

# AGE FRIENDLY SAN MATEO

## Three-Year Action Plan 2022-2025



# MESSAGE FROM THE MAYOR

CITY OF SAN MATEO



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Dear San Mateo Community Members:

On behalf of the San Mateo City Council, I am pleased to present the City of San Mateo Age Friendly Action Plan. San Mateo proudly joins the AARP Network of Age Friendly States and Communities and the United States affiliate of the World Health Organization's (WHO) International Initiative to encourage age-friendly community efforts. The City of San Mateo maintains a strong commitment to serving the various needs of our community, and as an Age-Friendly City we will continue to support the health, vibrancy, and livability of our community for all ages.

Located in the heart of the Bay Area's peninsula, and with our 65+ population being our most rapidly growing age demographic, we are committed to Age-Friendly City goals to ensure that older adults in our community receive respect, dignity, and involvement in all aspects of our City's future.

San Mateo has built local collaborative partnerships within the County of San Mateo by sharing resources and coordinating activities to move the Age-Friendly Initiative forward in this region. We have formed an Age-Friendly Community Task Force comprised primarily of older adults from the community that are committed to working with local government, non-profits, and private partners.

The development of this plan has been a collaborative process, and as we implement this plan we will continue with a focus on inclusivity. This initiative is about working together to identify and address community needs so that all residents remain engaged and feel appreciated by the city in which they live.

We look forward to the future as we work towards increasing the Age-Friendliness of the City of San Mateo and continue to provide our residents with the tools and resources they need to remain as independent and vitally involved with their community as possible.

Sincerely,

Rick Bonilla, Mayor  
City of San Mateo, CA

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# AGE-FRIENDLY

The World Health Organization's Age-Friendly Cities and Communities Network and AARP's Network of Age-Friendly States and Communities promote local policies and programs that support older adults. The eight domains of livability suggested in these frameworks provide a guide for assessing and improving the major aspects of community life, including the physical environment, government programs, activities, and social norms.

To become an Age-Friendly City, local governments agree to begin a 5-year cycle of continuous improvement, working towards a more inclusive, accessible, and welcoming community for older residents. The process involves:

- **Planning (year 1-2):** Engage stakeholders to learn about priority issues and develop an action plan.
- **Implementation (year 3-5):** Follow the action plan steps.
- **Evaluation (year 5):** Assess progress on the action plan implementation and develop new goals for the next cycle.

The City of San Mateo completed the planning phase with the support of the Center for Age-Friendly Excellence (CAFE). This action plan is the result of that planning process and the work of the Age-Friendly Task Force, which already launched several projects in 2021. Some of the action steps in this plan expand on those projects while others are entirely new.



# FRAMEWORK



**Transportation**



**Housing**

**Social Participation**



**Respect & Social Inclusion**

**Outdoor Spaces & Buildings**



**Health & Community Services**

**Work & Civic Engagement**



**Communication & Information**

# COMMUNITY

The City of San Mateo is located on the San Francisco Peninsula, the ancestral homeland of the Ramaytush Ohlone people. The city was incorporated in 1894, at a time when many wealthy San Franciscans had second homes in the area. San Mateo was once a bedroom community for San Francisco, but companies are increasingly establishing offices across the peninsula and now nearly the same number of workers commute into and out of San Mateo County.

San Mateo has a vibrant downtown with a number of historic buildings that were preserved and repurposed, including the 1926 Benjamin Franklin Hotel, the 1906 St. Matthews Hotel, and the 1924 San Mateo National Bank building. Adjacent to downtown is the 16-acre Central Park, a site for family enjoyment ranging from summer concerts to winter skating.

San Mateo is governed by a City Council of five members, including the mayor. The City provides many essential services, but some, including public health and human services, are managed by the County of San Mateo.

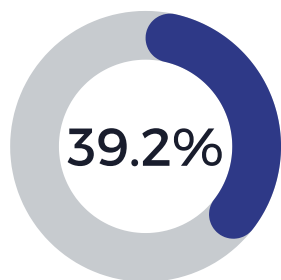
In 2020, the City of San Mateo was designated as “Age-Friendly” by AARP. Led by the Parks and Recreation Department, the Senior Citizens Commission, and the Age Friendly Task Force, San Mateo is committed to working towards a more accessible and inclusive community for all ages. This Action Plan will guide the City’s age friendly efforts for the next 3-5 years.

# PROFILE

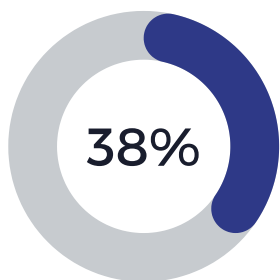
**104,438**  
Residents



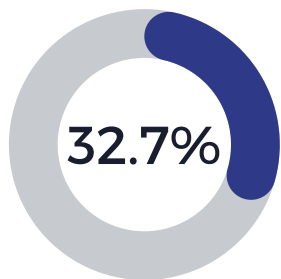
1 in 5 age 60+



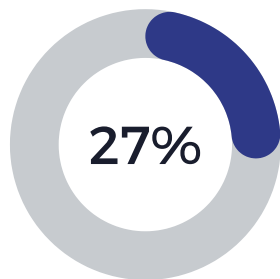
people 60+ speak a language other than English at home



households include someone 60+

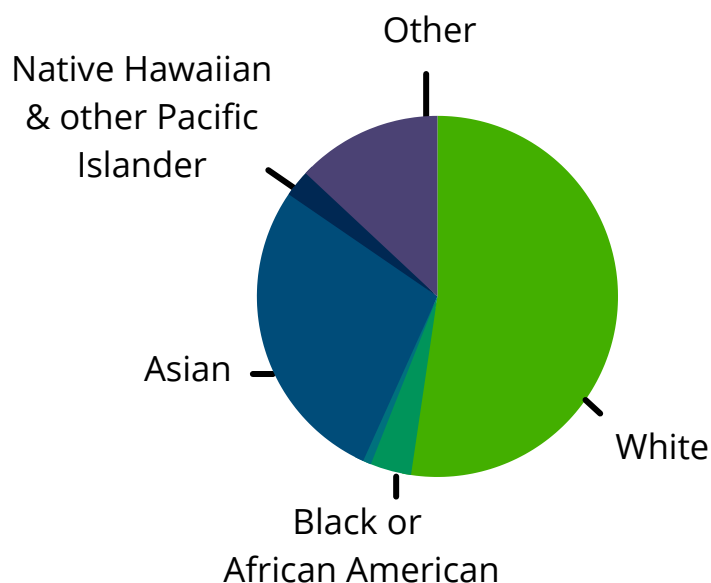


people 60+ are employed

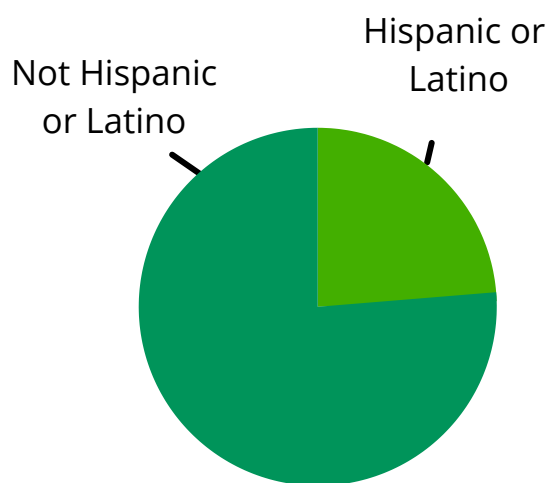


people 60+ have a disability

## Race



## Ethnicity



**Sources:** American Community Survey (ACS) 2019 1 Year Estimates, Table DP05; ACS 2019 5 year estimates, Table S1101; ACS 2019 5 year estimates, Table S0102

# TRANSPORTATION

Accessible and convenient public transportation, well-maintained roadways, and pedestrian-friendly sidewalks.

## Community Assets



2020 Bicycle  
Master Plan



Redi-Wheels  
(paratransit)



Get Around!  
Rides Program



Safe Streets  
San Mateo

## Key Project

### *Prioritizing Safe Walking Routes*

The Age-Friendly Task Force used public data to identify likely walking routes for older adults and partnered with the Public Works Department to encourage prioritization of sidewalk repairs on those routes. Priority routes were identified based on where seniors live, medical facilities, shopping, and recreation. Per Google Maps, the mapped routes total 25 miles or 12.5 % of the City's 400 miles of streets. Over 16% of the City's seniors live along these routes. These data will enhance the City's existing 2008 Sidewalk Repair Plan and prioritizing repairs in these locations would demonstrate the City's Age-Friendly commitment.



*Map illustrating the 4 zones with designated walking routes from senior concentrations to walking destinations*



# HOUSING

Safe, affordable, accessible housing options with different levels of care located near transportation and community services.

## Community Assets



Housing Accessibility  
Modification Program



Transit-oriented  
development



Community  
Funding Program



Streamlined  
ADU ordinance

## Key Program

### *HIP Housing Home Sharing Program*

HIP Housing is a non-profit based in San Mateo County that matches households with an ADU or a spare room in their home with individuals seeking housing. HIP Housing interviews applicants, conducts background searches, develops a “Living Together Agreement,” and provides on-going follow-up support. The price of a rental through this program is typically well below market rate. Home sharing not only helps those seeking housing, but also helps homeowners who may need financial or social support to stay in their home. The City of San Mateo supports HIP Housing with an annual funding contribution.



# SOCIAL PARTICIPATION

A variety of engaging social and cultural activities that are welcoming, affordable, and accessible for all ages.

## Community Assets



Public Libraries  
& Programs



Parks & Rec  
Classes



City-wide  
Community Events



Senior Center  
Activities

## Key Project

### *Intergenerational Community Building*

Intergenerational connections assists all age groups in increasing self-esteem, sense of purpose, usefulness, and connection to the cycle of life in the community. They also promote intergenerational learning through the sharing of skills, knowledge, and experience between the generations. As part of this effort, the San Mateo Senior Center will provide intergenerational programs such as Teen and Senior Theater, Intergenerational Game Nights, and other special events. The goal of this project is to be intentional in our efforts to bring together our community in all stages of their lives. The Age Friendly Task Force will work with San Mateo Parks and Recreation staff, library staff, schools, and community members to build a solid base of specific programs that target multiple age groups for years to come.



# RESPECT & SOCIAL INCLUSION

Involving older adults in decisions that impact them and opposing ageism in all its forms.

## Community Assets



Senior  
Appreciation Day



SMPD Senior  
Training



Library Senior  
Outreach



Villages of San Mateo  
Volunteer Program

## Key Project

### *Age-Friendly Business Certification*

The goal of this project is to develop an Age-Friendly certification program for local businesses, such as restaurants or retail. Certification will require meeting specified criteria in categories such as trained staff and accessible environment. Businesses that are certified will earn a window sticker, a place in a directory of age-friendly businesses, and special promotion.

Training workshops will be offered to support businesses interested in earning Age-Friendly certification. This project will be implemented through collaboration with the Age Friendly Task Force, the local Chamber of Commerce, Community organizations and volunteers, and City staff.





# OUTDOOR SPACES & BUILDINGS

Accessible public buildings and beautiful public green spaces with lighting, shade, rest areas, restrooms, and water fountains.

## Community Assets



Community &  
Neighborhood Parks



Sidewalk Repair  
Program



Accessible Public  
Counters



Local Hazard  
Mitigation Plan

## Key Project

### *Borel Park Development Project*

The City is developing a 1.15-acre neighborhood park on city-owned land.

Park improvements include developing an ADA accessible community park with two play areas for children 2-5 years old and 5-12 years old, walking paths, shade structures, sitting areas, and lawn areas as well as a new sidewalk. The newly accessible pathways and seating areas will make this park a terrific destination for our older adults to enjoy the outdoors for years to come.





# HEALTH & COMMUNITY SERVICES

Access to health promoting activities and services including education, public safety, medical care, and social care.

## Community Assets



CERT Team (Emergency Preparedness)



Parks & Rec Programs



Senior Center Classes



Neighborhood Watch Programs

## Key Program

### *Library Home Delivery Service*

During the COVID-19 pandemic, libraries in San Mateo began offering home deliveries of library materials for those that can not go to the library for curbside pick-up. San Mateo resident with a temporary or chronic condition that prevents them from being able to visit the library can apply. The library also offers digital materials, such as e-books and audiobooks, that are accessible from home with a library card.



# WORK & CIVIC ENGAGEMENT

Meaningful opportunities to participate in civic decision making and volunteer opportunities that leverage the strengths of older adults.

## Community Assets



City Volunteer  
Portal



Project Read  
(Library)



General Plan  
Workshops



Vote by Mail &  
Drop-off boxes

## Key Policy

### *Senior Citizens Commission*

The City of San Mateo has a Senior Citizens Commission that was established in 1986 as an advisory body to the City Council, to encourage, foster, and facilitate programs for the enhancement of all matters relating to the social, economic and personal well being of the senior population. Members of the Age Friendly Task Force, who along with City staff have written this Action Plan and launched several Age-Friendly projects, regularly report to and seek input from the Senior Commission. The five members of the Commission are local residents who meet six times a year to discuss current issues and provide a forum for public comments.



# COMMUNICATION & INFORMATION

Clear, easy to find public information that is accessible in print, audio, and online. Access to technology, training, and services.

## Community Assets



Library Tech  
Support



City e-Newsletters  
and Social Media



Agendas & Minutes  
Public Meeting Portal




Speak Up San  
Mateo Forum

## Key Project

### *Age-Friendly News Articles*

In order to increase awareness of resources and programs that may be of interest to older residents, the Age-Friendly Task Force writes monthly articles and distributes them for publication to a growing network of local organizations that publish periodic newsletters. The network currently includes local faith-based organizations, neighborhood and civic organizations, and government departments that may include the articles in their newsletters online and in print.

### Services & Resources



#### San Mateo Senior Center – Services & Free Membership

Did you know that you can sign up to become a member of the [San Mateo Senior Center](#)? Membership is free and everyone is welcome! The Senior Center, located at 2645 Alameda de las Pulgas, serves as the entry point to many services and activities of interest for older adults in San Mateo including meals, rides, social activities, technology and exercise.

Members can receive quarterly newsletters and email updates. Right now, when there are frequent changes due to the COVID-19, it is especially useful to have a "direct line" to up-to-date information.


You can become a member by:

- Stopping by the Senior Center front desk Monday-Friday 9:00am-3:00pm to fill out an application or
- Visit our [Aging Services web page](#) to sign up online or print an application form to mail in or drop off at the Senior Center

If you have any questions or prefer to speak to someone, please call the Senior Center at 650-522-7490.

You can also check out their latest [fall newsletter](#).

This information is brought to you by the City of San Mateo Age-Friendly Task Force.



# ACTION

1. Work with the San Mateo Police Department to develop and present a series of community trainings on avoiding scams, fraud, and financial abuse targeting older adults.

Health & Community Services

Communication & Information

2. Continue to collaborate with Public Works to track progress on sidewalk improvements in identified priority areas and find next steps to improve pedestrian safety for older adults.

Transportation

Outdoor Spaces & Buildings

3. Continue writing and distributing monthly Age-Friendly News articles and develop additional paths for distributing age-friendly information. Expand the Age-Friendly section of the city website to include these articles as well as other Task Force updates.

Communication & Information

4. Upgrade the communal areas in the senior center to encourage use of the space for activities and socializing. Track use of the space and make updates based on community recommendations.

Social Participation

Outdoor Spaces & Buildings



# STEPS

- 5.** Collaborate with the library, local schools, Parks & Rec Department, and other organizations to develop a series of intergenerational projects and events, including Teen and Senior Theater and Intergenerational Game Nights.

**Social Participation**

**Outdoor Spaces & Buildings**

- 6.** Develop and implement an Age-Friendly Business Certification program, which will provide guidelines and incentives for businesses to accommodate the needs of older adult customers.

**Respect & Social Inclusion**

- 7.** Work with parking enforcement and the San Mateo Police Department to raise awareness and enforce rules about not parking on the sidewalks, especially focusing on the safe walking routes for seniors identified in a previous project.

**Outdoor Spaces & Buildings**

- 8.** Pursue community partnerships and funding opportunities to support Age Friendly San Mateo activities.

**All Domains**

CITY OF  
**SAN MATEO**  
C A L I F O R N I A