



Age-Friendly Solana Beach

2023 Action Plan



April 2023

As Mayor of the City of Solana Beach, I fully support and intend to champion the Age-Friendly Solana Beach Action Plan. This very important Age-Friendly initiative will assist us in making the community even more welcoming and supportive for people of all ages and will keep Solana Beach a great place to grow up and grow old!

It is becoming widely known that the population of the United States is rapidly aging and in the next seven years one of every five people in the country will be 65 or older. By 2035, the number of adults older than 65 will be greater than the number of children under 18. This pattern of growth in the aging population is reflected locally here in Solana Beach where the most rapidly aging segment is adults 85 years and older. It is vitally important for all of us to prepare for these realities by prioritizing the implementation of this Age-Friendly Solana Beach Action Plan.

In the pages that follow, you will find a clear and compelling vision for Solana Beach to become an Age-Friendly Community for people of all ages. You will also find concrete, realistic action steps to assure that Solana Beach remains a welcoming, inclusive city for all. For me this means that everything we enjoy doing now in our fine city, we can continue to do as we age. This includes being able to get around town and beyond, enjoy the beach, walk one's dog along a tree lined path, meet a friend for lunch, go to the grocery store, and enjoy all the other things that make for a rich and fulfilling life. Becoming an Age-Friendly Community is a key part of all that! **The Action Plan presented here is strong and viable and will contribute to the quality of life for everyone who lives and works in Solana Beach for the foreseeable future.**

Solana Beach City staff, supported by Planning team members, worked diligently for the past year to create goals and tangible action steps that will improve the health and well-being of our community's residents of all ages. The key to developing this outstanding plan was significant resident participation through online surveys, community group conversations and action planning sessions held in both English and Spanish, and through virtual and in person formats; staff participation from all departments; and ongoing assistance from our partners at the County of San Diego HHSA, San Diego State University's Social Policy Institute, and AARP. The project was supported by a generous grant from San Diego Foundation.

Special thanks go to the City Staff who were essential in making sure the project was relevant, achievable, and honored the history, culture, and vibrancy of Solana Beach. We aim to be a City that meets the challenges and opportunities of an aging population, so they and people of all ages can participate in a fulfilling community life and enjoy robust health and well-being.

It is my hope that each and every one of you who live, learn, work, and spend time in Solana Beach will join in helping to build an even more vibrant and Age-Friendly Solana Beach.

Sincerely,



The Honorable Lesa Heebner
Mayor, City of Solana Beach

Abril 2023

Como la alcaldesa de la Ciudad de Solana Beach, apoyo por completo y pretendo abogar por el Plan de Acción de Comunidades Amistosas para Personas Mayores de Solana Beach. Esta iniciativa tan importante de Comunidades de Personas Mayores nos ayudará a hacer que nuestra comunidad sea aún más acogedora y de gran apoyo para personas de todas las edades y mantendrá a Solana Beach como ¡un gran lugar para crecer y envejecer!

Sabemos ampliamente que la población de los Estados Unidos está envejeciendo de forma muy rápida y en los próximos siete años una de cada cinco personas en el país tendrá 65 años o más. Para el 2035, el número de adultos mayores de 65 años será mayor que el número de niños menores de 18 años. Este patrón de crecimiento en la población de adultos mayores se refleja localmente aquí en Solana Beach donde un gran segmento de la población es de adultos mayores de 85 años. Es de vital importancia que todos nos preparemos ante esta realidad, priorizando la implementación del Plan de Acción de Comunidades Amistosas para Personas Mayores de Solana Beach.

En las siguientes páginas, encontrara una clara y convincente visión para que Solana Beach se vuelva una Comunidad Amistosa para Personas Mayores y para personas de todas las edades. También encontrara pasos concretos y realistas que aseguran que Solana Beach se mantenga como una ciudad acogedora e inclusiva para todos. Para mí esto significa que todo lo que disfrutamos hacer ahorita lo podemos seguir haciendo conforme envejecemos. ¡Ser una Comunidad Amistosa para Personas Mayores es una parte clave de todo eso! **El Plan de Acción presentado aquí es sólido y viable y contribuye a la calidad de vida de todos los que vivimos y trabajamos en Solana Beach en un futuro previsible.**

El personal de la Ciudad de Solana Beach, apoyados de miembros del equipo de planeación, trabajaron diligentemente todo este último año en crear metas y pasos a seguir tangibles, que mejoraran la salud y el bienestar de los residentes de todas las edades de nuestra comunidad. La clave para desarrollar este plan maravilloso fue la participación sustanciosa de los residentes de la comunidad a través de encuestas en línea, conversaciones grupales comunitarias y sesiones de planeación que se llevaron a cabo de forma presencial y virtual en inglés y español; la participación de personal de todos los departamentos; apoyo constante de nuestros compañeros del Condado de San Diego HHSA, Instituto de Política Social de la Universidad de San Diego, y AARP. Este Proyecto fue apoyado a través de una beca generosa de la Fundación de San Diego.

Quiero dar un agradecimiento especial a todo el personal de la Ciudad que fueron miembros esenciales para que este proyecto sea relevante, lograble y que honre la historia, cultura y vitalidad de Solana Beach.

Es mi deseo que cada uno de ustedes que vive, aprende, trabaja y pasa tiempo en Solana Beach se una y apoye en construir una comunidad aún más Amistosa para Personas Mayores en Solana Beach.

Sinceramente,



La Honorable Lesa Heebner
Alcaldesa, Ciudad de Solana Beach



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Executive Summary

Solana Beach, California became part of AARP’s Livable Communities Network in 2021. This initiative is an affiliate of the World Health Organization’s Global Network of Age-Friendly States and Communities, an international effort launched in 2006 to help cities prepare for their own and the world’s growing population of older adults. AARP’s Network of Age-Friendly States and Communities targets improvements in eight (8) domains that influence the health and quality of life of older adults. Over the course of the past year, with input from a diverse cross-section of the City of Solana Beach residents, the Age-Friendly Solana Beach project team has prepared this Action Plan to help make the City of Solana Beach a more vibrant, equitable and livable community for all ages.

During the process, residents were asked to complete an online assessment of livability perceptions, then attend one of three (3) listening sessions to provide deeper perspective on what was already working for older adults, and where there are gaps. Results of the survey and listening sessions were presented to residents for verification and additional input, then to City staff so they could prepare to mobilize next steps.

City staff, County staff, and AARP representatives with support of the Age-Friendly Solana Beach project team, determined that the baseline survey results, and initial input pointed to five (5) key domains of livability most relevant to the City of Solana Beach:

- » Outdoor Spaces & Buildings
- » Housing
- » Transportation
- » Social Participation with Inclusion
- » Communication & Information

During Action Planning Sessions the community gave input on suggested actions to fulfill the proposed goals with recommendations on possible action steps. The themes of livability determined through community input were incorporated into the action plan and may be summarized as:

- » **Mobility with Dignity:** Affordable, Accessible, & Environmentally Friendly Transportation Options, Community Education
- » **Outreach and Communication:** Clear Messaging, Promote Available Services, City Staff Contact, Outreach to Isolated/Homebound Residents
- » **Expand Programming:** Designate a Gathering Place for Older Adults, Intergenerational Activities, Fitness, Lifelong Learning
- » **Safety:** Increase Lighting, Install Handrails by the Beach, E-Bike Skills & Safety Training

The draft Action Plan was available for public review and comment from March 1 - March 14, 2023. City staff provided additional input on actions, metrics, and timelines.

The Age-Friendly Solana Beach Action Plan clearly identifies the vision, goals, potential actions and suggested time frames to be accomplished by elected officials, municipal staff, city residents and numerous community/civic organizations working together towards the common goal of making the City of Solana Beach a vibrant, equitable, livable community for all ages.

Oversight and accountability for implementation is contingent on approval by City Council and incorporation into the Council Work Plan. An annual review of implementation progress at an open City Council meeting is called for in the action plan. **A summary of the goals and activities is provided on the following page.**

Domain Goals and Actions At-A-Glance

Domain 1: Outdoor Spaces & Buildings

Goals

1. Residents will have well-maintained, safe, and active public spaces near where they live.
2. Enhance the walkability and wellbeing of Solana Beach for all ages and abilities.

Action Steps

- » Provide information, demonstrations, and opportunities for coaching to the older adult community on how to utilize the City of Solana Beach “My Community” app to report maintenance issues to the City.
- » Create and activate additional outdoor amenities, such as pocket parks and community gathering spaces.
- » Host age-friendly outdoor events in various locations throughout the city.
- » Identify and install additional benches and wayfinding signage throughout the city.
- » Replace and repair the handrails to access the beach.
- » Identify and increase lighting in public outdoor spaces, where necessary.
- » Review and extend pedestrian crossing/audio cues, allowing adequate time to cross intersections in Solana Beach.

Domain 2: Social Participation with Inclusion



Goals

1. Add new and enhance existing opportunities for intergenerational activities for older adults.
2. Expand recreational and social activities for older adults to support healthy aging.
3. Increase opportunities and improve visibility of services available to Latinx older adults.



Action Steps

- » Compile a list of all intergenerational activities currently being offered in Solana Beach.
- » Formulate a specific action plan and allocate resources to support implementation of intergenerational activities within Parks and Recreation programming.
- » Utilize technical support from the County of San Diego HHSA Aging & Independence Services to expand programmatic reach for intergenerational activities.
- » Connect older adults to after school tutoring/mentoring programs, where generations can connect, teach, learn, and support each other.
- » Explore opportunities to narrow the digital divide by offering older adults 1:1 training provided by youth.
- » Identify the day/time/location that all recreation and social activities are available to older adults in Solana Beach.
- » Create or designate a community gathering site (Community Center) to expand connection and offering of older adult activities.
- » Develop and host a weekly community walking group through Parks and Recreation.
- » Measure event success/satisfaction and identify unmet needs through distributing feedback forms to residents.
- » Collaborate and increase the on-going healthy aging programming available for older adult residents.
- » Expand the programmatic reach of the Parks and Recreation Department which may require hiring additional staff.
- » Identify a centralized Latinx community resource distribution location.

- » Increase promotion (English & Spanish) and communication strategies for Latinx older adult residents.
- » Measure event success/satisfaction and identify unmet needs through distributing feedback forms to Latinx residents.
- » Collaborate with the Latinx community and expand the number of culturally inclusive activities hosted in the city.



Domain 3: Housing



Goals

1. Help ensure all residents have access to housing which is safe and accessible for all ability levels.
2. Neighborhoods are walkable and have accessible services and amenities.
3. Solana Beach is a city with dynamic neighborhoods that creates opportunities for residents to engage neighbors and make meaningful connections in the community.



Action Steps

- » Upgrade and increase lighting in neighborhoods.
- » Educate the community on minor home safety modifications for both inside and outside the home.
- » Increase knowledge of housing options and housing services in and near Solana Beach.
- » Encourage older adult community volunteers, with varying degrees of functionality, to complete a “Walk Audit” from AARP, compile the information and provide data to the City of Solana Beach to inform future improvements.
- » Promote and support organizations which provide in-home, long-term wrap around support services for older adults to age-in-place.
- » Explore the feasibility of ADA accessible, ADU development for older adults.
- » Promote volunteer friendly visitors/ neighbor check-in programs.
- » Distribute the County-developed “Get Connected! A Guide to Becoming Engaged in the Community.”
- » Develop an outreach give-a-way to enhance social networking within Solana Beach to distribute to isolated individuals.

Domain 4: Transportation

Goals

1. Expand mobility choices throughout Solana Beach, including alternative transportation methods, such as walking, biking, electric vehicles, and public transit.
2. Keep all forms of transit, including active transit (biking, walking, etc.) safe.
3. Increase specialized transportation options for older adults in Solana Beach and promote their use.

Action Steps

- » Communicate and strategize with NCTD to promote and ensure adequate bus routes.
- » Offer Public Transit training courses for individuals who are not comfortable/confident in riding public transit.
- » Increase the number of Electric Vehicle charging stations in Solana Beach.
- » Host safety and skills training workshops for use of e-bikes.
- » Advocate on a State level to clearly identify and mark the e-bike classification (1-3).
- » Add additional sidewalks to areas that are not safely accessible by walking.
- » Increase the amount of ADA access ramps and accessibility of sidewalks.
- » Determine which of the various models of low-cost transportation designed for older adults and individuals with disabilities are best suited for Solana Beach.
- » Host a specialized transportation educational workshop for the community in partnership with FACT.
- » Promote the County of San Diego’s “Ride Well” Transportation guide.
- » Expand transportation offerings in Solana Beach.
- » Ensure expanded transportation offerings are environmentally sustainable.



Domain 5: Communication & Information



Goals

1. Promote awareness and knowledge of available resources for older adults in Solana Beach.
2. Ensure residents know how to access support services, food, and emergency services.
3. Expand overall integration, visibility, and consideration of older adults in city activities and services.



Action Steps

- » Create and promote a centralized information hub/electronic community database for information distribution, including a schedule for older adults with current clubs, programs, and activities actively running in the community.
- » Educate community on 2-1-1 and AIS community resources by hosting informational sessions, listing the resources on the city website, and disseminate marketing information.
- » Disseminate San Diego County older adult resources in non-electronic communication mediums: Newspaper, pamphlets/brochures, mailings, post flyers where older adults are-library, grocery store, faith institutions, apartment buildings and city buildings.
- » Designate a point of contact within the city for older adult services coordination, promotion, and to collaborate with community organizations.
- » Conduct targeted outreach to isolated/homebound individuals, such as door hangers and mailings.
- » Collaborate and enhance education about personal emergency preparedness through community organizations.
- » Create a unique marketing and outreach guide for the Latinx community.
- » Encourage all San Diegans to sign up for County-wide emergency notifications.
- » Educate residents on available support services and how to notify services providers to meet the “critical” health needs (i.e., oxygen support) and do not get disrupted during power outages.
- » Utilize inclusive marketing strategies, i.e. large print, “all ages welcome!”
- » Create a centralized community calendar.
- » Launch Older Adult targeted, specific e-blasts, through the city.
- » Submit press releases and public service announcements (PSA) to local news medias.

Introduction to the Action Plan

The City of Solana Beach, California became part of AARP’s Network of Age-Friendly States and Communities in 2021 and agreed to engage the community and explore common challenges across the Eight Domains of Livability:



THE BUILT ENVIRONMENT

- Housing
- Outdoor Spaces and Buildings
- Transportation

THE SOCIAL ENVIRONMENT

- Civic Participation and Employment
- Communication and Information
- Respect and Social Inclusion
- Social Participation
- Community Support and Health Services

City of Solana Beach Profile

Solana Beach is a small city located in southern California on the central coast of San Diego County. It overlooks the Pacific Ocean to the west from sandstone bluffs. It is bounded on the north by the San Elijo Lagoon and the city of Encinitas. To the east lies the San Dieguito County Park and unincorporated Rancho Santa Fe. The cities of San Diego and Del Mar form the southern boundary.

A vibrant coastal city, Solana Beach is known for its walkability and is home to numerous scenic trails, welcoming surf breaks, natural tide pools, and a wide variety of eclectic, locally-owned shops and services that are almost all within a 30-minute walk or less from Fletcher Cove, the main beach. Solana Beach is also home to the Cedros Design District, a haven of renowned designers, fine art galleries, trailblazing boutique agencies, and notable restaurants.

The majority of the citizens are year-round residents. There are churches of many denominations, public and private schools and numerous recreational facilities. The City is approximately 95 percent developed and is undergoing reconstruction in a few areas.

Following the development of the nearby community of Rancho Santa Fe, the first community in Solana Beach was formed to house the mostly Mexican American workers required to maintain Rancho Santa Fe's estates. The neighborhood created by these workers of mostly single-level adobe residences is considered the oldest neighborhood in Solana Beach and is called La Colonia de Eden Gardens.

The community flourished and was home to local food markets and eateries that are still open today and are run by descendants of the original owners. The tightly knit community with deep roots comes together for many causes to support the community and preserve its multi-generational history and charm including the hosting of an annual Dia de los Muertos celebration. The Tree of Life tiled wall located at the La Colonia Community Center and the Solana Beach Heritage Museum offer glimpses of additional history of the families who lived in La Colonia de Eden Gardens. Many residents of this area today are direct descendants of the first families. For more information on the entire rich history of Solana Beach please refer to <https://www.cityofsolanabeach.org/en/community/about-solana-beach/solana-beach-history>

Projected Demographic Changes

Across the United States, by 2035, the number of adults older than 65 will be greater than the number of children and youth under 18 years of age. Because Solana Beach already skews older than surrounding cities both locally and nationally, this trend is to be realized by 2025; when the SANDAG Series 14 Regional Growth Forecast estimates a population of those under 18 at 2,298 and 65 and older at 2,959. This pattern of growth in the aging population will continue to be reflected locally here in Solana Beach where older adults are estimated to comprise of 26% of the population in 2035. Its overall future population growth will be modest as the community is nearly completely built out. For example, the Solana Beach population was at 12,880 in 2020, an increase of only 1,026 since the 2010 US Census.

Solana Beach Population Trends

Total Population; % 65 and older

- » 2000: 12,137; 16.7%
- » 2010: 11,854; 17.7%
- » 2020: 12,880; 16.9%
- » 2025: 13,051; 22.7%
- » 2035: 13,172; 26%
- » 2050: 13,373; 27.2%

Age-Friendly Solana Beach: What is it?

Age-Friendly Solana Beach is part of AARP's Network of Age-Friendly States and Communities. AARP staff and volunteers work throughout the United States, including locally in the San Diego County region, to engage and mobilize communities, share expertise, and deliver technical assistance. Solana Beach's efforts within the network are part of a program within the larger AARP Livable Communities initiative, assuring that all activities are hands-on and locally determined and directed. In Solana Beach and elsewhere, AARP engages with elected officials, partner organizations and local leaders to guide communities through the age-friendly network's assessment, planning, implementation, and evaluation processes.

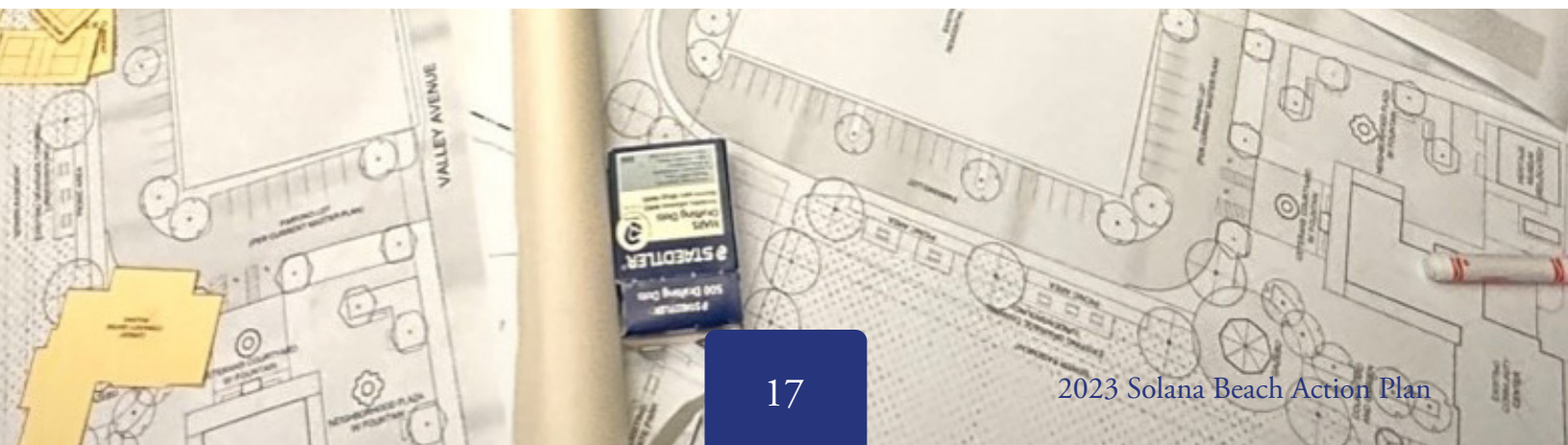
Guiding the development of Age-Friendly Solana Beach is the belief that when the places where people live are more livable and better able to support people of all ages, and when local leaders commit to improving the quality of life for all persons young and old, everyone benefits. People of all ages benefit when policies and programs that make neighborhoods walkable are adopted, when transportation options are expanded, when access to key services is enabled, when opportunities to participate in community activities are provided, and when support is given to ensure housing options are affordable and adaptable. The City of Solana Beach undertook this initiative with a goal to enhance existing efforts to develop a well-designed, age-friendly community that fosters economic growth and sets the stage for happier, healthier residents of all ages.

Existing Building Blocks for Livability

Throughout the process of becoming an age-friendly community, Solana Beach residents and community partners were clear that they believe the City is already a great place to grow up and grow old. The Age-Friendly Solana Beach initiative considered the values and City planning efforts that are already in place and set their intention to develop an action plan that aligns with the General Plan and other policy and planning tools that currently guide municipal efforts. Wherever possible they sought to align with the voice of the community. Early in the project, a rapid policy scan was conducted by reviewing the existing City plans to gain clarity on what was already in place in line with AARP's domains of livability.

The policy scan was a starting place for aligning Solana Beach assets (defined as positive characteristics or resources) within each domain of livability. The online baseline assessment also identified assets from resident’s point of view. Features of Age-Friendly Cities that did not emerge as strong were incorporated into the listening sessions and action planning to elicit ideas on how to strengthen existing efforts and fill gaps. The following is a summary of assets identified:

- » Active lifestyle supports for aging with vitality and livability factors are well documented
- » Plans to create a stronger recreation infrastructure for older adults are pending
- » Recreation services and programming expansion is under discussion
- » Basic transit infrastructure and mobility strategies are in place
- » Affordable and livable housing resources for older adults exist, but not in sufficient supply
- » Some older adult programming and civic engagement opportunities in the City of Solana Beach are aligned with what older adults want and need
- » Solana Beach is aware of subpopulation needs and has made some efforts to expand diversity, equity, and inclusion
- » Solana Beach residents have managed the health risks of isolation and loneliness, exacerbated by social distancing necessary during the COVID-19 pandemic
- » The digital divide is small, but needs to be addressed
- » Community partners, including Solana Beach Community Connections, the San Diego County Library – Solana Beach branch, and Solana Beach Presbyterian Church, actively and consistently provide support and programming for older adults





The Strategic Path to an Age-Friendly Solana Beach

The City of Solana Beach agreed to become an Age-Friendly Community and made a commitment to educate, encourage, promote, and recognize improvements that could make Solana Beach more equitable and more livable not only for older residents, but for residents of all ages. This section describes the Blueprint, or process, led by senior staff of the City of Solana Beach, which will result in an Age-Friendly Solana Beach.

Impetus for the Plan

Solana Beach has a long-standing track record of resident involvement that led to their joining the AARP Network of Age-Friendly States and Communities. For example, in 1986, the citizens of Solana Beach voted to incorporate as a city to preserve a way of life and to set out goals for the future. Subsequent to being incorporated, a group of citizens were designated by the City Council to initiate the process for preparing the state-mandated general plan for the city. The resulting general plan evaluates, defines, and sets goals for achieving and sustaining a high quality of life for citizens and visitors alike now and in the future.

In fast forwarding to the present, in the summer of 2021, a group of concerned Solana Beach residents met to discuss the needs of older adults in Solana Beach. This resulted in the establishment of **Solana Beach Community Connections**, a volunteer-driven, 501(c)(3) nonprofit group to assist seniors who seek support to age in place. Solana Beach Community Connections is a volunteer-driven, nonprofit organization that provides information, services and resources to Solana Beach seniors assisting them to age independently in place.

Solana Beach Community Connections (SBCC) leaders felt very strongly that having an Age-Friendly initiative would assist in making the community more welcoming and supportive for people of all ages, keeping Solana Beach a great place to grow up and grow old. SBCC leaders began to explore options for further expansion of their efforts and learned of AARP's Network, as well as the Regional Roundtable of the existing nine (9) Age-Friendly Communities within the San Diego County region.

With the full support of the **Del Mar Healthcare, Inc.**, whose Principal Officer is Donald M. Ambrose, AARP and Solana Beach Community Connections leaders reached out to San Diego Foundation to seek support for the process. The request was highly aligned with the mission of Del Mar Healthcare, Inc., which is to support non-profit entities which are organized and operated to meet the housing, health, and financial security needs of the elderly.

San Diego Foundation believes that everyone who calls San Diego County home should have the opportunity to prosper, thrive, and feel like they belong. To this end they met with municipal partners in the City of Solana Beach to initiate and support this age-friendly effort.

BLUEPRINT FOR BUILDING LIVABLE COMMUNITIES



How the Action Plan was Developed

Senior staff of the City of Solana Beach managed the Age-Friendly initiative from its inception. The resulting Action Plan reflects both community and Senior City staff involvement. The actions that result from the plan, once implemented, will make a meaningful difference in the quality of life for all ages, particularly vulnerable populations within the city who were hard-hit by the impact of COVID-19 and/or are challenged with finding and maintaining adequate, affordable housing.

The Age-Friendly Solana Beach project team followed the steps required by AARP for certification, as detailed by San Diego State University Social Policy Institute (SPI). SPI was selected to help with capacity building and guidance throughout the process. The San Diego Center for Excellence in Aging & Longevity (CEAL) developed by SPI, also provided input and guidance. The Age-Friendly Solana Beach project team solicited input where possible from residents and community partners. The steps of engagement and alignment were accomplished as follows:



BRIEF POLICY SCAN

The Policy Scan was initiated at the beginning of the project and completed with a final review of the General Plan and other supporting documents once the project was underway. The review highlighted the City’s key plans and policies which support an Age-Friendly Solana Beach, and also identified where there are gaps.

AGE-FRIENDLY SOLANA BEACH COMMUNITY BASELINE SURVEY

Launched on June 1, 2022 and closed on June 17, 2022, the Age-Friendly Solana Beach Community Baseline Survey collected demographic information on the respondents and provided an opportunity for respondents to provide direct feedback on the various domains of livability. A total of 533 surveys were completed and 466 met criteria to be analyzed from residents 50 years old and older. The survey was available in on-line and paper versions, and was translated into Spanish, however, only 15 surveys were returned in Spanish. Staff distributed the survey at various locations including community events to encourage residents to complete the surveys and to answer any questions. In addition, outreach was completed through a variety of aging network outlets, including: AARP social media blast to City of Solana Beach members, County of San Diego Health and Human Services- Aging & Independence Services, Solana Beach Presbyterian Church Newsletter and Senior Center, St. James, Solana Beach Civic and Historical Society, Friends of Solana Beach Library, La Colonia Community Foundation, Solana Beach Community Connections, and the City of Solana Beach’s social media platforms and website.

LISTENING SESSIONS

Age-Friendly Solana Beach Listening Sessions were held during July 2022. A total of three (3) listening sessions were completed. The sessions were a follow up to the Age-Friendly Solana Beach Community Baseline Survey and were designed to gain a deeper understanding of priorities and challenges facing older adults. There was a strong turnout 33 individuals attended the in-person session (English) which was held at Solana Beach Presbyterian Church. Of note is that some residents indicated they preferred not to attend a meeting at a faith-based institution, and others mentioned health and safety concerns related to COVID-19 recurring waves. Consequently, a virtual Listening Session was planned and 18 attended.

To gain as representative a sample as possible given the scope of the project, oversampling was conducted. This included one focus group conducted in Spanish with seven (7) in attendance. Those present indicated that to some it felt risky to attend because they did not know who was conducting the meeting, and other stated they were hesitant to attend because they had previously voiced their needs and felt “nothing had happened.” The participants who did come voiced strong praise and appreciation for the mayor, who delivered her remarks in Spanish.

The in-person Listening Sessions were co-hosted with the following partner organizations:

- » Solana Beach Presbyterian Church
- » La Colonia Community Foundation

“I love to walk the rail trail and the beach, and I feel safe. I feel like that is an important part of what makes Solana Beach a great place to live.”

– Older Adult Listening Session Participant

ACTION PLANNING SESSIONS

SDSU's Social Policy Institute developed an initial draft vision, goals, and sample actions for the five domains of livability that were highlighted by residents as priorities. The draft's content was based on feedback from the baseline survey respondents and in-person and virtual participants from the listening sessions. To ensure that Age-Friendly Solana Beach project team accurately "heard" the community and the community was in alignment with the Action Plan recommendations, community members were invited to provide feedback on the draft. The themes of livability determined through community input were incorporated into the action plan and may be summarized as:

- » **Mobility with Dignity:** Affordable, Accessible, & Environmentally Friendly Transportation Options, Community Education
- » **Outreach and Communication:** Clear Messaging, Promote Available Services, City Staff Contact, Outreach to Isolated/Homebound Residents
- » **Expand Programming:** Designate a Gathering Place for Older Adults, Intergenerational Activities, Fitness, Lifelong Learning
- » **Safety:** Increase Lighting, Install Handrails by the Beach, E-Bike Skills & Safety Training

A total of 20 residents joined the in-person session, 13 participated in the virtual session, and two (2) residents attended the session advertised in Spanish. (Note, 5 of the 7 residents who attended the Spanish Listening Session came to the English Action Planning Session.) The sessions were an hour and a half long and had a mix of residents that had previously interacted with Age-Friendly Solana Beach, and first-encounter participants.

Overall, the vision, goals, and sample actions for the livability domains were well-received by the residents. Participants indicated which proposed actions were not aligned, which were a priority for them, and added several proposed actions. The resulting actions reflect input from predominantly affluent, White residents. Although outreach was conducted, the voice of marginalized populations (unsheltered, immigrant) is largely missing from this report.

PUBLIC REVIEW

The draft Action Plan was released for public comment March 1-14, 2023 for the purpose and intention of validating the public input gathered through the Community Survey, Listening Sessions, and Action Planning Sessions. 100% said the Action Plan was clear and easy to understand; 93% said that the information contained in the document reflects their priorities for Solana Beach.

Public comments that were specific as to community member or neighborhood needs were passed to the City staff for review and consideration of follow up actions. All public comments, other than ones indicating minor typos/grammatical errors, were shared with City Council for review and consideration when the Action Plan was presented for approval on March 22, 2023.

Action Plan Oversight and Accountability

Accountability for and sustainability of the Action Plan involves the following steps:

1. Approval (by vote) of the City of Solana Beach City Council
2. Review, adapt and operationalize actions set forth in the Action Plan
3. Convene an implementation team comprised of City Staff, Community Providers, and residents to assist with implementation and monitor progress
4. Assign a city staff position (or contract with an external provider) to implement the Continuous Quality Improvement system developed by the City of Solana Beach by SDSU's Social Policy Institute
5. Calendar and deliver two annual progress reports and a final report to City Council detailing progress made, barriers (if any encountered), unintended innovations, and impact of implementation on residents.

The Age-Friendly Solana Beach Action Plan clearly identifies the vision, goals, potential actions and suggested time frames to be accomplished by elected officials, municipal staff, city residents and numerous community/civic organizations working together towards the common goal of making the City of Solana Beach a vibrant, equitable, livable community for all ages. Although the Goals and Actions Steps are presented at-a-glance in the Executive Summary (pages 6 & 7), they are elaborated in the context of constituent input within the Action Plan.

Once approved by City Council and if incorporated into the Council Work Plan, Senior City Staff will be accountable to the goals and action steps (with support and assistance as desired by community providers and residents). While many of the potential actions listed were directly suggested by Solana Beach's older adults and align with best practices of other Age-Friendly municipalities, they may be adapted, changed, or added to as the needs and resources of the city warrant. Note that some actions are already underway, others are planned for short-term implementation using existing resources, and a few actions may require bold innovation coupled with new staffing and additional resources as feasible.

Upon review, Senior City Staff may adapt actions and timeline as needed to align with the City's Master Plans (including the California Master Plan on Aging), City of Solana Beach policy priorities and the annual budget and Work Plan cycle. Essential steps in implementation require city staff to operationalize key tasks and calendar for planning purposes and accountability. This will include developing an evaluation plan for regular progress reporting and tracking of metrics, or measures of success.

A continuous quality improvement (CQI) process for the Age-Friendly Solana Beach Action Plan was developed by SDSU's Social Policy Institute, but will need to be applied by a designated city staff or external provider so that resulting data can be used to direct and improve implementation. As a best practice the city should consider convening an implementation team that includes city and community partners to organize and accomplish implementation and accountability tasks.

An annual progress report will be prepared and delivered to the City Council and AARP in April 2024 and 2025 with a final report in April 2026.



Age-Friendly Solana Beach Action Plan Overview

The Age-Friendly Solana Beach Action Plan was developed to increase livability with vitality and equity for people of all ages, with particular attention paid to the City’s evolving needs based on the percentage of adults 50 years old and older of age rapidly increasing. This plan is intended to complement, rather than duplicate existing City and County Plans, as well as California’s Master Plan on Aging.

The Age-Friendly Solana Beach project team gathered data from the community through a series of community engagement activities, including a community baseline survey; in-person and virtual listening sessions; and action planning sessions. Additionally, the team analyzed data from the AARP Livability Index for the City of Solana Beach, national best practices, and conducted a policy scan from adjacent City documents and plans.

Domains of Livability

The pages that follow lay out the plans in each domain area using the following template:

Domain Definition	Details what this domain is/entails; shared language helps to build shared understanding.
Vision	What is desired to happen/be in place once this plan is complete; describes future aspirations.
What We Heard	Key findings from the baseline assessment survey, community listening sessions, policy scan and other relevant existing data.
What We Know	Key assets that are already in place and available to build on; includes programs, services, City plans and facts (data) regarding the population.
What We Will Do	Goals (what we want to achieve) and action steps (what will result or be in place) for each domain.



Outdoor Spaces & Buildings

Definition: Outdoor Spaces & Buildings focuses on the availability of safe and accessible recreation locations and public facilities.

Vision: Solana Beach is a city with beautiful, well-maintained, accessible, and comfortable outdoor active spaces.

Older adults in Solana Beach enjoy the stunning natural beauty of the coastal community, walkability with access to services and trails, display of public art, and want to pursue an active lifestyle because they know it supports their ability to age with vitality. When it comes to outdoor spaces and facilities, older adults particularly need level thoroughways (to help avoid fall risk), well-lit areas (to increase sense of safety), and want to know what is available to them, when, and where.

Active Lifestyle Supports Aging with Vitality

- » People love that the weather in Solana Beach is conducive to enjoying the outdoors nearly year-round; they want additional public spaces that are appropriate for older adults to help them do that.
- » Walking/hiking is the number one outdoor activity. Additional seating, shade, wayfinding signage, parking, and access to restrooms are all features that would increase comfort.
- » Residents would like access to additional parks/ green space within the city.

Enhance the Community Design with Age-Friendly Principles

- » Given the increased fall risk for older adults, sidewalks, especially where they are missing (East side of Solana Beach and Lomas Santa Fe) or in disrepair, are a major concern for personal safety and accessing the outdoors.
- » Consistent lighting greatly increases a sense of safety for older adults. South Rios was identified as a neighborhood in need of additional streetlights.
- » Extend crossing times and visual/audio cues or provide medians in the middle were identified as a concern at two main intersections, Highway 101 and Lomas Santa Fe.

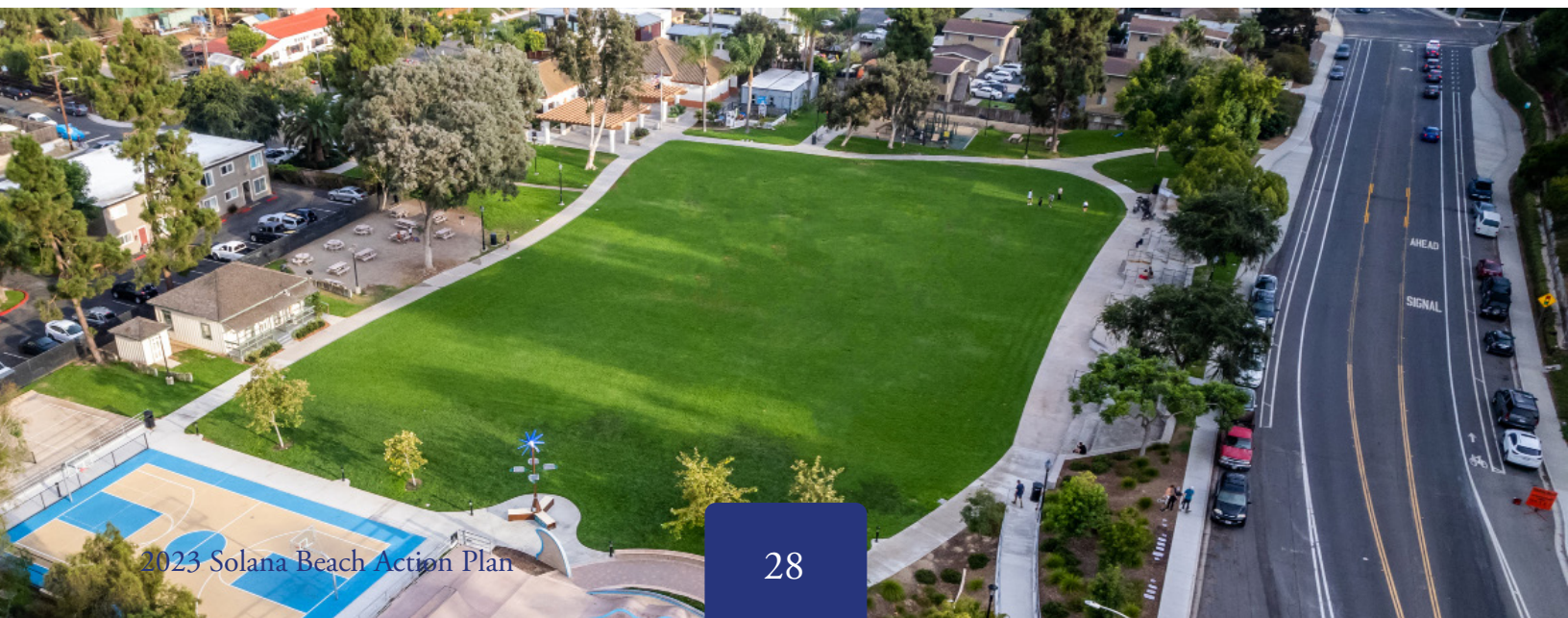


What We Know

The City of Solana Beach is a charming beach-side community with 1.7 miles set along the coastline and home to two community centers, one public library, Cedros Design District, and supports a robust Public Arts Program. Although the community centers currently primarily focus on youth activities, the City of Solana Beach is committed to promoting better access to parks and recreation for older adults.

Limited City Recreation Infrastructure in Place

- » The City of Solana Beach operates two different parks with community centers in the community: La Colonia Park and Fletcher Cove Park.
- » The Parks and Recreation Department is responsible for programming and issuing permits for special events taking place in the city's public areas.
- » Several popular outdoor community events are hosted in collaboration with the city annually, such as: Concerts at the Cove, Fiesta Del Sol, and Dia de los Muertos.
- » Solana Beach offers a range of activities, including: golf, tennis, hiking trails, parks, beaches, and opportunities for organized and self-directed recreation.
- » The City of Solana Beach Parks and Recreation Department currently primarily focus on youth activities.
- » San Diego County operates the Solana Beach Branch Library, Monday-Friday, in conjunction with the Friends of Solana Beach Library and Earl Warren Middle School.



▶ What We Will Do

Goal 1: Residents will have well-maintained, safe, and active public spaces near where they live.



Action Steps

1. Provide information, demonstrations, and opportunities for coaching to the older adult community on how to utilize the City of Solana Beach “My Community” app to report maintenance issues to the City.
2. Create and activate additional outdoor amenities, such as pocket parks and community gathering spaces.
3. Host age-friendly outdoor events in various locations throughout the city.

Goal 2: Enhance the walkability and wellbeing of Solana Beach for all ages and abilities.



Action Steps

1. Identify and install additional benches and wayfinding signage throughout the city.
2. Replace and repair the handrails to access the beach.
3. Identify and increase lighting in public outdoor spaces, where necessary.
4. Review and extend pedestrian crossing/audio cues, allowing adequate time to cross intersections in Solana Beach.



Social Participation with Inclusion

Definition: Social participation with inclusion focuses on access to leisure and cultural activities, including opportunities for all residents to socialize, engage with the community, promote the valuing of ethnic and cultural diversity, and participate in volunteer activities.

Vision: Solana Beach is a community where older adults have social opportunities to gather, share talents, and meaningfully interact with people of all ages and cultures.

What We Heard

Older adults enjoy and would like more options for leisure and cultural activities in Solana Beach. Individuals seek meaningful connections and are concerned about their homebound, isolated neighbors. Community members appreciate access to elected officials, civic engagement, and volunteer opportunities.

Access to a Variety of Activities is Highly Desired

- » Older adults desire a permanent gathering location for regular and consistent participation in leisure, cultural, and healthy aging programming.
- » Residents want an increased variety of lifelong learning opportunities, social activities, fitness, and creative arts.
- » Cost and access to transportation were noted as factors that influence attendance.
- » The reported current top 3 means of participating in activities are: Online programs (53.3%), Community College (49%), and at the library (41%).

Legacy Sharing of Culture, Time, and Talents

- » Community elders appreciate opportunities to participate in decision making bodies and connect with a diverse group of people. Consequently, the extensive paperwork and nighttime meetings are seen as a deterrent to participation.
- » The Latinx community would like more opportunities to gather, share, and celebrate the Hispanic culture.
- » Some intergenerational activities, with various ages (not just children) are viewed

as important and good opportunities to share their life experiences and feel connected with the larger community.

- » Community members recognize and celebrate that people, regardless of age, can learn from each other.
- » Residents are concerned about homebound individuals who are at a higher risk for isolation and loneliness and want a meaningful way to engage and support them.



What We Know

The City of Solana Beach, in conjunction with several community organizations, offers a range of activities for older adults throughout the city. Programming is offered on a limited basis, to promote active aging and valuable opportunities for civic engagement.

Availability of Community Recreation Services and Programming

- » Limited adult programming is offered through the City of Solana Beach Parks and Recreation Department.
- » Adult education is offered, for a fee, at both Parks and Recreation Community Centers in collaboration with Mira Costa College.
- » The Solana Beach Presbyterian Church hosts a weekly Senior Center on Wednesdays. A variety of services are available: Recreation, Lectures, Lunch, Health Insurance Counseling, Legal Services, AARP Tax Assistance, and Care Resources.
- » Solana Beach Community Connections (SBCC) is a volunteer-driven, nonprofit organization providing information, programming, and services to assist older adults.
- » The Solana Beach Heritage Museum is in La Colonia Park and is operated by the Solana Beach Civic and Historical Society. It is open monthly on the 1st and 3rd Saturdays and offers tours and community events.
- » A weekly Farmer's Market is offered on Sundays, 1-5pm, adjacent to the Cedros Design District.

Civic Engagement

- » The City of Solana Beach has adopted a resolution to become a “City of Kindness,” committing to foster a culture of kindness among municipal government, schools, businesses, residents, and visitors.¹
- » The voting rate for City of Solana Beach residents (61.4%) is similar to the Median US Neighborhood (61.9%).²
- » Residents of the City of Solana Beach have more access to high-speed, competitively priced internet access (94.2%), compared to Median US Neighborhood (93.7%).³
- » The City of Solana Beach offers five different Citizen Commissions for residents to participate in: Budget and Finance, Climate Action, Parks and Recreation, Public Arts Advisory, and View Assessment.
- » The City of Solana Beach actively recruits community volunteers for the Sheriff’s Department Senior Volunteer Patrol Program.
- » The County of San Diego, through the Age Well San Diego Action Plan, adopted several social participation goals in 2018:
 - » Create policies and practices that facilitate intergenerational engagement and the development of shared spaces for intergenerational activity.
 - » Implement and expand recreational and educational programming that is safe, dementia-friendly, and diverse.
 - » Create and implement a targeted social support outreach, engagement, and education plan, especially for those who are isolated.
 - » Develop leadership and empowerment opportunities for aging adults.



▶ What We Will Do

Goal 1: Add new and enhance existing opportunities for intergenerational activities for older adult.

Action Steps

1. Compile a list of all intergenerational activities currently being offered in Solana Beach.
2. Formulate a specific action plan and allocate resources to support implementation of intergenerational activities within Parks and Recreation programming.
3. Utilize technical support from the County of San Diego HHSA Aging & Independence Services to expand programmatic reach for intergenerational activities.
4. Connect older adults to after school tutoring/mentoring programs, where generations can connect, teach, learn, and support each other.
5. Explore opportunities to narrow the digital divide by offering older adults 1:1 training provided by youth.



Goal 2: Expand recreational and social activities for older adults to support healthy aging.

Action Steps

1. Identify the day/time/location that all recreation and social activities are available to older adults in Solana Beach.
2. Create or designate a community gathering site (Community Center) to expand connection and offering of older adult activities.
3. Develop and host a weekly community walking group through Parks and Recreation.
4. Measure event success/satisfaction and identify unmet needs through distributing feedback forms to residents.
5. Collaborate and increase the on-going healthy aging programming available for older adult residents.
6. Expand the programmatic reach of the Parks and Recreation Department which may require hiring additional staff.

Goal 3: Increase opportunities and improve visibility of services available to Latinx older adults.

Action Steps

1. Identify a centralized Latinx community resource distribution location.
2. Increase promotion (English & Spanish) and communication strategies for Latinx older adult residents.
3. Measure event success/satisfaction and identify unmet needs through distributing feedback forms to Latinx residents.
4. Collaborate with the Latinx community and expand the number of culturally inclusive activities hosted in the city.



Housing

Definition: Housing looks at the availability of home modification programs for aging in place as well as a range of age-friendly housing options.

Vision: Solana Beach is a city that supports one's ability to choose a place to age with opportunities for safe and appropriately designed housing in neighborhoods with access to services.



What We Heard

Solana Beach residents enjoy the community they live in and primarily desire to age in their own homes. Housing concerns include affordability, accessibility, and livability of the limited housing stock available in the city. Residents value and believe Solana Beach has quality housing options that are within walking distance to community resources.

Significant Preference to Age in Own Home

- » A large majority of individuals want to remain in their own homes to age (also known as Aging in Place/Community) within the communities they are familiar with and connected to (82% Very Important, 17% Somewhat Important).
- » Residents identified that having access to a variety of in-home assistance could be very helpful to remain at home as daily functioning begins to decline.
- » Home safety modifications are necessary in adapting a home to changing needs, yet older adults report there are not enough trusted and affordable service providers.

Older Adults Need Greater Access to Appropriate Housing

- » Individuals want assistance identifying single-story housing options and neighborhoods in which affordable and/or accessible homes are available.
- » Older adults are concerned with not having enough income to keep up with rising costs of living in Southern California.
- » Some residents are interested in exploring living with a roommate but said that it is difficult to find someone who is a good fit.



- » Accessory Dwelling Units (ADUs) sparked a variety of viewpoints from residents. There is a concern about the over-development of Solana Beach and limited parking; and residents also see ADUs as another housing option that could be ideal for older adults looking to downsize, construct an ADA accessible home, or create additional income.



What We Know

The City of Solana Beach is one of the smallest cities, both in population and land, within the County of San Diego. Being a coastal community with near perfect temperatures year around, the cost of living is quite high with a median household income adjusted for inflation of nearly \$100,000.

Livability Factors

- » The City of Solana Beach had a 2020 estimated population of nearly 13,000. Of those, 4,621 are over the age of 50, representing 36% of the population.
- » The city covers approximately 3.5 square miles along the Pacific Ocean with Del Mar to the south and Encinitas to the north.
- » The SANDAG Coordinated Transportation Plan identified creating “Healthy and Complete Communities” as an overarching vision. These complete communities include a supply and variety of housing types, affordable for people of all ages and income levels, in areas with frequent transit service and with access to a variety of services.
- » The County of San Diego, through the 2018 Age Well San Diego Action Plan, adopted a housing goal to “develop comprehensive supports associated with housing for successfully aging in community.”

Housing Resources

- » According to the 2020 estimated census data, there are 6,079 housing units available in the city.
- » The City of Solana Beach General Plan Housing Element includes policies which

strive to create and promote an array of housing options and support programs for vulnerable and special needs populations, for example:

- » Policy H-1.6 Encourage the production of Accessory Dwelling Units (ADU) and Junior Accessory Dwelling Units (JADU) through incentivizing and streamlining development.
- » Policy H-3.2 Explore opportunities to identify alternative financial assistance for the development and/or purchase of housing affordable to extremely low income, very low income, low income, and moderate-income households.
- » Policy H-3.4 Encourage remodeling, maintenance, repair, and rehabilitation of existing housing to meet special needs, prevent deterioration, and ensure that housing is kept in a safe and sanitary condition.
- » Policy H-4.4 Ensure equal access to housing by providing reasonable accommodation for persons with disabilities consistent with Americans with Disabilities Act (ADA) and Fair Housing Act (FHA) requirements.
- » Policy H-4.5 Support efforts to provide services that facilitate aging in place such as senior transportation, recreational activities, and other means to help older adults connect to the services they need to live independently in their own homes.



What We Will Do

Goal 1: Help ensure all residents have access to housing which is safe and accessible for all ability levels.



Action Steps

1. Upgrade and increase lighting in neighborhoods.
2. Educate the community on minor home safety modifications for both inside and outside the home.
3. Increase knowledge of housing options and housing services in and near Solana Beach.

Goal 2: Neighborhoods are walkable and have accessible services and amenities.



Action Steps

1. Encourage older adult community volunteers, with varying degrees of functionality, to complete a “Walk Audit” from AARP, compile the information and provide data to the City of Solana Beach to inform future improvements.
2. Promote and support organizations which provide in-home, long-term wrap around support services for older adults to age-in-place.
3. Explore the feasibility of ADA accessible, ADUs development for older adults.

Goal 3: Solana Beach is a city with dynamic neighborhoods that creates opportunities for residents to engage neighbors and make meaningful connections in the community.



Action Steps

1. Promote volunteer friendly visitors/ neighbor check-in programs.
2. Distribute the County-developed “Get Connected! A Guide to Becoming Engaged in the Community.”
3. Develop an outreach give-a-way to enhance social networking within Solana Beach to distribute to isolated individuals.





Transportation

Definition: Transportation focuses on safe and affordable modes of private and public transportation.

Vision: Solana Beach is a city where all people have accessible transportation that is reliable, affordable, and safe to travel to where they want and need to go.



What We Heard

Many older adults in the City of Solana Beach currently drive themselves or walk to places they want and need to go. However, they are very concerned about having safe, affordable, and easy to access mobility options going forward as they age.

Older Adult Mobility Concerns

- » A majority of older adults currently drive themselves in private automobiles and have concerns about the lack of transportation options available to them when they are no longer able to drive safely.
- » As mobility declines, accessing the limited public transportation becomes increasingly difficult. Older adults want specialized transit available for door to door, on-demand transit.
- » Individuals want to have transit options which are environmentally friendly, flexible, timely, safe, affordable, and accessible.
- » Older adults have safety concerns about electric bicycles (E-bikes) that are very popular in Solana Beach.

Inclusive Transportation System

- » Roadways, for the most part, are clear of obstacles and have clear signage. Adapting the environment to the increase in older drivers may include additional lighting, signage, and traffic calming measures.
- » The community would like to have access to additional electric vehicle charging stations.

- » Public transportation is primarily offered up and down the coast in Solana Beach, which is not currently meeting the needs of the community.
- » For those who public transportation is available, transit education, including hands-on training, is needed to increase awareness and confidence in the mass transit system.
- » While the train is seen as a community asset, there were concerns brought up about when the train returns and that the parking lot is far from the station.



What We Know

The City of Solana Beach has limited public transportation options and many residents rely on a private automobile to move about the city. A few older adult transportation options exist within the city, but often, individuals are unaware of the services that may be limited by hours of operation, type of ride, and the need for enrollment, etc.

Transit Infrastructure & Mobility Strategies

- » Interstate 5 runs north and south, which bisects the City of Solana Beach creating west and east regions of the city.
- » The average speed limit on streets and freeways is higher at 33.8 miles per hour compared to the Median US Neighborhood of 28 miles per hour.⁴
- » The City of Solana Beach General Plan outlines mobility strategies which are designed to enhance pedestrian, rider, and driver experiences.
- » The Highway 101 corridor is one of the most heavily used bicycle corridors in the county.

Mass Transit

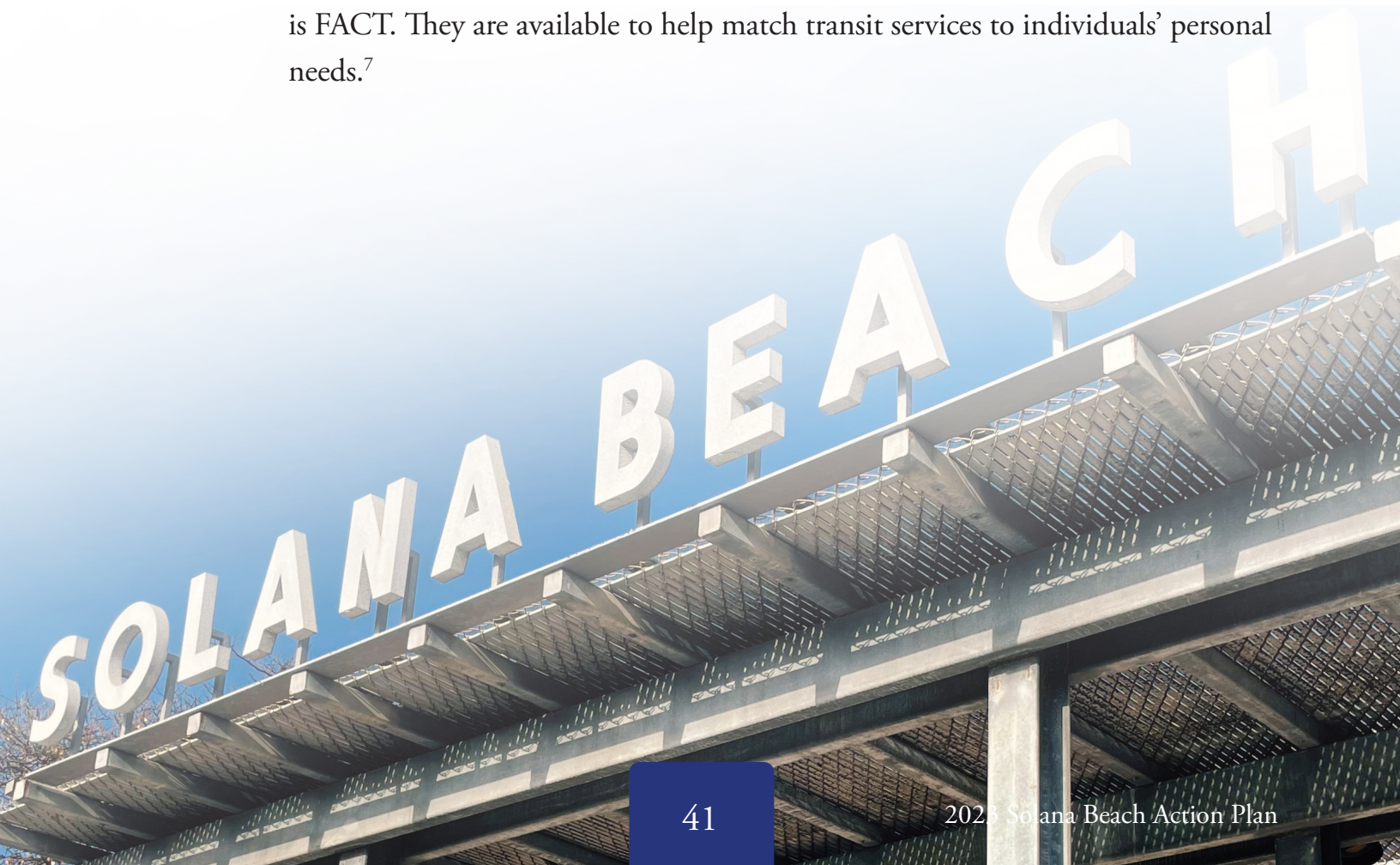
- » North County Transit District (NCTD) provides bus (BREEZE) and rail (COASTER) services.
- » There is a Solana Beach Station which is frequented by COASTER and Amtrak Pacific Surfliner trains located at 105 N. Cedros Avenue, 92075.
- » Two main bus lines support Solana Beach: 101 and 308. BREEZE 101 connects

Oceanside and UTC through coastal communities along Hwy 101; BREEZE 308 connects Solana Beach and Escondido through Rancho Santa Fe.

- » The SANDAG Coordinated Transportation Plan outlines many goals towards strengthening the availability and improving the transit experience. A key overarching goal is to “Provide safe, secure, healthy, affordable, and convenient travel choices between the place where people live, work, and play.”

Transit Designed for Individuals with Specialized Mobility Needs

- » NCTD provides a paratransit option, LIFT. LIFT is for customers with disabilities who are unable to use the NCTD fixed route bus or SPRINTER services. Eligibility certification is mandatory prior to use.⁵
- » NCTD offers Seniors discounted rates for individuals over the age of 65 to ride public transit.⁶
- » A limited variety of older adults specialized transportation options exist within the City of Solana Beach. Often, they are limited by hours of operation, type of ride, enrollment, etc.
- » The Consolidated Transportation Service Agency (CTSA) in San Diego County is FACT. They are available to help match transit services to individuals’ personal needs.⁷



What We Will Do

Goal 1: Expand mobility choices throughout Solana Beach, including alternative transportation methods, such as walking, biking, electric vehicles, and public transit.

Action Steps

1. Communicate and strategize with NCTD to promote and ensure adequate bus routes.
2. Offer Public Transit training courses for individuals who are not comfortable/confident in riding public transit.
3. Increase the number of Electric Vehicle charging stations in Solana Beach.

Goal 2: Keep all forms of transit, including active transit (biking, walking, etc.), safe.

Action Steps

1. Host safety and skills training workshops for use of e-bikes.
2. Advocate on a State level to clearly identify and mark the e-bike classification (1-3).
3. Add additional sidewalks to areas that are not safely accessible by walking.
4. Increase the amount of ADA access ramps and accessibility of sidewalks.

Goal 3: Increase specialized transportation options for older adults in Solana Beach and promote their use.

Action Steps

1. Determine which of the various models of low-cost transportation designed for older adults and individuals with disabilities are best suited for Solana Beach.
2. Host a specialized transportation educational workshop for the community in partnership with FACT.
3. Promote the County of San Diego's "Ride Well" Transportation guide.
4. Expand transportation offerings in Solana Beach.
5. Ensure expanded transportation offerings are environmentally sustainable.

Communication & Information

Definition: Communication & Information focuses on the distribution of information, person-to-person communication, printed information, media, access to and use of technology and the internet.

Vision: Solana Beach is a city where all residents know about resources and services available to practice personal wellness to live their best life.

What We Heard

Staying connected to the Solana Beach community and having an awareness of activities and services is important to the residents. Older adults value access to support services, are mindful of safety, and desire to have service professionals trained and systems designed with them in mind as the end user. Overall, there was minimal awareness of 2-1-1 and the variety of services provided through the County of San Diego Aging & Independence Services (AIS).

Distribution of Information

- » Many older adults in Solana Beach are comfortable and frequently use the internet to communicate and gather information (84% Very Comfortable; 13% Somewhat Comfortable). However, there is still a strong desire to have printed information delivered to the home (69% Very Important; 28% Somewhat Important).
- » The community values health and wellness screenings.
- » Recognizing that falls are a leading cause of injury for older adults, additional fall prevention awareness, training, and resources are needed.
- » Conversations about resources and recommendations on where to find them from peers proved to be a dynamic exchange. More structured informational sessions, support, and resource brokerage for older adults will be helpful.
- » Older adults would appreciate regular distribution of resource information by the city in the weekly e-newsletter or an e-blast specifically for older adults.

Help Older Adults Access Services

- » A majority of older adults in Solana Beach are not aware of the two main resource brokers in San Diego County: 2-1-1 and AIS.
- » There is a perception that there are not enough service professionals (medical and community) that are knowledgeable in memory and cognitive impairments to meet the growing demand and shift in our society. Older adults also want to be better informed to prevent, support, and care for individuals with memory and cognitive impairments.
- » Older adults are concerned about emergency response and support available for individuals who need additional assistance.
- » Outreach and marketing for older adult resources must be conducted by multiple methods, as older adults access information in a variety of ways. Electronic (Internet), print, in-person communication, community/recreation centers, library, and word-of-mouth were all cited as sources.



What We Know

Solana Beach is a dynamic coastal community with access to a county-wide resource network. The information and referral services strive to connect people to resources and promote a high quality of life for older adults.

Community Resources

- » The City of Solana Beach recently updated the website, including community resources, and hosts a community events calendar and ability to stay connected by signing up for regular E-Newsletter communications.
- » 2-1-1 San Diego is a free service that connects people of all ages with community, health, and disaster services. Trained call center representatives are available 24 hours per day by calling 2-1-1 or the more than 6,000 community services can be accessed on-line.⁸
- » County of San Diego Aging & Independence Services (AIS) operates a free call center, 1-800-339-4661, for assistance with resources for older adults and persons with disabilities.⁹

- » The San Diego County Senior Health Report prioritizes cultivating opportunities for all people and communities to grow, connect, and enjoy the highest quality of life.

Health Information

- » The social determinants of health that frequently impact older adults are isolation and loneliness.¹⁰
- » Alzheimer’s disease is the sixth leading cause of death in the U.S. and the third leading cause of death in California and San Diego County.¹¹
- » The City of Solana Beach has a lower prevalence rate of smoking (9.7%) as compared to the Median US Neighborhood (18%).¹²
- » The City of Solana Beach has a lower obesity rate (21.9%) as compared to the Median US Neighborhood (32.2%).¹³
- » The social determinants of health impact both the quality and longevity of life.
- » The San Diego County Senior Health Report states that residents must be protected from crime and abuse, neighborhoods are safe, and communities are resilient to disasters and emergencies.

What We Will Do

Goal 1: Promote awareness and knowledge of available resources for older adults in Solana Beach.



Action Steps

1. Create and promote a centralized information hub/electronic community database for information distribution, including a schedule for older adults with current clubs, programs, and activities actively running in the community.
2. Educate community on 2-1-1 and AIS community resources by hosting informational sessions, listing the resources on the city website, and disseminate marketing information.

3. Disseminate San Diego County older adult resources in non-electronic communication mediums: Newspaper, pamphlets/brochures, mailings, post flyers where older adults are: library, grocery store, faith institutions, apartment buildings and city buildings.
4. Designate a point of contact within the city for older adult services coordination, promotion, and to collaborate with community organizations.
5. Conduct targeted outreach to isolated/homebound individuals, such as door hangers and mailings.

Goal 2: Ensure residents know how to access support services, food, and emergency services.



Action Steps

1. Collaborate and enhance education about personal emergency preparedness through community organizations.
2. Create a unique marketing and outreach guide for the Latinx community.
3. Encourage all San Diegans to sign up for County-wide emergency notifications.
4. Educate residents on available support services and how to notify services providers to meet the “critical” health needs (i.e., oxygen support) and do not get disrupted during power outages.

Goal 3: Expand overall integration, visibility, and consideration of older adults in city activities and services.



Action Steps

1. Utilize inclusive marketing strategies, i.e. large print, “all ages welcome!”
2. Create a centralized community calendar.
3. Launch Older Adult targeted, specific e-blasts, through the city.
4. Submit press releases and public service announcements (PSA) to local news medias.

Call to Action

This Action Plan outlines the goals, tasks, potential activities, and time-frames to be accomplished over the next few years by elected officials, municipal staff, city residents and numerous community/civic organizations working together for a common goal—to make the City of Solana Beach an even more vibrant and equitable place to live for all ages. The city has many assets to draw on, including plans, processes, and programs for all ages already in place, a capable and dedicated set of partners who are City staff and community leaders, plus a vibrant older adult population dedicated to bringing the vision to reality.

Once the Age-Friendly Solana Beach Action Plan is approved by City Council, it will be time to move from discussing and planning to collaborating and doing! As noted in the timeline, some actions are already underway, while others will need to be planned for, with strategic implementation to follow. There is a vital role for all City departments and community organizations to work together on the wide variety of tasks, along with community residents.



How can you help build an Age-Friendly Solana Beach?

Civic and Community Leaders:

- » Align your organization's five-year vision with this Action Plan
- » Direct your agency/department or organization to plan and implement actions that reflect your contribution to the Age-Friendly Solana Beach Action Plan
- » Identify staffing and resources needed to implement specific actions
- » Continue to build on what is working
- » Engage in bold innovation
- » Actively coordinate with civic and community leader counterparts for periodic progress report to City Council
- » Continue to be informed by the voice and influence of older residents

Residents of all Ages:

- » Get involved!
- » Make your voice heard!

Please look for meeting announcements so you are informed and can participate. Announcements will be posted online on the City of Solana Beach's website  www.CityOfSolanaBeach.org, via the City's social media outlets, Community Recreation Centers, and the library.

Share the Age-Friendly Solana Beach Action Plan with your family, friends, neighbors and others. A vibrant, equitable, livable Solana Beach serves all ages today, tomorrow and in the years to come. This plan has the potential to shape a bright, optimistic future for everyone.

Acknowledgements

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