



AGE FRIENDLY CITIES

Oakland Commission on Aging

Mayor's Commission on Persons with Disabilities
January 22, 2024



Currently 25% of Oakland Residents are over 55

And the over 85 population is due to
increase by 400% by 2060



Age Friendly Cities

- World Health Organization – AARP
- One territory and 440 communities are signed up
- California became 8th state in nationwide network
- California, Alameda County, **Oakland**, Richmond, Berkeley, San Leandro, Emeryville are all working on this

Creating an Age-Friendly Oakland

Livable communities for all ages



Eight Age-Friendly Domains for Livable Cities

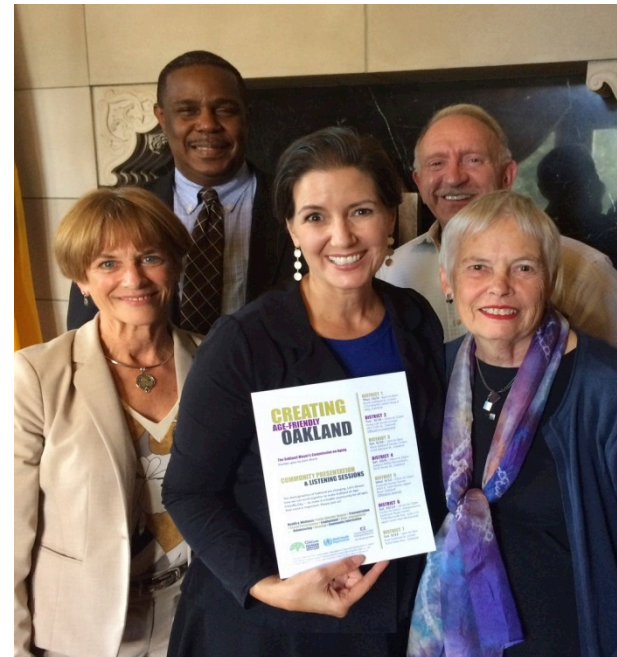
1	Health & Wellness: Do supports and services provided within communities work to maintain health, independence and quality of life?
2	Outside Spaces & Parks: Does the outside environment and public building space interact with individuals to support aging?
3	Transportation: Do older adults have access to transportation and the ability to move around within their communities?
4	Social Participation & Inclusion: Do seniors have access, information and the ability to participate in leisure, social, cultural and spiritual activities in the community that build relationships?
5	Volunteering & Civic Engagement: Are there accessible opportunities to volunteer and engage in the community political process?
6	Community Information: Do people receive timely, practical information to manage their lives, attend events, stay connected and be informed about emergency preparedness??
7	Employment & Learning: Do older adults have access to learning or employment opportunities if they wish to pursue them?
8	Housing: Are seniors safe and sheltered and do they have a choice of housing design and location if their needs change?

Brought to you by the Oakland Mayor's Commission on Aging



Initial Partners

- **Oakland Mayor Libby Schaaf**
- **Mayors Commission on Aging**
- **Center for Elder's Independence**
- World Health Organization/AARP
- SPUR
- EBALDC



Exciting Work



2018

Listen

- Create Livable Oakland Team
- Meet with Mayor
- District Listening Sessions
- Online/paper survey

Learn & Prioritize

2019

- Identify priorities
- Share with leaders/partners
- PUC Grant
- Host AARP Roundtable

2020

Create Action Plan

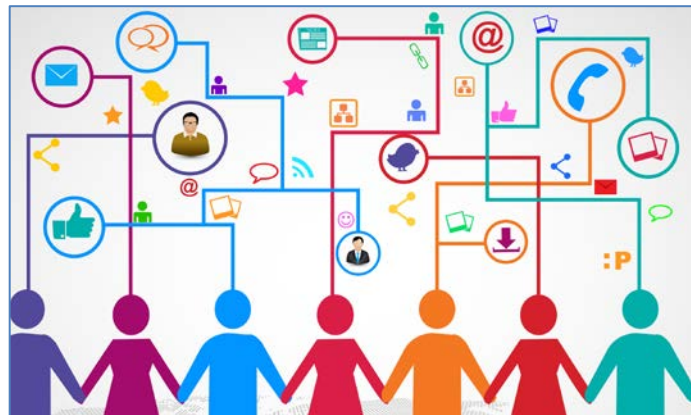
- Commission Subcommittees
- Action planning
- SMART goals



Findings Helped Set Priorities



Health & Wellness



Communication

Exhibit B



Open Spaces

Communication Work Group

- Cut through communication silos and support centralized resource for information for seniors
- Support information distribution in all languages and formats that seniors need

Goals:

1. Pilot a centralized communication platform that can reach all Oakland senior residents
2. Seek permanent funding to support effort

Work Group Stakeholders



Budget Ask 2023-2025



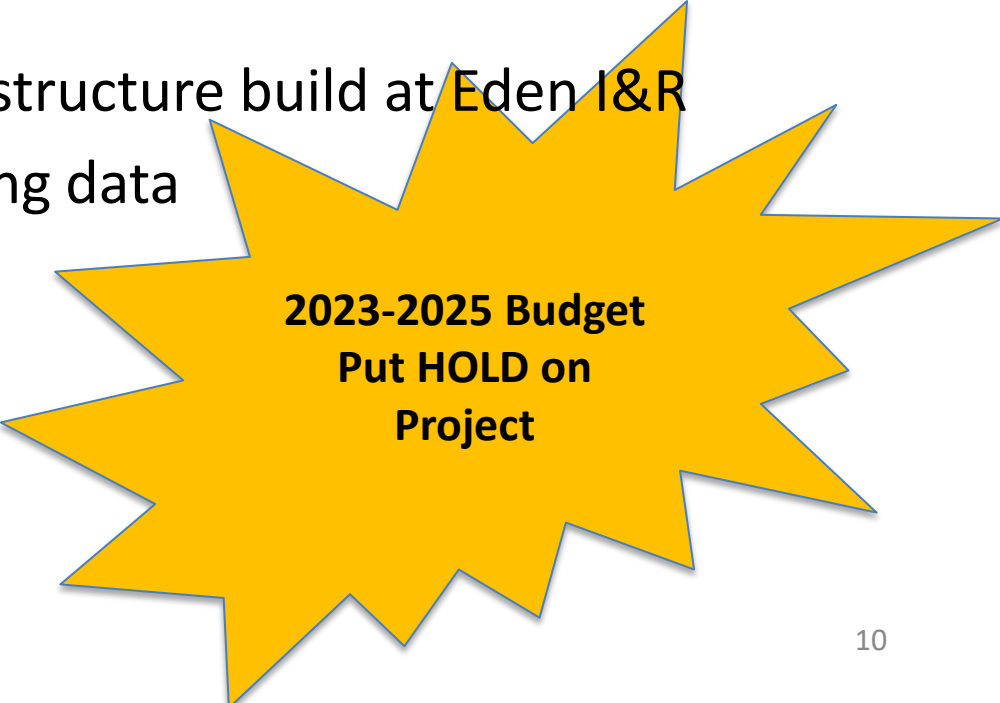
2023 Work – Postponed

Jan – May:

- Finalize budget (March)
- Meet with Council (March)
- Contracting process (April/May)

June – October:

- Data inventory and structure build at Eden I&R
- Populate with existing data
- Secure test partners



**2023-2025 Budget
Put HOLD on
Project**

Key Partner/Stakeholder



Eden I&R



Mission: Linking people and resources

Vision: We envision a community empowered with information and connected to resources so that all people obtain health, happiness, hope, and improved livelihoods.

EDEN I&R/211 stats

FY 22/23



- 69,660 total contacts
- 113,161 total referrals
- Free, confidential, 24/7
- Proactive outreach to programs such as CalFresh, Medi-Cal, EITC, etc.
- Free Lyft rides and designated operator of paratransit programs for the cities of Hayward and Alameda
- Public Safety Power Out Care Coordination

211 caller demographics



FY 22/23

- 70% Female
- **51% Living with a Disability**
- 26% Single Mothers with Minor Children
- **17% Seniors (up from 15% in FY 2018)**
- 99% Low, Very Low, Extremely Low Income



SENIOR DATA



Eden I & R
linking people and resources

Housing Workgroup for Age Friendly Communities Senior 211 Calls by Location

Date Range

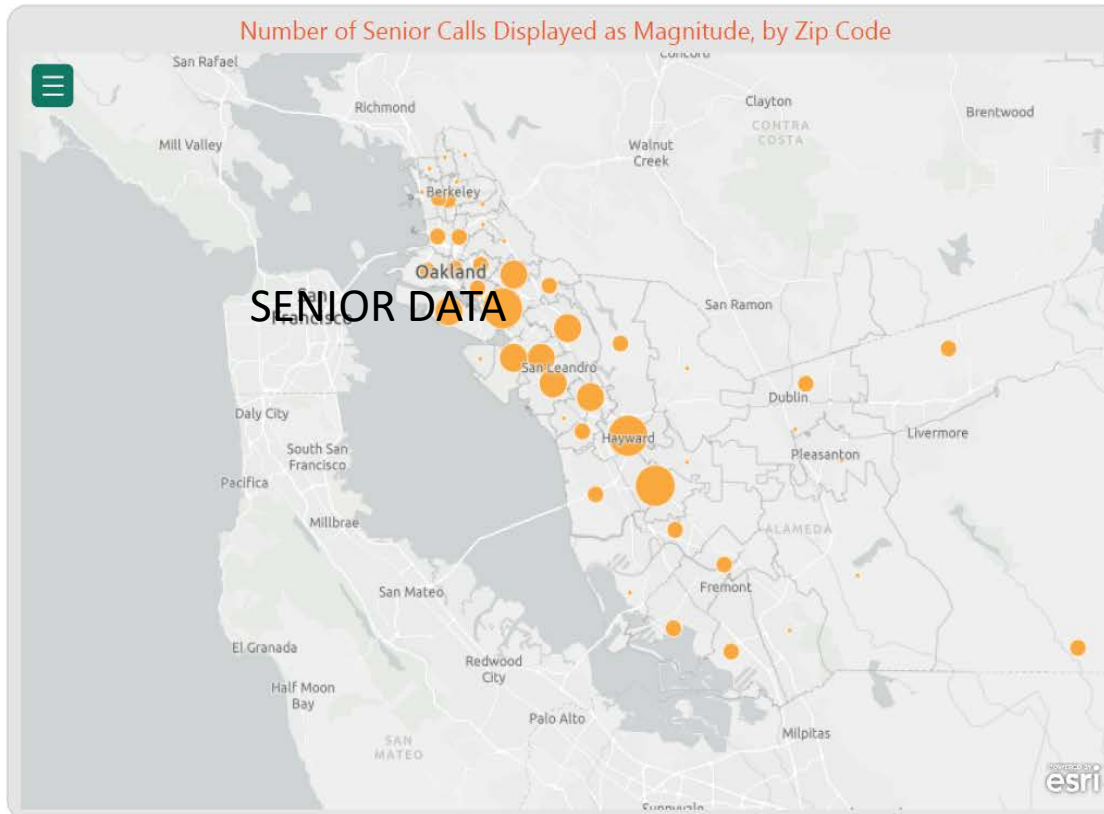
7/1/2022

6/30/2023

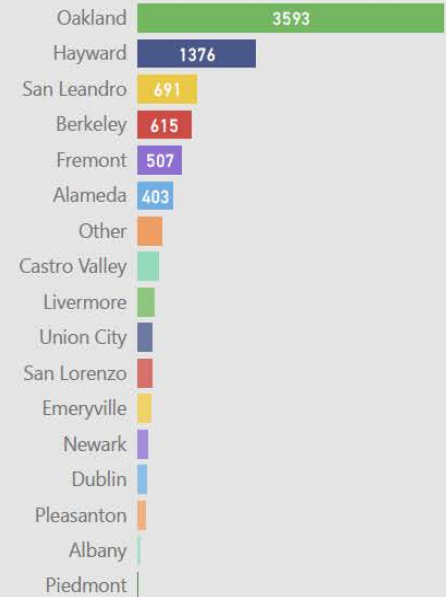
Age Range

62

120



Number of Senior Calls, by City



Top Needs



Current landscape



CITY OF
OAKLAND

Nearly 30% of Oakland's residents are seniors

Many Seniors do not have a relationship with a senior center

4 city-run senior centers; 3 community partner-run senior centers

Each center has its own communication mechanisms—no single platform with the ability to reach out to all Oakland seniors with relevant and timely information

Many seniors do not speak English; need to provide communication in multiple languages



Exhibit B
CITY OF OAKLAND

SOLUTION



A senior portal that offers robust information to **all** Oakland seniors about food, housing, ways to get involved, voter information, healthcare, senior services and emergencies



Phase 1: Senior communications platform



Database of seniors

Regular communication through text messages, voice recordings and emails

Multilingual communication

Timely disaster response communication



Phase One: Database Scope

Collect Information

- First name
- Last name
- Street address
- City State Zip (sortable)
- Year of birth
- Land line phone
- Mobile phone
- Email address
- Agency affiliation (sortable)
- Language preference (sortable)
- Preferred method of contact (email, text, phone call, postal mail)
- Hearing or sight or functional/mobility needs
- Electricity dependent
- External transportation dependent



Database: 10 Areas of Interest

- o Housing
- o Emergency alerts
- o Activities –volunteer opportunities, senior center info
- o Healthcare (Medicare and Medi- Cal)
- o Transportation
- o Parks and public spaces
- o Food
- o Digital literacy training (help getting online)

Other City of Oakland or Oakland service providers can push various information out to seniors in their preferred method of contact.



A short list of examples

- An affordable housing location in Oakland is opening their wait list
- Oakland has a new farmers market opening
- Unity Council is changing their senior center hours
- Park opening or closing
- Oakland City communication about transportation resources
- HICAP help with Medicare/Medi-Cal registration
- Family Bridges has a new class for Chinese-language seniors
- Oakland emergency cooling centers are opening



Conduct Two-Year Test:

- 1) Build the database with Eden I&R
- 2) Test the database with three test partners:
 - Unity Council** (Language expertise)
 - Downtown Oakland Senior Center**
(City expertise)
 - St. Mary's Center** (Unhoused and transitioning expertise)

Additional notes

- Partners would explain the resource to their constituents and ask them to fill out a form with information that would help populate the Eden I&R database.
- Partners and the city would send messages to initial database to test system and work out any issues and collect feedback from seniors.
- We need a way to measure results to show City Council.
- Build in reports from the beginning: How many messages sent? Category of messages? Languages used ? Feedback from seniors or some sort of survey
- We can then slowly roll the resource out to other service providers in Oakland.

Additional Notes:

- Deadline for activity information so we could consolidate popular information into a regular call (weekly or bi-weekly?)
- Is there a way to repeat the message? (Make the originating phone number a contact; let it go to voice mail so it is recorded.)
- Agreed time to execute for Eden I&R?
- Emergencies different from activities or other activities? You tell us
- Frequency -10 recorded calls a week in various languages?
- If they have questions, call to 211 with questions in language.
- We need to include training and advertising to Oakland Seniors.

Thoughts? Questions? Suggestions?

What do you think?

Would this be helpful to your constituents?

Which services providers should be invited to participate?

Thank you!

Contact:

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Mayor's Commission on Aging

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