



AGE-FRIENDLY EMERYVILLE 2022 ACTION PLAN



WELCOME

This Age-Friendly Action Plan is a series of recommendations to the city to make Emeryville increasingly livable for seniors. The Action Plan represents the voices of our elderly and city staff and presents a vision for the residents of Emeryville for the future. The City's Commission on Aging provided advocacy and support in developing the plan.

Emeryville is a small city with many programs and services available for older adults and their families. We are located on the San Francisco Bay with an abundance of activities nearby, amazing weather, and close proximity to San Francisco, Oakland, and Berkeley. As our population ages, our goal is to ensure that our elderly have the support they need to live and thrive in Emeryville.

This Action Plan tells a story of Emeryville in the present and provides a roadmap where we want to be in the future. It's an ongoing guide to help direct and improve our City's Age-Friendly efforts. Please read this plan and share it with others.

Baruch Golden, Chair of Commission on Aging



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AGE-FRIENDLY FRAMEWORK

In 2007, the World Health Organization published the WHO Global Age-Friendly Cities Guide, outlining domains of community life that impact adults aged 55 years and older. In 2010 the Global Network of Age-Friendly Cities and Communities was developed to facilitate collaboration and idea exchange among cities working to better accommodate older residents. As of 2021, there are Age Friendly communities in 41 countries around the world.

In the US, AARP leads the Age-Friendly Network and there are currently 10 States, 1 Territory and 667 Age-Friendly communities. California has been experiencing a growth in Age-Friendly efforts and the City of Emeryville joined 71 other California cities engaged in this effort. In April 2019, Alameda County joined the Network and in 2021 California became a state member.

The Age-Friendly process is comprised of a 5-year cycle. The City of Emeryville joined the effort in 2018. The first years are focused on community assessment in identifying issues and a vision for the future. Next, an action plan is developed that outlines tangible goals for moving towards that vision. Once the action plan is finalized, its implementation is monitored by the city and community to ensure accountability. After the first five-year cycle is complete, it begins again with collecting community input.

The City of Emeryville will use this Action Plan as a working document to guide our progress towards an Age-Friendly community for all residents.

KEY THEMES

Several key themes that cut across all the domains became important and apparent. An Age-Friendly Emeryville includes:

- Older adults as part of the solution, utilizing the experience and knowledge of older adults.
- Promotes and celebrates positive perceptions of aging, reducing stigma and discrimination.
- Values cultural diversity and includes people with different languages, culture, race, religion, background, physical and cognitive ability, sexual orientation, gender, and age.
- Provides access to information in a variety of formats, incorporating technology for digital inclusion and eliminating obstacles through innovative solutions.

OUTDOOR SPACES AND BUILDINGS

An Age-Friendly community has green spaces and walkways that are safe, clean and enjoyable with adequate pedestrian infrastructure. Public buildings and business should be secure, welcoming, and accessible for all ages.

TRANSPORTATION AND STREETS

An Age-Friendly community has a variety of reliable, accessible, and affordable transportation options that allow residents to be connected to all areas and services in the community.

HOUSING

An Age-Friendly community has housing that is affordable, safe and allows individuals the ability to age in place. Affordable home maintenance, safety modifications and support to live at home are prioritized.

SOCIAL PARTICIPATION & INCLUSION

An Age-Friendly community has affordable and accessible events, activities and opportunities for community and social engagement open to people of all ages, race, ethnicity, sexual orientation, religion, language, gender, and ability.

COMMUNICATION & INFORMATION

An Age-Friendly community has information and resources that are timely, multilingual and accessible through a centralized hub.

COMMUNITY SUPPORT AND HEALTH SERVICES

An Age-Friendly community provides adequate access to all levels of healthcare, wellness and social services that maintain well-being and quality of life. Accessible medical, emergency, and social services are vital/essential to support independent living.



ACCESSIBLE OUTDOOR SPACES THAT ARE SAFE, CLEAN, AND ENJOYABLE FOR ALL AGES.



Emeryville's Vision for Outdoor Spaces and Buildings

An Age-Friendly community has many beautiful parks, public gardens, and walkways with rest areas that are shaded, safe, and accessible. Parks and public gardens prioritize planting native trees and plants, playgrounds for all ages, access to water fountains and bathrooms. Benches are located throughout the city on all pedestrian walkways and the lighting at night is adequate to walk without fear of falling. Additional clean, hygienic public restrooms are located throughout the city. Neighborhoods have organized parking, sidewalks are well-maintained, bicycle paths transverse the city streets, and street crossings allow sufficient time for slower walkers to cross intersections before stop lights turn red.



Current Findings:

Urban Pathways- Emeryville Greenway, South Bayfront Bridge, Safe Routes to Schools, Bay Trail, Marina.

Outdoor Parks – City Park locations in Emeryville include Marina Park, Davenport Park, Shorebird Park, Point Emery, Christie Avenue Park, Doyle Hollis Park, Stanford Avenue Park, Joseph Emery Skate Park, Horton Landing Park; three Community Gardens; the Emeryville Greenway runs nearly the length of Emeryville's 1.25 sq. miles. In development is the new Sherwin Williams Park.

Accessible Public Restrooms- There are seven public restrooms located at Marina Park, Doyle Hollis Park, Joseph Emery Skate Park, Public Market, ECCL- Pool, City Hall, and Emeryville Senior Center.

Buildings & Public Spaces - There are several public spaces around the city including Hollis Green Park (Hollis & 53rd) and the Emeryville Shellmound Memorial (Ohlone Way & Shellmound). In addition, there are over 110 public art installations located through out the city rotating bus shelter art program.

Action Steps

- **Improved safety at Crosswalks** – Improved Street lighting for safety including curb cuts, extended crossing signal time, visual and auditory cues. Address safety issues for all ages and abilities along identified pedestrian and bike routes. Make permanent the “pedestrian recall” (ped signals automatically change without pushing button) that was instituted temporarily during COVID.
- **Identify Pedestrian Friendly Streets** - Develop signs in public parks and online interactive maps to assist with wayfinding. Improve street and sidewalk safety and accessibility for wheelchair access. Increase sidewalk width that is free of obstructions. Active and attractive sidewalks to accommodate public entry for businesses, pedestrian safety, and vibrant landscape and park, with additional benches located throughout the city.
- **More outdoor seating** – Increase the number of public benches in parks and at bus stops. New overhead shelters at Bus Stops, benches in shopping areas along businesses and restaurants. Parklets for additional outdoor dining options.
- **Increase access to parks and public spaces** – Ensure that there are sufficient parks to be accessible to all residents within a 5-minute walk from their homes. Develop online maps to assist with wayfinding public spaces in buildings, art works, & art installations.
- **More public restrooms** – Increase the number of accessible, clean public restrooms. Develop signage and online mapping to display their locations.
- **Public Buildings** – Add more creative, attractive, interactive, and accessible streetscapes in areas of old warehouse and industrial lined streets.



THE ABILITY TO MOVE SAFELY AND COMFORTABLY AROUND THE CITY.



Emeryville's Vision for Transportation and City Streets

An Age-Friendly community has a variety of safe, reliable, accessible and affordable transportation options along with mobility education that allows residents to be connected to all areas and services in the community and prioritizes pedestrian and bike usage. It is a priority to reestablish a balance that does not prioritize cars over other forms of transportation.

Cars and roadways are built for the average driver's reflexes, agility and vision. Aging drivers eventually lose the ability to use cars and rely on public and private transportation systems. City streets present a series of ongoing problems for elderly non-drivers to move safely and comfortably around their community.

Current Findings:

Emeryville Greenway – User friendly mobility path to connect community members to other designated pedestrian and bike routes and boulevards.

Subsidized ADA Public Transportation – The Emery Go Round and 8 to Go Shuttle services provide free and subsidized services around the City of Emeryville. Senior residents of Emeryville can qualify for a taxi, Uber and Lyft Reimbursement Program.

Advocacy, information and resources, and skill development - Outreach for people with disabilities to access community transportation options include CIL (Center for Independent Living), Maps, Bus Schedules, Website, Senior Center

South Bay Front Bridge – Provides safe pedestrian and bike access to Bay Street Shopping area over the railroad tracks.

Safe Routes to Schools – Enable and encourage children to walk and bike to and from school. (Improve safety and mobility for children)

Action Steps

- **Improve pedestrian & bicycle safety at intersections** – Use of ALL RED Phase at busy intersections and longer wait times at traffic lights to allow safe crossing. Prioritize improvements for pedestrian safety at the Powell/Christie intersection.
- **Prioritize sidewalk maintenance and repair** – Remove obstacles that block pedestrian passage.
- **Increase benches and shelters at bus stops** – Increase public benches at community parks and increase the maintenance of public benches, bus shelters and sidewalks. Increase night lighting on streets and intersections.
- **Increase wayfinding signage** – Facilitate ease and access to various locations around the city through wayfinding signs. Educate older adults on using interactive mapping applications to show bus routes and stops, pedestrian and bike routes, and recreational trail access. Develop online and paper maps to help identify the best and safest pedestrian and bike routes.



TO ENCOURAGE A WIDE VARIETY OF WELL-DESIGNED AFFORDABLE HOUSING OPPORTUNITIES THAT ARE ACCESSIBLE TO ESSENTIAL SERVICES AND NEIGHBORHOOD AMENITIES WHICH WOULD ALLOW ALL RESIDENTS TO AGE IN PLACE AND INTEGRATE INTO THE COMMUNITY.



Emeryville's Vision of Housing

An Age-friendly Emeryville aims to provide affordable housing for low-low, low, and moderate-income residents. In this tight market-rate environment, seniors are having difficulty finding affordable housing. Private housing investors are building rental properties targeting high-income residents and those relocating from San Francisco to benefit from lower rents in the East Bay. Many new residents with discretionary wealth are moving to Emeryville which is close to freeways and provides amenities and an environment that is inviting.

Non-profit developers continue to build affordable housing. But they cannot meet the demand of the vast number of applicants. Some poor individuals and families, especially the unhoused, wait as many as five years to find permanent housing. The California budget surplus is trickling out funding to non-profit developers, but it takes at least four years to complete construction to expand the number of available affordable housing.

Current Findings:

ADA Accessible/Affordable Senior Housing: 19 housing facilities in Emeryville with varying levels of affordability, ADA accessibility, including 2 senior-only residences all with long wait lists. (no current openings)

Affordable modifications for Seniors: Rebuilding Together, CIL (Center for Independent Living), and other resources for free safety upgrades to existing homeowners are available.

Shared housing/Co-Housing/Designated Senior Housing: Emeryville is the proud home of the nation's first urban cohousing community. Doyle Street Cohousing was built in 1992 in a renovated warehouse and has thrived and grown in the supportive Emeryville environment. Cohousing is community designed to foster connection. Physical spaces allow neighbors to easily interact with others just outside private homes. Common areas including kitchen, dining space and gardens bring people together. Collaborative decision-making builds relationships.

Homelessness: Insufficient housing for the unhoused population.

Assisted Living Facility: One private assisted living facility at market rate.

Action Steps

- **Increase production of Affordable Housing** - Construct new affordable housing units for very low-, low- and moderate-income households over 55. Collaborate with Alameda County on the design and implementation of an Affordable Housing Platform to provide a simple and equitable way for residents to find and apply for affordable housing.
- **Increase awareness and utilization** - Develop a targeted marketing plan directed at senior homeowners and tenants to promote the housing rehabilitation program of accessibility for improvements and minor home repair programs targeted for senior homeowners and tenants.
- **Website** - Create a user-friendly web page within the City's website specifically for senior housing resources and the availability of current rental opportunities.
- **New Housing** - Create financial incentives for the development of a wide variety of housing types (ex. Accessory Dwelling Units), and housing programs, (ex. Shared Housing/Co-Housing Rental Program) to ensure housing options meet the financial, social and physical needs of all Emeryville residents, with a preference to accommodate those seniors with special needs (i.e. disabled, homeless).
- **Partners** - Create partnerships with Assisted Living facilities to provide resources, advocacy, and support for residents living with disabilities, including Alzheimer's.



AN AGE-FRIENDLY COMMUNITY PROMOTES SOCIAL PARTICIPATION BY PROVIDING A RANGE OF AFFORDABLE AND ACCESSIBLE PROGRAMS, EVENTS AND ACTIVITIES THAT FOSTER COMMUNITY INTEGRATION AND ADDRESS SOCIAL ISOLATION.



Emeryville's Vision for Social Participation and Inclusion

High levels of social participation among older adults are associated with lower levels of psychological distress, greater happiness, and satisfaction with life, higher self-rated health, better physical function, lower risk of future dependence on activities of daily living, and reduced mortality.

Addressing isolation and fostering community integration provides the elderly with a sense of belonging and opportunities to participate in the life of the community.

Promoting the inclusion of marginalized seniors and integrating them to the social, political, and economic fabric of the City leads to a sense of belonging, encourages leadership, and uplifts their voices

Current Findings:

Accessible senior activities – Emeryville Senior Center hosts a variety of accessible programs for Older Adults including exercise classes, Congregate Meal Service, Meals on Wheels, educational enrichment programs, social engagements, trip/travel programs and special events. The Senior Center is centrally located to bus access, restaurants, and shopping.

Community events/activities – Emeryville hosts several annual events to engage the community including Jazz in the Park, Community Expo, Block Party, National Night Out, Annual Celebration of the Arts, Curbside Cinemas & movies in the park, Harvest Festival, Holiday Parade & Tree Lighting and more!

Local access – There is bike/ped access (Bike Boulevards) to several shopping centers, businesses, and local parks. An interactive trail guide directs the community to public spaces, restaurants, businesses, parks, and points of interest. ((Art Walk tour, Bay Trail Access (to Yerba Buena Island.

Transportation – On Demand Shuttle service dispatched through the senior center, discount Paratransit ticket purchase, Taxi/TNC Reimbursement program and free Emery-Go-Round Bus service throughout the community. ACTC public transportation is accessible. Move to Transportation?

Outreach Connections – Friends of Emeryville Senior Center is a non-profit that supports the Senior Centers activities and programs. They will assist seniors in need for essential purchases (such as microwaves) and do outreach for home bound seniors in need of personal connections.

Action Steps

- **Support case management services at the Senior Center** – Provide case management services to assist seniors that face challenges in acquiring resources for housing, medical care, legal support, and food insecurities. Provide resources and follow through support.
- **Provide recorded educational presentations** – Enrichment presentations in person and online can increase healthy lifestyles and safety of seniors. AARP Safe Driving offerings, the Emeryville Police Department's Safety workshops, and Wellness and Healthy Living classes.
- **Create intergenerational opportunities** – Provide youth and family-friendly activities promoting engagement of seniors and youthful residents. Create programs that build trust and relationships like volunteer opportunities, mentorship, digital support and training, internship, and fellowship programs.
- **Expand City-sponsored annual activities** – Events to include multicultural traditional celebrations like Black History Month, Asian American and Pacific Islander Month, Juneteenth, International Women's Day, Cinco de Mayo, St. Patrick's Day, Gay Pride month, Indigenous Peoples' Day, Hannukah, the Last Day of Ramadan and other activities to integrate the cultures and contributions of people of color and other marginalized communities.
- **Website Updates** - Provide website improvements for easier navigation to increase knowledge and awareness of available services and resources for seniors.



RESOURCES AND INFORMATION THAT ARE CURRENT, ACCESSIBLE, AND WIDELY DISTRIBUTED FOR ALL.



Emeryville's Vision for Communication and Information

An Age-Friendly city will have up to date access to a variety of information services, resources, social networking and emergency alerts for all community members.

The Emeryville Senior Center offers referral and information services for seniors in addition to a computer lab, free wi-fi and a central hub for social interaction, recreation, and educational resources.

Many seniors rely on printed media for information to stay connected. Bridging the gap between those that are digitally connected and those that are not, is a challenge for many homebound seniors. Increasing access to technology and providing education can improve connections for those that may experience social isolation.

Current Findings:

Monthly newsletter – A newsletter is published monthly for senior center members that includes resources for recreational activities, educational presentations and referral services available online and in print at the Emeryville Senior Center.

City News & Activity Guide – Here you can find highlights of current and upcoming City news, a full list of programs offered for all ages, park information, events, and so much more. This guide is published three times a year.

Computer Access – The Senior Center offers a computer lab with updated equipment and free Wi-Fi access.

Emergency Preparedness - The Senior Center offers emergency preparedness education presentations and access to information. Enrichment programs are offered through Alameda County Fire.

HICAP Counseling - Health Insurance Counseling & Advocacy Program provides free objective information and counseling about Medicare Services by appointment.

Digital Information - The City has many resources for digital information available on the City's website. Programs and community alerts are communicated via social media, Instagram, News Flash, Notify Me and Next-Door APPS.

Action Steps

- **Increase Digital Access** – Increase broadband access for greater connectivity and provide education to seniors to bridge the gap to allow for digital inclusivity for all seniors of all abilities. Create partnerships to provide equipment and education for those without access to computers.
- **Website Updates for Senior Services** – Update the senior services page on the City's website for easier access to programs, resources, and information. Provide links to prioritize services in demand.
- **Emergency Preparedness Awareness** – Increase access to educational opportunities for basic and advanced emergency preparedness.
- **Resource Assistance** – Allocate funding for a resource assistant to navigate basic and specific services for all community members.



HEALTH, WELLNESS AND COMMUNITY SERVICES TO SUPPORT AND MAINTAIN HEALTH, INDEPENDENCE, AND QUALITY OF LIFE.



Emeryville's' Vision for Community Support and Health Services

An Age-Friendly community provides access to health, wellness and emergency services that maintain well-being and quality of life. Affordable, accessible, and safe medical/health and community social services are central to independent living. Older adults are faced with a range of physical, cognitive, sensory, and mental challenges as they age. There are preventive measures that can contribute and help keep a person on a path to healthy aging. The variety and range of health, wellness and services in a community contribute significantly to the health of its seniors and the population at large.

Current Findings:

Exercise Programs and health classes – Fitness classes including Tai Chi, Yoga, Zumba and other popular dance programs are available at the Emeryville Senior Center.

Free Health Screenings and Information – Free blood pressure checks are offered monthly at the senior center by the Alameda County Fire Department.

Emergency Preparedness Education for seniors - Outreach education, CPR training and Community Emergency Response Team training are offered annually by the Alameda County Fire Department.

Nutrition Support Services - Weekly Congregate meals are available at the Emeryville Senior Center. Meals on Wheels are delivered weekly for qualified homebound seniors. Grocery and food distribution programs include Emeryville Citizens Assistance Program (ECAP) and Mercy Brown Bag (MBB). Both programs offer free grocery pick up.

Senior Outreach – The senior center offers phone tree outreach and resources to isolated seniors.

Action Steps

- **Playgrounds for older adults** - Provide outdoor playgrounds designed for older adults with interactive and all-inclusive equipment at designated community parks.
- **Increase outreach and access to financial support services** – Provide resources for financial counseling and tax preparation services through Emeryville Senior Center. (We already do this)
- **Resources for and information about healthy aging-in-place** - The ability to live in one's own home and community safely, independently, and comfortably, regardless of age, income, or ability level. Support part-time case management services through the Emeryville Senior Center.
- **Increase access to health screenings, podiatry, and dental services** – Create partnerships with Lifelong Medical and other community-based partners for self-care practices to provide affordable and accessible services.
- **Increase access to food resources** - Partners: Meals on Wheels, Emeryville Citizens Assistance Program and Mercy Brown Bag.
- **Partnerships** - Continue to develop partnership that promote quality of life services for older adults including partnerships such as the National Holistic Institute for massage therapy.

SUMMARY OF PROCESS

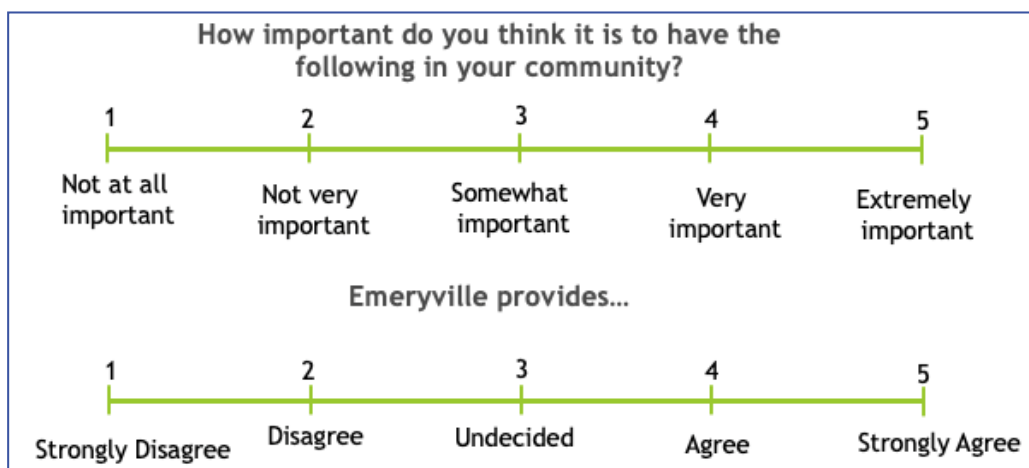
In 2018, the City of Emeryville joined and became a member of the AARP Network of Age-Friendly Communities. Membership serves as a catalyst to educate and encourage local leaders and residents to implement changes that make communities more livable for people of all ages, especially older adults. Becoming an Age-Friendly City is a commitment that Emeryville's elected leadership made to actively work with residents and local advocates to make our city an age-friendly place to live. Communities enrolled in the program are committed to a five-year cycle of continuous improvement.

Under the direction and guidance of the city's Commission on Aging and the Community Services Department, a survey was developed, modeled after the AARP's Livability Survey. Emeryville's survey measured the attitudes and beliefs of city residents, with the focus on the elderly population to obtain a wide-ranging and inclusive understanding of the community perspectives on important issues.

The data collected was analyzed to compare the importance of:

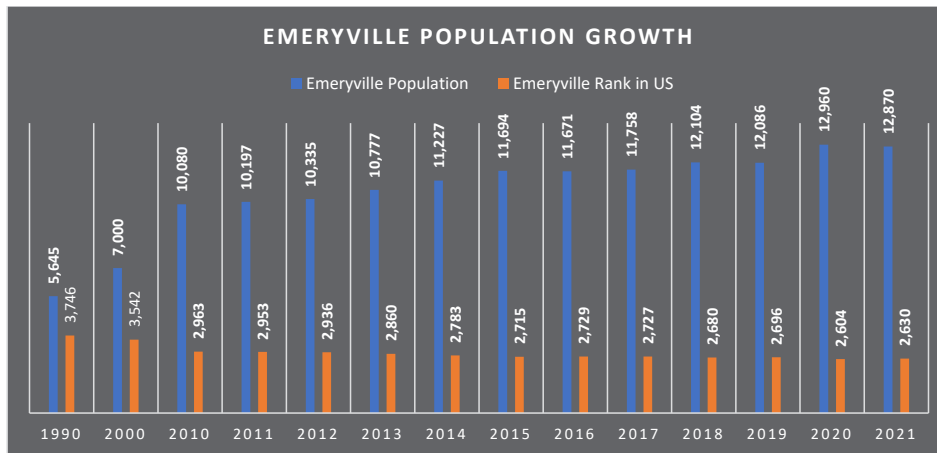
1. How important each domain was to residents personally, and
2. Their perception of how well Emeryville is doing in each of the 6-domains.

The survey used a 5-point scale to measure the importance of each issue and their perception of how well Emeryville is doing in each area. The data collected was presented comparing the importance of each item and the respondent's perception of Emeryville's status in each area. The survey was administered in April 2019, in both offline and on-line formats, employing multiple communication streams. Demographic information was collected. Survey questions were organized to explore the six age-friendly domains: (a) Outdoor Spaces and Buildings, (b) Transportation and Streets, (c) Housing, (d) Social Participation, (e) Communication and Information, (f) Community Support and Health Services.

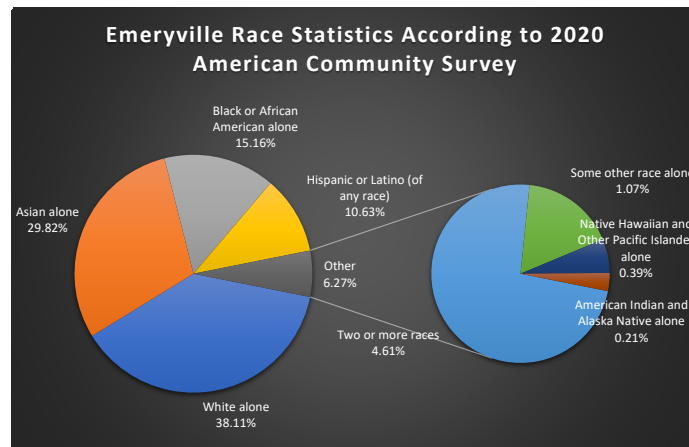


During July 2019, two Focus Groups were conducted at city community centers. These Community Listening Sessions were convened to listen to the opinions and ideas of community members on what they believe makes a community livable. The information was summarized, reviewed for important themes, and shared with the Commission on Aging and City staff.

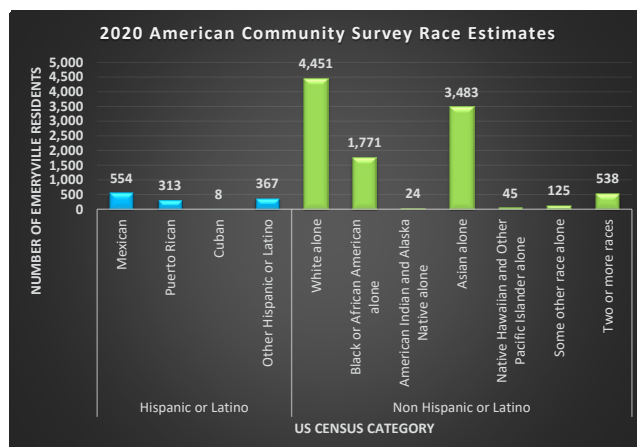
DEMOGRAPHICS



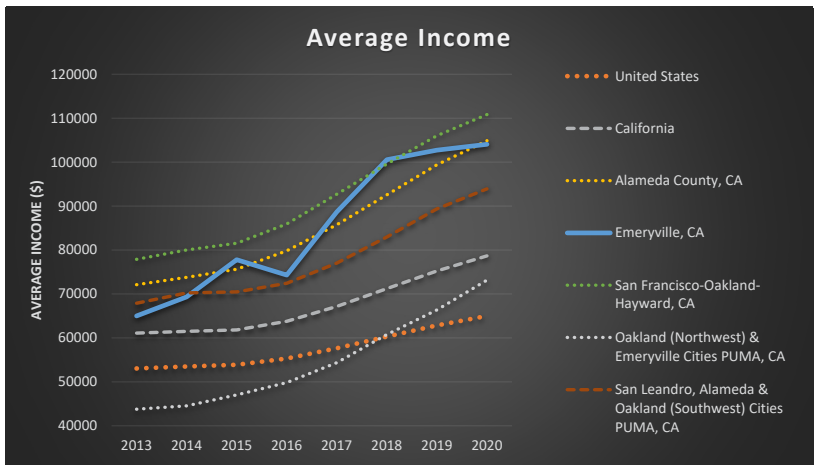
According to the Census Bureau's Population Estimates Program (PEP), the population of Emeryville has more than doubled between 1990 and 2020 and declined slightly in 2021. Currently Emeryville is the 2630th largest City in the United States, it ranked 3745 back in 1990.



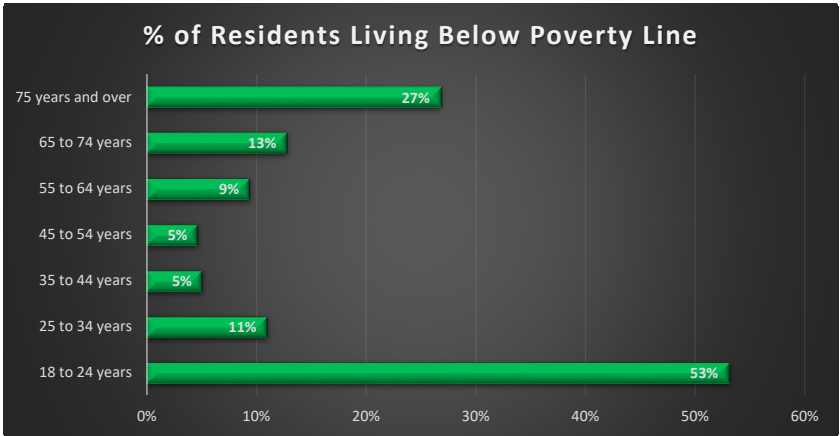
Emeryville is a vibrant and diverse city with a growing population and income. According to the 2020 American Community Survey (ACS), 38.11% of its residents identify as White, 30% as Asian, 15.16% as Black, 10.63% as Hispanic or Latino, and a little over 6% as other (this category includes people of two or more races, Native Hawaii and Pacific Islander, and American Indian and Alaskan Native categories).



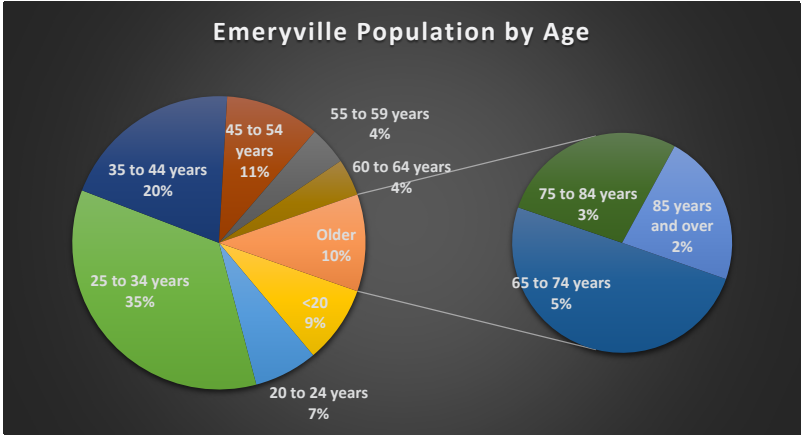
Alternate view of American Community Survey Race information



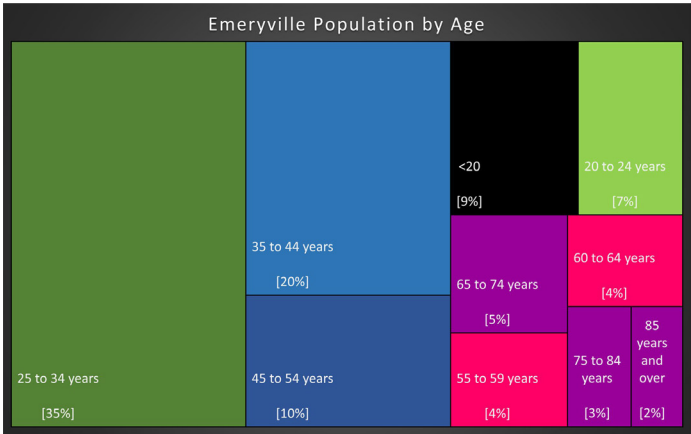
The incomes in the City of Emeryville, CA, are showing an overall upward trend albeit the growth slowed in recent years. The 2020 median annual income was \$104,063 (much higher than the median US annual income of \$64,994 or the \$68,672 estimate for the State of California). This is in comparison to a median income of \$102,725 in 2019, representing a modest 1.3% annual growth. Overall, wages are about the same as the overall estimates for the Alameda County but below those in San Francisco-Oakland-Hayward area. The following chart shows how the median household income in Emeryville, CA compared to its neighboring and parent geographies over time.¹



Unfortunately, not all of our residents get to share the city's growing prosperity. The Census Bureau estimates that 12.8% of Emeryville residents live below the poverty line.² 2020 ACS highlights that, as one may expect, many young adults below 25 are falling into this category. If we look at people 25 and over, we see that people's chance of living below the poverty line increases after 55 and continues to grow as they age. 2020 ACS estimates that 13% of Emeryville residents between 65 and 74, and 27% of those 75 and over live below the poverty line.



Currently, 10% of our City's population is 65 plus 5% fall into the 65 to 74 age group, 3% into the 75 to 84 year group, and 2% are 85 years or older.



Alternate view of Emeryville age demographics

¹ The data is based on 5-year estimates from the ACS and obtained via <https://datausa.io/profile/geo/emeryville-ca/>

² <https://www.census.gov/quickfacts/fact/table/emeryvillecitycalifornia#>

USEFUL REFERENCES

AARP Livable Communities <http://www.aarp.org/livable-communities/network-age-friendly-communities/>

City of Emeryville: <https://www.ci.emeryville.ca.us/>

Alameda County: <https://www.alamedacountysocialservices.org/index.page>

California Department of Aging - Master Plan for Aging: <https://aging.ca.gov/>

2020 Census: <https://dof.ca.gov/Forecasting/Demographics/>

World Health Organization: <https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/age-friendly-environments>

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