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Zachary Dahl, Deputy Community Development Director,  
City of San Mateo

September 27, 2023

Dear Mr. Dahl,

I was very happy to learn – at the first townhall meeting at the Senior Center – that the City plans to include “more policies and focus on senior issues,” to “support Age Friendly Action,” and to add a focused section in the Public Services and Facilities Element of the General Plan. The current draft, unfortunately, fails to account for the needs of the large, and growing, share of the San Mateo population that is older than 65, lives alone and/or with limited mobility, and perhaps with a fixed, low income.

As I reviewed the Plan again (and added comments online) I began to wonder whether the team involved in drafting the Plan is familiar with the San Mateo history of planning for older adults. I joined the San Mateo Senior Citizen Commission in 2016 and have had occasion to learn about some of the efforts the city made on behalf of seniors. I doubt that my information is complete, but I thought a summary of what I learned may be helpful in planning for the future.

It appears that the city first started considering the needs of older adults as a separate group about 40 years ago. The initial efforts were strong and resulted in the construction of the Senior Center and the formation of the Senior Citizen Commission. Since then, however, there has been a significant loss of momentum and support. I believe the 2040 General Plan provides a unique opportunity to revisit and update what was learned and to make concrete plans to implement measures that will improve the lives of older San Mateans.

Short history:

In 1986, San Mateo had a San Mateo Senior Citizen Master Plan Task Force that conducted an exhaustive study of the needs of older adults and the available resources, and prepared a long list of recommendations. (**Exhibit A**) Some of these recommendations, such as construction of a Senior center and creation of a Senior Commission, were implemented. Many others were not. In 2018, the Senior Citizen Commission received a status report concerning *some* of the recommendations that had been made in the 1986 Senior Citizen Master Plan. See <https://portal.laserfiche.com/Portal/DocView.aspx?id=1270927&repo=r-98a383e2&searchid=58004b76-4ee6-4fa8-9be3-c74b2d63ef3a> (a copy of the update report is attached as **Exhibit B** since the link in the portal does not seem to work).

In 2009, the city undertook a “study of the needs of its population over age 50 over the coming decade” to assist with establishing “San Mateo as an ‘aging friendly’ community.” This was documented in the report “Aging Well, San Mateo,” whose purpose was to “lay the groundwork for a second stage of strategic planning and implementation.” That second stage was

commenced in 2011, but never progressed beyond a “Trends and Best Practices Review” and an “Assessment of Current Services,” conducted under the auspices of the Parks and Recreation Department. But instead of moving on to actual strategic planning and implementation the city decided that its role should only be to “create a vision, identify opportunities and facilitate partnerships that will enable organizations to design appropriate solutions”<sup>1</sup>.

In 2020, San Mateo joined the AARP’s Network of Age Friendly Communities, and in 2022 it submitted its Age Friendly Action Plan to the AARP. <https://www.cityofsanmateo.org/4687/Age-Friendly-San-Mateo>. This is a promising development but the action plan was not accompanied by any departmental workplans, goals or budgets. To date, most of the efforts to implement the Age Friendly Action Plan have been carried out by the volunteers of the San Mateo Age Friendly Task Force (of which I am a member).

The 1986 Senior Citizen Master Plan offers many achievable projects that remain open. Sections D, E and F recommend, among other things:

- Provision of a day-care program for seniors;
- Work with high school district to provide a jobs referral program for students interested in yardwork and minor home repairs for seniors, and provide financial subsidies for such work
- Organizing a volunteer escort program to assist in providing transportation and escorts for seniors
- Development of vehicles to enhance communication with seniors concerning programs and services

The Age-Friendly Action Plan also identifies similar goal, including

- Distribution of Age-Friendly information
- Upgrading communal areas in the Senior Center to encourage use for activities and socializing
- Developing intergenerational projects and events
- Working with police to enforce sidewalk parking rules
- Pursuing community partnerships and funding opportunities to support Age Friendly activities

#### Recommendations for additions to the Draft General Plan:

Public Facilities/Health Care and Social Services: Senior Day Care. City facilities, and particularly the Senior Center and the libraries, should be utilized to provide programs that provide supervision and activities for seniors to better engage them in the community and to relieve their (family) care givers. Such programs also can be combined with child care, adding the

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<sup>1</sup> Paper copies of these reports were provided in the orientation packet I received when I became a Senior Citizen Commissioner but I have been unable to find clean copies online.

benefit of intergenerational encounters. The Draft Plan speaks at length to Child Care Needs (GOAL PSF-6) but is silent on the need to care for older adults whose families often face the same difficulties (job loss or curtailment, mental and physical stress) as those of young children. The City should commit to promoting and supporting the creation of adult day care programs.

Public Facilities: Senior Community Participation. Social isolation and loneliness create major physical and mental health issues for older adults. The Senior Center is underutilized as a gathering and community space. Little effort is made to familiarize older adults with its existence or to entice them to come to the center by offering lectures, games, and other events. GOAL PSF-5 does not even mention the Senior Center. The city should commit to creating spaces and opportunities for older adults to gather and to interact with younger people. The Senior Center could be a starting point, offering intergenerational games and other activities, transportation to the center (with escorts if needed) and aggressive publicity. Cooperation with high school students and youth groups would be appropriate.

Community Safety: Enforcement of sidewalk parking and speed limit rules. Older adults often utilize walkers or wheelchairs or need the support of a companion to walk on sidewalks. Cars that obstruct the sidewalks by parking too far over the curb or sticking out from a driveway make this difficult or impossible. Speeding cars on neighborhood street make crossing them dangerous for slow walkers. The city should commit to regular enforcement of the parking and speeding rules so older adults can be safer. Lowering the speed limits around schools was a good move. Alerting drivers to the presence of older adults near senior housing or other places where they are likely to walk, and reducing speed limits in those areas, would be equally beneficial.

Community Engagement: Improved dissemination of information about older adult services and resources is needed to enable older adults and their families to fully participate in the community. The city should commit to reaching out to older adults with frequent, targeted publications and announcements, directly and through existing community organizations and publication channels.

Thank you for considering these suggestions. Making San Mateo more age friendly must be a continuing an dynamic process. Inclusion of some of these goals in the General Plan can set the stage for progress in the right direction.

Regards,

Monika Lee



CITY OF SAN MATEO

330 WEST TWENTIETH AVENUE  
SAN MATEO, CALIFORNIA 94403

SENIOR TASK FORCE

May 5, 1986

Mayor and City Council Members  
City of San Mateo  
330 Twentieth Avenue  
San Mateo, CA 94403

Dear Mayor and City Council Members:

The City of San Mateo Senior Citizens Master Plan Task Force is pleased to present its findings and recommendations for your consideration. We have divided our report into three sections:

The first section summarizes the report and presents prioritized general recommendations on which we respectfully request City Council action.

The second section presents prioritized specific recommendations related to each of the general recommendations. We hope that this section will serve to guide the City Council as it considers the specific actions needed to carry out the general recommendations. Also included in this section are suggested City roles for carrying out each specific recommendation.

The third section is composed of exhibits developed or obtained by the Task Force during its investigation of senior needs. Many of the exhibits can be used as "stand alone" reference tools by Council members and others wishing to understand or plan for the needs of San Mateo's senior citizens.

Our recommendations are prioritized by need. Implementing some of them - particularly our top priority recommendation, the establishment of a San Mateo senior citizens' center - will require a substantial City fiscal commitment. Based on our study of unmet needs and changing City demographics, we believe that such a commitment is justified and meets a critical need.

We thank you for the opportunity to develop this master plan and hope that you strongly consider implementing its recommendations.

Sincerely,

Senior Citizens Master Plan Task Force

cc: City Manager  
City Attorney  
Assistant City Manager  
Community Services Superintendent

**REPORT TO THE CITY COUNCIL  
FROM THE SENIOR CITIZEN TASK FORCE  
FOR THE MASTERPLANNING OF SENIOR SERVICES IN SAN MATEO**

- I. REPORT SUMMARY AND GENERAL OVERALL RECOMMENDATIONS**
- II. GENERAL OVERALL RECOMMENDATIONS WITH RELATED SPECIFIC RECOMMENDATIONS**
- III. EXHIBITS**
  - A. NEEDS ASSESSMENT AND PRELIMINARY RECOMMENDATION**
  - B. SUGGESTED FACILITIES FOR INCLUSION IN SENIOR CENTER**
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  - I. TRANSPORTATION**
  - J. HOUSING ANALYSIS - SAN MATEO COUNTY HUMAN RELATIONS COMMISSION**
  - K. SENIOR TASK FORCE MEMBERS**

## I. REPORT SUMMARY AND GENERAL OVERALL RECOMMENDATIONS

This report from the Senior Task Force is to serve as a master plan to guide the efforts of the City of San Mateo in responding to the needs of seniors. For the purpose of this report, seniors are defined as older adults, aged 60+. As a result of analyzing existing senior needs, identifying service providers and perceived gaps and reviewing the facilities available to provide the needed programs and services, the Task Force recommends the following:

- A. That the City establish a focal point for senior services by constructing developing a 10-12,000 sq.ft. senior center on the property located at 2645 Alameda de las Pulgas (first priority location) or by constructing an addition to Beresford Recreation Center (second priority location) to serve as a senior center for San Mateo. Further recommend that the Center be staffed by a professional staff complemented by a corps of trained volunteers and available for senior programs seven days a week. (See Exhibit B for facilities suggested for inclusion in senior center, and Exhibit C for review of second priority site for senior center and other sites considered.) See Section II, pages 5 to 6.
- B. That a senior commission be organized in the City of San Mateo to report directly to the City Council and advise them on issues and concerns relative to seniors in San Mateo. The commission should work closely with the existing Senior Advisory Council and other senior organizations and clubs in the community. See Section II, page 6.
- C. That the City Council encourage, develop, and support programs designed to provide and maintain low cost senior housing. See Section II, pages 7 to 8.
- D. That the City of San Mateo facilitate the cooperation and coordination of resources to maximize the efforts of all the senior providers in responding to the seniors' needs. In addition, develop methods to improve publicity on the availability of existing senior services. In focusing on the unmet needs of seniors we found a number of areas where we feel there is a need for some leadership to provide the coordination and cooperation of existing resources. See Section II, pages 8 to 10.
- E. That the City of San Mateo utilize its staff and financial resources to develop and provide an expansion of programs to meet the recreational and human service needs of seniors in San Mateo. See Section II, pages 11 to 12.
- F. That the City of San Mateo explore the availability of non-City funds for programs to be provided by the City and/or other senior service providers. See Section II, pages 12 to 13.

## BACKGROUND

In September, 1985, at the recommendation of the Senior Advisory Council and the Assistant City Manager, the City Council appointed a 15 member Task Force to work with Recreation Department staff to develop a master plan for senior services in San Mateo. The Task Force has been comprised of representatives from existing senior clubs in San Mateo (seven), senior services providers (five), the Park and Recreation and Human Resources Commissions (one each), and the chairman of the Senior Advisory Council. (Exhibit K)

The City Council requested that the Task Force consider the following information as it developed the master plan.

- A. An inventory of existing community resources available to meet senior needs. (Exhibits A & G)
- B. A review of existing senior needs. (Exhibit A)
- C. Identification of the gaps between services provided and present and future senior needs. (Exhibit A)
- D. Determination of the need to develop a new multi-purpose senior center or to modify existing facilities to provide programs and services that meet the needs of seniors. (Exhibit C)

As part of the process, the Task Force examined background information in a variety of areas that proved to be beneficial. These areas included:

Demographics (Exhibit H)

Senior Center Survey (Exhibit E)

Existing Senior Services (Exhibit G & A)

Transportation Resources (Exhibit I)

## GENERAL FINDINGS

In developing its final recommendations, the Task Force took into consideration the following general findings that emerged during the study process.

- A. A growing San Mateo senior population will place greater demands on existing services especially those for the frail elderly.
- B. Enhanced vehicles of communication are needed to better disseminate information of available senior services and programs. Although large numbers of services exist, the average San Mateo senior has little knowledge about their existence and generally does not know how to access those services.



- C. Many agencies' programs target similar populations. Improved coordination among agencies would significantly enhance service delivery and eliminate duplication, thus focusing more attention on unmet needs.
- D. As the need for senior services continues to grow and agencies find themselves financially unable to meet the demand, there is a need to identify additional resources to continue providing for human service, health and nutritional needs of seniors.
- E. Adequate transportation is an important need in our community, particularly for the frail/disabled senior. A review of transportation resources now available reveals that it is difficult for many frail seniors to get to business, medical, and social functions not readily accessible by Sam Trans.
- F. There is a high demand for affordable senior housing in San Mateo and surrounding communities, defined as costing no more than 30% of ones' income. While we commend the City's Housing Division for its provision of low cost housing through its home improvement, rental rehabilitation, land banking and grants for shared homes programs, there is still a need to provide; 1) Additional low cost/affordable rental units for seniors. 2) Emergency housing for disabled or abused seniors and 3) A centralized information base that would list housing alternatives and provide counseling for those needing guidance as they explore their options.
- G. The concern most often repeated is the lack of a centralized focal point for senior services and information in San Mateo. Such a focal point would serve as a central location which seniors could identify. It would also disperse information and referrals for senior services, serve as a base from which outreach services could be directed and provide adequate facility and meeting space. We believe that the plans to expand King Center for senior programs is appropriate, in light of the heavy senior use of the center. We would see King as an additional focal point for senior services, but one that does not have adequate space potential to serve as the primary focal point for senior services.

While firmly committed to the need for a centralized focal point, the Task Force is also sensitive to the neighborhood needs of seniors and foresee that existing centers will continue to provide social and activity programs for seniors. Such programs would be strengthened by the existence of a focal point facility.

- H. In reviewing social and recreational services available for seniors in our community, the Task Force concluded that such needs are partially met by current providers. A more effective delivery system for social and recreation activities could be achieved by:
  - 1) Better coordinating information from organizations throughout San Mateo on recreation and social activities,
  - 2) Providing for a drop-in space at a focal point to enable seniors to participate in non-structured social/recreation activities and
  - 3) Developing a system to ensure participation by seniors with limited incomes in recreational and social activities.

## CONCLUSION

As with any master plan, the ability to implement the plan is directly related to the funds available. We fully recognize that implementation will be accomplished in phases, however feel confident that our prioritization of recommendations will serve as a guideline for successful implementation in the years ahead.

## II. GENERAL RECOMMENDATIONS WITH RELATED SPECIFIC RECOMMENDATIONS

As a result of our efforts to develop the master plan for senior services in San Mateo, we would recommend the following to implement the master plan.

As you review the recommendations please note that the general recommendations are listed first followed by specific related recommendations in priority order A, B, and C with A being highest. On the right-hand side of the page we have shown the suggested role(s) that we recommend the City should play in responding to the recommendations. The roles are listed and defined below. They are in descending order regarding the level of City responsibility:

Lead - Provide and/or fund the service or program.

Facilitate - Provide the facility and support for the service or program.

Cooperate - Work with others to help provide or accomplish.

Encourage - Lobby on behalf of the service or program with appropriate parties involved.

Communicate - Include in networking to give, receive, and share information.

### A. FOCAL POINT FOR SENIOR SERVICES

#### City Role

Recommend that the City establish a focal point for senior services by developing a 10-12,000 sq. ft. senior center on the property located at 2645 Alameda de las Pulgas (first priority location) or by constructing an addition to Beresford Recreation Center (second priority location) to serve as a senior center for San Mateo. Further recommend that the Center be staffed by a professional staff complemented by a corps of trained volunteers and available for senior programs seven days a week. (See Exhibit B for facilities suggested for inclusion in senior center, and Exhibit C for review of second priority site for senior center and other sites considered.)

Lead

Additional related specific recommendations:

#### Priority A Recommendations:

1. Centralize the information and referral program and provide adequate space to allow for scheduling of a broad variety of senior service providers to outreach their services at the centralized location. Additional resources should be provided to allow for outreaching of the information and referral staff to seniors throughout San Mateo at senior club meetings, senior housing projects, etc.

Lead and/or  
Facilitate

a. Provide a centralized location and phone number to dispense information and provide services on:

Facilitate

- senior health programs education and counseling
- information on elder abuse
- resources available for home maintenance
- availability of home care services for the homebound
- centralized information on facilities available for use by senior groups regarding capacity, fees, hours, etc.
- list of retired tradesmen willing to assist seniors as handymen in repairing their homes etc.
- a listing of group trips and tours for seniors (B Priority).
- a listing of speakers and entertainment resources for use at senior club events (C Priority).

2. Provide a centralized location for drop-in and social opportunities for seniors.

Lead

**Priority B Recommendations:**

3. Provide a facility that can accommodate up to 300 in a banquet configuration for large senior organizations.

Lead

4. Provide a central location where advisors from various financial institutions can come and provide financial advice to seniors.

Lead

5. Provide a focal point to distribute information on senior transportation programs and services.

Lead

6. Explore the possibility of establishing a senior lunch program west of the El Camino Real.

Lead, Facilitate or Cooperate

**B. ESTABLISH A SENIOR COMMISSION**

Recommend that a senior commission be organized in the City of San Mateo to report directly to the City Council and advise them on issues and concerns relative to seniors in San Mateo. The commission should work closely with the existing Senior Advisory Council and other senior organizations and clubs in the community.

Lead

**C. ENCOURAGE SENIOR HOUSING**

**City Role**

**Recommend that the City Council encourage, develop, and support programs designed to provide and maintain low cost senior housing.**

**Lead and  
Encourage**

**Related specific recommendations**

**Priority A Recommendations:**

- |  |                                  |
|--|----------------------------------|
| 1. Identify and expand existing programs or facility to provide emergency housing for disabled or abused seniors that are displaced from existing rental units in the City of San Mateo.   | Cooperate and<br>Encourage       |
| 2. Establish a senior housing program or specialist to work with seniors in our community to assist them in responding to the housing needs by:  | Lead                             |
| a) Facilitating seniors participation in the home improvement, minor home repair, and other programs designed to help seniors stay in their homes.   | Facilitate                       |
| b) Work with seniors to identify reputable, low cost home improvement contractors.   | Facilitate,<br>Cooperate or Lead |
| c) Negotiate with landlords to encourage a set aside of a percentage of their rental units for low income seniors.   | Lead                             |
| d) Create a self help home maintenance program utilizing retired tradesmen, PG & E and other providers.  | Encourage &<br>Cooperate         |
| e) Assist seniors in analyzing the options available as they experience housing problems and needs. Such a program should include information regarding current rental rates and where seniors should look for rental property relative to their resources available for housing. In addition, the housing counselor should be able to assist seniors in analyzing reverse annuity mortgage programs, shared housing, and the ramifications of selling their property. | Facilitate,<br>Cooperate or Lead |
| 3. Support and endorse the recommendations that were made as a result of the recent efforts by the San Mateo County Human Relations Commission after their analysis regarding the housing needs of seniors in San Mateo County. (Exhibit J)  | Lead, Encourage<br>Cooperate     |

City Role

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|---|------|
| 4. Explore the possibility of establishing an ordinance that would require 5% as a minimum set aside for affordable apartments for senior housing (30% of income).  | Lead |
| 5. Actively support and pursue the development of senior housing on surplus school property at 28th and Hacienda, Laurie Meadows Drive and the former Lawrence School site.   | Lead |
| 6. Explore the possibility of requiring senior housing projects that were built in the past to comply with the intentions of the funding by setting aside 5% of their units for affordable housing for seniors (30% of income). | Lead |
| 7. Continue to place a high priority on landbanking to provide property to facilitate the development of affordable housing for seniors (30% of income).  | Lead |

Priority B Recommendations:

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|--|------|
| 8. Continue financial support for Shared Homes (HIP) to provide rental property as a resource for shared housing.  | Lead |
| 9. Instruct the City Housing and Planning staff to seek to identify ways to encourage the conversion of existing housing to board and care facilities for low income seniors in San Mateo. | Lead |

D. FACILITATE COOPERATION AND COORDINATION

Recommend that the City of San Mateo facilitate the cooperation and coordination of resources to maximize the efforts of all the senior providers in responding to the senior needs. In addition, develop methods to improve publicity on the availability of existing senior services. In focusing on the unmet needs of seniors we found a number of areas where we feel there is a need for some leadership to provide the coordination and cooperation of existing resources.	Facilitate and Cooperate
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Specific related recommendations.



**Priority A Recommendations:**

Lead, Cooperate  
and/or Encourage

1. Develop vehicles to enhance communication with seniors in San Mateo by
  - a) Working to establish a weekly column in the San Mateo Times that would focus on seniors and their problems, as well as the services available in the community to address those issues.
  - b) Working with the College of San Mateo to explore the possibility of establishing a senior talk and event show on both radio and television stations to focus on seniors, their needs, and issues.
  - c) Contacting the San Mateo Citizen magazine to explore the possibility of creating a senior column or section in their magazine.
  - d) Improving the information about the existing senior clubs and the services available through those organizations by exploring the possibility of establishing a senior club newsletter that could be printed and available to all seniors throughout San Mateo.

2. Work with local hospitals and other local service providers to encourage the establishment of a seven day a week adult day health care program for San Mateo residents.

Cooperate

**Priority B Recommendations:**

3. Once the Senior Commission is appointed by the City Council, it should work with home care agencies and other public and private agencies to enhance home care services to seniors in San Mateo.
4. Explore better use of inter-City mini vans involved with such programs as nutrition sites, Poplar Center, and the high school district to enhance senior transportation.
5. Work with the County to provide two or three beds in a licensed board and care facility or foster home for emergency short term care for abused elderly.
6. Establish a list of translators and interpreters who are willing to volunteer their services and make the list available to all service providers. Encourage agencies to recruit and use bi-lingual staff and volunteers whenever possible.

Cooperate,  
Encourage and  
Communicate

Cooperate and  
Encourage

Cooperate and  
Encourage

Lead and/or  
Cooperate

City Role

- |   |   |
|---|---|
| 7. Coordinate and cooperate with the existing resources to develop education programs to be offered through colleges and recreation centers to increase the knowledge on senior abuse.                    | Facilitate,<br>Cooperate and<br>Encourage   |
| 8. Encourage the development of more health support groups which could provide support to families in need out of such locations as the senior day care facility and Senior Focus, etc.                   | Encourage                                   |
| 9. Improve the publicity regarding the existing nutrition sites, the availability of home delivered meals, and the shopping assistance programs.  | Communicate                                 |
| 10. Make better utilization of the City's recreation, college schedules, and adult school brochures to advertise classes and programs beyond recreation activities that are available to seniors.         | Lead and<br>Cooperate                       |
| 11. Cooperate and encourage the Volunteer Center and other agencies to develop and train volunteers to serve as financial counselors for seniors.   | Cooperate and<br>Encourage                  |
| <br>Priority C Recommendations:   |   |
| 12. Provide a composite listing of all recreational and fitness programs for seniors regardless of the agency providing the activities including times, locations and fees.                               | Lead and/or<br>Cooperate                    |
| 13. Work in joint cooperation with adjoining cities for the development of funding resources to provide joint training and the operation of a health insurance counseling program.                        | Cooperate and<br>Encourage                  |
| 14. Encourage coordination with other advocacy groups to enhance participation of seniors in the decision making process.   | Encourage                                   |
| 15. Work with high school district to provide a jobs referral program for students interested in yardwork and minor home repairs for seniors.   | Cooperate<br>and Encourage                  |
| 16. Use the Mayor's Annual Senior Conference as a source to distribute information on health insurance programs and services.   | Lead  |
| 17. Encourage the use of the Community Information Project's data base of information regarding services for seniors. Publicize the availability of that data base for public use at our local libraries. | Encourage,<br>Communicate and<br>Facilitate |



E. EXPAND RECREATIONAL AND HUMAN SERVICE PROGRAMS

City Role

Recommend that the City of San Mateo utilize its staff and financial resources to develop and provide an expansion of programs to meet the recreational and human service needs of seniors in San Mateo.

Additional Specific Recommendations

Priority A Recommendations:

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|--|--|
| 1. Because Catholic Social Services is unable without supplemental funding to continue to operate the senior focal point services provided as a part of the Area Agency on Aging (AAA) grant (including nutrition programs, transportation, and information referral) we recommend that the City of San Mateo either work with potential providers by possibly supplementing funds available from AAA, or administer these programs through the Parks and Recreation Department. | Lead, Facilitate<br>and/or<br>Cooperate    |
| 2. Provide a coordinator to oversee Health Insurance Counseling and Training, and to work with Senior Focus, AARP and other senior groups to coordinate a Citywide program of education and assistance including claim filing, policy review and information on new plans available. A special emphasis should be placed on training senior volunteers to serve as insurance counselors.   | Lead,<br>Facilitate<br>and/or<br>Cooperate |
| 3. Establish a senior volunteer program to train seniors to provide a variety of outreach services to assist homebound and other seniors whose mobility is restricted.   | Cooperate and/or<br>Encourage              |
| 4. Set up a legal aid service for seniors through using law students, retired lawyers or entering in a contract with Senior Advocates, a program sponsored by Legal Aid Society.   | Lead and/or<br>Cooperate                   |

Priority B Recommendations:

- |   |                            |
|---|----------------------------|
| 5. Organize a volunteer escort program that would assist in providing transportation and escorts for seniors to their businesses, educational, health, and social activities. | Cooperate and<br>Encourage |
| 6. Provide drop-in facilities at parks and recreation centers, free or low cost recreational classes for seniors. Improve publicity on those activities.                      | Lead                       |

City Role

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|---|-------------------------------------|
| 7. Establish a senior discount and/or fee waiver for seniors wishing to participate at San Mateo recreation activities and provide publicity on the discount and fee waivers available for seniors. | Lead                                |
| 8. Provide additional resources to supplement local AAA funding to expand the hours and staff for information and referral to outreach their services to the homebound.                             | Lead and/or<br>Cooperate            |
| 9. City should enter into a contract with a local taxicab company to provide transportation for those with physical disabilities and low incomes.   | Lead, Cooperate<br>and/or Encourage |

Priority C Recommendations:

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|--|-----------------------|
| 10. Provide a subsidy for yardwork and minor home repair programs for seniors.   | Encourage             |
| 11. Provide cooking classes through recreation department and other agencies which will deal specifically with senior nutritional needs, problems of limited budgets, etc. | Lead and<br>Encourage |
| 12. Provide an annual program or seminar on financial needs and issues for seniors.  | Facilitate            |
| 13. Establish an "Adopt a Grandparent" program to provide more opportunities for seniors to interact with the youngsters.  | Facilitate            |
| 14. Provide through the Parks and Recreation Department free lectures from reputable authorities to talk on senior legal issues.   | Lead                  |

F. IDENTIFY NON-CITY FUNDS TO EXPAND PROGRAMS

- |   |      |
|---|------|
| Explore the availability of non-City funds for programs to be provided by the City and/or other senior service providers. | Lead |
|---|------|

Related recommendations.

Priority A Recommendations:

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|---|--|
| 1. In anticipation of an increased demand for senior day care program, work to identify resources to provide a 7-day day care program in San Mateo either through utilization of City facilities and staff or other senior service providers and/or facilities. | Cooperate,<br>Encourage<br>Facilitate or<br>Lead |
|---|--|

City Role

2. Explore the development and implementation of a voucher system for taxis for medical and non-medical transportation through the use of TDA funds or other grants to subsidize it.

Cooperate,  
Facilitate or  
Lead

3. Identify additional resources to address the large demand for home delivered meals.

Encourage

Priority B Recommendations:

4. Explore the possibility of obtaining Federal or other funds to provide and train seniors as health insurance counselors.

Cooperate or  
Lead

5. Utilize grant money available through the City resources, to be used to supplement the bilingual staff of existing agencies.

Encourage

Priority C Recommendations:

6. Explore the possibility of identifying funds to subsidize a grocery delivery service that would deliver groceries to seniors.

Cooperate

7. Support the need for additional funds for long term care and conservatorship staff to respond to the large demand for their services.

Encourage

8. Seek to identify additional funds to agencies that have programs that could increase the social opportunities and services for the homebound.

Encourage and/or  
Cooperate

9. Seek funding sources for training of bonded counselors to provide financial counseling.

Cooperate

ITEM TITLE	DESCRIPTION	UPDATE
<b>A. FOCAL POINT FOR SENIOR SERVICES</b>	Recommend that the City establish a focal point for senior services by developing a 10-12,000 sq. ft. Senior Center on the property located at 2645 Alameda de las Pulgas (first priority location) or by constructing an addition to Beresford Recreation Center (second priority location) to serve as senior center for San Mateo. Further recommend that the Center be staffed by a professional staff complemented by a corps of trained volunteers and available for senior programs seven days a week.	<b>Completed.</b> The Senior Center was built in 1990 and is 13,164 sq.ft. It is staffed with a full time Community Services Supervisor, Community Services Coordinator, and Senior Program Assistant all dedicated to Senior Center operations and senior programs throughout the City. Although smaller than the Center's early years, staff manage a corps of about 70 ongoing volunteers. The Senior Center is currently open Monday- Thursday 9am -9pm; Friday 9am-5pm; and Saturday 9am-1pm.
<b>Priority A Recommendations</b>		
	1. Centralize the information and referral program and provide adequate space to allow for scheduling of a broad variety of senior service providers to outreach their services at the centralized location. Additional resources should be provided to allow for outreaching of the information and referral staff to seniors throughout San Mateo at senior club meetings, senior housing projects, etc.	<b>Completed.</b> For the first 20 years or so, there was a dedicated space and staffing for information and referral. The program has evolved such that now all existing staff serve as information and referral for patrons. The Senior Center continues to coordinate ongoing informational meetings, workshops, and lectures with senior service providers. After 28 years, the Senior Center has established itself as a source of senior-related information within the community.
	2. Provide a centralized location for drop-in and social opportunities for seniors.	<b>Completed.</b> It remains core to the mission of the Senior Center to provide drop-in and social opportunities. It facilitates drop in areas for games like bridge, mahjong, chess, etc. and social opportunities such as recreational classes, lunches, and dances.
<b>Priority B Recommendations</b>		
	3. Provide a facility that can accommodate up to 300 in a banquet configuration for large senior organizations.	The final location for the Senior Center did not allow for that size of facility. The current Assembly Room accommodates a banquet for 175 people.
	4. Provide a central location where advisors from various financial institutions can come and provide financial advice to seniors.	<b>Completed.</b> The Senior Center offers a variety of financial classes and workshops including retirement and financial planning; avoiding financial fraud, estate planning, etc.
	5. Provide a focal point to distribute information on senior transportation programs and services.	<b>Completed.</b> The Senior Center promotes informational flyers and pamphlets on existing programs and services. These services are also highlighted in the quarterly activity guide.
	6. Explore the possibility of establishing a senior lunch program west of the El Camino Real	<b>Completed.</b> We offer a Senior lunch program on Monday, Wednesday, and Friday at the Senior Center and Tuesdays and Thursdays at King Center.

ITEM TITLE	DESCRIPTION	UPDATE
<b>B. ESTABLISH A SENIOR COMMISSION</b>	Recommend that a senior commission be organized in the City of San Mateo to report directly to the City Council and advise them on issues and concerns relative to seniors in San Mateo. The commission should work closely with the existing Senior Advisory Council and other senior organizations and clubs in the community.	<b>Completed.</b> The Senior Citizens Commission (SCC) was established in 1986 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. The Senior Advisory Council (SAC) was phased out after the SCC was established.
<b>C. ENCOURAGE SENIOR HOUSING</b>	Recommend that the City Council encourage, develop, and support programs designed to provide and maintain low cost senior housing	Over the years the City has worked to create an environment which supports programs and efforts focused on maintaining and developing low cost senior housing.
<b>Priority A Recommendations</b>		
	2. Establish a senior housing program or specialist to work with seniors in our community to assist them by:	The City did not structure the program in this way; however, they partnered with organizations to provide services.
	b) Work with seniors to identify reputable, low cost home improvement contractors	The City does not recommend contractors; but it does partner with the County for the Safe at Home Program, a home repair program.
	c) Negotiate with landlords to encourage a set aside of a percentage of their rental units for low income seniors.	This was not pursued; however, in 1991 the City adopted an inclusionary program that required new developments containing over 11 units to set aside (10-15%) as affordable housing. The units set aside were not specifically for seniors; but of course, seniors are welcome to apply (rent or own).
	e) Assist seniors in analyzing the options available as they experience housing problems and needs. Such a program should include information regarding current rental rates and where seniors should look for rental property relative to their resources available for housing. In addition, The housing counselor should be able to assist seniors in analyzing reverse annuity mortgage programs, shared housing, and the ramifications of selling their property.	Self Help for the Elderly and HIP Housing provide assistance with housing issues; although neither of them provide reverse mortgage services any longer. Both the City and County of San Mateo provide and maintain Senior Housing Lists.
	3. Support and endorse the recommendations that were made as a result of the recent efforts by the San Mateo County Human Relations Commission after their analysis regarding the housing needs of seniors in San Mateo County. (Exhibit J)	Several of the recommendations have been incorporated into the housing element. Some are very out of date and are not applicable or not achievable due to current state or local laws. However, the recommendations about shared homes and second units have generally been implemented and are active programs.
	4. Explore the possibility of establishing an ordinance that would require 5% as a minimum set aside for affordable apartments for senior housing (30% of income)	
	5. Actively support and pursue the development of senior housing on surplus school property at 28th and Hacienda, Laurie Meadows Drive and the former Lawrence School site.	1 out of the 3 sites were developed for senior housing- Rotary Haciendas. However, the City went on to develop 2 other low income senior housing projects-- Edgewater Isle and Rotary Floritas. The City contributed funding and San Mateo residents received marketing preference for Alma Point at Foster Square. Through the Inclusionary Program, the City has two market rate senior home projects that had an affordable component to them-- Fountain Glen and Versailles.

ITEM TITLE	DESCRIPTION	UPDATE
	6. Explore the possibility of requiring senior housing projects that were built in the past to comply with the intention of the funding by setting aside 5% of their units for affordable housing for seniors (30% of income)	Only senior housing projects in San Mateo were 100% affordable. Leslie (Park) Towers, Leslie Plaza, Flores Gardens, Hillside Manor (Assisted Living). The Regent contributed funding for San Mateo to provide affordable housing off site.
	7. Continue to place a high priority on land banking to provide property to facilitate the development affordable housing for seniors (30% of income)	The City has taken a diverse approach to acquiring property and occasionally does land banking when it makes sense. In the City's Housing Element it states that the City will "continue to use available funds to increase the supply of extremely low, very low, low- and moderate-income housing through land purchases, rehabilitation and other financial assistance by partnering with nonprofit sponsors and applying for other subsidized financing from federal and state sources, tax credits, and the like." (H 2.3 of City of San Mateo Housing Element)

ITEM TITLE	DESCRIPTION	UPDATE
<b>Priority B Recommendations</b>		
	8. Continue financial support for Shared Homes (HIP) to provide rental property as a resource for shared housing.	Community Development Block Grant; Redevelopment Agency and Community Funding programs are examples of how the city has provided financial support over the years and continues to do so.
	9. Instruct the City Housing and Planning staff to seek to identify ways to encourage the conversion of existing housing to board and care facilities for low income seniors in San Mateo	This was never pursued. Currently, the City assists people who want to provide this service.
<b>D. FACILITATE COOPERATION AND COORDINATION</b>	Recommend that the City of San Mateo facilitate the cooperation and coordination of resources to maximize the efforts of all the senior providers in responding to the senior needs. In addition, develop methods to improve publicity on the availability of existing senior services:	
<b>Priority A Recommendations</b>		
	1. Develop vehicles to enhance communication with seniors in San Mateo by:	
	a) Working to establish a weekly column in the San Mateo Times that would focus on seniors and their problems, as well as the services available in the community to address those issues.	<b>Completed.</b> It is unclear as to whether or not a column was ever established in the San Mateo Times; however, there are a number of resources that are focused on senior needs and resources. The San Mateo Senior Center offers the Senior Services Link which connect seniors and their families to existing resources throughout the county.
	b) Working with the College of San Mateo to explore the possibility of establishing a senior talk and event show on both radio and television stations to focus on seniors, their needs, and issues.	<b>Undetermined.</b> Staff are unsure whether or not this was ever accomplished; however, KCSM Public Radio is currently a 24 hour Jazz station and KCSM TV features a variety of senior friendly programming.
	c) Contacting the <u>San Mateo Citizen</u> magazine to explore the possibility of creating a senior column or section in their magazine.	<b>Undetermined.</b> Magazine no longer exists.
	d) Improving the information about the existing senior clubs and the services available through those organizations by exploring the possibility of establishing a senior club newsletter that could be printed and available to all seniors throughout San Mateo	<b>Undetermined.</b> It is not known if this was ever implemented. Over recent years, the popularity of senior clubs has faded. There are only two clubs in existence currently, Asian Senior Club and the Latino Support Group.
<b>Priority B Recommendations</b>		
	6. Establish a list of translators and interpreters who are willing to volunteer their services and make the list available to all service providers. Encourage agencies to recruit and use bilingual staff and volunteers whenever possible.	<b>Undetermined.</b> The City manages a list of bilingual employees who can be called upon to assist a resident or patron needing translation services while conducting business or receiving services from the City. The City also contracts for translations services when necessary. Most agencies have established their own way of obtaining translations services.
	10. Make better utilization of the City's recreation, college schedules, and adult school brochures to advertise classes and programs beyond recreation activities that are available to seniors.	<b>Completed.</b> The Parks and Recreation Department's quarterly activity guide dedicates space in each edition to senior serving organizations and senior-focused services.

ITEM TITLE	DESCRIPTION	UPDATE
<b>Priority C Recommendations</b>		
	12. Provide a composite listing of all recreational and fitness programs for seniors regardless of the agency providing the activities including times, locations, and fees.	<b>Undetermined.</b> This listing does not currently exist. The process and administration of compiling information from various agencies has been found to be ineffective and time-intensive as it requires ongoing management in order to remain current and relevant. However Network of Care, a comprehensive, internet-based resource for the elderly and people with disabilities attempts to coordinate access to organizations providing similar services; as does programs like 70 Strong through the Sequoia Healthcare District. The City of San Mateo does publish a quarterly activity guide which promotes recreational activities offered through the San Mateo Parks and Recreation Department.
	16. Use the Mayor's Annual Senior Conference as a source to distribute information on health insurance programs and services.	<b>Undetermined.</b> Currently the City hosts the annual Health & Wellness Fair and assists in the facilitation of the Resource Fair provided by California State Assembly member Kevin Mullin.
<b>E. EXPAND RECREATIONAL AND HUMAN SERVICE PROGRAMS</b>	Recommend that the City of San Mateo utilize its staff and financial resources to develop and provide an expansion of programs to meet the recreational and human service needs of seniors in San Mateo.	
<b>Priority A Recommendations</b>		
	1. Because of the Catholic Social Services is unable without supplemental funding to continue to operate the senior focal point services provided as a part of the Area Agency of Aging (AAA) grant (including nutrition programs, transportation, and information referral) we recommend that the City of San Mateo either work with potential providers by possibly supplementing funds available from AAA, or administer these programs through the Parks and Recreation Department.	Catholic Social Services and Family Service Agency used to provide meals at King Center. Eventually the City assumed the cost of Senior Lunch Program. The King Congregate Nutrition Program continues to receive Federal funds through the Older Americans Act and County funding. Information and Referral is currently managed through the Senior Center. At one time the Senior Center operated a shuttle that would take Seniors to and from the Senior Center. Currently, staff is working on a pilot program for on-demand transportation funded through Measure S.
	2. Provide a coordinator to oversee Health Insurance Counseling and Training, and to work with Senior Focus, AARP and other senior groups to coordinate a Citywide program of education and assistance including claim filing, policy review and information on the plans available. A special emphasis should be place on training senior volunteers to serve as insurance counselors.	The City currently leases a facility to Self Help for the Elderly, which manages the San Mateo County contract with the Health Insurance Counseling & Advocacy Program (HICAP).
	4. Set up a legal aid service for seniors through using law students, retired lawyers or entering in a contract with Senior Advocates, a program sponsored by Legal Aid Society.	The Legal Aid Society of San Mateo County provides this service through its Senior Advocates Program.



ITEM TITLE	DESCRIPTION	UPDATE
<b>Priority B Recommendations</b>		
	6. Provide drop-in facilities at parks and recreation centers, free or low cost recreational classes for seniors. Improve publicity on those activities.	The Senior Center is home to many drop-in activities for older adults. We also have outdoor fitness equipment at Beresford Park at which many seniors enjoy using. More recently we have been providing free activities geared towards seniors through our Mobile Recreation program funded through Measure S.
	7. Establish a senior discount and/or fee waiver for seniors wishing to participate at San Mateo recreation activities and provide publicity on the discount and fee waivers available for seniors.	Did not establish a senior discount in Recreation; however, we do offer a Recreation Fee Assistance program to qualifying residents and subsidize the cost of the Senior Lunch Program. The Golf Course does offer senior rate.
	8. Provide additional resources to supplement local AAA funding to expand the hours and staff for information and referral to outreach their services to the homebound.	<b>Undetermined.</b> Staff cannot specifically recall which service this item is referring to; however, the Senior Services Link continues to be managed by the Senior Center during normal operating hours.
	9. City should enter into a contract with local taxicab company to provide transportation for those with physical disabilities and low incomes.	<b>Completed.</b> Through funding from Measure S, the city initiated a pilot transportation program in January of 2018 which subsidized rides for City of San Mateo residents 60 years and older. The program was a success and expects to continue.
<b>Priority C Recommendations</b>		
	11. Provide cooking classes through recreation department and other agencies which will deal specifically with senior nutritional needs, problems of limited budgets, etc.	The Recreation Division has provided cooking classes in general over the years. Now programs compete against cooking classes provided by stores like Draeger's and Whole Foods. There could be a future in which the department collaborate with those stores, the San Mateo Adult School, Hospital Districts, etc.
	14. Provide through the Parks and Recreation Department free lectures from reputable authorities to talk on senior legal issues.	<b>Completed.</b> The Senior Center offers free courses and lectures on topics such as identification fraud, wills/trusts, emergency preparedness, environmental issues, etc.
<b>F. IDENTIFY NON-CITY FUNDS TO EXPAND PROGRAMS</b>	Explore the availability of non-City funds for programs to be provided by the city and/or the other senior service providers.	
<b>Priority A Recommendations</b>		
	1. In anticipation of an increased demand for senior day care program, work to identify resources to provide a 7-day day care program in San Mateo either through utilization of City facilities and staff or other senior service providers and/or facilities	There are several programs throughout San Mateo County, including Sutter Health Mills Peninsula Medical Center's Senior Focus offers Adult Day Health Care.
	2. Explore the development and implementation of a voucher system for taxis for medical and non-medical transportation through the use of TDA funds or other grants to subsidize it.	See update for E.9
<b>Priority B Recommendations</b>		
	4. Explore the possibility of obtaining Federal or other funds to provide and train seniors as health insurance counselors.	See update for E.2