



# 2023 ANNUAL REPORT







# ACKNOWLEDGEMENTS

This Seniors' Agenda annual report will be my tenth and final as the Project Manager. The Seniors' Agenda was proposed by the Board of Supervisors to prepare for the significant change in the demographics of the County and ensure the resources were in place to address the needs of older adults. The World Health Organization's Age-friendly network provides a common lens to look at the different aspects of the community from the tangible, such as housing and transportation, to the intangible, including communication and social respect. Overshadowing all of this is the prevalence of ageism in our society. Ageism affects the old and young. Until ageism is included within the DEI (Diversity, Equity, and Inclusion) framework, progress is hampered.

I am grateful for the community that has come together to close the gaps in services and enhance programs that create an Age-friendly County. This report is the reflection of the efforts of over 60 community-based organizations, several County departments, and all the cities in Santa Clara County that collaborate on policies and programs for our older residents. Progress has been made on the 44 action items in the 2020 three-year Age-friendly plan, with 20 completed, 14 in progress, and nine to be started. The Seniors' Agenda has been the catalyst to bring others together.

A special congratulations to key organizations who have celebrated milestone anniversaries: Friendship Line from Institute on Aging (50 years), Sourcewise (50 years), Live Oak Adult Day Services (40 years), Open Space Authority (30 years), CARA (California Alliance for Retired Americans) (20 years), and Bay Area Older Adults (10 years). Santa Clara County is a better place to age because of all the contributions of these organizations.

Thank you to all the leaders and staff who have been a part of the Seniors' Agenda activities and initiatives these past ten years.

In Appreciation,  
Diana Miller  
Seniors' Agenda Project Manager



# 10 YEARS OF SENIORS' AGENDA

## Seniors' Agenda

### 2014 Annual Report



Social Services Agency  
Department of Aging and Adult Services



## Seniors' Agenda

### 2015 Annual Report



Social Services Agency  
Department of Aging and Adult Services



## Seniors' Agenda

### 2016 Annual Report



Social Services Agency  
Department of Aging and Adult Services



## SENIORS' AGENDA

### ANNUAL REPORT 2017

SANTA CLARA COUNTY  
DEPARTMENT OF AGING AND ADULT SERVICES



## 2018 SENIORS' AGENDA ANNUAL REPORT

County of Santa Clara Social Services Agency  
Department of Aging and Adult Services



## SENIORS' AGENDA ANNUAL REPORT 2019

SANTA CLARA COUNTY SOCIAL SERVICES AGENCY  
Department of Aging and Adult Services



## SENIORS' AGENDA ANNUAL REPORT 2020

SANTA CLARA COUNTY SOCIAL SERVICES AGENCY  
Department of Aging and Adult Services



## SENIORS AGENDA 2021

SANTA CLARA COUNTY SOCIAL SERVICES AGENCY  
Department of Aging and Adult Services



## SENIORS' AGENDA 2022

SANTA CLARA COUNTY SOCIAL SERVICES AGENCY  
Department of Aging and Adult Services



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*Avenidas' Rainbow Collective (Palo Alto) marches in the SCC Annual Pride Parade.*



# AGE-FRIENDLY CITIES UPDATE

The Silicon Valley Age-friendly Cities Collaborative offers a supportive network to share best practices and learn from each other. All fifteen cities continued to work on promoting Age-friendly policies and programs in the past year.



The **Campbell** Adult Center 50+ successfully launched a new partnership with Sourcewise to provide in-person caregiver consultations with the Sourcewise Caregivers Network Program. During the one-hour consultation, caregivers meet with a Care Manager who provides resources based on a needs assessment. The new caregiver consultations are a valuable resource for family caregivers to access information in a one-stop shop.



The **Cupertino** Senior Center hosted its annual Live Well Age Well Health Expo! in May. More than 20 community partners offered informational booths on various topics, including caregiving, housing, transportation, and mental wellness. Additionally, the event provided more than a dozen informative presentations and fitness demonstrations, giving those in attendance a chance to try a new exercise or ask questions about health topics.

Glen Loma affordable apartments for adults 62+ opened in **Gilroy** this year. The Glen Loma Ranch Specific Plan project includes approximately 1,643 residential units comprised of detached single-family residences, attached single-family residences, apartments, and 62+ adult only units. Conveniently located near a bus stop, park, and other services, it has excellent amenities including a community room, trails, bocce court, and a basketball half-court.



The City of **Los Altos** continues to offer a drop-in indoor pickleball program at Egan Gym on Monday and Wednesday evenings. This popular program encourages active participation and socialization not only in our Adult 50+ community, but in adults and youth to foster intergenerational interactions.



The **Los Altos Hills** Community Services Department strives to foster a stronger, more connected community for all ages, offering the Technology for Seniors workshop, specially designed to empower communication and combat isolation among older adults. This intergenerational program brings together the wisdom of older adults and the tech-savviness of younger generations.



The specially appointed **Los Gatos** Senior Services Committee completed a Roadmap for Older Adult Services with seven core goals and corresponding one-, three- and ten-year projects and milestones, which was unanimously endorsed by the Town Council. The Los Gatos Community Health & Senior Service Commission also created “The HUB,” an online resource for services and information for older adults.



The **Milpitas** Senior Center held its annual Summer Kickoff event by hosting a special luau-themed barbecue. Entertainment was provided by Milpitas-native DJ Oh Henry and the amazing Bay Area Hui Ilima Dancers who engaged the participants in many Hawaiian-inspired hula dances. Those attending offered glowing reviews of the luau-themed barbecue, including Milpitas' own Marie Kaiser, who turned 102 years old this past May.







Nancy Pearson, a **Monte Sereno** resident, volunteered countless hours working on the Los Gatos comprehensive Senior Services Roadmap and will be leading the development of a similar roadmap for Monte Sereno. She is seeking input from residents on priorities and needs of older adults and will be presenting recommendations to City Council in October 2023.



The Senior Advisory Committee partnered with the City of **Morgan Hill** Parks and Recreation to put on a Community Health and Wellness Fair on Saturday, May 6. This was a combination of two separate fairs in years past. Many of the exhibitors involved focused on services for older adults and provided much-needed resources for families and older adults in South County.



The City of **Mountain View** provided more options for older adults to successfully engage with technology. Volunteers are regularly scheduled in the computer lab to assist users 55+ and twice a month for one-on-one consultations on Apple products. Workshops with expert trainers are offered for Apple and Android phone users.



The City of **Palo Alto** launched a new “on-demand” ride sharing program, Palo Alto Link. Open to all, the service will take individuals to almost anywhere in Palo Alto. There are special fares of only \$1 for each trip for adults who are 65+, disabled, or low-income, and for youth. For more information, go to: [www.cityofpaloalto.org/PaloAltoLink](http://www.cityofpaloalto.org/PaloAltoLink)



In October, **San Jose** hosted a Table Tennis/Ping Pong Tournament for a total of 325 participants and 50 finalists. This was an opportunity for older adults 50+ from community centers throughout the city to increase socialization by interacting with others while staying active. The city also awarded \$498,212 in grant funding to 10 nonprofit agencies through the Senior Health and Wellness Grant Program using criteria and priorities from the Age-Friendly Action Plan.

The City of **Santa Clara**, in partnership with the Magical Bridge Foundation, broke ground on the Magical Bridge Playground, Santa Clara's newest all-inclusive play space in Central Park. Completion is expected in Fall 2024.



In May of 2023, the City of **Saratoga** joined in the effort to reassess their Age-friendly impact with a follow-up to their 2016 Community Assessment Survey for Older Adults. Administered by Successful Aging Solutions & Community Consulting (SASCC), funded by the West Valley-Mission Community College District, and championed by Saratoga Mayor Kookie Fitzsimmons, Saratoga became the first city in Santa Clara County to complete the Age-friendly Initiative cycle of Assessment, Action Plan, Program Implementation, and Reassessment. The results were released in August 2023.



Over the past year, the **Sunnyvale** Senior Center has been adding new programming opportunities, including day trips, special events, and classes to further engage residents. One highlight of the past year was the intergenerational opportunity during the annual Hands on the Arts Festival, an all-day children's art festival. Volunteers and staff from the Senior Center organized and hosted an artist booth to provide a creative and fun project for children to do.







Cupertino held its 20th annual Live Well Age Well Health Expo! in May.

# AGE-FRIENDLY ACTION PLAN

## Age-friendly Three-Year Action Plan

Since 2018, the County of Santa Clara has been an active member of the World Health Organization and AARP Age-friendly networks. This global network comprises more than 1,445 cities and 19 national affiliates in 47 countries. Age-friendly cities commit to a five-year cycle of continuous improvement through the following steps: assessment, implementation of action plan, and evaluation. The Age-friendly plan needs to consider each of the eight domains identified in the Global Age-friendly Cities guide.

The Seniors' Agenda developed the Age-friendly Three-Year Action Plan over an 18-month planning period. The assessment included a survey of over 2,000 older adults and 37 focus groups with nearly 400 participants in four different languages, two Community Conversations and ten logic model workshops. The Action Plan was approved by the Board of Supervisors in 2020. The 2023 progress chart for Year Three (page 10) indicates whether action items were completed, in progress or not started.

## The Master Plan for Aging is California's Plan for the Future

The California Master Plan on Aging released its Second Annual Report, highlighting 2022 accomplishments toward building a California for ALL Ages & Abilities. Its new Implementation Tracker is available online and makes it easy to get updates on each MPA initiative.





# Action Plan Summary

● Not started

● In progress

● Completed

	Action	Primary Partners
	<b>Public Spaces</b>	
●	Adopt and implement an Age-friendly designation for Santa Clara County parks.	Parks and Recreation
●	Host a Public Spaces Network Summit incorporating universal design best practices.	Parks and Recreation; Planning Department
●	Sponsor marketing and outreach for the Senior Safari.	Happy Hollow Foundation
●	Initiate a pilot Park Rx program with Bay Area Older Adults and medical providers.	Bay Area Older Adults; Open Space Authority
●	Increase participation of older adults in the Our City Forest Lawn Buster program.	Our City Forest
	<b>Social Participation</b>	
●	Engage libraries and senior centers to enhance virtual and in-person activities.	Senior Centers; Libraries
●	Collaborate with a college or university to pursue Age-friendly designation.	West Valley Community College
●	Host an intergenerational activity with a senior center and high school students.	Senior Centers; Gen2Gen
●	Design a positive aging campaign to combat ageism.	Age-Friendly Cities Collaborative
●	Connect more Meals on Wheels participants to friendly visitor programs.	Senior Nutrition Program
	<b>Housing</b>	
●	Develop a universal design and home modification class with Rebuilding Together.	Rebuilding Together Silicon Valley
●	Create a taskforce to address rent-burdened older adults living in Area Median Income-linked affordable housing.	Destination: Home; SCC Supportive Housing
●	Support continuation of funding for Catholic Charities' House Sharing program. *	Catholic Charities
●	Reduce permit fees for low-income adults 60+ who need accessibility or safety-related home modifications.	Rebuilding Together Silicon Valley
	<b>Communication &amp; Information</b>	
●	Ensure older adults are incorporated into county digital inclusion policies.	Age-Friendly Cities Collaborative
●	Engage media and communications staff with an Age-friendly communication guide.	Public Information Officer
●	Collaborate with the Senior Nutrition Program on an Age-friendly filter for their app.	Senior Nutrition Program
●	Create a technology access webpage with a list of classes, affordable devices, and Wi-Fi resources.	Age-Friendly Cities Collaborative
	<b>Dementia-Related Support</b>	
●	Provide trainings to double the number of Dementia Friends in the county.	Alzheimer's Los Angeles
●	Commission a study of family caregiver and long-term care workforce needs.	Working Partners USA; LTSS Task Force
●	Host a Brain Health Network Summit for professionals and community members.	Public Health Department

	Action	Primary Partners
	<b>Dementia-Related Support (con't.)</b>	
●	Collaborate with senior centers and libraries to provide dementia friendly programs.	Senior Centers; Libraries
●	Conduct a county employee survey about family caregiving needs.	Family Caregivers Alliance
	<b>Health &amp; Community Services</b>	
●	Distribute an additional 5,000 L.I.F.E. files to older adults.	Emergency Medical Services
●	Establish a pet care protocol for hospitalized low-income older adults.	SCC Animal Shelter
●	Expand falls prevention training capacity with additional instructors and classes.	SVHAP; SCC Falls Prevention Task Force
●	Develop an emergency response plan for the Senior Nutrition Program.	Senior Nutrition Program
●	Provide free dental care at senior centers with the Oral Health Collaborative.	Oral Health Collaborative
●	Collaborate with Public Health to offer brain health trainings for older adults.	Public Health Department
	<b>Transportation</b>	
●	Adapt transportation training opportunities considering COVID-19 safety.	VTa
●	Identify 5 new Senior Safety Zones near senior centers or housing complexes.	Traffic Safe Communities Network
●	Implement the Traffic Safe Communities Network recommendations for older adults.	Traffic Safe Communities Network
●	Create a Volunteer Driver Program Collaborative to increase ride capacity.	Volunteer Driver Programs Collaborative
●	Support cities applying for Measure B funding for older adult pedestrian safety.	VTa; Age-Friendly Cities Collaborative
	<b>Volunteerism &amp; Civic Engagement</b>	
●	Include a question on volunteerism in the Behavioral Risk Factor Survey.	Public Health Department
●	Promote the 2020 Census through senior centers and the Senior Nutrition Program.	Senior Centers; SNP; Office of the Census
●	Host volunteer fairs for older adults with the Volunteer Managers Network.	Volunteer Managers Network
●	Convene the Volunteer Managers Network to share best practices during COVID-19.	Volunteer Managers Network
●	Collaborate across departments to design a user-friendly county volunteer webpage.	All county departments
	<b>Employment &amp; Finances</b>	
●	Work with county departments to include adults 50+ in their internship programs.	All county departments
●	Host an older women's financial forum with the Office of Women's Policy.	Office of Women's Policy
●	Promote the Elder Economic Index to determine eligibility for low-income programs.	Age-Friendly Cities Collaborative
●	Host an annual financial fraud prevention event in collaboration with AARP.	AARP
●	Observe World Elder Abuse Awareness Day with an annual community event.	Adult Protective Services

\* Program disbanded due to lack of funds





# DIGITAL CONNECTION

## Digital Inclusion for Older Adults

The digital divide in Santa Clara County affects nearly 20,000 adults over 65 who do not have a computer and about 12,000 who have no internet access. This is compounded by the fact that nearly one-third (30%) live alone and half of all older adults struggle financially to make ends meet. To close this divide, they need affordable devices, internet access, and training.

In August 2020, the Board of Supervisors accepted recommendations to incorporate low-income older adults into all County digital inclusion policies, assessments, and evaluations and to form an Age-friendly Digital Inclusion Community Stakeholders Workgroup.

A cross sector of over 30 organizations are a part of the Workgroup. They have produced a white paper, *Promoting Digital Inclusion for Older Adults in Santa Clara County*, and developed recommendations which were presented to the Board of Supervisors, who unanimously agreed to provide up to \$1.5 million in funding for a digital inclusion project serving at least 2,000 Santa Clara County low-income older adults. The recommendation was fulfilled this year, when the California Department of Aging awarded \$2.1 million to the County through the Access to Technology grant.

To mark Digital Inclusion Month, the Santa Clara County Digital Inclusion for Older Adult Workgroup hosted *Who is Connecting Older Adults in Santa Clara County?* a virtual, fast-paced hour of five-minute presentations from six local organizations that highlighted how they are helping to close the digital divide among older adults through trainings and devices. All 70 attendees scored the webinar as “useful information I will use.”



**October 26, 2022**

## Who's Connecting Older Adults in Santa Clara County?

To mark Digital Inclusion Month, the Santa Clara County Digital Inclusion for Older Adult Workgroup is presenting a fast-paced hour of brief presentations from seven local organizations that will describe how they are helping to close the digital divide among older adults.

Join in on **Wednesday, October 26, 2022, 10:00 – 11:00 AM**



Details about substantial new funding from the state and the federal government to promote digital inclusion among older adults in our county will be announced

**REGISTER NOW ON ZOOM**

After registering, you will receive an email with information about joining the webinar





## Access to Technology Grant

The California Department of Aging awarded \$2.1 million to the County through the Access to Technology grant. The Department of Aging and Adult Services will use the funds to leverage and expand the essential work of local community-based organizations that provide digital connectivity services to low-income, linguistically-diverse older adults and adults with disabilities across the County.

With these funds, services will be provided across four program components that promote program awareness, connect participants with internet service, provide participants with technological devices, and engage participants in culturally competent, inclusive training. These services will ultimately enhance access to and advance skills and comfort with technology.

The Request for Proposals was issued in late November 2022 and the following organizations will launch the ATT program in August 2023: Avenidas, Catholic Charities, POSSO, Korean Americans for Community Service, and Senior Planet with AARP and their local agencies: AACI and TeleVisit. A part-time staff person was hired to provide outreach and assist organizations to reach the goal of digitally connecting 2,000 low-income older adults in Santa Clara County.

# DEMENTIA CARE & SUPPORT

## Dementia Friends

Dementia Friendly America seeks to foster communities that are informed, safe, and respectful of individuals living with dementia, their families, and care partners. The Dementia Friends program is a global movement designed to help everyone in a community understand what dementia is and how it affects people.

In 2017, Dementia Friends USA was launched, and Santa Clara County help spread the word to create inclusive environments and make a difference for people touched by dementia. There are now more than 140,000 Dementia Friends across the country. The staff of the Department of Aging and Adult Services, Senior Center staff, and the Senior Care Commissioners have all become Dementia Friends. Sunnyvale Mayor Larry Klein and Cupertino current and past Mayors, Hung Lei and Darcy Paul, joined Supervisor Susan Ellenberg and State Senator Dave Cortese as Dementia Friends.

In partnership with the Public Health Department's Brain Health Initiative, anyone can become a Dementia Friend by attending a one-hour session, in-person or virtually, hosted by senior centers and other community groups or use the online option to become a Dementia Friend ([dementiafriendsusa.org](https://dementiafriendsusa.org)).

New research from Alisa Tirado-Rafferty, MSW, MPH, *Implementation and Impact of a Dementia Friends Pilot*, assesses the impact and attitudes of individuals before and after Dementia Friends training and evaluates the effectiveness of its implementation. The findings suggest that Dementia Friends positively affects individuals' attitudes towards dementia.





**1,982**



**DEMENTIA FRIENDS IN  
SANTA CLARA COUNTY**

**Become a Dementia Friend today!**

**[dementiafriendsusa.org](https://dementiafriendsusa.org)**

## Family Caregiver Study

In May 2022, as part of the Age-Friendly Three-Year Action Plan, the Santa Clara County Board of Supervisors authorized the Santa Clara County Adult Caregiver Study, which identifies and addresses the demand for, availability and accessibility of, and gaps in caregiving services and supports in Santa Clara County through actionable recommendations. The study conducted an analysis of caregiving in Santa Clara County with the primary focus on family caregivers (because of their numbers and needs) and a secondary focus on direct care workers, an essential caregiver workforce.

This study aligns with the 2022 National Strategy to Support Family Caregivers, a robust federal strategy to provide more comprehensive and coordinated care and support for family caregivers. In addition, California's Master Plan of Aging addressed caregiving as one of the Five Bold Goals. Goal four is "Caregiving that Works."

The study was conducted by Monique Parrish, DrPH, MPH, LCSW, of LifeCourse Strategies. A workgroup of 15 organizations provided input throughout the process (see appendix for list of workgroup members). The Santa Clara County Adult Caregiver Study and its recommendations were completed in July 2023 and was presented to the Board of Supervisors in August 2023.





## Caregivers Count Conference

The City of Campbell was a leading sponsor of the 12th Annual Caregivers Count! Conference, tailored specifically for family caregivers of older adults. A total of 250 caregivers attended the virtual event and 181 have viewed the recorded videos. The Caregivers Count! Conference planning committee also created an e-newsletter to connect with caregivers year-round by providing vital information.

This Conference is organized each year by dedicated staff from the following organizations: City of Campbell, Family Caregiver Alliance, Alzheimer's Association, Live Oak Adult Day Services, On Lok PACE, Senior Shower Project, Daily Caring, ConsciousCafes, Hearts & Minds Activity Center, Santa Clara County Health Plan, and Sourcewise.

## Adult Day Care Subsidy Pilot Program

The Board of Supervisors approved a pilot program to subsidize Adult Day Care for low-income older adults. However, before it began, COVID-19 closed most in person Adult Day programs. The Senior Care Commission worked with the Board of Supervisors to repurpose the pilot funding to support virtual programming at three Adult Day Services (ADS) organizations instead.

Last year, adult day care centers reopened their facilities and provided in-person activities. Since July 2020, the ADS Subsidy Pilot Program served 73 participants through three community partners. The average age of participants was 85 years old.

Because of the COVID-19 pandemic, most of the adult day services were provided virtually. Evaluations indicated that the ADS pilot program achieved all three short-term outcomes: increased the awareness of ADS program, acquired high program satisfaction, and reduced caregiver stress. Also, the one-year follow-up data showed positive evidence that the caregivers might have more opportunities to enter or stay in the workforce. Fewer participants reported having falls, emergency room visits, and hospitalizations at the six-month follow-up compared to at enrollment.



# Activity

TRANSMISSION RISK ASSESSMENT

Participants in the Heart Has No Wrinkles workshop.



# SUMMITS & SEMINARS

## **Seniors' Agenda Network Summit: Changing the Narrative on Ageism**

The Seniors' Agenda Network Summit focused on Ageism with keynote speaker, Janine Vanderburg. Janine leads Changing the Narrative, the nation's leading effort to change the way people think, talk, and act about aging and ageism through evidence-based strategies, strategic communications, and innovative public campaign. Seventy-five members of the community attended the virtual summit.

## **The Heart Has No Wrinkles**

This in-person workshop expanded conversations about sexuality and intimacy in later-life. Keynote speaker, Joanne Alba, a Health and Sexuality Educator for over 30 years, discussed the sexual health of older adults and offered practical guidance for professionals working with older adults. The Public Health Department gave an interactive presentation on the prevention of sexually transmitted infections and harm reduction. The event was hosted at the Campbell Community Center's Orchard City Banquet Hall. Free CEUs were offered to the 30 participants.

This was an MSW student intern project that was originally scheduled for March 2020. The pandemic canceled the workshop, but the former intern, Golda Foley, MSW, now works in the department's In-Home Supportive Services program and took the lead on her unfulfilled student project.



## Silicon Valley Reads: Journey to New Beginnings

As part of the SV Reads annual program, two aging experts shared about the stages of retirement, the latest research, and how lifestyle choices can help shape your best “golden years.” The 52 attendees learned about local resources and opportunities designed to support and inspire older adults to thrive at any age. Presenters were Diana Miller, Santa Clara County Department of Aging and Adult Services, Seniors’ Agenda Project Manager, and Sophie Horiuchi-Forrester, AARP California, San Jose Metro Manager. This was an in-person event held at the Los Altos Library in February.

## SV@Home Affordable Housing Month Seminar Series

For the first time, Seniors’ Agenda, in partnership with SV@Home, celebrated Older Americans Month and Affordable Housing Month with a special series of five events focusing on older adults and housing.

### Creating Housing Options to Age in Our Community

This in-person informational event presented results from the Avenidas Community Assessment Survey for Older Adults. It also included a discussion of housing issues particular to the senior community, exciting developments on the senior-housing front, and a toolkit for how to work together to create more housing options. This was presented by the experts from Avenidas, Alta Housing, and Palo Alto Forward.

## Exploring LGBTQ Affirming Affordable Housing for Older Adults

The County of Santa Clara Office of LGBTQ Affairs discussed the importance of affirming affordable housing options for LGBTQ+ older adults. SAGE and Open House San Francisco presented about how affordable housing for LGBTQ+ older adults can be created in any community.

## Options for Age-Friendly Affordable Housing Preservation

Rebuilding Together presented about the important role they play in the preservation of affordable housing in Silicon Valley: the intricacies of mobile home repair work. There was an opportunity to have questions answered by the RTSV Team. Hacienda Valley Mobile Estates, Morgan Hill was the site of the presentation.

## Basic Home Accessibility and Low-Tech Solutions for Aging in Place

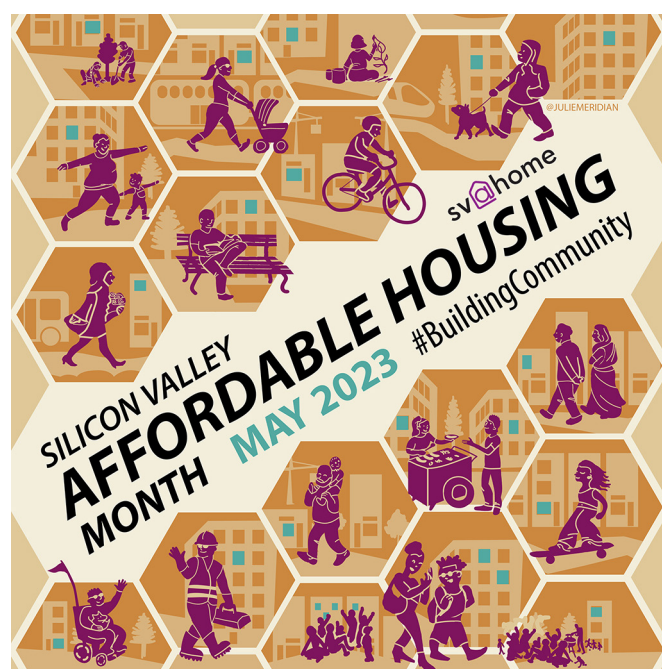
The Silicon Valley Independent Living Center's webinar showcased some simple modifications and use of ability tools that can increase mobility, independence, and safety in one's home. Some low-tech and low-cost assistive devices for maintaining one's own independence were highlighted.

## Create Your Village: Resources for Older Adults Aging in Place

Most of us want to age in place. To do that, we need to use our community and local resources to stay healthy, safe, and connected. Manuel Acevedo, Founder of Healthy Villages for All, shared about the Village model and how all older adults can age in the comfort of their homes. In addition, there was a lightning round presentation of local resources for staying in your home as you grow older.

### *Lightning Round of Resources*

- Avenidas: Village model and Advocacy
- Rebuilding Together Silicon Valley: Home Modification
- Project Sentinel: Reverse Mortgage Education
- Silicon Valley Independent Living Center: Accessibility and Technology for the Home
- County of Santa Clara Department of Aging and Adult Services: Safety Net Services





# CROSS-AGENCY COLLABORATIONS

## Healthy Brain Initiative

The Public Health Department (PHD) prepared and planned for the next funding period of the Healthy Brain Initiative. The Seniors' Agenda partnered on key elements by increasing knowledge of brain health and raising awareness of Alzheimer's disease and related dementias (ADRD) at Senior Safari and promoting the Dementia Friends USA initiative.

In collaboration with local community-based organizations and community partners, the PHD provided an array of resources and services: 21 Brain Health Series workshops, including nine Dementia Friends sessions with 100 new Dementia Friends, 15 community education and outreach events, and distribution of over 1,200 brain health materials, including activity booklets such as Sudoku and Crossword Puzzles, to keep adults and older adults mentally active and engaged and stay sharp. In addition, the PHD participated in the Walk to End Alzheimer's Silicon Valley and Advocacy Days in Sacramento to support legislation in promoting ADRD and the aging population.





Danny the Dragon

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*Danny the Dragon receives his AARP card at Happy Hollow.*



## **Mental Health and Substance Use Service Needs of Older Adults**

The Seniors' Agenda participated in the Santa Clara County Behavioral Health Services Department's Mental Health Services Act (MHSA) community conversation focus groups and community-wide survey administration to gather community input and feedback from older adults about mental health and substance use service needs in Santa Clara County. Data from the 2023 survey and community conversations highlighted the need to expand older adult LGBTQ+ programming and identified the Behavioral Health Peer Navigator program as a strength for older adult services.

The County will utilize feedback received to inform future mental health and substance use priorities, programs, and policies in Santa Clara County for the FY25 MHSA annual plan update. Seniors' Agenda also promoted the online community survey and encouraged older adult participation in the community conversations. Diana Miller, Seniors' Agenda Project Manager, is a member of the Mental Health Services Act stakeholder committee, representing the Department of Aging and Adult Services.

## **Senior Safari: 10 Years of Age-Friendly Fun**

Now in its 10th year, Senior Safari invites visitors aged 50 and up to take over San Jose's iconic Happy Hollow Park & Zoo in a kid-free environment. Older adults enjoy the fresh air and exercise, animal meet-and-greets, zookeeper chats, puppet making, and music. This program is designed to help older adults improve their health, avoid social isolation, and enjoy a unique environment that stimulates both mind and body.

Admission and parking are free, and guests are welcome to stay for the day after gates open to the public. Senior Safari attracted 3,203 attendees in 2022. So far in 2023, the participation is 1,877. As a sponsor of the Senior Safari, the County of Santa Clara has resource tables for attendees to learn about services and opportunities for older adults from County agencies, including Senior Nutrition, Public Health, and Aging and Adult Services.





## Transportation Expanding to Meet the Needs

In the 2017 needs assessment, transportation was the second highest need for older adults. Since that time, volunteer driver programs have expanded to include 10 cities within the county. Avenidas, Sourcewise South County, POSSO, Heart of the Valley, and RYDE (Reach Your Destination Easily) all provide low-cost transportation.

RYDE received a Federal Transit Administration grant through the California Metropolitan Transportation Commission. RYDE is an affordable curb-to-curb transportation service for adults 65+ who live in the five western cities of SCC, parts of San Jose, and Morgan Hill. Passengers can go to non-medical trips up to eight miles from home and medical appointments up to 16 miles from home, on a sliding scale rate. In 2022, RYDE launched the expanded service area, including some San Jose zip codes including the zip codes 95118, 95119, 95122, 95123, and 95139. This year RYDE was able to extend their service to the following San Jose zip codes: 95110, 95112, and 95116, making a total of 12 San Jose zip codes in their service area.

Valley Transit Authority offers training and programming focused on needs of older adults, especially those learning to use public transportation for the first time. In the first six months of 2023, VTA offered both virtual and in-person training to 924 older adults and professionals in the field of aging. The Travel Wise Video Presentations had 810 views, 24 professionals participated in an all-day Train the Trainer Academy, staff gave 47 Mobility Options presentations, 25 older adults and paratransit users participated in the CBO Round Table and 18 older adults attended a Daycation class.



*Falls Prevention Day: Celebrating Ellen Corman and the Falls Prevention Taskforce.*

## Falls Prevention of Santa Clara County

Falls Prevention of Santa Clara County is a collaborative of Public Health, SCC Fire, Department of Aging and Adult Services, senior centers, occupational therapists, pharmacists, home modification experts, and all three trauma centers: Stanford, Valley Medical Center, and Regional Medical Center.

The Falls Prevention Taskforce of Santa Clara County celebrated Falls Prevention Day by honoring long time falls prevention advocate Ellen Corman on her retirement from Stanford Trauma Center. Ellen created the Falls Prevention Taskforce for Santa Clara County over 20 years ago and is a nationally recognized expert in falls prevention. The event immediately followed Senior Safari at Happy Hollow Park and Zoo. Members shared resources about upcoming Falls Prevention classes and there was demonstration of new innovative equipment.



## Silicon Valley Healthy Aging Partnerships Silicon Valley

Through the leadership of the Silicon Valley Healthy Aging Partnership (SVHAP), over 600 older adults throughout Santa Clara County participated in a variety of Evidence-Based Programs to promote health, falls prevention, and offer resources for caregivers. Programs offered included S.A.I.L., Active Choices, Bingocize, Matter of Balance, and Powerful Tools for the Caregiver. In all, 14 programs were taught, in-person or virtual, over the course of last year, for a total of 5,385 hours of training, with participants learning more about fitness, healthy eating habits, and caregiver strategies. SVHP is funded by Sourcewise and the City of Sunnyvale.

## American Society on Aging Membership for County of Santa Clara

For 70 years, the American Society on Aging (ASA) has developed and led the largest, most diverse community of professionals working in aging in America. As a result, ASA has become the go-to source to cultivate leadership, advance knowledge, and strengthen the skills of their members and others who work with and on behalf of older adults. The County of Santa Clara was invited to be one of eight organizations to join and pilot Enterprise Alliance Membership in 2022. Instead of an individual membership structure, the membership is by organization.

This year all County employees were eligible to become members as well as partner nonprofits with budgets under \$2 million. A total of 292 employees and partners took advantage of this professional development opportunity.



*DAAS staff present on the R.Y.D.E. program at the 2023 ASA Conference in Atlanta.*





*Santa Clara County representatives at the 2023 ASA Conference in Atlanta.*

## **American Society on Aging Conference**

The On Aging 2023 conference was attended by 13 Department of Aging and Adult Services, Public Health Department, and Health & Hospital System staff, plus partners from community-based organizations from Santa Clara County. This multi-disciplinary conference offered a wide variety of workshops and presentations by national experts. The R.Y.D.E. transportation program was presented in the poster session by Diana Miller and Vanessa Merlano (page 29).

## **HIV 50+ Program Launched**

The HIV and Aging Program, housed under the County of Santa Clara's Getting to Zero Program, is partnering with community-based organizations and the community to meet the clinical and non-clinical needs of people 50 years of age and older living with HIV in Santa Clara County. This is funded by a grant from the California Department of Public Health. The first meeting of the HIV & Aging Committee was held in January, where the results of the [needs assessment](#) were shared.

# COMMUNICATION & OUTREACH

## Seniors' Agenda Monthly Newsletter

The Seniors' Agenda sends out a monthly newsletter sharing upcoming events, workshops, and resources of interest to the aging network in Santa Clara County. This year, the electronic newsletter received a redesign and increased subscribers by nearly 100 to a total of 766 and the open rate is a stellar 47 %.

Subscribe at [agefriendlysiliconvalley.org](http://agefriendlysiliconvalley.org)





## Older American's Month

May is Older American's Month, led by the Administration for Community Living. The 2023 theme was Aging Unbound, with a focus on diverse aging experiences and how implicit bias toward aging impacts our experiences and creates a barrier to the Age-friendly policies we all need. Santa Clara County's Supervisor Cindy Chavez presented the proclamation for Older Americans Month before the first Senior Safari of 2023. City of San Jose officials were also present, including City Councilman, Bien Doan.

AARP presented Danny the Dragon with his own AARP card. Danny qualifies as he has been the mascot of Happy Hollow Park and Zoo for 62 years (page 25).



*May 2023 is proclaimed as Older Americans Month in Santa Clara County.*



## Elder Justice Event

For the second year, AARP and Adult Protective Services hosted a Shred-It Event in the Social Service Agency parking lot on a Saturday in June. The event had 129 Santa Clara County residents stop by to drop off 7,600 pounds of confidential papers to be shredded. GreenMouse collected 1,453 pounds of e-waste to be safely discarded. The event was an opportunity to spread the word about World Elder Abuse Awareness Day on June 15 and share about the ongoing efforts to address elder abuse and neglect.



*Cupertino hosted a Health Expo for older adults. Visitors learn about County programs at Senior Safari.*

## Health and Wellness Resource Fairs Return

The Department of Aging and Adult Services attended 18 community events and distributed information about the programs they provide. Several cities hosted Health and Wellness Fairs targeting older adults for the first time since the pandemic. Cities included Morgan Hill, Santa Clara, Cupertino, Gilroy, Mountain View, Palo Alto, Saratoga, and Sunnyvale. In addition, County Resource tables were at every Senior Safari. Over 250 people stopped by the booth during each hour-long Senior Safari event.

## German and Austrian Delegation

On May 18, 16 visitors of the Aging and Tech Tour for the delegation from Germany and Austria spent a day learning about aging services in our county. The officials visiting were members of a coalition DUCAH (Digital Urban Center for Aging and Health) and Diakonie Deutschland (the largest employer in Germany with over 500,000 employees) which oversees social services under the Lutheran umbrella.

While in Silicon Valley, the delegation toured tech companies including Microsoft, Google, Zoom, Nvidia, and CITRIS UC Berkeley. They then spent a day learning about aging services. Supervisor Cindy Chavez welcomed the delegation at the Social Services Agency.

Highlighted programs included the Senior Nutrition Program, R.Y.D.E. transportation, and Senior Safari at Happy Hollow Park and Zoo. Lunch was provided at Yu Ai Kai senior center in Japantown, which was followed by presentations from the Access to Technology grantees describing how they help older adults connect to technology in multiple languages. The day ended with a tour of Casita Esparza, a transitional housing village for families created by Amigos de Guadalupe.



*Supervisor Cindy Chavez welcomes the delegation from Germany and Austria.*





*DAAS staff join the delegation for lunch and a visit at Yu Ai Kai and the Wellness Center in Japantown.*

## Mix and Mingle: Informal Networking

Starting in May, the Seniors' Agenda launched a monthly informal networking event called Mix and Mingle. This is an opportunity for those involved with aging to meet up and meet new professionals and volunteers connected with the aging network. The first event brought together over 30 people from both nonprofits and government programs. Many attendees were just starting their careers and were able to connect with others.



*Mix & Mingle provides an opportunity to network and learn more about aging services.*



## NEXT STEPS

The Seniors' Agenda will continue to be a catalyst bringing together a wide cross-section of organizations to work on the community action plans within the Age-friendly framework. While the Seniors' Agenda will continue to address all nine Age-friendly domains, the top priorities are:

**Dementia-Related Support:** Convene a workgroup of stakeholders to focus on the recommendations of the 2023 Family Caregiver of Older Adults Study.

**Communication:** The state's Access to Technology grant is ready to launch in August 2023 with five community-based organizations ready to meet the goal of getting 2,000 low-income older adults digitally connected.

**Age-friendly Cities Collaborative:** The Seniors' Agenda will provide leadership to convene the collaborative as many cities are in the reassessment phase of their five-year action plans and conducting community surveys and setting new goals. The cities and the County will look for ways to address common needs that arise from community feedback.

# APPENDICES

A.	Justice in Aging: Snapshot of Older Adults in Santa Clara County	38
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## JUSTICE IN AGING FIGHTING SENIOR POVERTY THROUGH LAW



### SNAPSHOT OF OLDER ADULTS in Santa Clara County

California is the state with the most older adults living in poverty. By 2030, older adults will make up one-quarter of California's population, intensifying the need to invest in the critical programs that support them.

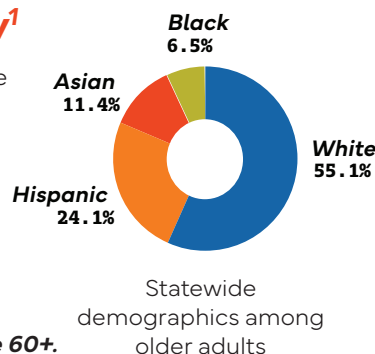
#### Overview<sup>1</sup>

Older adults age 60+ account for **20%** of California's population.

In Santa Clara County,

**400,000**

older adults are 60+.



#### Medi-Cal & Medicare<sup>2</sup>

Older adults 65+ who have incomes at or below 138% of the federal poverty level qualify for both Medi-Cal & Medicare for their health care coverage.

In Santa Clara County, there are

**63,991**

older adults dually eligible.

There are **1,658,539** older adults statewide who are dually eligible.

#### Supplemental Security Income (SSI)<sup>3</sup>

SSI is a federal income supplement program available to low-income older adults and people with disabilities.

**567,486** older adults statewide receive SSI payments.

In Santa Clara County, there are

**26,801**

older adults 65+ receiving SSI payments.

#### Poverty Levels Using the Elder Index<sup>4</sup>

A new, more accurate standard of measurement gauges income security among California's older adults and takes into account local cost of living.



**32%** of older adults 65+ in Santa Clara County don't have enough income to meet their basic needs.

**1,547,000**

older adults 65+ statewide don't have enough income to meet their basic needs.

A single older adult who rents in Santa Clara County needs at least

**\$38,796**

per year to meet their basic needs.

#### In-Home Supportive Services (IHSS)<sup>5</sup>

IHSS provides in-home assistance to eligible older adults and people with disabilities as an alternative to institutional care and enables recipients to remain safely in their own homes.

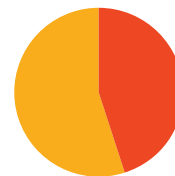
In Santa Clara County,

**19,958**

older adults 65+ receive IHSS services.

**388,736** older adults statewide receive IHSS services.

#### Older Adults Experiencing Homelessness<sup>6</sup>



**45%** of homeless individuals in California are age 50+.

In Santa Clara County,

**3,443**

adults age 55+ interacted with the homeless response system.

**57,715** older adults statewide interacted with the homeless response system.

#### Sources

- 1 Data Dashboard for Aging, [California Population Profile, Adults Age 60 and Older](#)
- 2 CHHS Open Data Portal, [Month of Eligibility, Dual Status, by County, Medi-Cal Certified Eligibility](#)
- 3 Social Security Office of Retirement and Disability Policy, [SSI Recipients by State and County, 2021](#)
- 4 UCLA Center for Health Policy Research, [California Elder Economic Security™ Index \(CEI\)](#)
- 5 California Department of Social Services, [Monthly IHSS Program Data, December 2022](#)
- 6 Homeless Data Integration System, [Demographic Characteristics of People Experiencing Homelessness that California Served](#)



World Health  
Organization



WHO Global Network  
for Age-friendly Cities  
and Communities

This is to certify that

**County of Santa Clara**

has been accepted as a member of the  
World Health Organization's  
Global Network for Age-friendly Cities  
and Communities

Members of the Network commit to share and promote  
the values and principles central to the World Health Organization  
Age-friendly City approach, and to the process of creating  
more age-friendly cities and communities.

A handwritten signature in black ink, appearing to read 'John Beard'.

Dr John Beard — Director  
Department of Ageing and Life Course  
World Health Organization  
Geneva, Switzerland





Real Possibilities



THIS IS TO CERTIFY THAT

## Santa Clara County, California

has committed to becoming more age-friendly under the criteria established by AARP and has been accepted as a member of

## The AARP Network of Age-Friendly States and Communities

THIS CERTIFICATION IS VALID UNTIL MARCH 11, 2022

A handwritten signature in black ink, which appears to read "Nancy A. LeMond".

***Nancy A. LeMond, Chief Advocacy and Engagement Officer***  
COMMUNITY, STATE AND NATIONAL AFFAIRS, AARP | WASHINGTON, D.C.

The AARP Network of Age-Friendly States and Communities is a program of the AARP Livable Communities initiative and an independent affiliate of the World Health Organization Global Network for Age-Friendly Cities and Communities.®

**AARP.org/AgeFriendly**

## Special THANK YOU to the following agencies for contributing to the Seniors' Agenda!

- 
- AARP
  - Above & Beyond Placement
  - Agape Long-Term Care
  - Institute for Age-Friendly Housing
  - Aging Services Collaborative
  - Alzheimer's Association
  - Anthem
  - Asian Americans for Community Involvement (AACI)
  - Avenidas
  - Bay Area Older Adults
  - Billy DeFrank LGBTQ Center
  - Beacon Communities
  - C.A.R.A. (California Alliance for Retired Americans)
  - CAFÉ (Center for Age Friendly Excellence)
  - Catholic Charities
  - Centennial Senior Center-Morgan Hill
  - Century 21
  - City of: Campbell; Cupertino; Gilroy; Los Altos; Los Gatos; Milpitas; Mountain View; Morgan Hill; Palo Alto; San Jose; Santa Clara; Saratoga; Sunnyvale
  - City of San Jose, Housing
  - City of San Jose Library
  - City of San Jose, P.R.N.S.
  - City of San Jose, Senior Citizens Commission
  - Community Health Partnership
  - Community Services Agency
  - COVIA
  - Dyno Sense
  - EAH Housing
  - Eastside Neighborhood Center
  - Eden Housing
  - El Camino Hospital
  - Family Caregiver Alliance
  - Family Matters In-Home Care
  - Foster Grandparent Program
  - Friends of Meals on Wheels
  - Gardner Senior Center
  - Good Samaritan Hospital
  - Happy Hollow Zoo Foundation
  - Heart of the Valley Services for Seniors
  - Hearts and Minds
  - Home Instead
  - Hospice of the Valley
  - Housing Authority of Santa Clara County
  - Institute on Aging
  - Ixora Health
  - Jewish Family Services of Silicon Valley (JFSSV)
  - Jewish Federation of Silicon Valley
  - Klekashman Care Management
  - League of Women Voters
  - LifeSTEPS
  - Live Oak Adult Day Care
  - Long Term Care Ombudsman
  - Los Altos Senior Commission
  - Medical ALERT
  - Mid-Peninsula Housing
  - Morgan Hill Chamber of Commerce
  - Office of Assembly Member Alex Lee
  - Office of Assembly Member Ash Kalra
  - Office of Assembly Member Robert Rivas
  - Office of Congresswoman Zoe Lofgren
  - Office of State Senator Bob Wieckowski
  - Office of State Senator Dave Cortese
  - Office of Supervisor: Mike Wasserman; Cindy Chavez; Otto Lee; Susan Ellenberg; S. Joseph Simitian
  - OnLok Lifeways
  - Palo Alto Medical Foundation (PAMF) Drucker Center
  - Peninsula Family Services
  - Plantree Health Library
  - Portuguese Community Center
  - Project ACCESS
  - PRX Digital
  - Rebuilding Together Silicon Valley
  - Right at Home
  - Sacred Heart Community Services
  - San Jose State University:
    - Center for Health Aging in Multicultural Populations (CHAMP)
    - School of Nursing
    - School of Occupational Therapy
    - School of Social Work
  - Santa Clara County Behavioral Health Services
  - Santa Clara County Department of Aging and Adult Services
  - Santa Clara County Family Health Plan
  - Santa Clara County Fire
  - Santa Clara County Library
  - Santa Clara County Mental Health Homeless Systems
  - Santa Clara County Office of Sustainability
  - Santa Clara County Open Space Authority
  - Santa Clara County Public Health
  - Santa Clara County Senior Care Commission
  - Santa Clara County Social Services Agency
  - Santa Clara Senior Center
  - Saratoga Area Senior Coordinating Council (SASCC)
  - Satellite Healthcare
  - Second Harvest
  - SEIU 521
  - Senior Adult Legal Assistance (SALA)
  - Senior Care Authority
  - Senior Companion
  - Silicon Valley Independent Living Center (SVILC)
  - Silicon Valley Council of Nonprofits (SVCN)
  - Silicon Valley FACES
  - Silicon Valley Healthy Aging Partnership-Falls Prevention
  - Sourcewise
  - Sunnyvale Community Center
  - Sutter Health
  - SV0
  - TeleVisit
  - The Forum
  - The Health Trust
  - TheraCare
  - TRANSFORM
  - United Way 211
  - Valley Medical Center, Geriatric Clinics
  - Valley Transportation Authority
  - Vasona Creek
  - Verity
  - Villa Siena
  - Vintage Silver Creek
  - Walk San Jose-CA WALKS
  - Wellpoint
  - Working Partners USA
  - VIVO-Vietnamese Voluntary Foundation
  - YMCA, Silicon Valley
  - Yu-Ai Kai

October 2021



# SANTA CLARA COUNTY DIGITAL INCLUSION WORKGROUP



Name	Organization
Diana Miller	SCC Seniors Agenda
Ryan Kawamoto	Senior Planet from AARP
Trenton Hall	City of Sunnyvale
Rick Kaplowitz	Senior Care Commission
Richard Adler	Senior Care Commission
Carmen Brammer	SCC Senior Care Commission
Rhonda Vargas	City of San Jose PRNS
Wesley Cheng	TeleVisit
Gerard Manuel	AACI
Liz Ayala	Valley Village Retirement Community
Margaret Obilor	Santa Clara County Behavioral Health
Sophie Horiuchi-Forrester	AARP
Vandana Puri	Santa Clara County SNP
Ann Peterson	Live Oak Adult Day Care/SCC SCC
Marlene Iwamoto	Santa Clara County Library District
Karla Alvarez	City of San Jose Library
Linda Phillips	Sourcewise
Kami Griffiths	Community Tech Networks
Dima Khoury	Community Tech Networks
Dana Eg	The Health Trust
Mallory Von Kugelgen	Santa Clara Senior Center - Wellness
Charlene Elefante	On Lok PACE
Milton Cadena	Catholic Charities
Brandy Miceli Maddox	Saratoga Area Seniors Coordinating Council
Chennan Liu	SCC Social Service Agency
Joseph Wei	Tech Ventures
Ethan Giang	Public Health Department
John Sinks	Avenidas
Eunice Chun	Korean American Community Services
Elsa Oliveria	POSSO: Portuguese Community Center



