in the South Bay.	Feeding San Diego				
	B. Increase food kept for human consumption through education of policy/regulations (i.e. share tables, donations, etc.)	<u>Office of Sustainability</u> <u>CHIP</u> School Districts County Agriculture Hunger Coalition	Spring 2019	-	-Funding for education/ dissemination of policy/regs	• Donations & new distribution
	C. Work with partners to create at least two (2) new food distribution points and explore mobile opportunities.	<u>Office of Sustainability /</u> <u>Healthy CV</u> Feeding San Diego / San Diego Food Bank SBCS / SWCC / PACE	Fall 2020	Feeding San Diego	-	• New points of entry • # of clients
One existing community garden	<b>5.2 Promote locally grown food consumption and increase knowledge about nutrition.</b>					
Policy changes	A. Identify new community garden opportunities and champions, creating at least five (5) new community gardens.	<u>Healthy CV / City</u> <u>Community Services</u> Office of Sustainability	Fall 2020	City Community Garden policy UAIZ	Seeds Equipment Expertise	• Applications for gardens • # of gardens
	B. Explore incentives for farmer markets to create at least one (1) new market.	<u>Healthy CV / City</u> <u>Community Services /</u> <u>City Economic</u> <u>Development</u> Office of Sustainability Wild Willow / Mosaic	Spring 2021	-	Pilot funding	• # of farmer and community markets
	C. Expand class offerings around generational nutrition, dietary needs, cultural cooking and ensure existing classes	<u>City Community Services</u> <u>/ SDSU</u> Sharp/San Ysidro Health/Scripps	Fall 2019	SDSU Intern	-	• Pre & post survey that measures increase of health classes offered & customer satisfaction & knowledge

provide healthy offerings.

**CIVIC PARTICIPATION & EMPLOYMENT**

Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
Increase early on communication	<b>6.1 Promote two-way engaged communication between residents and the city.</b>					
Input on projects	A. Develop a community “Ambassador Program” through the “Promotoras model” to relay information on projects and opportunities for community input.	<u>Healthy CV / City Communications</u> CVCC/SBCS/Scripps ACE/RLAs	Fall 2020	-	Funding for website development & recruitment & training of Ambassadors	• # of Ambassadors
Leadership development	B. Create a web-based portal for community input into projects and programs.	<u>Healthy CV / City Communications</u>	Spring 2021	-	-	• Website hits • # of comments
Knowledge of existing communication outlets	C. Support Resident Leadership Opportunities to further community engagement particularly intergenerational and conduct at least three (3) academies.	<u>SBCS/CVCC</u> AARP CHIP	Spring 2021	Trained RLA facilitators	Funding for RLAs	• # of RLA graduates by age group
	D. Develop a faith-based consortium of at least five (5) organizations to relay information on projects and opportunities for community input.	<u>Healthy CV</u> UCSD Center for Community Health CHIP Live Well	Spring 2021	-	-	• Membership composition • # of meetings • Projects/information relayed between City and Consortium
	E. Promote and Increase use of City-based	<u>Public Works</u> City Communications	Ongoing Spring 2021	-	-	• ACT claims

	communication technology such as ACT.					
# of existing volunteers	<b>6.2 Create opportunities for older adults to volunteer or re-enter the job market.</b>					
Benefits of volunteering & older adult employment	A. Utilize the City's Volgistics database to encourage volunteerism through new opportunities (i.e. school gardens, Innovation Station).	<u>City Human Resources</u> City Recreation	Fall 2020	SDSU Intern (GERO students can help)	Existing Volgistics database	<ul style="list-style-type: none"> <li># of volunteers</li> <li>Website hits</li> </ul>
	B. Provide at least one (1) class on entrepreneurship opportunities for older adults and one (1) volunteer / job fair.	<u>City Community Services</u> / <u>Economic Development</u>	Summer 2020	SDSU Intern	-	<ul style="list-style-type: none"> <li>Pre &amp; post survey</li> </ul>

**COMMUNICATION & INFORMATION**

Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
City Social media -Facebook -Instagram -Twitter -Next Door  Email subscriptions -Community Connections -City Calendar  Utility billing	<b>7.1 Maintain consistent, widespread and centralized distribution of information in a culturally appropriate way and considering technology barriers.</b>					
	A. Conduct a public information assessment to determine existing communication channels and preferred or new sources of community information.	<u>City Communications</u> SCAMP	Fall 2018	-	Funding for survey	<ul style="list-style-type: none"> <li>Generate a report on assessment</li> <li>Social media</li> <li>Email distribution</li> <li># of New outlets</li> </ul>
	B. Increase participation by older adults and vulnerable populations (e.g., low income, socially isolated, Spanish speaking) in the	<u>HCVAC / COA / HRC</u> City Communications	Summer 2019	-	-	<ul style="list-style-type: none"> <li>Membership participating in the Communication Plan update</li> <li>New outlets of communication</li> </ul>

	Communications Plan update to understand and address communication to hard-to-reach populations and people without digital access.					
	C. Develop or designate centralized information sharing (e.g. community events) at pilot community gathering places (e.g. kiosks in grocery stores, schools, hospitals, clinics, libraries).	<u>City Communications</u> HCVAC / COA / HRC	Fall 2019	-	Funding for pilot & kiosks	<ul style="list-style-type: none"> <li>• Deployment</li> <li>• Kiosk touches</li> <li>• Utilization of services advertised/referred by the Info-Sharing Kiosk</li> </ul>
	D. Determine barriers to technology use and ensure that critical information is being provided in a variety of ways and education provided to remove barriers to the digital divide.	<u>City Communications</u> HCVAC / COA / HRC	Spring 2019	Technology classes through SWCC	Funding for survey	<ul style="list-style-type: none"> <li>• Establish technology barriers</li> <li>• # of media outlets not technology based</li> </ul>
Address Social isolation	<b>7.2 Create a video repository of content and outlets for information for older adults.</b>					
	A. Develop video content on issues and information relevant to older adults, including a calendar of community events.	<u>COA / HCVAC</u> SWCC / SDSU	Summer 2020	SDSU Intern	Funding for video production	<ul style="list-style-type: none"> <li>• # of Videos produced</li> </ul>
	B. Work with local access cable, REACH	<u>COA</u> City Communications	Spring 2021	SDSU Intern / SWCC	Volunteers	<ul style="list-style-type: none"> <li>• You-Tube hits</li> <li>• Resource access</li> </ul>



	loop at Norman Park Senior Center and others to develop a “silver channel” and You-Tube Channel for older adults.	Cox Communications SWCC Sharp / Scripps / San Ysidro Health				
HEALTH & COMMUNITY						
Identified Need	Goal Objectives	Lead & Supporting Agencies	Objective Completion	Resources Available	Resources Needed	Indicators to measure progress
ER & admitted bed counts	<b>8.1 Address inequity in emergency services in South Bay through education on preventive care, chronic disease management, centralized resources, patient-centered care and advocacy.</b>					
ER visits for non-emergency	A. Identify central resource service provider and develop promotional campaign to encourage a one-stop shop for resource referrals and increase referrals by 10% to older adults (55+).	<u>Healthy CV</u> County AIS/HHSA 2-1-1 San Diego	Spring 2021	2-1-1 San Diego	Funding for launching the promotional campaign-	• Referrals
Wait times for specialized care	B. Support alternative points of care (e.g. Kaiser at Target, San Ysidro Health at Northgate, Sharp at CVS ‘Minute Clinic’) and create at least one (1) new alternative.	<u>HCVAC</u> San Ysidro Health / Kaiser / Sharp / Scripps	Spring 2021	-	-	• Visits to alternative care
	C. Promote “family medicine model” patient-centered care where specialist communicate throughout health care system.	<u>HCVAC</u> Health Care Partners 2-1-1 San Diego County HHSA	Winter 2020	-	-	• New models deployed

	D. Develop a campaign to educate community on health information (including MediCal and MediCare) and services in Chula Vista, in an effort to divert non-emergency use from the ER.	<u>HCVAC</u> County HHSA Sharp AARP	Winter 2019	-	Funding for marketing material	<ul style="list-style-type: none"> <li>• Distribution</li> <li>• ER visits</li> </ul>
	E. Advocate for additional hospital resources for emergency services.	<u>HCVAC</u> Sharp / Scripps / San Ysidro Health /Family Health Centers	Summer 2020	-	-Data/report describing the problem/need	<ul style="list-style-type: none"> <li>• Funding for emergency services</li> </ul>
Take Me Home participation	<b>8.2 Develop behavioral health and dementia friendly practices and awareness.</b>					
Mental Health classes	A. Promote Mental Health First Aid, suicide prevention and other behavioral health training for practitioners, businesses and residents by conducting at least four (4) related trainings in the south bay.	<u>Healthy CV</u> CHIP / NAMI County HHSA SBSCS / CVCC School Districts CVPD / CVFD	Winter 2021	Suicide Prevention Council / Mental Health First Aid	-Coordinator; training rooms;	<ul style="list-style-type: none"> <li>• # of practitioners, business, and residents attended/participated</li> <li>• # of classes</li> <li>• Pre &amp; post survey of content/skills learned</li> </ul>
Alzheimer's #s & projections	B. Host at least four (4) dementia friendly trainings and workshops for businesses, families, CBOs and/or health care in the south bay.	<u>Healthy CV</u> Alzheimer's San Diego/ Alzheimer's Association County AIS	Winter 2021	-	Funding for training materials, presenter; coordinator of these trainings.	<ul style="list-style-type: none"> <li>• # of participants</li> <li>• # of classes</li> <li>• Pre &amp; post survey of content/skills learned</li> </ul>
	C. Increase knowledge and use of "Take Me Home" program by 10%	<u>HCVAC / COA</u> Alzheimer's San Diego/ Alzheimer's Association	Spring 2021	-	Funding for promotional	<ul style="list-style-type: none"> <li>• Survey of knowledge of Take Me Home program</li> <li>• Any user experience story</li> </ul>

	and other resources for dementia by expanding education at point of diagnosis and critical points of contact.	CVPD/CVFD/Sheriff's Dept. City Community Services SDSU County AIS Sharp/Scripps/Kaiser/San Ysidro Health/Family Health Centers			materials & training	• (decreased) Rates of wandering or lost patients
	D. Create two (2) community-based support groups for mental health.	<u>Healthy CV</u> Alzheimer's Association City Community Services	Winter 2020	Alzheimer's Association Training	Community Champions	<ul style="list-style-type: none"> <li>• Groups formed</li> <li>• Number of participants</li> </ul>

# Appendix II

## Acknowledgments

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Chula Vista Age-Friendly Team acknowledges the following with our thanks for your involvement in the Chula Vista Age-Friendly planning efforts.

### **AARP®**

Joe Garbanzos, AARP® California, Executive Council  
Bob Prath, AARP® California, Livable Communities Advisory Team  
Kimberly Smith, AARP® California, Associate State Director of Aging & Independence Services

### **City Council**

Mary Casillas Salas, Mayor  
John McCann, Councilmember District 1  
Patricia Aguilar, Councilmember District 2  
Stephen Padilla, Councilmember District 3  
Mike Diaz, Councilmember District 4

### **Commission on Aging**

Monica Allan  
Rochelle Carroll  
Bobby Erdmann  
Gloria Escalera  
Mary Johnson (Vice Chair)  
Pat Mallan (Chair)  
Jeannine Nash

### **Healthy Chula Vista Advisory Commission**

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Veronica Partida

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# Appendix III

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