AGE-FRIENDLY CARLSBAD

ACTION PLAN

Building an Age-Friendly City for All Ages

XXXX 2021

Acknowledgements

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The San Diego Foundation
Thank you to The San Diego Foundation for their support and funding to complete this Action Plan and become the first Age-Friendly Community in North County.

On behalf of the City of Carlsbad, I am very proud to support the Age-Friendly Carlsbad initiative and the Action Plan described here. It is a strong, viable plan that will contribute to the quality of life for everyone who lives and works in Carlsbad for generations to come.

The Age-Friendly planning team members worked diligently for the past year to create goals and objectives that will improve the health and well-being for our community's residents of all ages. The key to developing this tailored plan was significant resident participation from the online survey, Social Pinpoint, and Community Workshops; staff participation from all departments; input from the Senior Commission; and ongoing assistance from our partners at Circulate San Diego and AARP. The project was supported by a generous grant from The San Diego Foundation.

Special thanks to the Park & Rec and the Innovation & Economic Development Departments, who were essential in making sure the project was relevant, achievable, and honored the history, culture and vibrancy of Carlsbad.

The Carlsbad Age-Friendly Action Plan was available for public review and the project team reviewed all comments, revised the plan accordingly, and submitted this Action Plan to City Council for approval. A recommended three-year implementation phase follows, and will culminate in Carlsbad becoming certified as an Age-Friendly Community by AARP.

We aim to be a city that meets the challenges and opportunities of an aging population, so all ages can participate in a fulfilling community life and enjoy robust health and well-being.

I truly hope that each and every one of you who live, learn, work, and play in Carlsbad will join in the process of helping to build an even more Age-Friendly Carlsbad.

Sincerely,

Matt Hall
Mayor City of Carlsbad

Contents

Executive Summary

The City of Carlsbad launched the Age-Friendly Carlsbad project in 2020 through the American Association of Retired Persons (AARP) Livable Communities Initiative, with support from The San Diego Foundation Age-Friendly Communities Program. This initiative is an affiliate of the World Health Organization's Global Network of Age-Friendly States and Communities, an international effort launched in 2006 to help cities prepare for their own and the world's growing population of older adults. AARP's Network of Age-Friendly Communities targets improvements in Domains of Livability that influence the health and quality of life of older adults. Over the course of the past 12 months, and with input from Carlsbad residents, the Age-Friendly Carlsbad team has prepared this Action Plan to make Carlsbad a more livable community for all ages.

Baseline Assessment Period

Policy Scan	Community Survey	Community Conversations
May 2020	Aug. – Sep. 2020	(Social Pinpoint & Workshops) Oct. – Dec. 2020

Action Plan Creation Period

Mid-Project Report	Action Plan Development	Final Action Plan
Mar. 30, 2021	Mar. – May. 2021	June 2021

During the baseline assessment phase of the process, residents were asked to complete a survey of livability perceptions, contribute their input through online and printed engagement tools, and participate in collaborative workshops. Results from these activities helped inform the project team about challenges and opportunity areas for livability improvements in Carlsbad. This data was compiled and prepared as a Mid-Project Report, which was made publicly available on Mar. 30, 2021.

City staff, with support of the Age-Friendly Carlsbad project team, determined that the baseline assessment pointed to six key Domains of Livability most relevant to Carlsbad:

- **Outdoor Spaces & Buildings**
- **Housing**
- **Mobility**
- **Social & Civic Engagement**
- **Community Connections**
- **Health & Wellness**

The Action Plan was drafted based on input received and shared with the community, stakeholders, and city staff to ensure that the Action Plan encapsulates the needs and feedback of the community. The Action Plan is designed to meet the needs of all residents, of all ages and backgrounds, and create a more livable and connected community. A draft version of the Action Plan was available for public review and comment from May 21 – Jun. 11, 2021. This has resulted in an Action Plan that is not merely a "to do list" for city staff, but rather a template for shared responsibility and implementation. Appendix A lists the Domain-specific implementation tasks of this Action Plan.

Finally, the project team worked closely with city staff to finalize the Action Plan for City Council approval and begin steps towards implementing programs and policies within the Action Plan.

Age-Friendly Carlsbad Goals, Objectives, and Actions At-A-Glance

Domain 1: Outdoor Spaces & Buildings

Goals:
1. Provide well-maintained and safe public spaces to all residents across all city-owned facilities

Objectives:
- Inform the public on the progress of policies related to older adults
- Involve the community in the development of plans and programs that facilitate the use and progression of public spaces
- Equally and equitably distribute the availability of open space, public facilities, and community programs
- Support programs, activities, and amenities that facilitate the routine use of public spaces and the maintenance of these facilities

Domain 2: Social & Civic Participation

Goals:
1. Build on and expand opportunities for social participation for all ages
2. Build capacity for civic engagement, volunteerism, and employment

Objectives:
- Continue to provide high-quality and diverse activities and events
- Increase visibility of opportunities for social participation
- Train and develop citizen leaders
- Empower residents to work or volunteer as they desire

Domain 3: Housing

Goals:
1. Provide safe, affordable housing options for all residents to age in place comfortably
2. Grow and preserve the affordable housing stock in Carlsbad and expand alternative living options

Objectives:
- Inform the public on the progress of the 2021–2029 Housing Element that relate directly to the concerns of older adults
- Implement strategies to protect the comfort and safety of all residents in neighborhoods
- Promote Carlsbad to be a community where people of all ages and background can live and thrive
- Provide more education about affordable housing strategies
- Increase the availability of transit-oriented development and housing options within walking distance to community resources

Domain 4: Health & Wellness

Goals:
1. Review current health conditions for Carlsbad populations to identify areas of concern
2. Provide health-related programs to expand upon the educational health resources available in Carlsbad

Objectives:
- Assess health-related data and make health information available to residents
- Increate awareness around health and wellness across all ages and populations
- Improve access to reach health facilities and programs
- Provide workshops and classes on healthy lifestyle living, eating, exercise, and mental health
- Raise awareness around mental health and the importance of socialization

Domain 5: Mobility

Goals:
1. Provide greater opportunity for the community to become involved in active transportation planning and the development of improvements
2. Provide safe mobility options within and around the City of Carlsbad for all ages and abilities
3. Increase information and education about transportation options

Objectives:
- Increase education and opportunities for public participation in transportation planning
- Create a more accessible public transportation experience for all
- Engineer and design city streets to self-enforce target speeds and support mobility for all roadway users.
- Apply traffic calming measures and infrastructure improvements to enhance the pedestrian experience
- Provide more transportation-specific education through workshops and informational strategies

Domain 6: Community Connections
Goals:
1. Increase citywide awareness around the impacts of age, disability, and isolation
2. Increase social connections to reduce social isolation
3. Increase public visibility and access of city plans, programs, and resources
4. Maximize the use and impact of technology throughout the city
Objectives:
▪ Increase awareness for city staff about respect and inclusion topics
▪ Grow public awareness around respect and inclusion topics
▪ Build neighborhood interactions and connectivity
▪ Combat isolation through citywide programming
▪ Broaden the public's access and visibility by employing a multi-media and multi-level communications approach
▪ Ensure the city's communications strategy uses updated and existing communication tools and methods

This Action Plan outlines the goals and tasks, with implementation timeframes to be accomplished over the next few years by elected officials, municipal staff, city residents, and community partners working together for a common goal of making Carlsbad a livable community for all ages. City of Carlsbad staff will create an annual progress report and deliver updates to the City Council and AARP in August 2022 and 2023, with a final report delivered to City Council in August 2024.

Introduction to the Action Plan

The AARP Network of Age-Friendly States and Communities is the United States affiliate of the World Health Organization's Age-Friendly Cities and Communities Program that was launched in 2006 to help localities prepare for rapid growth of an aging population. Currently, there are 516 AARP Age-Friendly states, territories, counties, and cities/towns. The AARP Network serves as a catalyst to inform, involve, and recognize the successful efforts that make communities livable for residents of all ages, especially older adults.[1]

AARP works directly with stakeholders and local governments to promote programs and systems level change to create more livable environments for residents of all ages and abilities. It focuses on actions that foster the full participation of older people in community life and promotes the health and well-being of all ages.

Carlsbad, California became part of AARP's Network of Age-Friendly States and Communities in 2020 and agreed to explore common challenges across the eight Domains of Livability:

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

The Built Environment:
- Transportation
- Housing
- Outdoor Spaces and Buildings

San Diego Association of Governments (SANDAG) recognizes that by 2035 the number of Carlsbad residents over 65 years old will significantly increase. The older adult population in Carlsbad will increase most significantly over the age of 75, as illustrated below, making livability improvements in Carlsbad more important than ever.[2]

Age	2012 Population	2050 Population	2012 to 2050 % Change
65 to 69	2,800	2,532	-9.5%
70 to 74	3,169	2,824	-10.9%
75 to 79	2,501	2,753	10.1%
80 to 84	2,154	2,527	17.3%
85 and over	2,520	5,170	105.2%

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[1] https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2014/an-introduction.html
[2] http://datasurfer.sandag.org/download/sandag_forecast_13_jurisdiction_carlsbad.pdf

In an effort to engage residents, community leaders, and staff to review policies and successful programs, the city partnered with The San Diego Foundation, AARP, and Circulate San Diego to develop this Action Plan to create a more age-friendly community.

Community Profile

The City of Carlsbad occupies approximately 39 square miles of rolling hills, beaches and bluffs along the northern coast of San Diego County. The City is located about 30 miles north of San Diego and about 90 miles south of Los Angeles. Incorporated as a general law city in 1912, and its rich and colorful history has been well documented. From the city's incorporation in 1952 and for many years thereafter, Carlsbad garnered a reputation as a "quaint village-by-the-sea." According to the 2015 General Plan, a series of annexations gradually expanded the city's land area south and east to its current size of 39 square miles. As of 2018, Carlsbad is home to an estimated 115,877 residents[3].

Carlsbad population trends:
• 2012 pop. 107,674
• 2020 pop. 118,450 (10% increase)
• 2035 pop. 124,351 (5% increase)
• 2050 pop. 124,518 (0% increase)

By 2035, it is estimated that the City of Carlsbad will have 124,351 residents, 48,104 housing units, and 77,436 jobs based on SANDAG's Regional Growth Forecast.[4]

What is Age-Friendly Carlsbad?

Age-Friendly Carlsbad is a project through AARP's Livable Communities and States Initiative, with support from The San Diego Foundation Age-Friendly Communities Program. This initiative is an affiliate of the World Health Organization's Global Network of Age-Friendly Cities and Communities and was adapted for Carlsbad to meet the needs of the growing population of older adults, while also serving residents of all ages to comfortably live and age in place. Carlsbad is the sixth jurisdiction in the San Diego region to become an Age-Friendly Community. Other jurisdictions include the County of San Diego and the cities of Chula Vista, La Mesa, San Diego, and National City.

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[3] https://www.census.gov/quickfacts/fact/table/carlsbadcitycalifornia/PST045218
[4] https://www.sandag.org/resources/demographics_and_other_data/demographics/fastfacts/carl.htm

Existing Building Blocks for Livability

Carlsbad's residents have made it clear that the city is already a great place to live. Surveys, public comments, and anecdotal information all attest that Carlsbad's older adults can identify many ways the city supports older adults and how the community is meeting their livability needs. However, feedback also provides insights into how the community can make improvements to not only support older adults, but residents of all ages.

The Age-Friendly Carlsbad project considers and supports the existing values and planning efforts that are already in place and has sought to develop an Action Plan that incorporates, as opposed to duplicating, them. Early in the project, a policy scan was conducted by reviewing twelve (12) existing city plans and resources to identify what is already in-line with AARP's eight Domains of Livability. Those efforts were further cross referenced to the World Health Organization's *Essential Features of Age-Friendly Cities*. As a result of this process, it became apparent where older adults are specifically considered, and where consideration can be strengthened. These findings helped shape the approach for collecting community input to further assess how the City of Carlsbad was serving older adults. Refer to Appendix B for a full copy of the 2020 Age-Friendly Carlsbad Policy Scan.

The Journey to an Age-Friendly Carlsbad

The purpose of the Age-Friendly Cities and Communities Program is to serve as a catalyst to educate, encourage, promote, and recognize improvements that could make Carlsbad more supportive for residents of all ages. This section describes the Age-Friendly Carlsbad journey.

Impetus for the Action Plan

The journey for Age-Friendly Carlsbad has been an evolution of key events that have consolidated into the current, ongoing effort. The city keeps the health and well-being of Carlsbad residents at the forefront of planning decisions, and this process ensures that the older adult population is taken into careful consideration when decisions are being made.

The city demonstrates policies and programs that align with the Age-Friendly initiative and this Action Plan strengthens those efforts by consolidating existing and proposed policies about older adults to build a more livable city. Livability components include providing a safe and active community; continuing to offer and improve high-quality services and facilities; enhancing recreation and quality of life opportunities; having accessible and convenient

mobility options; and providing safe and affordable homes for all current and future residents. Carlsbad has demonstrated a commitment to aging in place through the creation of the Senior Commission, which increases representation in city government for older adults, as well as making the commitment to becoming an Age-Friendly Community.

1985   Senior Commission was formed

- The Mission of the Senior Commission is to champion an age inclusive environment that promotes wellness, vitality and education that leads to a vibrant quality of life. The Senior Commission advises and makes recommendations to the City Council on the special needs and concerns of seniors, including the creation, operation, maintenance, management, and control of senior programs, and facilities.

2020   Carlsbad invited to join Age-Friendly Network

- The San Diego Foundation's Age-Friendly Communities Program in partnership with AARP asked the City of Carlsbad to join the AARP Network of Age-Friendly Communities.

2020 - 2021   Age-Friendly Action Planning Process

- The Carlsbad Age-Friendly Action Planning process began in January of 2020. Due to the COVID-19 epidemic, project outreach was delayed until May 2020. Once outreach picked back up, the project team conducted an inclusive and comprehensive engagement effort, which led to the creation of this Action Plan.

How the Action Plan was Developed

The Age-Friendly Carlsbad Action Plan resulted from rich community engagement and city staff feedback. The Action Plan represents the authentic voice of people who live and work in Carlsbad and for whom the actions that result from the plan will make a difference in the quality of life for all ages.

Baseline Assessment
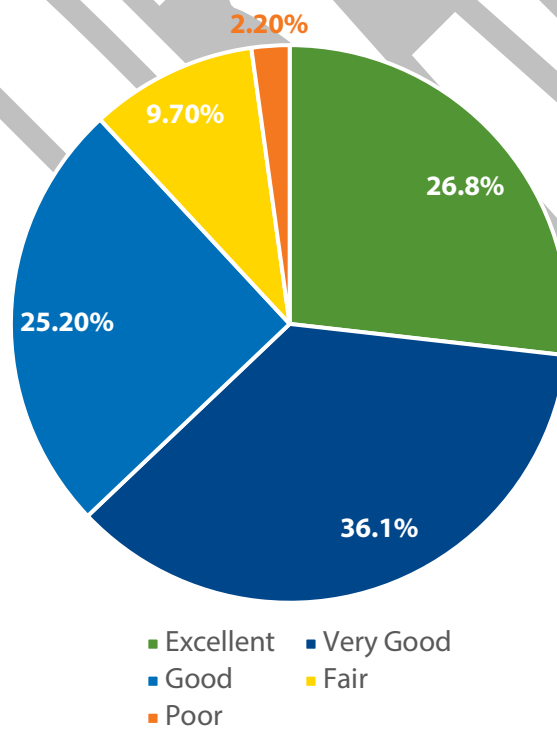
A three-part baseline assessment was conducted to collect quantitative and qualitative data. Components of the baseline assessment included an online survey, online engagement through a tool called Social Pinpoint, and a series of community workshops. A comprehensive summary of information from the baseline assessment period can be viewed within the Mid-Project Report in Appendix C.

Community Survey

For each of AARP's Domains of Livability, specific community characteristics or services were listed and residents were asked to rate how the City of Carlsbad is performing in each of these domains. Respondents were asked to indicate the importance of the Domains of Livability, as well as their perception of Carlsbad's success in providing these services. Refer to Appendix D for the Community Survey findings.

635 responses were received between Aug. 10 - Sept. 13, 2020. Seventy-three percent of the respondents were female with nearly one-third of the total respondents residing in the 92008 Zip Code. Zip Codes 92009 and 92011 each contributed 21% of the respondents. Over 83% of respondents reported an annual income of greater than $50,000. Fifty-seven percent of the respondents have lived in Carlsbad for more than 15 years. The largest percentage of residents (28%) have lived in Carlsbad for 5 to 15 years. The percentage of residents who own the home they live in is 87%.

Over 60% of the respondents rated Carlsbad as an "excellent" or "very good" place to live. The survey was widely advertised through print and digital media. Hard copies of the survey were provided through the city Carlsbad Senior Center's food distribution program. Residents were shared information about the survey through the project webpage, social media, city eNews, and printed newsletters.

Pie chart with segments: 2.20%, 9.70%, 26.8%, 25.20%, 36.1%

Legend:
- Excellent
- Very Good
- Good
- Fair
- Poor

Social Pinpoint Online Engagement

Residents and leaders were encouraged to provide input via the online engagement tool, Social Pinpoint. Social Pinpoint was promoted through similar channels and platforms as the online survey including e-newsletters, Senior Center outreach and meals programs, social media, by participating in the Community Conversations, and though word of mouth. The Social Pinpoint tool was made available for community input throughout the duration of the project. The tool could be accessed through the Age-Friendly Carlsbad webpage at Carlsbadca.gov/AgeFriendlyCarlsbad.

Social Pinpoint is an online engagement and input tool that makes it easy to for community members and stakeholders to provide comments and feedback in a virtual format. The Social Pinpoint tool was chosen for this project because of the onset of COVID-19 restrictions that prevented large group gatherings. Typically, in-person community workshops would be hosted at locations around the community to collect input from residents, but this was not an option due to the pandemic. Social Pinpoint provided the opportunity to engage community members in a safe and thoughtful manner, while also providing a format that allows residents and stakeholders to participate at any time, at a convenient pace, and with a preferred language.

The online tools launched October 2020 and were made available thought the duration of the project. As of Jan. 14, 2021, 83 comments were posted to the Ideas Wall and 24 comments were posted to the Mapping Tool through the Social Pinpoint online engagement platform. Paper versions of the online engagement questions were available upon request and through the Senior Center meal program. Completed forms were collected and inputted into the online platform (these forms have been included in the total counts shown).

Typically, there are Eight Domains of Livability, which include Housing, Outdoor Paces & Buildings, Transportation, Social Participation, Respect & Social Inclusion, Work & Civic Engagement, Communication & Information, and Community and Health Services. Those topics have been included and consolidated into the six topics shown below.

Civic Participation & Employment	Communication & Information	Housing	Outdoor Spaces & Buildings	Respect & Social Inclusion	Transportation

The average age of the Ideas Wall participants was 59 and a majority reside in the 92008 Zip Code. In this platform, comments could be "up" or "down" voted by others. A topic that was not included as an option but received input was Health & Wellness. Health & Wellness was not included in the Social Pinpoint tool because of the community's overall satisfaction with this topic, demonstrated by the survey results.

Key concepts from the Ideas Wall input included the importance of maintaining and expanding programs and facilities for people of all ages, diversifying communication strategies to reach all residents, providing housing that is accessible and affordable for all income levels, working as a community to combat social isolation, and expanding the mobility network to offer safe and reliable transportation options.

Participants provided their input on the Mapping Tool based on categories, as shown below. Categories help indicate locations that show good examples of why Carlsbad is a community for all ages, locations where there are livability issues and concerns, and locations where residents recommend improvements be made.

Existing Age-Friendly Examples in Carlsbad	**Issues & Concerns**	**Opportunity Areas**

In the Mapping Tool, an interactive map allowed participants to drop a pin at an exact location and leave a comment about that location. These comments could be up or down voted by others. Additionally, residents could comment on others' responses, and those items have been included as a sub-bullet. The average age of the Mapping Tool participants was 61 and a majority reside in the 92008 Zip Code.

Key ideas from the Mapping Tool included highlighting the Library and the community garden as existing livability areas in Carlsbad, as well as recommendations for where improvements can be made for access to amenities and roadway safety, pedestrians and bicyclist facilities, and programs and activities for residents of all ages.

Interactive Community Workshops

Residents and leaders who attended the community workshops were provided with background information about the project, a summary of the survey findings, and a brief

tutorial about how to use the online input tools. In addition, participants were asked to provide their input through live polling and a moderated Q&A discussion.

104 residents and leaders attended one (or more) of the workshops that were conducted, including commissioners from the Senior Commission. Workshop #1 was hosted on Nov. 9, 2020 from 9 a.m. to 10 a.m., Workshop #2 was hosted on Dec. 3, 2020 from 2 p.m. to 3 p.m., and Workshop #3 was held on Mar. 25, 2021 from 3 p.m. to 4 p.m. These workshops were hosted via Zoom webinar and participant's cameras were turned off. Demographic information was not asked of participants.

In drawing from the workshop input, five areas of significant community interest were identified:

| Connectivity | Mobility | Intergenerational Opportunities | Socialization and Inclusion | Housing |

All three of the interactive community workshops placed an emphasis on the importance of information and communication, a desire for alternative transportation options, the benefits of intergenerational programming for socialization, and the need for affordable, safe, and accessible housing options within Carlsbad.

The data gathered from the workshop's live polling and discussion have helped illuminate the Domains of Livability that are of greatest interest and/or priority to the community. This data, in addition to that collected from the survey and Social Pinpoint, helped structure the livability recommendations within this Action Plan.

Action Plan

The Age-Friendly Carlsbad Action Plan is a document that compiles community input from the baseline assessment period, findings from the policy scan, and resources and guidance from city staff and local partners. The intent of the Action Plan is to have a document with implementable programs and policies that will help create a more vibrant, livable, and age-friendly city where residents of all ages can live and thrive.

The Age-Friendly Carlsbad project team, determined that the baseline assessment pointed to six Domains of Livability most relevant to Carlsbad:
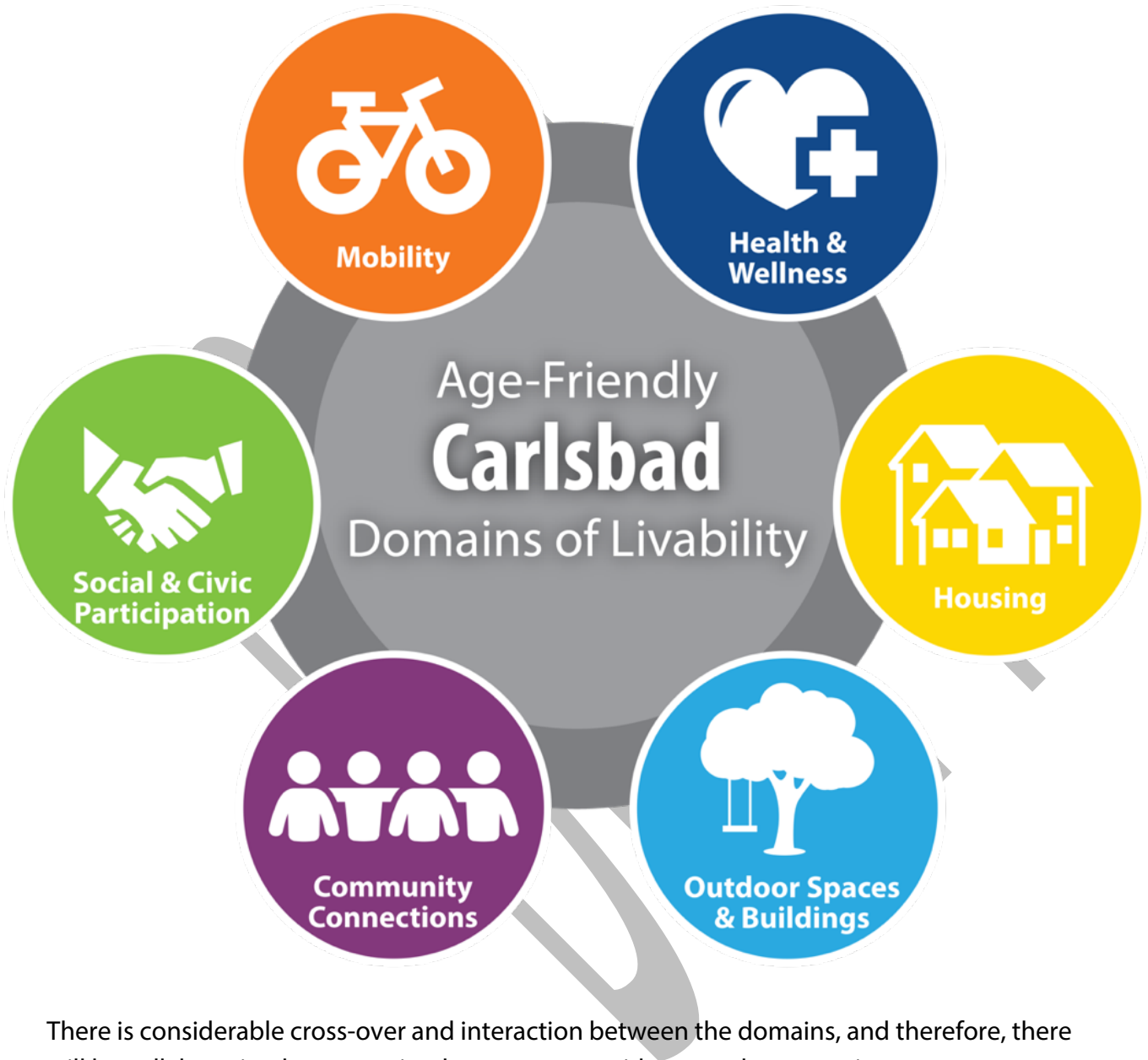
There is considerable cross-over and interaction between the domains, and therefore, there will be collaboration between city departments, residents, and community partners to achieve goals outlines within this Action Plan. City staff and the project team developed a vision, goals, objectives, and actions for each Carlsbad domain, based on cumulative input from the community.

The Draft Action Plan was shared with the community and city staff for review and input prior to finalization of the document. A public review period was available May 21 – Jun. 11, 2021.

Final Action Plan

The project team worked closely with city staff to integrate input and finalize the Action Plan. The final Action Plan was approved by City Council on <mark>XXXX, 2021.</mark>

Implementation and Oversight of the Plan

The first step of implementation is for city staff to operationalize key tasks and establish a schedule for planning purposes and accountability. This will include developing an evaluation plan for regular progress reporting by key departments and tracking of metrics, or measures of success. A continuous quality improvement (CQI) process will be applied so that resulting data can be used to direct and improve implementation. An annual progress report will be delivered to the City Council and AARP in Aug. 2022 and 2023 with a final report in Aug. 2024.

Domains of Livability for Age-Friendly Carlsbad

The Age-Friendly Carlsbad Action Plan was developed to increase livability for people of all ages, with particular attention paid to the city's evolving needs of adults over 65 years of age, a rapidly increasing age cohort. The Age-Friendly Carlsbad project team gathered data from the community during the baseline assessment period, analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan of city documents, such as the General Plan (2015) and the Parks & Recreation Department Master Plan (2015). [5]

Carlsbad Domains of Livability

The pages that follow lay out the details for each of the domains using the following template:

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

Refer to Appendix A for the Action Plan Implementation Table.

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[5] https://livabilityindex.aarp.org/search - Carlsbad+CA+USA

Domain 1: OUTDOOR SPACES & BUILDINGS

Outdoor Spaces & Buildings focuses on the availability of safe and accessible public facilities.

Vision

Carlsbad is a city that provides safe and accessible public buildings and open spaces with amenities and resources supportive of healthy living for all ages and abilities.

What we heard

The Age-Friendly Carlsbad team gathered data from the community through a series of community engagement activities and a community survey. Additionally, the team analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan from adjacent city documents and plans. Through this data collection process, the following themes and issues were identified:

Safety and Accessibility
- **Maintain the safety and accessibility** of all parks, buildings, and other public spaces. (Community Survey)
- **Improve access** to public facilities, outdoor spaces, and programs for all abilities. **(**Community Survey and Community Conversation workshops)

Amenities
- **Provide well-maintained** parks, public areas, sidewalks, and streets across the city so that residents can access and enjoy these facilities within a safe and comfortable walking distance. (Social Pinpoint Ideas Wall)
- **Expand the availability and variety** of public facilities and open space across the city. (Social Pinpoint Ideas Wall)
- **Include benches and resting areas** in public spaces. (Community Survey)
- **Create more community gathering opportunities** for residents of all ages to socialize and live healthy and active lifestyles. (Community Survey and Community Conversation workshops)
- **Integrate more public art** in the community. (Community Conversation workshop)

What we know
Maintenance and Access
- **The Carlsbad community values access to parks and recreation resources**, including the ocean and beaches, because active lifestyles lead to better physical

and mental health outcomes, but also because outdoor recreation and an active lifestyle support community connectedness and a higher quality of life overall.[6]

Community Resources
- **There are six community centers** available to the public, including Calavera Hills Community Center and Park, Heritage Hall, Harding Community Center, Pine Avenue Community Center and Park, Stagecoach Community Center and Park, and the Carlsbad Senior Center.
- **The Parks & Recreation department** manages operations of several recreational facilities, including three (Pine, Stagecoach & Calavera) community centers with gymnasiums, the Senior Center, and two aquatics centers, all designed to promote health and wellness among residents.[7]
- Carlsbad has **13 community parks**, **27 special use areas**, and **five special resource areas** with a range of amenities located throughout the city.[8]
- To support the city's sustainability and conservation efforts, a majority of the parks include green features such as synthetic turf, recycled water, LED lighting, electric car charging stations and solar photovoltaic modules.[9]
- To **preserve resources for future generations**, the city has a Growth Management Plan, which includes the preservation of land area for open space. The city's Parks and Recreation Needs Assessment and Comprehensive Action Plan, which was completed in Fall 2013, indicates the current trends and recreational needs identified by the Carlsbad community.[10]
- **Walk+Bike Carlsbad** is a popular meet-up group with over 1,400 members on Meetup and includes bike rides and walks throughout Carlsbad streets and open spaces.

Access to Green Space and Public Facilities
- Providing green spaces allows for **safe routes for walking and cycling, physical activity, and social interaction**. These spaces are also important to **mental health**. Having access to green spaces and social outlets can reduce health inequalities, improve well-being, and aid in treatment of mental illness.[11]
- Expanding and maintaining public facilities and open spaces throughout the community is an important concern for residents. **Parks, public facilities, and open space are not equally distributed** across the city and that inhibits equity and access.

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[6] Open Space Element, https://www.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=24095
[7] https://www.carlsbadca.gov/services/depts/parks/facilities/default.asp
[8] Open Space Element, https://www.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=24095
[9] https://www.carlsbadca.gov/services/depts/parks/facilities/default.asp
[10] Open Space Element, https://www.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=24095
[11] https://www.who.int/sustainable-development/cities/health-risks/urban-green-space/en/

- Carlsbad has been actively working to **improve community open space and buildings for current and future generations.** The 2015 General Plan includes implementable strategies for improved open space, recreation, and civic opportunities throughout the city.

What we will do

Through the Carlsbad Age-Friendly Action Plan, we hope to address identified gaps, ensuring the safety of all residents when using the city's public areas and buildings, as well as addressing accessibility concerns and providing amenities for a more comfortable and enjoyable experience.

1. Goal 1.1 – Provide well-maintained and safe public spaces to all residents across all city-owned facilities
   a. Objective 1.1.1 – Inform the public on the progress of the Open Space, Conservation, & Recreation Element within the 2015 General Plan that relate directly to the concerns of older adults
      i. Action – *Provide written and verbal report on the progress at to the Senior Commission and City Council.*
   b. Objective 1.1.2 – Involve the community in the development of plans and programs that facilitate the use and progression of public spaces.
      i. Action – *Provide Crime Prevention Through Environmental Design (CPTED) recommendations and strategies for all parks in the city, current and future.*
      ii. Action – *Consider a parking and intersection crossing study south of Tamarack to improve pedestrian safety and access to and along the waterfront.*
   c. Objective 1.1.3 – Equally and equitably distribute the availability of open space, public facilities, and community programs
      i. Action – *Conduct an inventory of all public facilities to evaluate if every resident is within a safe and comfortable 10-minute walk of a park or open space, and accessible by wheelchair.*
      ii. Action – *Create a joint-use agreement with the Carlsbad Unified School District to expand the availability of open space across the city outside of school hours.*
      iii. Action – *Consider hiring a Placemaking and Public Art Director to coordinate the implementation of goals from the 2016 Carlsbad Public Art Vision Process and to expand the availability of public space through innovative strategies.*
      iv. Action – *Expand the trail system to provide access to safe trail recreation within a 1/2 mile of every residence.*
   d. Objective 1.1.4 – Support programs, activities, and amenities that facilitate the routine use of public spaces and the maintenance of these facilities

i. Action – *Document accessibility, maintenance, and safety concerns at all parks and Community Centers with community members using the CarlsbadConnects application.*

ii. Action – *Provide how-to courses though the Senior Center and community centers on how to use the CarlsbadConnects app and web-based platform.*

iii. Action – *Partner with local schools and/or youth organizations to create an intergenerational activity that brings students and older adults together to socialize and utilize the parks.*

iv. Action – *Evaluate the feasibility of converting a portion of the public tennis to pickleball courts.*

v. Action – *Consider the simplification of the field permitting process for older adult leagues to utilize field space.*

vi. Action – *Conduct a bench and shade study for all public open spaces and facilities to evaluate location and availability of resting places and shade.*

Domain 2: SOCIAL & CIVIC PARTICIPATION

Social & Civic Participation focuses on access to leisure and cultural activities, including opportunities for all residents to socialize, engage with their peers, and participate in paid work and volunteer activities.

Vision
Carlsbad is a city that fosters resident engagement through a range of intergenerational activities, events, civic engagement opportunities, and employment and volunteer positions.

What we heard
The Age-Friendly Carlsbad team gathered data from the community through a series of community engagement activities and a community survey. Additionally, the team analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan from adjacent city documents and plans. Through this data collection process, the following themes and issues were identified:

Social Interaction
- **Seventy-one percent** of respondents in the Community Survey said that the availability of continuing education classes or social clubs to pursue new interests, hobbies, or passions is good, very good, or excellent in Carlsbad.
- According to the Community Survey, there is **little interaction between older adults and the schools** in Carlsbad, limiting the opportunities for intergenerational crossover.
- When it comes to companionship, **37.7%** of residents who took the Community Survey feel left out, **35.6%** experience a lack of companionship, and **28.4%** feel isolated from others.
- The **Library and Senior Center** provide activities that are specially designed for older adults. (Community Conversation workshop)

Civic Engagement and Volunteering
- Residents desire **greater access to volunteering opportunities and participating in decision making bodies**, but noted that Carlsbad is doing a good job at providing these opportunities. Transportation to and from volunteer activities is rated as poor or fair by residents. (Community Survey)
- Residents enjoy the **Citizens Academy Training**, which stopped when COVID-19 began and is encouraged to restart digitally. (Social Pinpoint Ideas Wall)
- Residents believe a **volunteer fair** would be helpful. (Community Conversation workshop)

Employment Opportunities
- When it comes to employment and training, respondents rated many services poor or fair. This includes **job training opportunities** for older adults who want

to learn new skills, policies that ensure older adults can continue to have equal opportunities to work, jobs that adapt to meet the needs of people with disabilities, and having a range of flexible job opportunities for older adults. (Community Survey)

- **Workforce participation** is important because people, including older adults, want to be relevant and productive. (Community Conversation workshop)
- **Thirty-two percent** agree when asked if they plan to remain in the workforce beyond any opportunity to retire. (Community Conversation workshop)

What we know

Social Interaction
- Carlsbad hosts a **"50+"** webpage, managed by the Parks & Recreation Department, providing activity and resource information, geared for residents who are 50 years old and older.
- **The Senior Center** promotes healthy, active aging through creative and extensive programs events, exercise classes, health & wellness resources, and more).
- **The Senior Center** offers transportation for qualified adults to help access the Senior Center, medical appointments, and shopping.
- Carlsbad promotes the **2-1-1 service**, which provides free support over the phone to residents, especially useful for those without a computer or internet access.
- The Parks & Recreation Department produces a monthly newsletter, called the **Seaside Insider**. The newsletter is provided in print and digital and shares information about events and news happening locally (*Cross-over with Community Connections*).

Civic Engagement
- The City of Carlsbad has **14 of boards, commissions, and committees,** offering opportunities for individuals to volunteer their services. Boards and commissions may be fiduciary, regulatory, policy-setting and/or advisory.[12]
- The **Senior Commission** is a 5-member advisory body that advises and makes recommendations to the City Council on the special needs and concerns of seniors, including the creation, operation, maintenance, management, and control of senior programs, activities and facilities. The Mission of the Senior Commission is to champion an age inclusive environment that promotes wellness, vitality and education that leads to a vibrant quality of life. There is currently no age or quadrant representation requirement for this Commission.

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[12] https://www.carlsbadca.gov/cityhall/clerk/meetings/boards/list.asp

- The city organizes a Citizens Academy, a free, seven-week program designed to help Carlsbad residents learn about their city government. **Citizens Academy** is held twice a year and is currently on-hold due to COVID-19.
- Carlsbad has a Citizen of the Year award program that recognizes residents who have provided outstanding service to their community. **The Citizen of the Year program** is more than 50 years old and honors community members who have given their time and energy toward the civic improvement, beautification and betterment of the City of Carlsbad.

Work and Volunteer Opportunities
- Carlsbad has a **Volunteer Opportunities** page on the city's website within Neighborhood Services Department, with diverse opportunities for all ages and information about the application process.[13]
- Carlsbad includes a jobs opportunity page within Human Resources for city-specific employment opportunities, and there is a citywide job board in the Senior Center for general postings or for postings specifically geared older adults or other unique populations.[14]
- More residents desire and need to work longer and life expectancy and standard of living increases.

What we will do
Through the Age-Friendly Carlsbad Action Plan, we will build on existing efforts, develop a process to assess and respond to changing needs timely, build capacity for civic engagement, and increase awareness of volunteer opportunities.

1. Goal 2.1 – Build on and expand opportunities for social participation for all ages
    a. Objective2.1.1 – Continue to provide high-quality and diverse activities and events
        i. Action – *Maintain an inventory of existing intergenerational and senior programming.*
        ii. Action – *Establish a system for continuous quality improvement and use attendance and consumer feedback/input to improve or phase out activities.*
        iii. Action – *Assess diversity of participation at community events to assess the demographic breakdown and if targeted outreach and/or events for unique population are needed to increase participation.*
        iv. Action – *Expand utilization of community centers across the city to supplement programs at the Senior Center that not all residents can access.*

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[13] https://www.carlsbadca.gov/services/depts/ns/volopportunities.asp
[14] https://carlsbadca.gov/services/depts/hr/default.asp

     b.   Objective 2.1.2 – Increase visibility of opportunities for social participation (*Cross reference Community Connections*)

          i.   Action – *Provide the community with information about social and civic participation opportunities using a variety of communication methods and through the city's website.*

          ii.   Action – *Compare results of communication methods to determine relative effectiveness in garnering increased participation.*

          iii.   Action – *Maintain a community calendar and highlight events for older adults; host this information on the city's website and cross-promote information on social media and in print.*

2.   Goal 2.2 – Build capacity for civic engagement, volunteerism, and employment

     a.   Objective 2.2.1 – Train and develop citizen leaders

          i.   Action – *Collaborate with the County of San Diego to expand intergenerational resident leadership opportunities.*

          ii.   Action – *Offer the Citizen Academy as a hybrid model to be hosted online and in-person.*

          iii.   Action – *Establish a mentorship program that offers peer-to-peer support among residents currently serving on Boards and Commissions and those interested in serving.*

          iv.   Action – *Consider establishing volunteer positions for older adults to assist with the Carlsbad Student Leader Academy to increase intergenerational opportunities.*

          v.   Action – *Continue promoting the CityStuff program with local third graders to older adult volunteers.*

          vi.   Action – *Promote and create transportation options for accessing volunteer positions.*

          vii.   Action – *Evaluate and increase the availability of well-paying job opportunities, specifically for older adults and persons with disabilities.*

          viii.   Action – *Consider restructuring the Senior Commission to have an older adult representative from each of the four quadrants in the city.*

     b.   Objective 2.2.2 – Empower residents to work or volunteer as they desire

          i.   Action – *Consider a Volunteer and Employment Coordinator position with the city.*

          ii.   Action – *Host employment and volunteer workshops to help residents of all ages with interview skills, resume suggestions, and navigating an online application.*

          iii.   Action – *Expand awareness about job and multigenerational workforce opportunities.*

          iv.   Action – *Provide an intergenerational job and volunteer fair with opportunities available, regardless of age or educational attainment.*

Domain 3: HOUSING

Housing looks at the availability of housing programs and a range of age-friendly housing options and services to support residents of all income levels and age.

Vision
Carlsbad is a city that offers safe, affordable, and diverse housing options to assist all residents to age in place and live in a community-oriented environment.

What we heard
The Age-Friendly Carlsbad team gathered data from the community through a series of community engagement activities and a community survey. Additionally, the team analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan from adjacent city documents and plans. Through this data collection process, the following themes and issues were identified:

Availability and Affordability
- Community Survey respondents said that **housing modification affordability and the trustworthiness of modification** and **repair** could be improved.
- **Provide more affordable living options** for older adults who are low- to moderate-income income. (Community Survey)
- More information about **where affordable housing exists** in Carlsbad and living options for older adults. (Social Pinpoint Ideas Wall)
- It is important to have **housing options** within walking distance of community resources, such as the grocery store, restaurants, community centers, etc. (Community Conversation workshop)

Safety, Accessibility, and Independence
- Provide accessible housing that allows residents to age in place as they face **mobility challenges**. (Community Survey)
- **Ninety-six percent** of the Community Survey participants said that it is very important or extremely important to be able **to live independently** in their own home as they age.
- **More housing developments should consider aging adults** and include single-story layouts or multi-story accessibility options. (Community Conversation workshop)
- **Eighty-two percent** of Community Conversation workshop participants feel it is very important or extremely important to remain in Carlsbad as they age.

What we know

Population and Housing Need

- Carlsbad had a **2020 population of 114,463** and Carlsbad is projected to have a population of 124,351 by 2050.[15]
- The Carlsbad City Council adopted the 2021 – 2029 Housing Element Update on April 6, 2021.
- From 2010 to 2018, Carlsbad saw a 4% increase in the 65+ population and has the second highest median age in the County at 42.4 years old.[16]
- According to SANDAG estimates, Carlsbad had 46,382 housing units as of 2019.
- Carlsbad's housing stock is much newer on average when compared to San Diego County as a whole, suggesting Carlsbad households may spend less on repairs and upgrades.[17]

Low-Income Housing Options

- Carlsbad, much like other California cities, is **facing a housing shortage**, and the older adult population is a group that relies heavily on affordable housing options, including senior-specific housing. Based on the HCD Regional Housing Need Determination for the 6th Cycle RHNA, SANDAG has determined through their methodology that the housing unit allocation for Carlsbad for the period between June 30, 2020 through April 15, 2029 and Carlsbad's share is **3,873 units.**[18] Distribution includes 34% (Very Low-Income) and 20% (Low-Income).
- **Carlsbad does not have any "at-risk" low-income rental housing** options and because all inclusionary rental units were built after 1990 and the units must maintain their affordability for 55 years, no units are in immediate threat of being "at-risk."
- **The city's webpage on "Housing" features affordable housing information** and resources about living options, including the 24 apartment buildings that offer affordable units.[19]
- **The Housing Choice Voucher Program (Section 8)** is funded by HUD and administered by the City of Carlsbad Housing Authority. The city spends approximately $6.6 million annually on the Section 8 Rental Assistance Program.
- **The 2021-2029 Housing Element includes language about affordable housing for Very Low- to Moderate- Income** in most goals. There is also attention given to alternative living options, like micro-units, and increasing affordable living near transit.

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[15] California Department of Finance, 2020

[16] Housing Element, https://cityadmin.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=46908

[17] Id.

[18] Housing Element, https://cityadmin.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=46908

[19] https://www.carlsbadca.gov/services/depts/housing/default.asp

Adult Living Facilities
- In addition to affordable housing options, Carlsbad also provides **privately owned older adult living facilities**, for a variety of needs and ability levels. These facilities include senior living centers, respite and memory care centers, and hospice. A certain number of **older adults who live in their private residences** also depend on local programs to access community resources.

Accessibility of Housing
- **Housing that is accessible to transportation** and local resources are important for a thriving, livable community. Much like affordability, access to destinations, via walking, transit, biking, and other alternative modes of travel, is highly valued amongst residents when selecting a place to live and preserving independence with age.
- The city's webpage on "Housing" provides information about affordable living options, and should serve as a **centralized information hub for accessing citywide housing information**, or accessing housing information specific to older adults.

What we will do
Through the Age-Friendly Carlsbad Action Plan, we hope to address housing gaps, improving the visibility of diverse policies in the Housing Element, while meeting the expectations of residents to provide affordable and accessible housing options that support independent living and comfort.

1. Goal 3.1 – Provide safe, affordable housing options for all residents to age in place comfortably
    a. Objective 3.1.1 – Inform the public on the progress of the 2021–2029 Housing Element that relate directly to the concerns of older adults
        i. Action – *Provide written and verbal report on the progress at to the Senior Commission and City Council.*
        ii. Action – *Promote the Accessory Dwelling Unit (ADU) and Alternative Housing programs outlined in the 2021-2029 Housing Element (Program 1.2 and 1.3) and provide a citywide announcement about the details of the program through distribution of informational brochures to city facilities such as the Senior Center, through social media channels, and through the creation of a web page on the city's website dedicated to ADU's and alternative housing.*
        iii. Action – *Implement all communication strategies within the 2021-2029 Housing Element to keep the public informed and aware of housing information and opportunities for engagement.*
    b. Objective 3.1.2 – Implement strategies to protect the comfort and safety of all residents in neighborhoods

        i.   Action – *Consider a CPTED walk audit program with housing property managers and the Carlsbad Police Department.*

        ii.   Action – *Work with developers to increase the number of units with zero-entry doorways, first-floor bedrooms, and wider doorways.*

  c.   Objective 3.1.3 – Promote Carlsbad to be a community where people of all ages and background can live and thrive

        i.   Action – *Provide first-time homeowner workshops to compliment the 2021 – 2029 Housing Element's First-Time Homebuyer Program.*

        ii.   Action – *Pursue home modification funding opportunities through federal and state programs to accommodate modifications for aging and multi-family housing options, as well as building micro-units and ADUs.*

        iii.   Action – *Work with the City of Carlsbad Housing Authority to offer information about senior housing, affordable housing and accessing HUD assisted housing (Housing Choice Voucher program, HUD Section 202).*

        iv.   Action – *Continue to fund and actively promote the city's minor home repair program as described in Housing Element Program 3.5.*

2.   Goal 3.2 – Grow and preserve the affordable housing stock in Carlsbad and expand the alternative living options

  a.   Objective 3.2.1 – Provide more education about affordable housing strategies

        i.   Action – *Maintain and distribute information about existing and future affordable housing options in Carlsbad.*

        ii.   Action – *Increase awareness about implementing Accessory Dwelling Units (ADUs) through resource development and multilingual guidance about the permitting process, available in-person, online, and over the phone.*

        iii.   Actions – *Develop at least four pre-approved ADU plans that residents can use to expedite the permitting process, as described in Housing Element Program 1.2.*

  b.   Objective 3.2.2 – Increase the availability of transit-oriented development and housing options within walking distance to community resources

        i.   Action – *Encourage the development of older adult housing and affordable units within a safe and comfortable 10-minute walk of major transit hubs and parks (in partnership with NCTD).*

        ii.   Action – *Encourage mixed-use developments that include a residential component that provides housing for lower and moderate-income households (Housing Element Program 1.8).*

        iii.   Action – *Promote CarlsbadConnects app as a communication tool for sharing neighborhood housing and walkability concerns through digital and in-person education.*

Domain 4: HEALTH & WELLNESS

Health & Wellness focuses on access to programs that promote wellness, health, and active living.

Vision
Carlsbad is a community where residents of all ages can live a healthy and active life while feeling safe and secure.

What we heard
The Age-Friendly Carlsbad team gathered data from the community through a series of community engagement activities and a community survey. Additionally, the team analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan from adjacent city documents and plans. Through this data collection process, the following themes and issues were identified:

Accessible and Affordable Healthcare Services
- Overall, residents rated **healthcare services** in Carlsbad as good, including having access to healthcare professionals who speak different languages, having well-trained certified home health care providers, and conveniently located health and social services. (Community Survey)
- Residents are most impressed by the **respectful** and **helpful** hospital and clinic staff, having well-maintained hospitals and health care facilities, having a **variety of healthcare professionals** and specialties, and at **access to affordable fitness activities** geared for older adults. (Community Survey)
- Residents desire a **caregiver communication network** for those aging in place. (Social Pinpoint Ideas Wall)
- The **senior lunch program** is helpful and accommodating for older adults with limited incomes. (Social Pinpoint Ideas Wall)
- Residents said that **personal care and housekeeping** is poor in Carlsbad, as well as access to affordable home health care providers. (Community Survey)

Healthy and Active Lifestyle
- **Health and wellness should be in every category** of the Action Plan. (Social Pinpoint Ideas Wall)
- **Warm-water pools** would help with rehab for older adults and assist with arthritis. (Social Pinpoint Ideas Wall)
- **Affordable fitness classes** are helpful, but it is challenging to participate during COVID-19. (Social Pinpoint Ideas Wall)
- Invest in **pickleball** as people are trying to live healthier lives and be more active. (Social Pinpoint Ideas Wall)

What we know

Health and Wellness topics are important to individual and community wellbeing.

Delivery of health and wellness services:
- As of 2020, the Senior Center delivers **about 1,100 meals** to residents a week.
- **Alga Norte** has an instructional pool that is warm, around 84 degrees, as well as a spa that is 98-101 degrees.
- Carlsbad offers a "Health & Wellness" webpage, linked from the "50+" webpage that lists health, fitness, and sport activities for all ages. There are older adult-specific classes that include yoga and Zumba.
- Carlsbad has a **lower patient satisfaction rate for health care** (66.5%) as compared to the Median US Neighborhood (71.3%). (AARP 2021 Livability Index)
- Carlsbad has a **higher rate of preventable hospitalization** rate (24.4 per 1,000 patients) as compared to the Median US Neighborhood (48.5 per 1,000 patients) (AARP 2021 Livability Index).
- Carlsbad has a **higher percentage of residents who live within a half mile of parks** and within **one mile of recreational facilities** (96.1%) as compared to the Median US Neighborhood (90.7%) (AARP 2021 Livability Index).

Health conditions:
- Environmental health conditions in Carlsbad are worse than the Median US Neighborhoods for regional air quality and near-roadway pollution. On average, the Median US Neighborhood has 5.7 days per year when regional **air quality is unhealthy** and Carlsbad has **40.7 days**. Additionally, **14.4%** of Carlsbad residents live within 200 meters of a high-traffic road where more than 25,000 vehicles pass per day (AARP 2021 Livability Index)
- Carlsbad has a **lower prevalence rate of smoking** (11.3%) compared to the Median US Neighborhood (20.5%) (AARP 2021 Livability Index).
- Carlsbad has a **lower obesity rate** (20.7%) as compared to the Median US Neighborhood (28.9%) (AARP 2021 Livability Index).
- According to a 2018 Life Expectancy study by the County of San Diego, Carlsbad's **life expectancy is 83.4 years old**, compared to the County's average expectancy rate of 82.6 years old.[20]
- Improved health conditions are closely tied to **eliminating inequities** in Carlsbad. *Equity* is the absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically, or geographically. *Health inequities* involve access to the resources needed to improve and maintain health or health outcomes.[21]

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[20]https://www.sandiegocounty.gov/content/dam/sdc/hhsa/programs/phs/CHS/Mortality/Life%20Expectancy%20in%20San%20Diego%20County%202010-2018.pdf

[21]https://www.who.int/healthsystems/topics/equity/en/#:~:text=Equity%20is%20the%20absence%20of,economically%2C%20demographically%2C%20or%20geographically.

What we will do

Through the Age-Friendly Carlsbad Action Plan, current and projected health and wellness will increase for those who live and work in Carlsbad.

1. Goal 4.1 – Review current health conditions for Carlsbad populations to identify areas of concern
   a. Objective 4.1.1 – Assess health-related data and make health information available to residents
      i. Action – *Maintain an up-to-date record of available data from local and region data sources (e.g., San Diego HHSA Live Well, San Diego Health Connect, and 2-1-1) to best support Carlsbad residents.*
      ii. Action – *Maintain the Coronavirus (COVID-19) information on the Carlsbad website and update when appropriate with health-related information that is up-to-date and accessible.*
      iii. Action – *Consider creating a "health report" that highlights the health of Carlsbad populations, health trends, and impacts on wellness.*
      iv. Action – *Use print, social media, and digital media with multi-lingual communication to share health and wellness activities.*
   b. Objective 4.1.2 – Increase awareness around health and wellness across all ages and populations
      i. Action – *Consider creating a Health and Environmental Justice Element for the General Plan.*
      ii. Action – *Develop a Health and Environmental Justice strategic plan for to include specific details about older adults, persons with disabilities, and the impacts of COVID-19, specifically for persons of color and older adults.*
   c. Objective 4.1.3 – Improve access to reach health facilities and programs
      i. Action – *Evaluate sidewalk conditions within ½ mile of all healthcare facilities, living facilities, and public facilities (i.e., parks and buildings) to improve walkability conditions for residents to access health-related resources.*
      ii. Action – *Consider an intra-city vehicle service for older adult residents, similar to La Mesa's Rides4Neighbors program, to improve safety and access health appointments and necessity trips without the need for a private vehicle (Cross-reference with Transportation).*

2. Goal 4.2 – Provide health-related programs to expand upon the educational health resources available in Carlsbad
   a. Objective 4.2.1 – Provide workshops and classes on healthy lifestyle living, eating, exercise, crime prevention, and mental health.
      i. Action – *Work with local health partners to provide courses on exercise, healthy eating, and preventive care.*

ii. Action – *Offer free or reduced-priced classes and programs at the Senior Center and at additional locations across the city to increase accessibility and participation.*

b. Objective 4.2.2 – Raise awareness around mental health and the importance of socialization

i. Action – *Offer a workshop series that specializes in mental health and how to help yourself and those around you.*

ii. Action – *Pilot a pen pal program with the Carlsbad Unified School District that partners students with older adults living in care facilities and alone.*

iii. Action – *Provide trainings for city staff about mental health awareness and how to identify signs of depression and isolation.*

iv. Action – *Expand the You Are Not Alone (YANA) program with the Senior Volunteers to connect older adults who live alone with other residents to increase socialization and establish a community-based emergency contact system.*

Domain 5: MOBILITY

Mobility focuses on safe, convenient, and affordable transportation options.

Vision

Carlsbad is a city where people of all abilities and age have access to safe, reliable, and affordable modes of public, private, and alternative transportation.

What we heard

The Age-Friendly Carlsbad team gathered data from the community through a series of community engagement activities and a community survey. Additionally, the team analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan from adjacent city documents and plans. Through this data collection process, the following themes and issues were identified:

Safety and Convenience
- **The availability of separate pathways** for bicyclists and pedestrians were rated poorly by residents. (Community Survey)
- There is a **lack of audio and visual pedestrian crossings** in Carlsbad. (Community Survey)
- **Bike lanes do not feel safe** to use because of high-speed traffic and a lack of buffers from vehicles. (Social Pinpoint Ideas Wall)
- Residents **rated public transportation poorly** for accessibility and convenience, as well as timeliness, safety, and affordability. (Community Survey)
- Most of the **"Issues & Concerns"** raised on the Social Pinpoint Mapping Tool were about safety concerns on roadways and intersections.
- Street safety is a major barrier to walking and biking (Community Conversation workshop).

Access
- **Ninety-seven percent** of the Community Survey respondents said that they primarily get around by driving themselves, and only 8.6% rely on public transportation.
- Community Survey respondents would like to see **more driver education or refresher courses.**
- **Expand transportation options and programs** designed specifically for older adults, especially for older adults who are home-bound or cannot drive independently.
- There is an **interest in alternative mobility options** (bike, walking, transit), but more education and awareness are needed. (Community Survey)
- An **intra-city shuttle or rideshare option** is desired to reach appointments and social activities around the city. (Community Conversation workshop and Social Pinpoint Ideas Wall).

- At the Community Conversation workshops, and average of 58% of the participants said they would select a network company (Uber, Lyft) as an **alternative to owning an automobile**, 58% said that they would select walking as an alternative to owning an automobile, and 38% said they would select public transit as an alternative to owning an automobile.

What we know

Accessibility and Connections

- Carlsbad is a fairly **car-dependent community**, with much of the transportation system developed within the last 30 years, and sits approximately 35 minutes north of Downtown San Diego and 25 minutes south of San Clemente.[22]
- Within Carlsbad, **public transportation**, including train, bus, and shuttle services, is provided by North County Transit District. Carlsbad includes two train stations (Carlsbad Poinsettia Station and the Carlsbad Village Station). Carlsbad does not have a connection to the Sprinter Hybrid Rail or an alternative light rail system.
- For older adults, access to alternative transportation provides **mobility independence**, and a **connection to community resources**, especially after they are unable to drive.
- The average speed limit (MPH) on streets and highways is higher at 33 MPH, compared to the Median US Neighborhood of 28 MPH (AARP 2021 Livability Index).
- Carlsbad has a higher rate of households who take walking trips per day (.77) compared to the Median US Neighborhood (.73) (AARP 2021 Livability Index).
- Carlsbad has a lower rate of fatal crashes per 100,000 people per year with 4.6 compared to the Median US Neighborhood with 6.8 (AARP 2021 Livability Index).

Alternative Transportation and Plans and Resources

- **Alternative transportation modes**, like walking, biking, and public transit, expand the mobility options that are available to residents of all ages and abilities, and helps build a **"complete neighborhood"** community. A "complete neighborhood" is an area where residents have **safe and convenient access** to goods and services they need on a daily or regular basis.[23]
- The City of Carlsbad has an Sustainable Mobility Plan that outlines local biking and walking opportunities. Resources on this page provides a citywide overview of current programs and plans, but does not highlight resources for older adults specifically.
- **Carlsbad adopted a Sustainable Mobility Plan in 2021**, but there is limited reference to accommodations for older adults or persons with disabilities.

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[22] Mobility Element, https://www.carlsbadca.gov/civicax/filebank/blobdload.aspx?BlobID=24065
[23] http://www.portlandonline.com/portlandplan/?a=437441

- o NEVs, Improved Transit Access, Mobility Hubs, Local Roadway Safety Plan
- The City of Carlsbad adopted the **Trails Master Plan in 2019**, which will outline strategies to make it safer, more convenient, and more enjoyable for people to walk, hike, and bike in Carlsbad, whether for recreation or transportation. The updated plan will reflect new trails and incorporate changes in the city's trail system. Consideration for older adults in the development of this the Trails Master Plan is incorporated in this Action Plan.
- **Programs and guidelines that relate to alternative transportation** include the Barrio Neighborhood Lighting Guidelines, the 2015 Traffic Monitoring Program (Appendix A, Appendix B, Appendix C), the Carlsbad Residential Traffic Management Program, Walk+Bike Carlsbad, and information about Carlsbad's participation in Bike Month.[24]
- The **Climate Action Plan was adopted in 2015** and encourages the adoption of a citywide TDM plan, which includes a promotion of biking and rideshare, but does not specify older adults in these policies or goals.
- These plans, in addition to what is included in the 2015 General Plan, illustrate actions being made to provide a more **equitable and diverse transportation network** throughout the city and provide a greater level of mobility access to all residents. More detail about the inclusion of older adults is included within this Action Plan.
- Carlsbad does not currently have a **Vision Zero commitment**, which recognizes that everyone has the right to move safely in their community, and that system designers and policymakers share the responsibility to ensure safe systems for travel. A Vision Zero commitment would also have **co-benefits with the city's Climate Action Plan**.
- **CIP projects** and goals that relate to mobility include:
  - o Key priorities for traffic and mobility in the 2020 – 2021 Operating Budget and Capital Improvement Program (CIP):
    - Finalize and Implement the Sustainable Mobility Plan
    - One quarter of the CIP spending will focus on mobility enhancement projects
  - o CIP Projects that relate to active/alternative transportation (funded and unfunded) include improving/adding pedestrian trails and access, bicycle facilities, ADA upgrades, signage and wayfinding, sidewalk improvements.[25]

What we will do

Through the Age-Friendly Carlsbad Action Plan, we hope to address identified gaps, improving the visibility of transportation policies in city documents, while meeting the expectations of

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[24] https://www.carlsbadca.gov/services/depts/pw/traffic/biking.asp
[25] https://issuu.com/carlsbadcity/docs/fy2020budget?fr=sOTJiMjIzNDg0NA

residents to expand mobility options, and prioritize transportation safety and accessibility across the city.

1. Goal 5.1 – Provide greater opportunity for the community to become involved in active transportation planning and the development of improvements
   a. Objective 5.1.1 – Increase education and opportunities for public participation in transportation planning
      i. Action – *Consider modifying the "Traffic & Mobility Commission" to have at least one (1) seat specifically for an older adult resident.*
      ii. Action – *Create a Carlsbad bike map to be hosted on the "Maps" webpage of the city's website, similar to the trails map.*
      iii. Action – *Provide education about the CarlsbadConnects app to report an infrastructure issue (Cross-reference with Open Spaces & Buildings).*
      iv. *Action – Provide "Smart Cycling" courses to educate older adult residents on how to ride their bikes safely in various conditions throughout the city.*
   b. Objective 5.1.2 – Inform the public on the progress of the Mobility Element that relate directly to the concerns of older adults
      i. Action – *Provide written and verbal report on the progress at the Senior Commission, Traffic & Mobility Commission, and City Council.*

2. Goal 5.2 – Provide safe mobility options within and around the City of Carlsbad for all ages and abilities
   a. Objective 5.2.1 – Increase Citywide bicycle ridership by providing safe, maintained, and well-connected bicycle facilities throughout the city
      i. Action – *Evaluate the feasibility of providing more Class-I multi-use trails and Class-II enhanced buffered bike lane facilities to increase the percentage of roadways that provide separation from vehicular traffic.*
      ii. Action – *Prioritize bicycle improvements in future transportation infrastructure projects.*
      iii. Action – *Evaluate the inclusion of bicycle signal detection to signalized intersection crossings along bike routes featured in the bike map.*
      iv. Action – *Offer bicycle rodeos and bike maintenance classes for residents of all ages and comfort levels.*
   b. Objective 5.2.2 – Create a more accessible public transportation experience for all residents.
      i. Action – *Provide multilingual and multigenerational public transportation educational programs that residents can access in-person and online.*
      ii. Action – *Advertise the NCTD reduced fare options for seniors, persons with disabilities, and Medicare recipients.*

iii. Action – *Work with NCTD to evaluate bus and transit service lines and the frequency of service.*

iv. Action – *Create a "Transit for Fun" program through the Senior Center that takes older adults on local outings via the public transit system to help increase comfort and familiarity with the public transit system.*

v. Action – *Consider supplementing the public transit services with a city-funded inter-city shuttle services for local trips at a reduced rate.*

c. Objective 5.2.3 – Engineer and design city streets to self-enforce target speeds and support mobility for all roadway users.

i. Action – *Evaluate the location and need for bicycle racks and micromobility parking to reduce sidewalk obstacles.*

ii. Action – *Make sure all traffic signs and roadway paint are clean and visible for vehicles to see and abide by.*

iii. Action – *Evaluate the location of existing audible crossing mechanisms and install additional devices at intersections throughout the city.*

iv. Action – *Conduct a street lighting audit in neighborhoods to identify areas that could be better lighted for walking and biking at night.*

v. Action – *Promote the use of Neighborhood Electric Vehicles (NEVs) for ease of use, environmental benefits, and creating a citywide culture around reduced traffic speed on local streets.*

d. Objective 5.2.4 – Apply traffic calming measures and infrastructure improvements to enhance the pedestrian experience.

i. Action – *Support a community crosswalk decoration event as part of placemaking and beautification efforts for intersections near parks, public facilities, and schools.*

ii. Action – *Establish adequate and safe crossing times for pedestrians.*

iii. Action – *Consider the balance of implementing bulbouts and bicycle facilities to accommodate the needs and safety of both bicyclists and pedestrians.*

iv. Action – *Consider a pedestrian crossing lead phase on roads with high-pedestrian volumes and over 35 mph.*

v. Action – *Ensure all crossing areas have ADA-compliant curb cuts.*

vi. Action – *Evaluate sidewalk conditions and availability throughout the city.*

vii. *Action – Implement a citywide Local Roadway Safety Plan to identify and analyze roadway safety issues and prioritize countermeasures to address them.*

3. Goal 5.3 – Increase information and education about transportation options

a. Objective 5.4.1 – Provide more transportation-specific education through workshops and informational strategies

i. Action – *Partner with the County of San Diego, AARP, and transportation organizations to promote publicly available workshops and resources that provide information about local and regional transportation.*

ii. Action – *Create a fact sheet for the Carlsbad webpage that provides a list of locally-available transportation options, how/where they function, and where to learn more about these options.*

iii. Action – *Provide information about driver education/refresher courses and current state and Department of Motor Vehicle (DMV) laws and programs.*

Domain 6: COMMUNITY CONNECTIONS

Community Connections celebrates Carlsbad as a multicultural and intergenerational community and the interconnectedness of residents, information, and opportunities within the City for current and future generations.

Vision

Carlsbad is a city that is inclusive of persons at all life stages and abilities and fosters enhanced awareness and respectful interactions to support full participation in community life, including access to information and activities.

What we heard

The Age-Friendly Carlsbad team gathered data from the community through a series of community engagement activities and a community survey. Additionally, the team analyzed data from the AARP Livability Index for Carlsbad (2021) and conducted a policy scan from adjacent city documents and plans. Through this data collection process, the following themes and issues were identified:

Interaction and Respect
- Residents express a desire to **engage socially, without discrimination**. (Social Pinpoint Ideas Wall)
- Everyone, including city government, should be **inclusive of all genders, ethnic backgrounds, ages, and groups** to build a stronger community. (Social Pinpoint Ideas Wall)
- Activities can be specific to age and interests, but greater efforts towards **increasing community connections** between all residents should be a priority. (Social Pinpoint Ideas Wall)
- Some activities are too far away to **access** and activities are not often distributed across the city. (Social Pinpoint Ideas Wall)
- Pre-COVID-19, there were more **programs and activities designed for older adults** to engage and socialize. (Social Pinpoint Ideas Wall)
- Residents expressed that the **Senior Center** has great opportunities, as well as the **Carlsbad Newcomers Club** and the **Carlsbad Women's Club** for older adults and new residents. (Community Conversation workshop)
- The design and layout of the Senior Center could be more comfortable **for casual meet-ups and passive activities.**

Isolation
- There is a strong desire to **stay connected**, especially during the COVID-19 era, and combatting isolation. (Community Conversation workshop)
- **Forty-eight percent** of Community Conversation workshop participants occasionally or rarely feel like they have adequate availability of human connection.

Information and Resources

- **Internet competency is high in Carlsbad** and has likely increased because of COVID-19 and the desire to participate in online programs.
- **Information hubs** for residents to receive information include family and friends, the Senior Center, a doctor or health professional, and the library. (Community Survey)
- **Increasing information outlets** and the methods of communication through paper (newspaper, flyers) and online (city's website and social media) was a general theme throughout the community engagement process. While Carlsbad has many existing channels for distributing information, identifying untapped communication channels, and making access to information clearer and easier can benefit the city's older adults.
- **Accessibility to information** was rated well by residents who participated in the Community Survey, but improvement suggestions include providing larger lettering and improving the process for getting information delivered to home-bound residents. (Community Survey)
- **Diversity in communication** is important and residents recommended It is important offering Spanish and other language needs at events and in resources.

What we know

Social Inclusion and Isolation

- **Loneliness and social isolation** in older adults are serious public health risks affecting a significant number of people in the United States and putting them at risk for dementia and other serious medical conditions.[26]
- Social isolation significantly increases a person's **risk of premature death** from all causes, a risk that may rival those of smoking, obesity, and physical inactivity.[27]
- Social isolation was associated with about a 50% increased risk of **dementia.**[28]
- **Poor social relationships** (characterized by social isolation or loneliness) were associated with a 29% increased risk of heart disease and a 32% increased risk of stroke.[29]
- Loneliness was associated with higher rates of **depression, anxiety, and suicide.**[30]

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[26] https://www.cdc.gov/aging/publications/features/lonely-older-adults.html

[27] National Academies of Sciences, Engineering, and Medicine. 2020. Social Isolation and Loneliness in Older Adults: Opportunities for the Health Care System. Washington, DC: The National Academies Press. https://doi.org/10.17226/25663external icon.

[28] Id.

[29] Id.

[30] Id.

- Loneliness among **heart failure patients** was associated with a nearly four times increased risk of death, 68% increased risk of hospitalization, and 57% increased risk of emergency department visits.[31]
- On an index rating of from 0 to 2 (higher values are better), Carlsbad rated at a 0.98 when it comes to **social engagement** (extent to which residents eat dinner with household members, see or hear from friends and family, talk with neighbors, and do favors for neighbors), which is the average for the Median US neighborhood. (AARP 2021 Livability Index)

Usability of Resources
- The City of Carlsbad offers **multiple hubs for information** dissemination including the Senior Center, Library, city facilities, and the city website and social media channels.
- **The Carlsbad Library** supports lifelong learning and offers resources such as remote activities, adult literacy, computers and Wi-Fi, intergenerational events, and services and programs specifically designed for adults.
- **The Senior Center** in an information and activity hub for older adults and a broad range of individual and group services are provided, as well as access to other community resources and agencies serving older adults.
- Carlsbad has a higher percentage of residents with **access to high-speed, low-cost internet service** (54.8%) compared to the Median US Neighborhood (14.6%). (AARP 2021 Livability Index)
- The City of Carlsbad website allows for language selection and changing the **scale of text,** which assists with usability and accessibility to information.
- The city created the **Age-Friendly Carlsbad webpage** (carlsbadca.gov/AgeFriendlyCarlsbad) as the landing page for age-friendly resources.

Visibility of Information
The City of Carlsbad utilizes several mediums to keep its constituents informed, including:
- Social media such as Facebook (over 51,300 followers), Twitter (Over 17,900 followers) and Instagram (over 14,700 followers)
- The Parks & Recreation Department publishes the Seaside Insider, a monthly digital and print newsletter that is specifically geared for residents 50+ and includes stories, program information, and meal menus for the month.
- Carlsbad livestreams and maintains an archive of meeting recordings for City Council and Boards/Committee meetings on the website.

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[31] Id.

- Carlsbad offers the e-government tools, CarlsbadConnects (mobile and web application), and has created a video to assist with the education for how to use this application.

What we will do

Through the Age-Friendly Carlsbad Action Plan, we will help residents remain informed and involved in community life while increasing communication access and socialization opportunities.

2. Goal 6.1 – Increase citywide awareness around the impacts of age, disability, and isolation
    a. Objective 6.1.1 – Increase awareness for city staff about respect and inclusion topics
        i. Action – *Hire a consultant to host a training for city staff related to aging, disability, memory loss, and isolation.*
        ii. Action – *Make trainings available to community-based service providers, appointed members of boards and commissions, and community safety groups (i.e., Carlsbad Police and Fire).*
        iii. Action – *Develop and share best practices for improving the accommodations for older adults and people with disabilities at public meetings (e.g., captioning), including a list of vendors/service providers capable of improving access during such meetings.*
    b. Objective 6.1.2 – Grow public awareness around respect and inclusion topics
        i. Action – *Work with the County of San Diego Age Well team to promote the Dementia Friendly initiative and how to become a dementia ally.*
        ii. Action – *Improve the language used pertaining to aging and older adults by using terms such as "older adults" and "elders" instead of "senior citizens" and "the elderly."*
        iii. Action – *Advance civil rights, equity, and social sustainability for older adults by removing barriers and conditions that prevent minority, low-income, limited English proficiency, and other disadvantaged groups from receiving access, participation, and benefits from city and county programs, services, and activities.*
        iv. Action – *Consider developing an Equity and Inclusion Committee or Commission and including at least one position for an older adult resident.*

3. Goal 6.2 – Increase social connections to reduce social isolation
    a. Objective 6.2.1 – Build neighborhood interactions and connectivity

        i.   Action – *Actively promote the city's Community Activity Grant and Special Event Grant to mobilize schools, local community-based organizations, and the faith-based community to increase activities and events available to residents of all ages.*

        ii.   Action – *Streamline the event permitting process for neighborhood block parties when street closures are needed to facilitate community connections within the neighborhood setting.*

   b.   Objective 6.2.2 – Combat isolation through citywide programming

        i.   Action – *Establish a city department and/or staff member to design and lead an isolation outreach team.*

        ii.   Action – *Conduct an assessment of the residents who are over the age of 60 and live alone, as well as their contact information and where these residents reside.*

        iii.   Action – *Organize a "get to know your neighbor" program to help strengthen community relationships and increase socialization opportunities for all residents.*

        iv.   Action – *Create a conversation call-in number that residents can call for non-emergency reasons to speak with a volunteer and have a friendly conversation.*

4.   Goal 6.3 – Increase public visibility and access of city plans, programs, and resources

   a.   Objective 6.3.1 – Broaden the public's access and visibility by employing a multi-media and multi-level communications approach

        i.   Action – *Conduct a public information assessment to determine existing communication channels and residents' preferences for receiving community information.*

        ii.   Action – *Provide communication counseling and training for city officials and staff interacting with the public.*

        iii.   Action – *Improve centralized sources as "one stop" for information about programs, city updates, and engagement opportunities.*

        iv.   Action – *Create community information sources that are easy to understand and clearly displayed with large lettering.*

        v.   Action – *Ensure community information is delivered in person to homebound residents.*

5.   Goal 6.4 – Maximize the use and impact of technology throughout the city

   a.   Objective 6.4.1 – Ensure the city's communications strategy uses updated and existing communication tools and methods

        i.   Action – *Conduct an internal communications audit to determine what is missing or outdated.*

        ii.   Action – *Maintain and grow the Age-Friendly Carlsbad webpage to include links to City of Carlsbad tools and other websites that serve as resources for older adults.*

iii. Action – *Provide educational opportunities that remove barriers to the digital divide and increase participation in citywide activities.*
iv. Action – *Ensure city communications meet ADA requirements.*
v. Action – *Consider the on-going use of Social Pinpoint for collecting community feedback on a rolling basis and having a safe space for residents to share comments and view comments from other residents.*
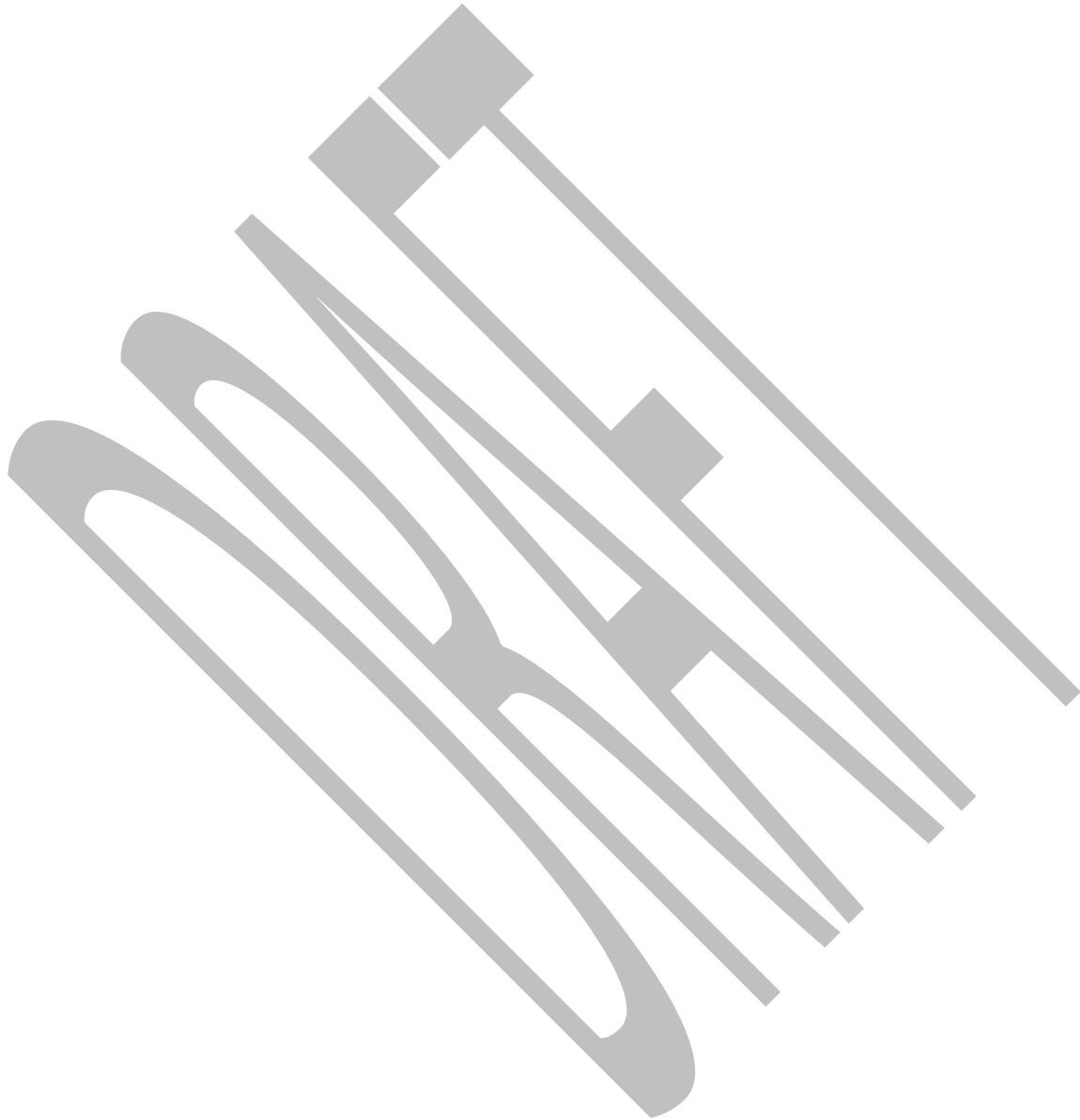
Call to Action

This Action Plan outlines the goals and tasks with timeframes to be accomplished over the next few years by elected officials, municipal staff, city residents, and numerous community partners working together towards making Carlsbad a livable community for all ages.

With the approval of the Age-Friendly Carlsbad Action Plan, we move from discussing and planning to collaborating and doing. In the coming years, we will address the action steps listed in the Plan. City departments and community partners have been identified to work together on the different tasks, along with residents. The role of city staff and related partners is presented in this Action Plan. Residents of all ages are also called upon to take an active role in helping to shape an Age-Friendly Carlsbad.

Please look for project announcements to stay informed and participate. Announcements will be posted online on the city website carlsbadca.gov/AgeFriendlyCarlsbad, via the city's social media outlets, City Hall, the Senior Center, and the Library. If you cannot attend but have recommendations or input, please visit the Senior Center or submit to parksandrec@carlsbadca.gov

Please share the Age-Friendly Carlsbad Action Plan with your family, friends, neighbors, and others. Age-Friendly Carlsbad is for all ages and benefits each and every one of us today, tomorrow, and in the years to come.

Appendices

A. Age-Friendly Carlsbad Action Plan Implementation Table

B. Policy Scan

C. Age-Friendly Carlsbad Mid-Project Report

D. Community Survey Findings

E. Outreach Materials