



2017

# AGE-FRIENDLY CORTE MADERA STRATEGIC PLAN



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## AGE-FRIENDLY TASK FORCE

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# AGE-FRIENDLY CORTE MADERA STRATEGIC PLAN 2017

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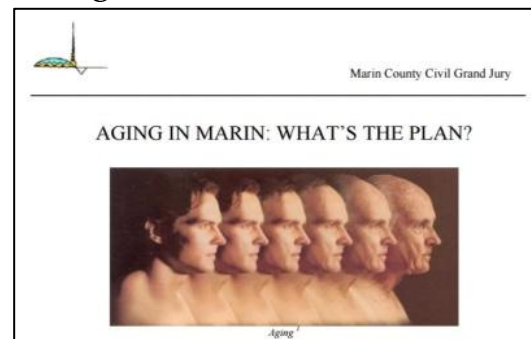


## BACKGROUND/PAST HISTORY

### Need for Age-Friendly Corte Madera (AFCM)

Over the next two decades, California’s over-65 population will nearly double<sup>1</sup>. The percentage of older residents in our community is growing even more dramatically than the rest of the state. Marin County has the highest percentage of seniors in the State of California and is the fastest aging county<sup>2</sup>. Between 2000 and 2010, the most rapidly growing age group in Corte Madera was people 85 and over (+88%), followed by the 55 to 64 age group (+41%)<sup>3</sup>. Currently approximately one in four Corte Maderans is over age 60 and that percentage is rapidly increasing.<sup>4</sup>

A report by the Marin County Grand Jury dated May 2, 2007 first focused both the public’s and the county government’s attention on the impending “Silver Tsunami” with a projection that by 2030, one in three residents of Marin will be 65 or older. (See Appendix A— “*An Essay in Uneasiness*”) The 2013-2014 Grand Jury published findings identifying the disparity in rising demands for senior services and diminishing numbers of those available to provide assistance. (See Appendix B – “*Aging in Marin: What’s the Plan?*”)



One visionary way to address this “Silver Tsunami” is the Age-Friendly movement. The World Health Organization’s (W.H.O.) *Global Network of Age-Friendly Cities and Communities* was established in 2010 to foster the exchange of aging-related experiences and mutual learning between cities and communities worldwide. The goal is to improve a town’s infrastructure

<sup>1</sup> Public Policy Institute of California, August 2015

<sup>2</sup> AARP Public Policy Institute, Adler, Marsha Nye, PhD

<sup>3</sup> Town of Corte Madera Housing Element

<sup>4</sup> United States Census Bureau, American Community Survey 5 Year Estimates (2015)

and enhance access to programs that address the surging needs of older adults. Corte Madera was awarded the W.H.O. designation in 2015.

## Objective of Age-Friendly Corte Madera

Age-Friendly Corte Madera is a volunteer effort dedicated to making recommendations and fostering improvements that enhance the livability of our Town for *all* ages. By enhancing those aspects that create more inclusiveness and accessibility for seniors, every Corte Maderan may fully appreciate and involve themselves in all that Corte Madera can offer.

## Mission Statement

“Age-Friendly Corte Madera (AFCM) is dedicated to creating physical and social environments that support healthy and active aging and a good quality of life for all of our residents. Using the World Health Organization’s (W.H.O) Age-Friendly Network as a platform for information exchange and mutual support, the Task Force will conduct an initial baseline analysis and then promote improvements based on identified areas of need. The Age-Friendly Corte Madera Task Force anticipates collaboration with existing Town organizations, such as the Bicycle Pedestrian Committee, the Parks and Recreation Commission and the Accessibility Advisory Commission.”

## Establishing Age-Friendly Corte Madera



The co-chairs (Registered Nurses Carol Zeller and Pati Stoliar) first committed to the idea on April 1, 2014, made a presentation to the Corte Madera Town Council on July 15, 2014, and got unanimous endorsement in a formal resolution (See Appendix C). On September 9, 2014, the half dozen Task Force members sent out surveys to 2185 Corte Madera residents over sixty and were delighted with a 34%

response rate. Survey questions (Appendix D) and tabulated results are available on our website: [agefriendlycortemadera.org](http://agefriendlycortemadera.org).

With the constant indispensable guidance of our neighbors, Age-Friendly Sausalito, we put in place all the necessary components to launch AFCM. These included: strategize and obtain donations; set up a website, email address, postal mailbox, bank account; purchase cell phone; design a logo; order business cards; create t-shirts for all Task Force members; plan marketing campaign to introduce AFCM.



We submitted our application to W.H.O. on April 28, 2015 and were welcomed to the international network on May 19, 2015. The Marin County Health and Human Services Director of Aging and Adult Services and our County District Supervisor both submitted letters on our behalf with our initial application to the W.H.O.

As we near our two-year mark, we have developed this three-year strategic plan to meet the W.H.O. requirement and to provide direction to the Task Force into the future. Utilizing the W.H.O. domains and the *Checklist of Essential Features of Age-Friendly Cities* (Appendix E), we have identified goals and activities in all the domains and have undertaken some of them already.



Task Force members Cheryl Longinotti, Marge Cavalli, Pati Stoliar and Carla Condon celebrate admission to W.H.O.. (Not pictured: Carol Zeller and Ralph Marchese)

One example is our *Corte Madera Honors our Nonagenarians and Centenarians*. 2017 is our third year to tip our hats to our Corte Madera neighbors who are 90 and better. Last year over 100 people attended the annual summer celebration where 23 honorees received special recognition and certificates from the Mayor of Corte Madera, as well as our Assemblyman and State Senator.



**The Age-Friendly Task Force with certificate declaring Corte Madera as a member of the World Health Organization Global Network of Age-Friendly Cities and Communities.**



**Honorees ranging in age from 90 to 108!**





## Relationship with the Town

AFCM is its own entity within the town, not under the umbrella of the Recreation Department or any other department, although the Town functions as our fiscal agent.

Recently, Corte Madera's Town Council transferred the responsibilities of the Accessibility Advisory Committee to the Bicycle Pedestrian Advisory Committee (BPAC). AFCM works in concert with BPAC to be sure there is administrative awareness of the needs of pedestrians and those using mobility devices. An early important safety improvement was the modification of street signals to allow increased time to cross busy streets.



We have plans to work with the Building and Planning Departments to help design more ways for seniors to remain in their own homes with small modifications or consideration of junior auxiliary dwelling units; and promote pedestrian safety through additional installation of timed crossing signals. From the outset, our Town Manager has been extremely supportive of Age-Friendly's vision and continues to be a strong advocate for implementation of our goals.



We collaborate with Twin Cities Village, the Central Marin Police Authority and the Corte Madera Parks and Recreation Department, for our year-round *Third Wednesday Speaker Series*, presenting topics such as “*Travel Tips for Seniors*” “*Preventing Falls*” and “*Fun with your iPhone and iPad.*”

## Relationship with Parks and Recreation

The Corte Madera Parks and Recreation Department hosts an annual Senior Fair and AFCM always participates, answering questions and encouraging older adults to take advantage of services available in our community.



Task Force members with Senior Program Director Nancy Fiedler and Park and Recreation Director Mario Fiorentini



Photos from the Corte Madera Senior Fair

## Relationship with Central Marin Police Authority

AFCM has been very fortunate to have the enthusiastic support of the Central Marin Police Authority since the Age-Friendly concept was first proposed in 2014. In fact, then Police Chief Todd Cusimano joined the committee and AFCM was given use of a police facility office, a meeting room, the community room, and a 12-person van.



Former Chief Todd Cusimano is currently Corte Madera's Town Manager and continues to support the efforts of AFCM

## Relationship with the Community

AFCM decorates a vehicle and participates in the annual Twin Cities 4th of July Parade to increase awareness of AFCM. The Parade attracts around 15,000 spectators. We also submit a quarterly column to the Corte Madera Chamber of Commerce to familiarize the community with AFCM.



AFCM co-chair, Pati Stoliar, shopping with Pauline Angleman (Born in 1908!!!)



Throughout the year, we work together with Marin Rotary Sunrise and Corte Madera Lions Club for senior help days, providing free assistance with small projects around the house (e.g. batteries in smoke alarms, mattress turning, picture hanging, stuck windows).



Plans are underway to broadcast our Third Wednesday Speaker Series over a local television channel to reach a broader audience.



AFCM committee members are continually sought out as important community voices, such as advising managers of two large regional shopping centers, as they seek to better meet the needs of aging customers.

As several communities in Marin sought and received the W.H.O. Age-Friendly designation, Marin County officials serving older adults encouraged all cities and towns to do the same. One enticement was a \$5,000 mini-grant funded jointly by the Area Agency on Aging and the Marin Community Foundation, available to any jurisdiction that successfully joined the network and needed further funding. AFCM was first in Marin to secure this grant. We are using the money for assistance with the creation of our Three-Year Strategic Plan and other needs, such as the monthly *Third Wednesday Speaker Series*.

The Marin County Health and Human Services Director of Aging and Adult Services and our County District Supervisor both submitted letters on our behalf with our initial application to the W.H.O.

The Age-Friendly Corte Madera Task Force is proud to have two dedicated members, Carol Zeller and Ralph Marchese, who are serving on the Marin County Commission on Aging, one as the Corte Madera municipal representative and the other as supervisorial District Representative. This provides the Task Force with an effective avenue of communication between the Town and the County.



Ralph Marchese  
District Rep.  
Comm. on Aging



Carol Zeller  
Corte Madera  
COA

The purpose of the Aging Action Initiative (AAI)—launched by the Marin County Board of Supervisors in 2014—is to promote a county-wide age-friendly environment, especially for those in need, collectively created by a strong network of service providers through education, policy advocacy, and service coordination. Members of AFCM have participated in seminars and other activities offered by AAI.

On March 2, 2017, AFCM joined representatives from several Marin age-friendly communities to present an update at the public meeting of the Marin Commission on Aging about each town’s age-friendly journey, current status and projected plans. Video available here: [March 2, 2017 AF Presentation to Commission on Aging](#)

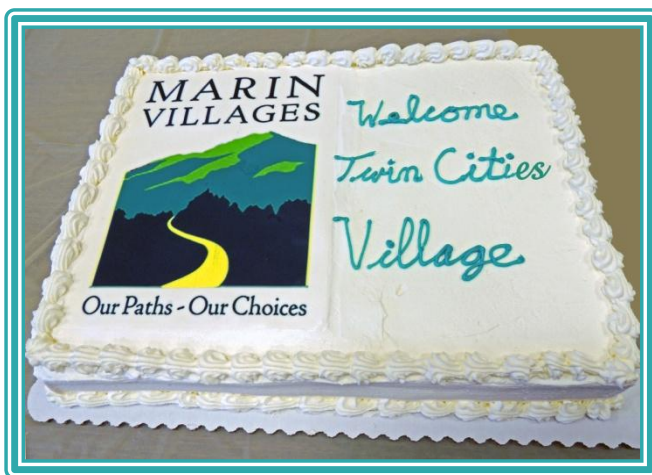
## Relationship with Marin Villages/Twin Cities Village

MARIN  
VILLAGES



Our Paths - Our Choices

In 2015-2016 we fostered the development of the Twin Cities Village (Corte Madera and Larkspur) to focus on our nearby neighborhoods. The Villages is a nationwide membership group designed to provide social and educational programs, resources, transportation assistance and a network of volunteers, to enable older adults to remain in their homes. Age-Friendly Corte Madera hosted the launch party at the Corte Madera Town Hall in November of 2016 and membership continues to increase.



**Our Central Marin Police Chief Michael Norton joins the launch of the Twin Cities Village**

## Age-Friendly Solutions



Age-Friendly Solutions, an independent 501(c)(3) non-profit organization, has been established to develop programs and support the needs and services necessary to further the goals, philosophy and values of a vital inter-generational community.

Ultimately, the ambitious vision of Age-Friendly Solutions is to form a public-private partnership to build an Intergenerational Center, critically needed in our town. Such a center would provide classrooms, recreational and social spaces for all ages, a true center for our community.



## Collaboration throughout Marin and Beyond

Because Sausalito, Fairfax and Corte Madera were the early adopters of the age-friendly concept, representatives from all of these communities began getting together each month before the start of the meetings of the Commission on aging with those seeking the W.H.O. designation. This has provided a network to guide cities that are just beginning to explore age-friendliness, as well as those further along in the process. AFCM has acted as a mentor to other local communities in this regard, making our counsel and documents available to all. As the county network became more established and experienced, representatives from adjacent Sonoma County joined in and on April 17, 2017, a group of age-friendly advocates from around the entire Bay Area came together to launch a regional, informal, brainstorming and support organization.



L-R Jody Timms (Age-Friendly Fairfax), Pati Stoliar (AFCM), Tricia Smith (Age-Friendly Sausalito), Marge Cavalli, Carla Condon and Carol Zeller (AFCM) celebrate Corte Madera's nonagenarians and centenarians.

## Basis for the Strategic Plan

Membership in the W.H.O. Global Network requires our community to review, analyze and determine what can be done to have the best environment, programs and services available for residents with varying needs and capacities all through their lives. We use ten domains to evaluate and plan:

### Domains

- 1. Outdoor Spaces and Buildings**
- 2. Transportation**
- 3. Housing**
- 4. Social Participation**
- 5. Respect and Social Inclusion**
- 6. Civic Participation and Employment**
- 7. Communication and Information**
- 8. Community Support and Health Services**
- 9. Financial Literacy**
- 10. Disaster Preparedness**



**WHO Global Network  
for Age-friendly Cities  
and Communities**





A stylized graphic consisting of three human-like figures. The central figure is a teal color, while the two flanking figures are a lighter blue. They are rendered in a simple, rounded, minimalist style. The teal figure is slightly taller and positioned in front of the others.

AGE-FRIENDLY CORTE MADERA

**DOMAINS**



# AGE-FRIENDLY CORTE MADERA STRATEGIC PLAN 2017

## DOMAINS

*Survey and focus group results are in italics with survey question numbers listed as SQ*

### 1. OUTDOOR SPACES AND BUILDINGS

*CM (Corte Madera) Parks have largest draw amongst public venues listed, followed by Town events (SQ26);*

*Lack of safe sidewalks was noted by a majority of survey respondents (SQ11). After driving, walking was the most common mode of transportation (SQ9).*

*Lack of safe sidewalks was noted by a majority of survey respondents.*

*Focus group report notes heavy doors; competing users on paths; absence of benches, sidewalks and public restrooms and knowledge of their locations; absence of handrails; overgrown vegetation, inconspicuous parking lot bumpers.*



#### Problem statements:

- a) A variety of barriers and hazards impede access and use of buildings and public spaces on both bayside and west side of Corte Madera.
- b) Inactivity and inaccessibility fosters isolation and increases health risks.

#### Goals

#### 1.1 Work with public and private partners to create more public spaces for gathering, socializing and exercising

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Installation of group seating and outdoor chess/checkerboard tables	a) Identify partners and develop a work plan	a) Numerical increase in seating and tables
b) Evaluate feasibility, costs and benefits of senior exercise equipment to foster intergenerational play	b) Conduct outreach to measure interest and to identify partners and possible sites	b) Determination of interest and feasibility
c) Develop proposal for intergenerational proof of concept space (see 4.1e)	c) Identify partners and develop a work plan	c) Completed work plan

**1.2 Work with public and private partners to provide respite stops on walking routes and at frequent destinations (parks, shopping centers)**

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Installation of benches, drinking fountains and restrooms in targeted locations	a) Collaborate with the Town, community organizations and commercial property owners to develop a work plan for funding and installation of such amenities	a) Measure numerical increase in each category (benches, drinking fountains, restrooms)



**1.3 Work with public and private partners to facilitate creation of safer conditions for walking**

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Produce and distribute a walking map identifying the locations of benches, drinking fountains, public restrooms and challenging terrain	a) Recruit a working group to solicit sponsors, collect data, design, produce and distribute a walking map of Corte Madera	a) Distribution of a map showing public steps, lanes, paths and pedestrian amenities (benches, drinking fountains and restrooms)
b) Educate residents regarding responsibility, liability and reporting procedure to Town authorities for poor sidewalk conditions	b1) Work with Town BPAC (Bicycle-Pedestrian Advisory Committee) to obtain baseline statistics and regular reporting on sidewalk repairs (permits) b2) Set goal for an optimal sidewalk repair rate b3) Collaborate with Town to conduct education and incentive-encouragement program	b1) Determine rate of sidewalk repairs following education and encouragement campaign b2) Evaluate need for additional repair incentives or programs
c) Educate and encourage residents to cut back vegetation to improve sightlines	c) Collaborate with Town to conduct education and incentive/encouragement program through social media, crowdsourced mapping, etc	c) Measure participation via media hits and posts
d) Town routinely cuts back vegetation, eliminates tripping hazards and provides handrails where needed in public right-of-ways as a matter of formal policy and routine procedure	d) Advocate to Town Manager for policies and procedures to improve walking conditions	d) DPW (Department of Public Works) establishes policy and procedure and routinely reports on its implementation to BPAC
e) Identify and improve difficult street crossings	e) Work with BPAC and Town to improve crossing conditions either by changing signal timing or street modification	e) Increased pedestrian crossing time; modified streets that improve safety

**1.4 Work with public and private partners to make shopping in Corte Madera, a regional shopping destination, a more age-friendly experience**

Objectives	AFCM Activities	Anticipated/Completed Outcomes
a) Reduce tripping hazards in parking lots and provide landmarks or signage to ease locating one's car	a) Collaborate with commercial property owners/managers and community organizations to paint parking lot bumpers and provide landmarks or signage	a) Town Center and The Village have yellow parking bumpers and prominent landmarks or signage where appropriate
b) Create a business incentive program addressing age-friendly amenities (seating, doors, railings, lighting, parking lot landmarks, senior discounts, etc).	b) Collaborate with Chamber of Commerce, business owners and managers to develop a program, then recruit and develop "age-friendly businesses."	b) Active business membership and benefits reported by both members and seniors



**Town Center shopping center, Corte Madera**

## 2. TRANSPORTATION

Travel assistance programs are not widely utilized (Q32). 93% of survey respondents drive in CM and 61% walk (Q9). To make CM more accessible, 52% reported need for safer sidewalks (Q11). Maintaining the ability to drive is rated as very important by 82% of respondents (Q15). Bayside CM has ~50% of residents but fewer services (e.g. no post office or drugstore).

*The transportation assistance programs that are available are not widely utilized.*

### Problem statements:

- a) Individual's ability to drive safely eventually declines; recognition, acceptance and planning for this inevitability are rare.
- b) Transportation options are limited.
- c) The transportation assistance programs that are available are not widely utilized.
- d) Seniors are unfamiliar with adaptive cycling options.
- e) Seniors may experience difficulty wayfinding.
- f) Hwy 101 is a barrier for travel between bayside and westside CM.

### Goals

#### 2.1 Work with public and private partners to facilitate and encourage development and use of transportation options

Objectives	AFCM Activities	Anticipated/Completed Outcomes
a) Form a non-profit membership organization to provide access to services that support aging in place	a) Advocate for and assist in recruiting steering committee for a Twin Cities Village (TCV)	a) Incorporation of TCV accomplished November 2016
b) TCV conducts volunteer driver program	b) Collaborate with TCV, promote membership, volunteerism and ride share	b) Compare baseline CM membership and increase in rides provided (2016 vs 2020).
c) Increase awareness of public transit options	c) Partner with Marin Transit to publicize Transit Navigator program	c) Presentation as part of AF-TCV-CMPR (CM Parks & Rec Department) speaker series. Accomplished November 2016
d) Evaluate costs/benefits of a fleet of non-auto mobility options	d) Research existing programs and identify potential local partners and sponsors	d) Determine interest and feasibility for a local program



**2.2 Work with public and private partners to assess wayfinding for both vehicular and pedestrian travel for selected routes**

Objectives	AFCM Activities	Anticipated/Completed Outcomes
a) Identify insufficient landmarks and signage	a) Enlist community organizations to develop a workplan to accomplish assessments	a) Completed workplan
b) Evaluate use of landscaping, art and natural features to improve wayfinding	b) Collaborate with community organizations and Town to develop a workplan to accomplish evaluation	b) Completed workplan

**2.3 Work with public and private partners to increase acknowledgment of age-related changes relevant to driving and compensatory actions**

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Increase participation in AARP Smart Driver course offered by CMPR	a) Collaborate with CMPR and community organizations to promote class	a) Measure class participation before and after promotion
b) Increase awareness of DMV Senior Ombudsman Program	b) Presentation as part of AF-TC Village-CMPR speaker series	b) Completed presentation November 2016
c) Determine feasibility and merits of a program to honor the choice to limit driving	c) Interview and survey former drivers	c) Decision whether to develop recognition program

**AARP Smart Driver Course: Corte Madera Rec Ctr**

Corte Madera Rec Ctr  
 498 Tamalpais Dr  
 Corte Madera, CA 94925





### 3. HOUSING

76% of respondents plan to age in their current home (Q12); 95% think of CM as their permanent home (Q14). 22% report design of their home will make remaining in it difficult (Q16), and 10% do not expect to be able to afford their housing as they age (SQ16).

*Many Corte Madera seniors are house-rich, but cash-poor*

#### Problem statements:

- a) CM seniors prefer to age in place but aging in place is hindered by need to adapt one's home to one's changing needs for safety and access.
- b) Home maintenance becomes an increasing difficulty.
- c) Lack of transportation options and social support hinder aging in place (see Domains 2 and 4-8).
- d) Many CM seniors are house-rich but cash-poor; that is, their financial resources are limited.
- e) 95% of seniors responding to AFCM's survey reside in their own home (SQ4) while 29% live alone suggesting under-utilization of housing/bedrooms.

#### Goals

#### 3.1 Work with public and private partners to help create more housing opportunities for seniors

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Simplify and reduce costs of permit requirements for accessory and junior accessory dwelling units	a) Support adoption of changes in CM municipal code	a) Partially accomplished December 2016
b) Incorporate age-friendly considerations into Town's General Plan, Housing Element, planning, policies and ordinances	b) Advocate for the full variety of needs for every age of life in Town planning	b) Inclusion of senior programming in Town budget and use of age-friendly lens in all planning
c) CM residents are more aware of innovative senior housing options	c1) Develop a work plan to inform CM residents about intergenerational housing, senior artists colonies, homesharing, etc. c2) Presentation by Rachel McGinnis of Lilypad Homes	c1) Survey and measure awareness of housing options before and after an education and encouragement campaign c2) Presentation August 2017
d) CM residents are more aware of how limited housing choices impact seniors and our community	d) Presentations by Leslie Klor, director of Shared Housing, Episcopal Senior Communities	d) Completed and ongoing presentations: September 2016, March 2017

**3.2 Work with public and private partners to assist seniors to adapt and maintain their residences**

Objective	AFCM Activities	Anticipated/Completed Outcomes
<p>a) Assess and continually improve Lions-Rotary Handyman Programs including awareness of the programs</p> <p>b) CM seniors demonstrate awareness of home modifications to better meet safety needs</p>	<p>a) Record comments and satisfaction ratings from those requesting service and from providers</p> <p>b) Presentation in AF-TC Village-CMPR speaker series</p>	<p>a) Comments and ratings reviewed semiannually to identify improvement opportunities including frequency of help days</p> <p>b) To be scheduled.</p>



## 4. SOCIAL PARTICIPATION

The absence of outdoor plazas and venues for seniors to gather was noted in the focus groups. Participation in CM Rec Department activities is low among survey respondents (10%) and 63% of survey respondents reported no CM Rec class of interest. However, CM Parks have largest draw amongst public venues listed, followed by Town events (Q26)

*Corte Madera does not have identifiable public places where seniors regularly gather.*

### Problem statements:

- a) CM does not have “third places,” identifiable public places (not work or home) where seniors regularly gather.
- b) CM seniors visit parks but do not utilize other Parks and Recreation (CMPR) resources.

### Goals

#### 4.1 Work with public and private partners to Increase opportunities to learn and socialize

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) CMPR continuously improves its offerings to seniors	a) AFCM provides input to programs and OPAL (Older People Active Living) newsletter	a) CMPR regularly distributes OPAL and continuously monitors senior programs and participation numbers
b) Support educational-social activities offered by Twin Cities Village (TCV)	b) AFCM provides promotional support and other ancillary functions	b) Measure increase in CM membership in TCV
c) Address senior needs and requests for information	c) AFCM, TC Village and CMPR host ongoing monthly Speaker Series	c) Measure participation, satisfaction with speaker topics and helpfulness of content
d) Provide transportation to enable participation	d) Arrange with CMPA (Central Marin Policy Authority) to use van	d) Increase Speaker Series attendance by those without ability to travel independently
e) By January 2018, AFCM will have a test location to explore the concept of an intergenerational center	e) Identify sponsors and collaborators to develop a workplan	e) Completed workplan

**Weekly organic, well-balanced lunch for Seniors is prepared by Good Earth Natural Foods, served at the Community Center**



## 4.2 Work with public and private partners to increase opportunities for outdoor recreation in public places

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Introduce Cycling Without Age (CWA) as an intergenerational recreation and transportation option	a) Utilize CWA in AFCM activities	a) Increase familiarity with CWA and human-powered transportation
b) Assist CWA to establish affiliations with senior organizations and create an organizational framework	b) Provide promotional and networking support	b) CWA provides rides on a regular, ongoing basis



*"Gertrude" is the innovative mode of transportation, manufactured in Denmark. Cheryl Longinotti provides free rides around town to seniors.*



*Age-Friendly Corte Madera offered a pole walking introduction to seniors.*

## 5. RESPECT AND SOCIAL INCLUSION

95% of survey respondents report feeling that social inclusion is very or somewhat important (SQ15).

*There are few opportunities to build intergenerational relationships.*

### Problem statements:

- a) There are few opportunities to build intergenerational relationships.
- b) Vulnerability to elder abuse is exacerbated by isolation.
- c) Ageism and myths about aging hinder participation in community activities

### Goals

**5.1 Work with public and private partners to foster respect and encourage development of programs and services that are of interest to all ages (also see 4.1 above)**

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) To honor CM's nonagenarians and centenarians and showcase their achievements and contributions	a) Organize annual public recognition celebration	a) Press coverage and awareness of honorees contributions and town history; track number of participants Accomplished 2015, 2016 and ongoing
b) To create opportunities to showcase individual talents and achievements by seniors	b) Identify community partners (CM Public Library, Shopping Centers, etc) and develop workplan for art exhibits, presentations, performances, etc	b) Completed workplan

### 5.2 Work with public and private partners to reduce vulnerability to elder abuse

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Determine nature and extent of elder abuse in Corte Madera or Marin (financial, physical, psychological, etc)	a) Consult with County Omsudsman and other resources to assess problem	a) Decision whether and how AFCM will address this issue
b) Educate seniors re: financial abuse	b) Presentation in AF-TC Village-CMPR speaker series	b) Presentation May 2017

## 6. CIVIC PARTICIPATION AND EMPLOYMENT

24% of survey respondents want more paid employment opportunities (SQ7) while 29% are currently paid employees. 23% want additional volunteer opportunities (SQ8) while 42% currently volunteer (SQ6).

### Problem statements

- a) Transportation barriers often limit social life and civic engagement for older adults (see Domain 2).
- b) Older adults who do not participate in civic activities miss the health, social and psychological benefits of such participation.

### Goals

#### 6.1 Work with public and private partners to promote participation in Town events

Objective	Activities	Anticipated/Completed Outcomes
a) To involve seniors in the activities of the Town	a) Collaborate with TC Village to create and promote local civic affairs discussion groups	a) Track participant numbers
b) Develop and improve outreach mechanisms/media	b) Publicize Town's weekly newsletter and availability of Council and Planning Commission meetings for viewing online or via community tv	b) Increase the roster of recipients of weekly Town newsletter



*(L-R) Summer Concert Series, Twin Cities Village Happy Hour, Pauline (born in 1908) Enjoying the Corte Madera Centennial Celebration*

## 7. COMMUNICATION AND INFORMATION

Survey respondents get their information primarily through television, newspapers and the internet. (SQ25). A majority have a smart phone (54% SQ21). A majority 54% would like to improve their internet skills (SQ23).

*We design programs to improve internet and smart phone skills to expand communication resources.*

### Problem statements:

a) AFCM does not have metrics to measure success of outreach efforts.

### Goals

#### 7.1 Work with public and private partners to ensure information is available through a variety of resources.

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Ensure information regarding services and programs reaches all CM seniors	a) Develop publicity protocol and checklist	a) Completed checklist
b) Improve internet and smart phone skills to expand communication resources	b1) Offer presentation in AFCM-TC Village-CMPR Speaker Series b2) Encourage CMPR to offer communication and technology classes	b1) Completed presentation January 2017 b2) Ongoing class offered by CMPR

## 8. COMMUNITY SUPPORT AND HEALTH SERVICES

### Problem statements:

- a) The extent of “elder orphans” among the CM senior population and their need for assistance is unknown.
- b) Seniors frequently need a patient advocate to navigate through a health crisis.
- c) Significant Town resources are expended dealing with hoarding that becomes a public nuisance, some of which involve seniors.

*Seniors frequently need an advocate to navigate through a health crisis.*

### Goals

#### 8.1 Work with public and private partners to provide health and safety monitoring of at-risk seniors

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Installation and operation of a telephone reassurance system to monitor at risk seniors for safety and health	a) Collaborate with Central Marin Police Authority (CMPA)	a) Successful operation and broad enrollment in program

#### 8.2 Work with public and private partners to provide assistance dealing with health concerns

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Increase awareness of need to preplan for health emergencies	a) Presentation in AF-TC Village-CMPR speaker series	a) Completed presentation March, 2017
b) Present updates on wellness, nutrition, and other health concerns	b) Incorporate these topics into AFCM-TCV-CMPR Speaker Series	b) Completed and scheduled presentations: September 2016, October 2016, March 2017, April 2017, July 2017



## 9. FINANCIAL LITERACY

Write-in comments to our survey revealed concern about continued affordability and taxes.

### Problem Statement

- a) Each phase of aging presents unique financial issues.
- b) Individuals over age 65 incur the highest level of fraud across all types of scams.
- c) Seniors are more frequently targeted because they tend to have established credit and more accounts.
- d) A senior target may avoid reporting fraud due to belief that reporting will not make a difference or out of embarrassment. ([Link to Article on Seniors Susceptibility to Fraud](#))

*Individuals over age 65 incur the highest level of fraud across all types of scams.*

### Goals

#### 9.1 Work with public and private partners to provide information to assist seniors with the financial impact of aging

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Provide information about potential financial impacts of each phase of aging	a) Incorporate financial topics into AF-TCV-CMPR Speaker Series	a) Scheduled and completed presentations: May 2017



## 10. DISASTER PREPAREDNESS AND RESILIENCE

25% of survey respondents report not feeling prepared in case of emergency; 28% would like help putting together a preparedness kit and 35% would like to take a simple preparedness class (SQ17).



### Problem statements:

a) AFCM's survey indicated unmet emergency preparedness needs.

### Goals

#### 10.1 Work with public and private partners to decrease anxiety and vulnerability during disasters

Objective	AFCM Activities	Anticipated/Completed Outcomes
a) Provide information and supplies tailored to seniors	<p>a1) Collaborate to modify and offer specialized "Get Ready" preparedness programs</p> <p>a2) Incorporate emergency preparedness and neighborhood response topics into the AFCM-TCV-CMPR Speaker Series</p>	<p>a1) Completed presentation</p> <p>a2) Participant numbers and pre- and post training tests to measure effectiveness</p>







# TIMELINE

## 2015 - 2017

### FROM THE INCEPTION OF AFCM TO BEGINNING THE DEVELOPMENT OF THE STRATEGIC PLAN

- April 1, 2014




Pati Stoliar met with Carol Zeller to propose AFCM
  
- July 15, 2014

Town Council passed Resolution #24/2014 supporting efforts of AFCM to seek membership in the W.H.O. Global Network of Age-Friendly Cities and Communities
  
- July 22, 2014


Convened first meeting of Task Force including Pati Stoliar, Carol Zeller, Ralph Marchese, Carla Condon, Beth Benz, Cheryl Longinotti, and Marge Cavalli. Tricia Smith from AF Sausalito explained their survey format, applying to W.H.O. and necessities to begin (e.g. donations, website, email, postal mailbox, bank account, phone, logo, business cards, marketing etc.)
  
- August 5, 2014

Town Council Resolution to operate AFCM as an IRS 170(c)(1)
  
- September, 2014


Collected \$5,300 in donations September 9,2014
  
- September 9,2014



Mailed 2185 surveys to 60+ years old (total of 748 returned completed by 10/31/2014)
  
- February 15, 2015
















Senior Programs Coordinator for Rec. Dept. was hired (liaison between CMPR and AFCM)
  
- March, 2015













Traffic signals with extended pedestrian crossing times were installed in major intersections, per AFCM request
  
- March 17, 2015

Town Council passed Resolution #11/2015 supporting AFCM's efforts to seek funding for a dedicated Intergenerational Center
  
- April 14, 2015

Presentation about AFCM to CM Women's Improvement Club

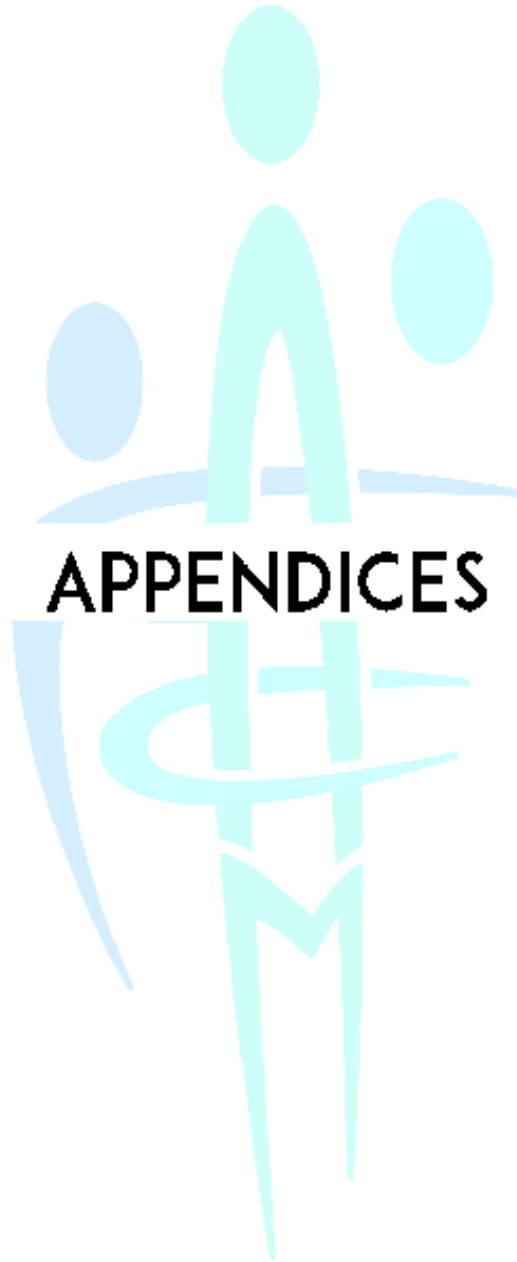
- April 28, 2015  Submitted application to W.H.O.
- May 19, 2015  Notified that Corte Madera was accepted into Global Network of Age Friendly Cities
- May 28, 2015  Provided information table re: AFCM at Corte Madera Senior Fair
- June 2, 2015  First Nonagenarians/Centenarians Honors event (11 honorees)
- July 4, 2015  Decorated car and participated in 4th of July Parade
- July 8, 2015  AFCM received W.H.O. certificate (now displayed in the Town Council Chambers), designating Corte Madera as an Age-Friendly City. It is valid until 8/1/17. To renew, we must submit our Three-Year Strategic Plan.
- July 11, 2015  First Lions Share Day – 10 seniors were helped with simple household projects
- August 3, 2015  Parks and Recreation Department resumed publishing booklet “OPAL” (*Older People Active Living*)
- October 21, 2015  AFCM participated in Marin Senior Information Fair with other Age-Friendly towns
- October 24, 2015  Marin Rotary Sunrise Senior Service Day – 11 were helped with household tasks
- August 15, 2015  We reviewed a list of suggestions (mostly from the AFCM survey) with the manager of Town Center Corte Madera, to make the shopping center more age-friendly
- 2015-2016 Series of small focus groups held at local churches with AFCM members Carol Zeller, Cheryl Longinotti, Marge Cavalli and Ralph Marchese
- February 22, 2016  Central Marin Police Chief joined Task Force. AFCM provided with an office, use of a meeting room and the Community Room, all located at the Central Marin Police Authority Headquarters and use of a 12-person van
- March 26, 2016  Lions Share Day – 8 were helped with household projects

- April 2016  Submitted entry for Helen Putnam Award for Excellence to the League of California Cities
- May 25, 2016 Presented information about AFCM at Corte Madera Senior Fair
- June 17, 2016  Cheryl Longinotti was named Corte Madera Citizen of the Year
- July 4, 2016  Decorated car and participated in 4th of July Parade
- July 13, 2016  *Age-Friendly Solutions* obtained a 501(c)3 designation. AFS was established to develop programs and support the services necessary to further the goals, philosophy and values of a vital intergenerational community.
- July 23, 2016  Marin Rotary Sunrise Senior Service Day – 5 were helped with home projects
- July, 2016  Monthly *Third Wednesday Speaker Series* established
- August 24, 2016  AFCM Speaker series introduced Marin Villages' newest village: Twin Cities Village serving Corte Madera and Larkspur
- August 28, 2016  Second Annual Nonagenarians/Centenarians Honors event – 23 honorees
- October 10, 2016 First Strategic Planning session based on W.H.O. domains
- Oct 17-23, 2016  Marin Rotary Sunrise Senior Service Week – 18 were helped with projects
- October 26, 2016  AFCM participated in Marin Senior Information Fair with other age-friendly towns
- November 2, 2016  PublicCEO.com/League of California Cities recognizes AFCM (See [Public CEO November 2 2016](#))
- December, 2016-  
June, 2017 Focused each AFCM monthly meeting on development of the Strategic Plan





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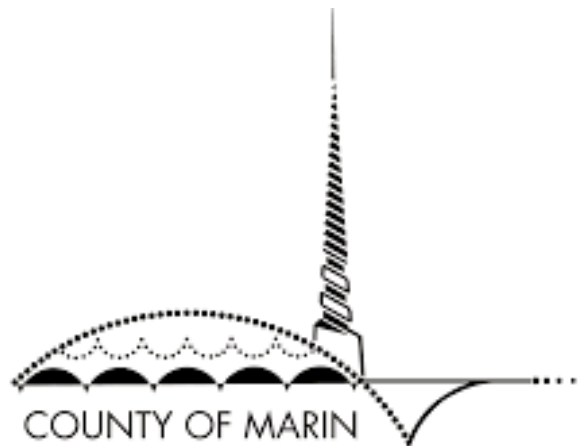


# APPENDICES

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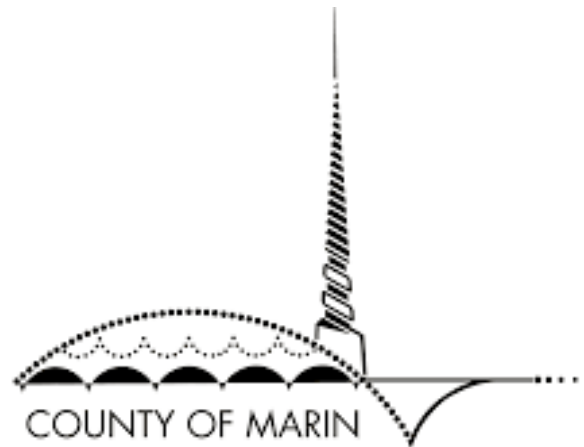




## MARIN COUNTY REPORTS FROM THE GRAND JURY REGARDING AGING IN MARIN COUNTY

"Aging in Marin: What's the Plan"

[https://www.marincounty.org/~media/files/departments/gj/reports-responses/2013/aging\\_in\\_marin.pdf](https://www.marincounty.org/~media/files/departments/gj/reports-responses/2013/aging_in_marin.pdf)



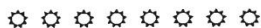
## MARIN COUNTY REPORTS FROM THE GRAND JURY REGARDING AGING IN MARIN COUNTY

"An Essay in Uneasiness"

[https://www.marincounty.org/~media/files/departments/gj/reports-responses/2006/aging\\_report.pdf](https://www.marincounty.org/~media/files/departments/gj/reports-responses/2006/aging_report.pdf)

RESOLUTION NO. 24/2014

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF CORTE MADERA IN  
SUPPORT OF THE AGE-FRIENDLY CORTE MADERA INITIATIVE



WHEREAS, older persons are an important part of our community; and

WHEREAS, it is our community's interest that these citizens continue to live active lives and participate fully in the activities of the community; and

WHEREAS, the Town of Corte Madera accepted the invitation from Pati Stoliar and Carol Zeller, the Town's representative to the Marin County Commission on Aging, to participate in World Health Organization's Age-Friendly Corte Madera Initiative.

NOW, THEREFORE, THE TOWN COUNCIL OF THE TOWN OF CORTE MADERA  
RESOLVES AS FOLLOWS:

1. That the Age-Friendly Corte Madera Initiative be endorsed by the Town of Corte Madera to support participation and healthy active lifestyles for older adults and all citizens.
2. An elected Council Member be an active participant on the Committee/Working Group that represents all sectors of the community, and report regularly to Council on the activity of the Committee.
3. That the plans of the Age-Friendly Initiative be publically posted to develop public support.
4. That the Age Friendly Corte Madera Initiative should work co-operatively with existing community organizations to ensure that their programs and services are more age-friendly.
5. The Town of Corte Madera supports initiatives and opportunities to engage in the World Health Organization's Age-Friendly Cities and Communities Network of municipalities encouraging and promoting public policies supporting healthy aging.



These positions are also authorized to receive any and all information on the account from the Bank.

4. This account will only have "public funds" deposits from charitable contributions to "Age-Friendly Corte Madera" to be used exclusively for "public purposes" by the "Age-Friendly Corte Madera" program.
5. Town Staff will file a Fictitious Name Statement with the County of Marin, stating that the "Town of Corte Madera" is doing business as "Age-Friendly Corte Madera."

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I, the undersigned, hereby certify that the foregoing is a full, true and complete copy of a resolution duly passed and adopted by the Town Council of the Town Corte Madera at a meeting thereof held on the 5<sup>th</sup> day of August, 2014, by the following vote:

Ayes, and in favor thereof, Town Council: Bailey, Condon, Furst, Lappert, Ravasio


Noes, Council Members: None

Abstain, Council Members: None

Absent, Council Members: None

Dated: August 5, 2014

ATTEST:

  
\_\_\_\_\_  
Rebecca Vaughn, Town Clerk

Approved:

  
\_\_\_\_\_  
Michael Lappert, Mayor



RESOLUTION NO. 25/2014

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF CORTE MADERA AUTHORIZING THE TOWN OF CORTE MADERA TO PROVIDE THE "AGE-FRIENDLY CORTE MADERA" PROGRAM AND ACKNOWLEDGING THAT THE "AGE-FRIENDLY CORTE MADERA" PROGRAM WILL BE OPERATING AS A COMPONENT UNIT OF THE TOWN UNDER INTERNAL REVENUE SERVICE CODE SECTION 170(c)(1) FOR GOVERNMENTAL UNITS



WHEREAS, the Town of Corte Madera approved Resolution 24/2014 on July 15, 2014, in support of "Age-Friendly Corte Madera"; and

WHEREAS, the Town endorsed "Age-Friendly Corte Madera" and the Coalition's fundraising endeavors; and

WHEREAS, the Bank of Marin, as the Town's financial services provider, requires that the Town take certain steps and provide specific documentation in order for the "Age-Friendly Corte Madera" Committee to be allowed to deposit funds into an account of the Town.

NOW, THEREFORE, THE TOWN COUNCIL OF THE TOWN OF CORTE MADERA RESOLVES AS FOLLOWS:

1. The Town Council authorizes a checking account to be opened at Bank of Marin to be titled "Town of Corte Madera dba Age-Friendly Corte Madera".
2. The following individuals and/or positions will be authorized to be signers on the checking account, with two signatures required:
  - Patricia Stoliar
  - Carol Zeller
  - Margaret Cavalli
  - Town Manager
  - Director of Administrative Services/Town Treasurer
  - Town Clerk
  - Accounting Technician III
3. The following positions are authorized on behalf of the Town to make any changes to the individual signers who are on this account in the future:
  - Town Manager
  - Director of Administrative Services/Town Treasurer
  - Town Clerk
  - Accounting Technician III

I, the undersigned, hereby certify that the foregoing is a full, true and complete copy of a resolution duly passed and adopted by the Town Council of the Town Corte Madera at a meeting thereof held on the 15<sup>th</sup> day of July, 2014, by the following vote:

Ayes, and in favor thereof, Town Council: Condon, Lappert, Ravasio

Noes, Council Members: None

Abstain, Council Members: None

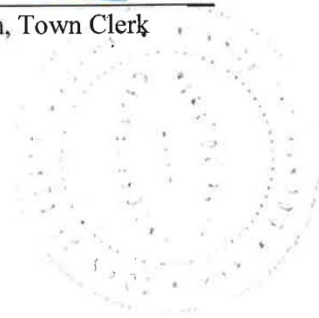
Absent, Council Members: Bailey, Furst

Dated: July 15, 2014

ATTEST:

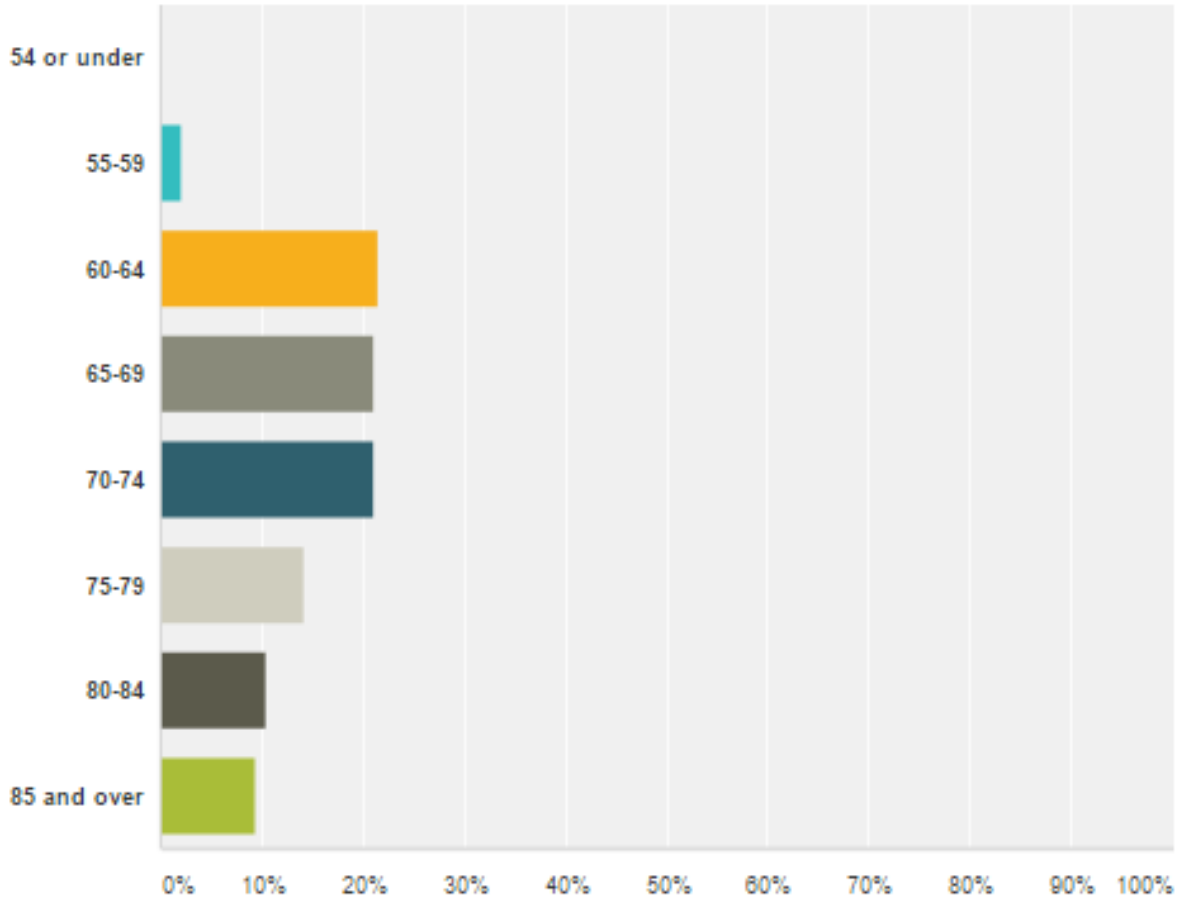
  
\_\_\_\_\_  
Rebecca Vaughn, Town Clerk

Approved:   
\_\_\_\_\_  
Michael Lappert, Mayor



### 1. Which of the following is your age category?

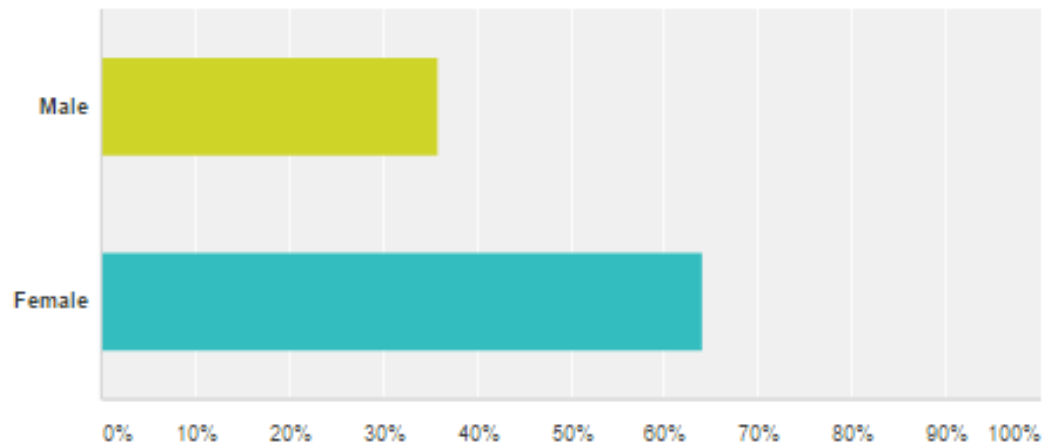
Answered: 742 Skipped: 6



Answer Choices	Responses
54 or under	0.00% 0
55-59	2.16% 18
60-64	21.56% 180
65-69	21.16% 157
70-74	21.16% 157
75-79	14.15% 105
80-84	10.38% 77
85 and over	9.43% 70
Total	742

## What is your gender?

Answered: 734 Skipped: 14

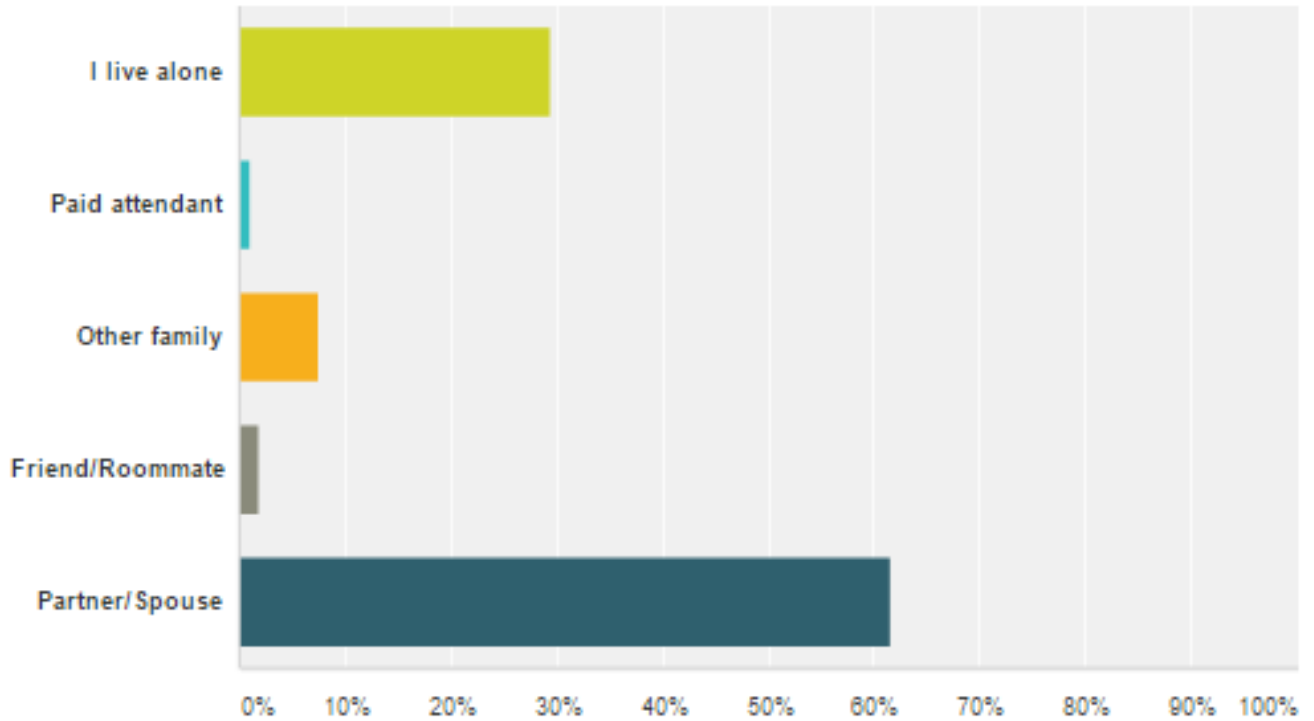


Answer Choices	Responses
Male	35.97% 264
Female	64.03% 470
Total	734

Q3

### I live with (check all that apply)

Answered: 727 Skipped: 21

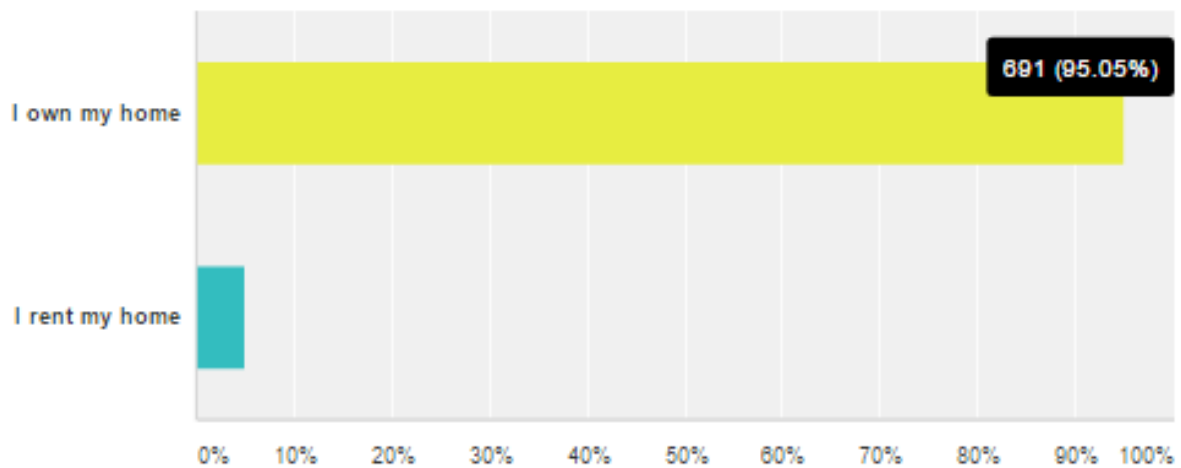


Answer Choices	Responses
I live alone	29.44% 214
Paid attendant	0.96% 7
Other family	7.43% 54
Friend/Roommate	1.93% 14
Partner/Spouse	61.62% 448
Total Respondents: 727	

Q4

## Do you rent or own the place where you live?

Answered: 727 Skipped: 21

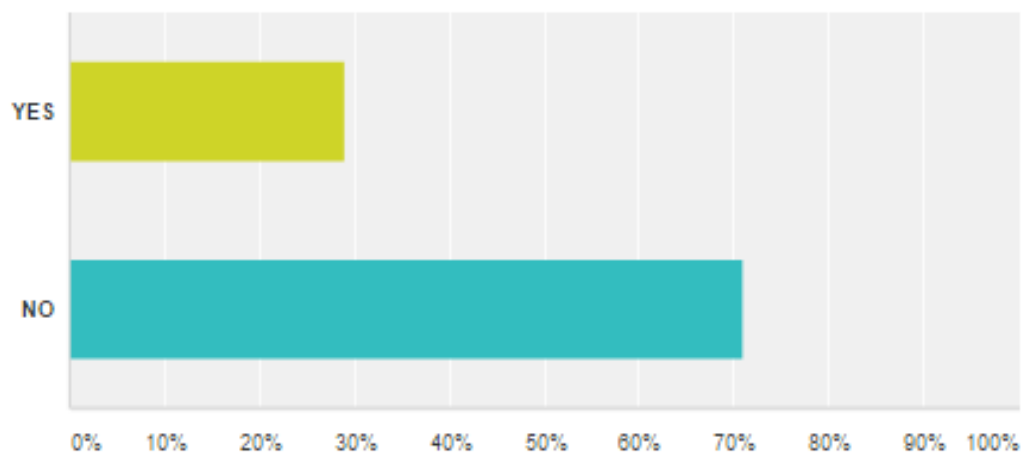


Answer Choices	Responses
I own my home	95.05% 691
I rent my home	4.95% 36
Total Respondents: 727	

Q5

## Are you currently a paid employee?

Answered: 735 Skipped: 13

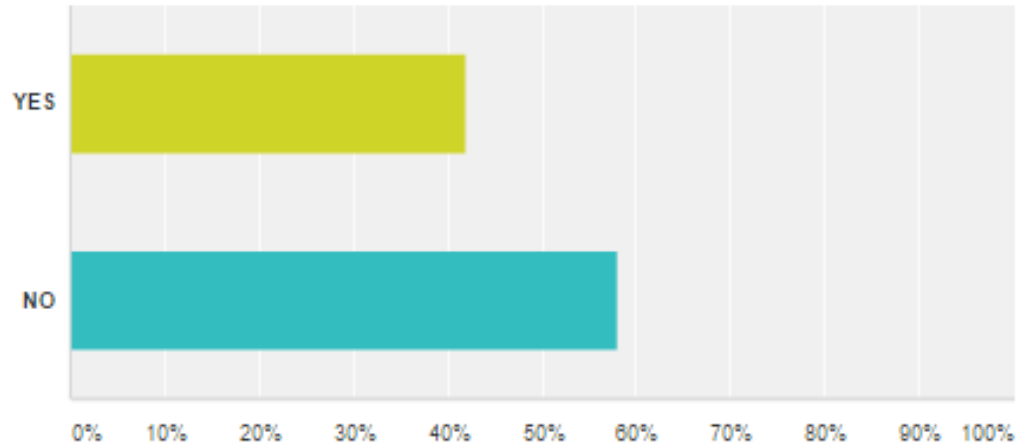


Answer Choices	Responses
YES	29.12% 214
NO	70.88% 521
Total	735

Q 6

### Do you serve as a volunteer?

Answered: 731 Skipped: 17

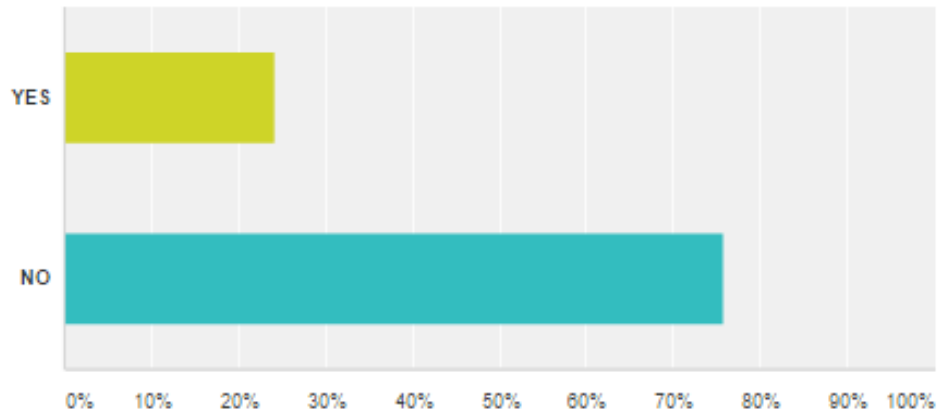


Answer Choices	Responses	
YES	41.86%	306
NO	58.14%	425
Total		731

Q 7

### Would you like more paid employment opportunities?

Answered: 712 Skipped: 36

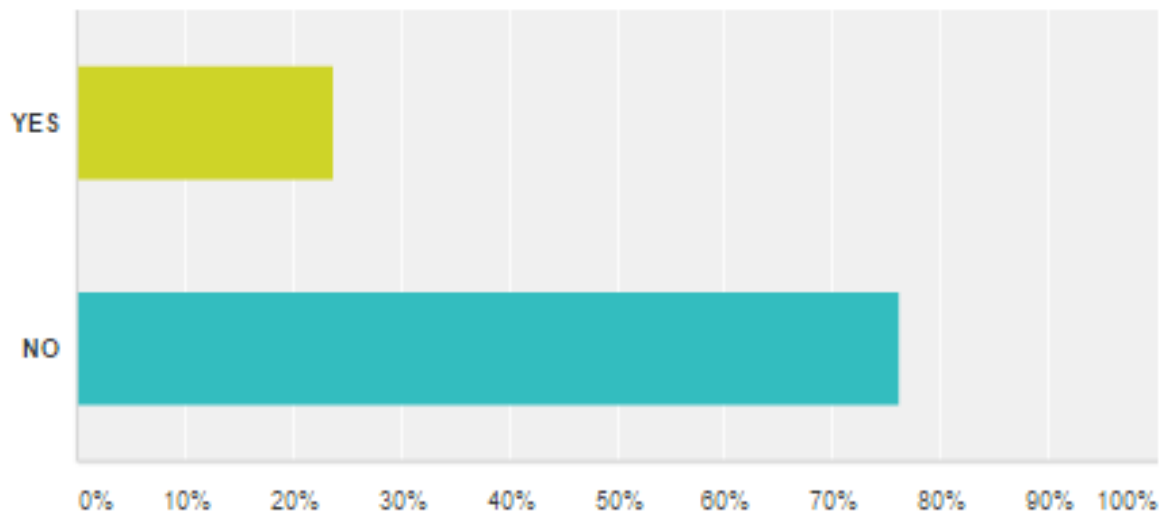


Answer Choices	Responses	
YES	24.16%	172
NO	75.84%	540
Total		712

Q8

### Would you like volunteer opportunities, such as reading to children or driving other seniors?

Answered: 690 Skipped: 58



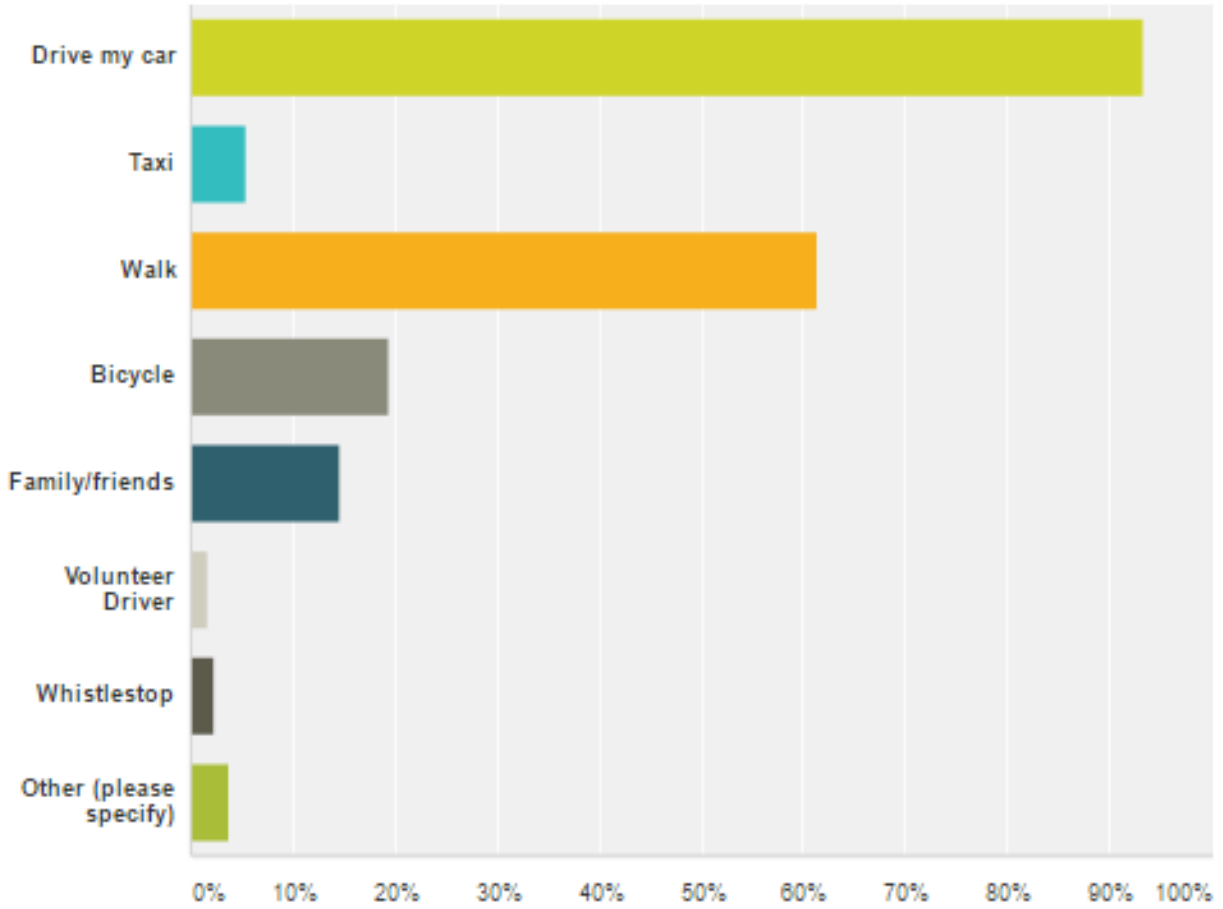
Answer Choices	Responses	
YES	23.77%	164
NO	76.23%	526
Total		690



Q9

### What transportation do you use within Corte Madera? (Check all that apply)

Answered: 743 Skipped: 5



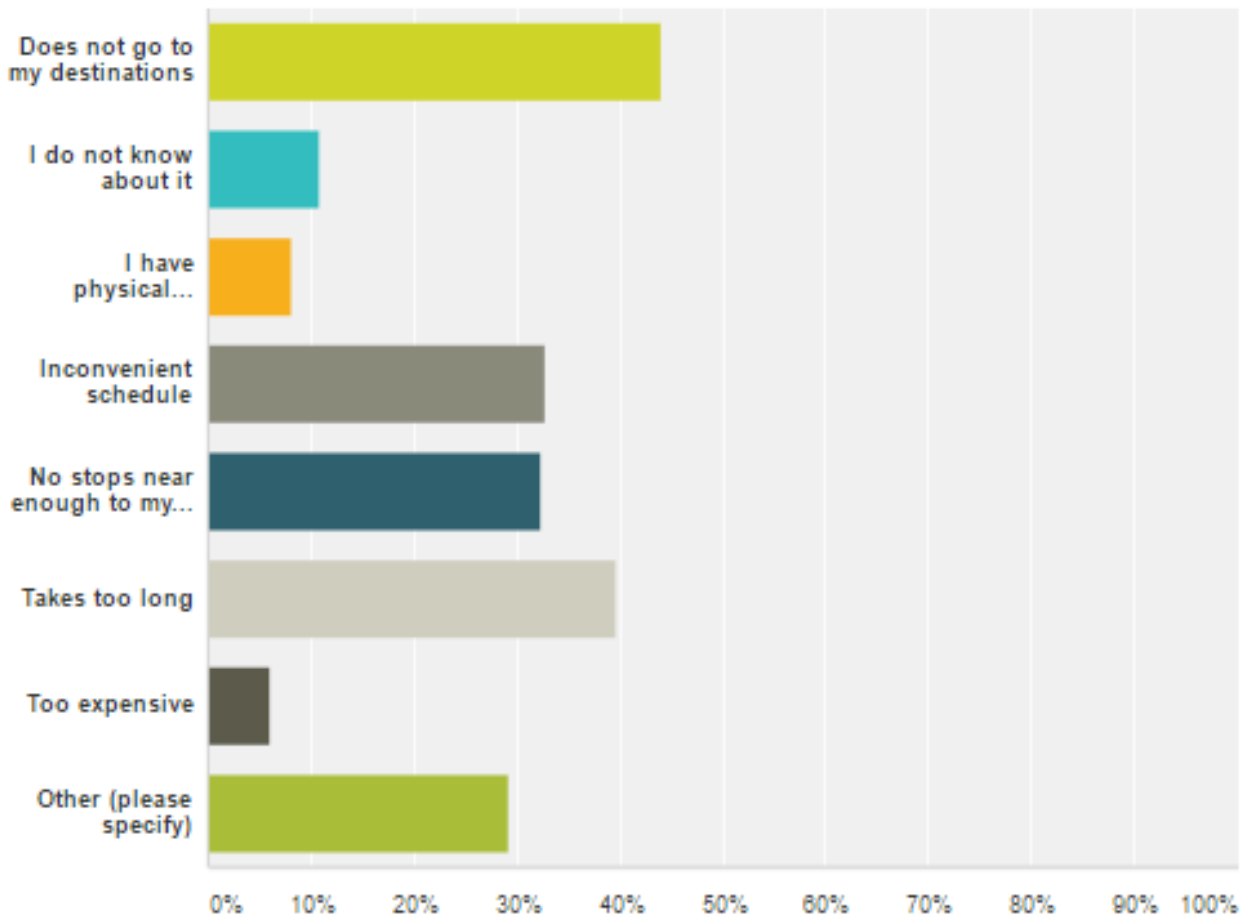
Answer Choices	Responses
Drive my car	93.41% 694
Taxi	5.52% 41
Walk	61.37% 456
Bicycle	19.52% 145
Family/friends	14.54% 108
Volunteer Driver	1.62% 12
Whistlestop	2.29% 17

Total Respondents: 743

Q10

**If you do not use public transportation currently, what prevents you from using it?  
Please check all that apply.**

Answered: 679 Skipped: 69

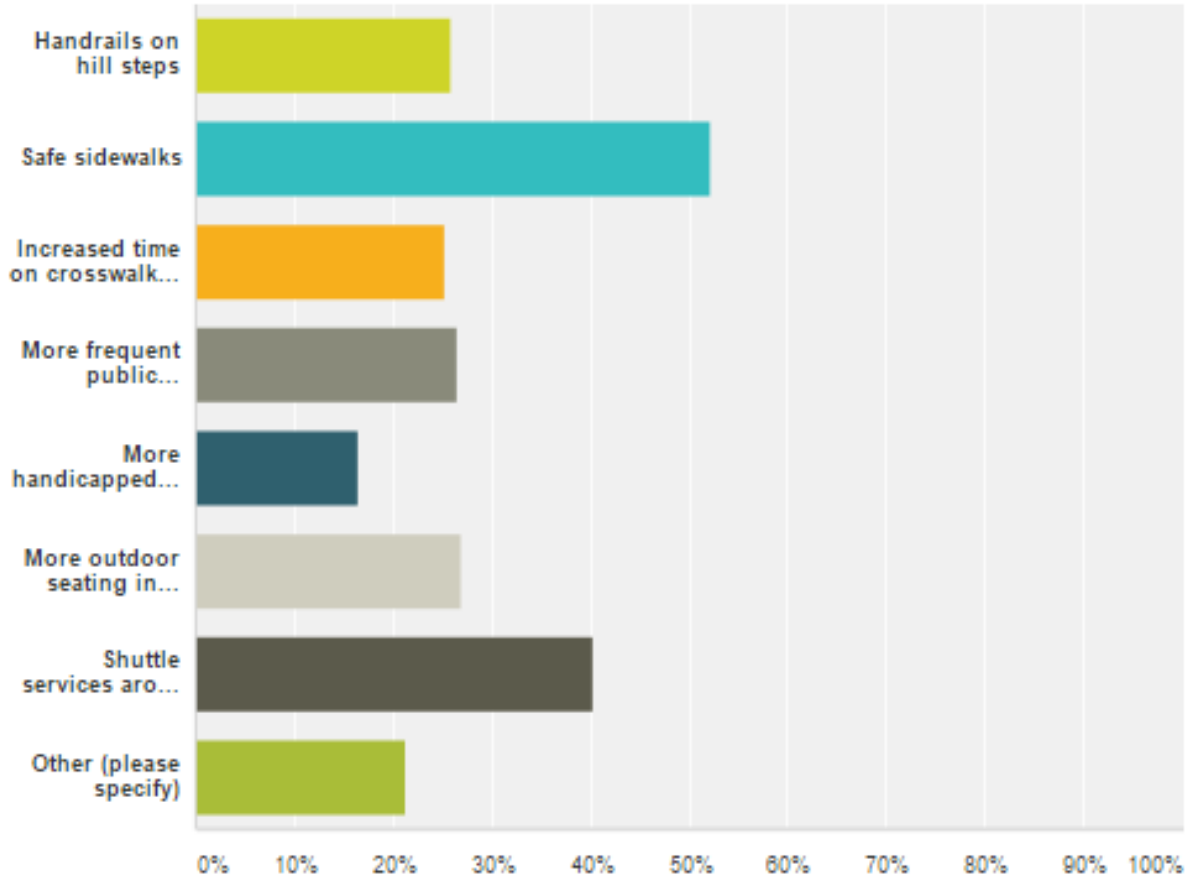


Answer Choices	Responses	
Does not go to my destinations	44.04%	299
I do not know about it	10.90%	74
I have physical limitations	8.10%	55
Inconvenient schedule	32.84%	223
No stops near enough to my home	32.40%	220
Takes too long	39.76%	270
Too expensive	6.04%	41
Other (please specify)	29.31%	199
Total Respondents: 679		

Q11

## What would make Corte Madera more accessible to you? Please check all that apply.

Answered: 616 Skipped: 132

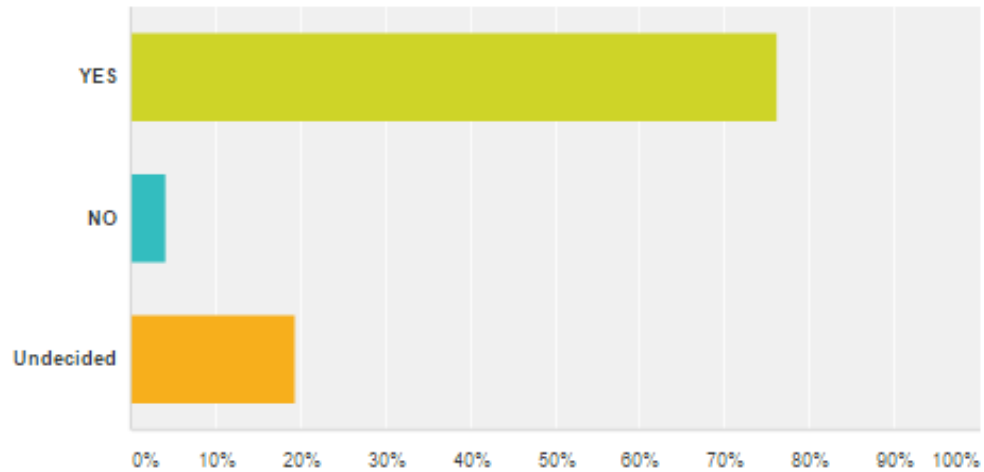


Answer Choices	Responses	
Handrails on hill steps	25.97%	160
Safe sidewalks	52.11%	321
Increased time on crosswalk traffic lights	25.16%	155
More frequent public transportation	26.46%	163
More handicapped parking spaces	16.56%	102
More outdoor seating in public areas	26.95%	166
Shuttle services around town	40.26%	248
Other (please specify)	21.27%	131
Total Respondents: 616		

Q12

### Do you plan to remain in your current residence as you age?

Answered: 738 Skipped: 10

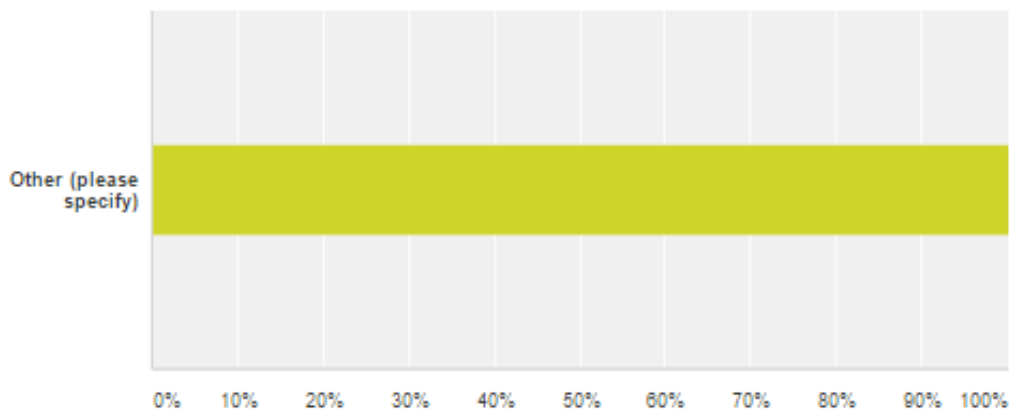


Answer Choices	Responses
YES	76.29% 563
NO	4.20% 31
Undecided	19.51% 144
Total	738

Q13

### If you do not plan to remain in your home, what is your major reason?

Answered: 66 Skipped: 682

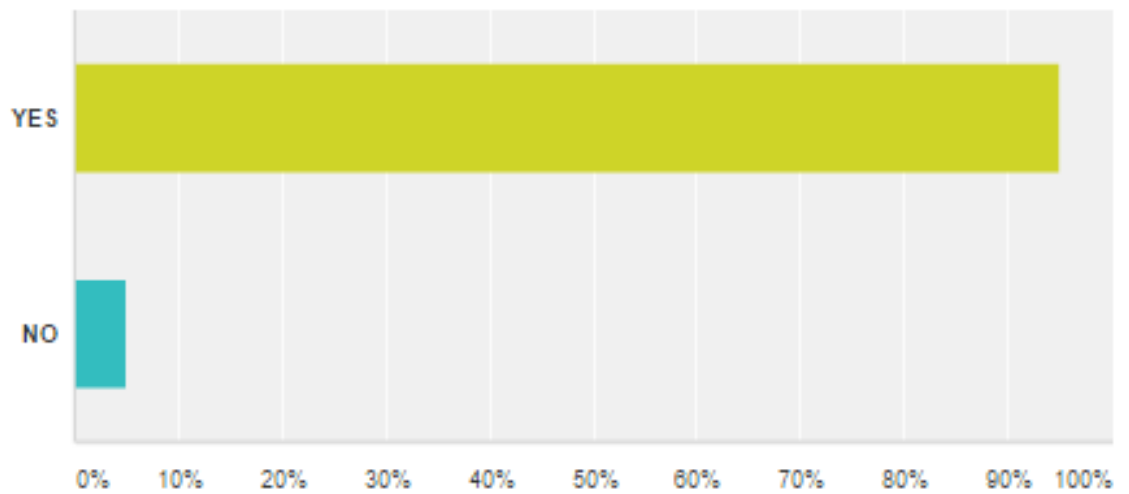


Answer Choices	Responses
Other (please specify)	100.00% 66
Total	66

Q14

### Do you think of Corte Madera as your permanent home?

Answered: 677 Skipped: 71



Answer Choices	Responses	
YES	94.98%	643
NO	5.02%	34
Total		677

Q15

## As you age, how important are the following?

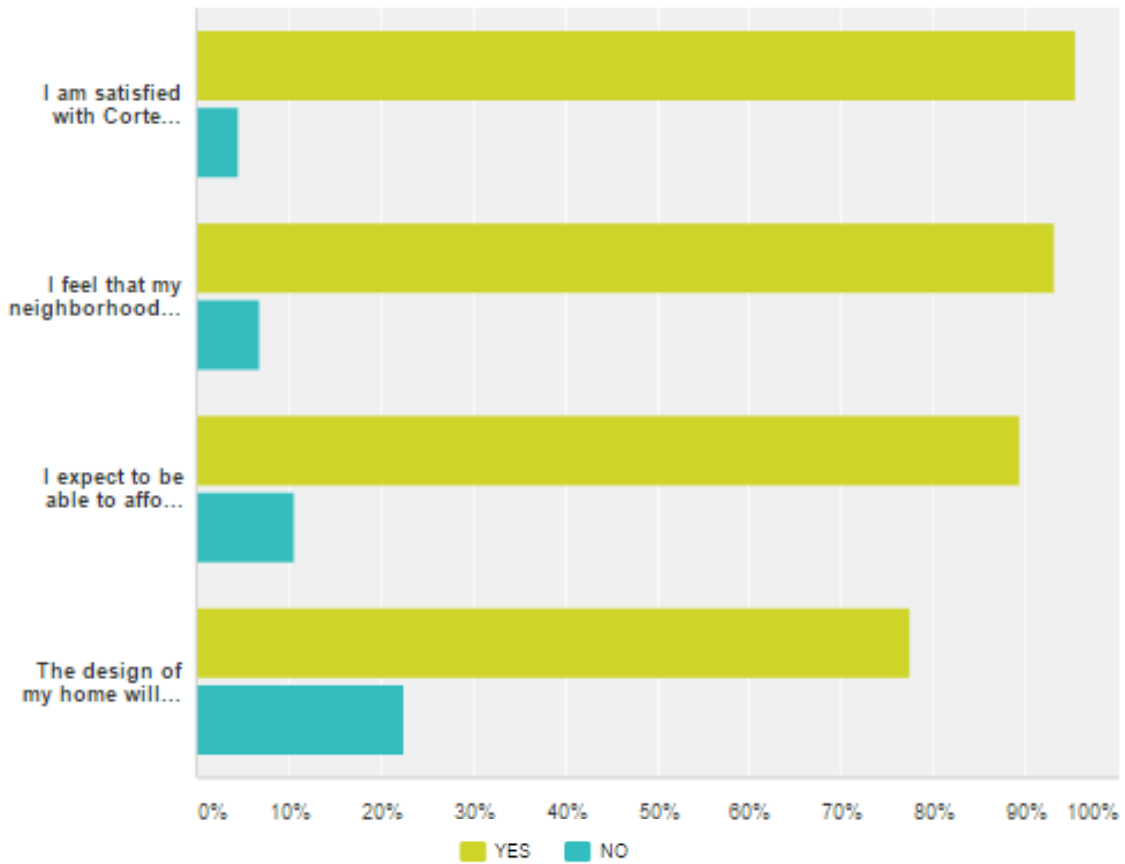
Answered: 742 Skipped: 6



Q16

### Please respond to the following statements about living in Corte Madera

Answered: 742 Skipped: 6

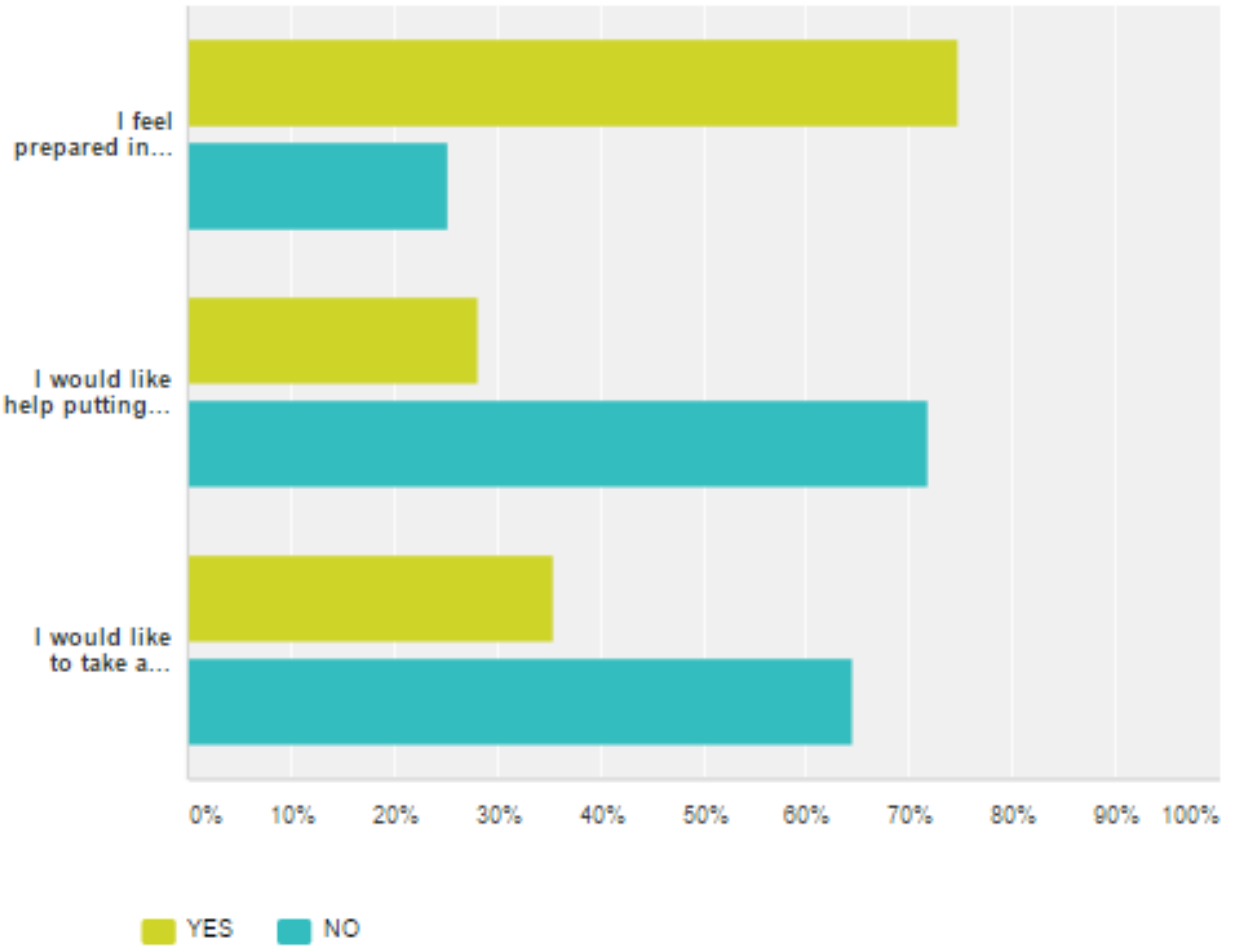


	YES	NO	Total
I am satisfied with Corte Madera as a place to live	95.47% 695	4.53% 33	728
I feel that my neighborhood is safe from crime	93.18% 689	6.82% 49	718
I expect to be able to afford my housing as I age	89.35% 629	10.65% 75	704
The design of my home will make it easy for me to remain in it	77.56% 548	22.44% 158	704

Q17

### Please respond to the following statements

Answered: 726 Skipped: 22



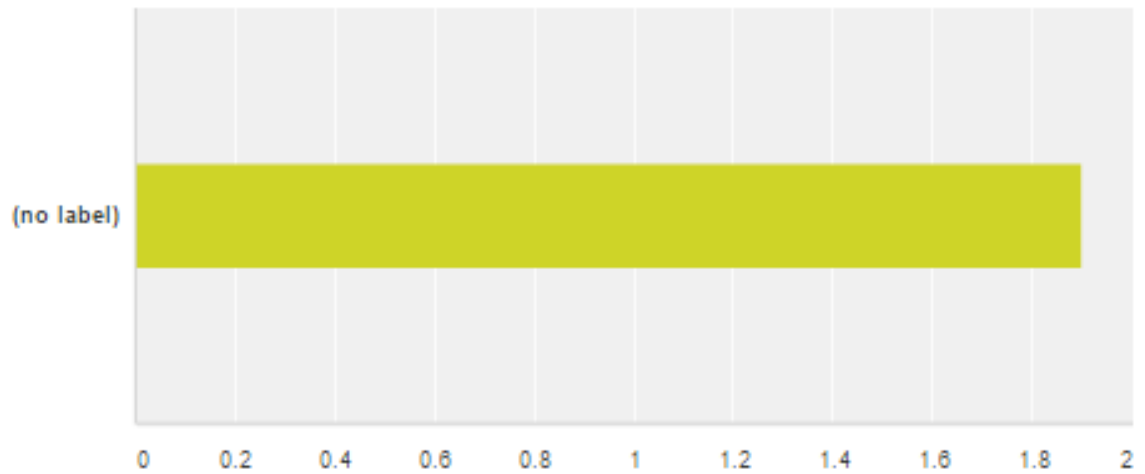
	YES	NO	Total
I feel prepared in case of emergency	74.71% 520	25.29% 176	696
I would like help putting together a disaster preparedness kit	28.08% 173	71.92% 443	616
I would like to take a simple preparedness class	35.46% 222	64.54% 404	626



Q18

### In the last 12 months, have you taken any classes offered through the Corte Madera Recreation Department?

Answered: 739 Skipped: 9

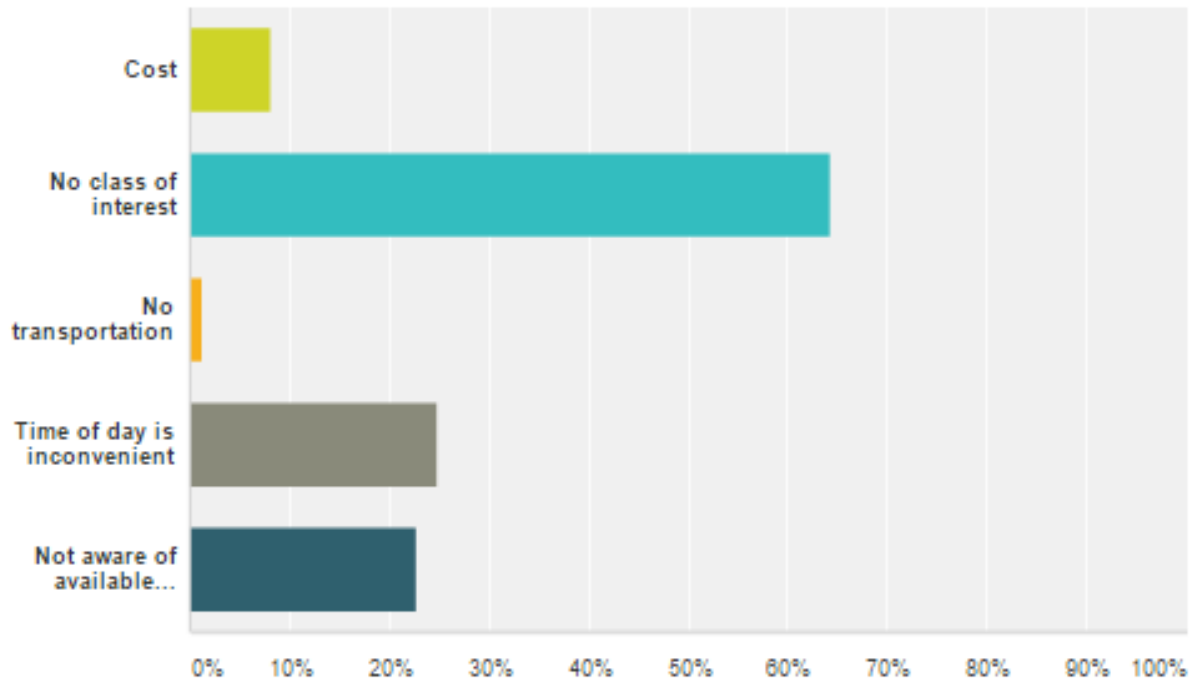


	YES	NO	Total	Weighted Average
(no label)	10.01% 74	89.99% 665	739	1.90

Q19

### If not, why not? (Check all that apply)

Answered: 506 Skipped: 242



Answer Choices	Responses
Cost	8.10% 41
No class of interest	64.23% 325
No transportation	1.19% 6
Time of day is inconvenient	24.90% 128
Not aware of available classes	22.73% 115
Total Respondents: 506	

Q20

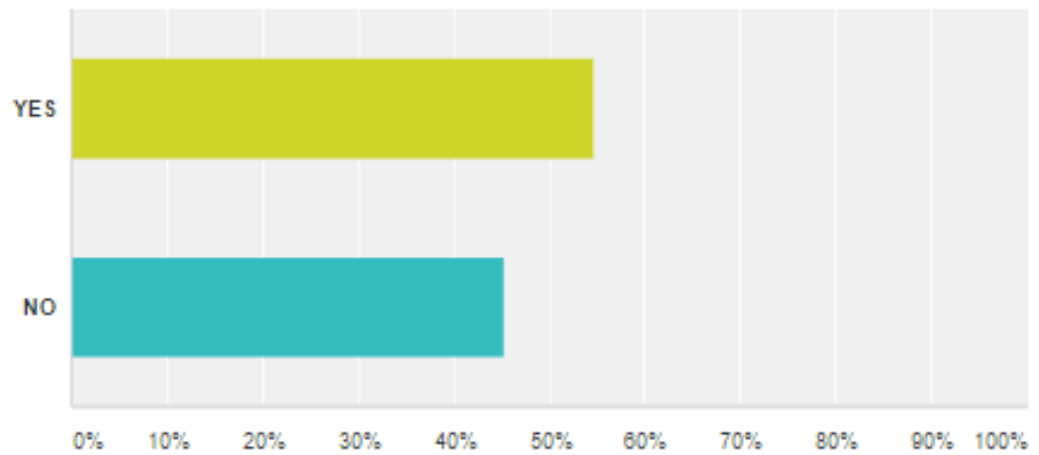
### What kinds of classes would you like the Recreation Department to offer?

Answered: 245 Skipped: 503

Q21

### Do you have a smart phone?

Answered: 736 Skipped: 12

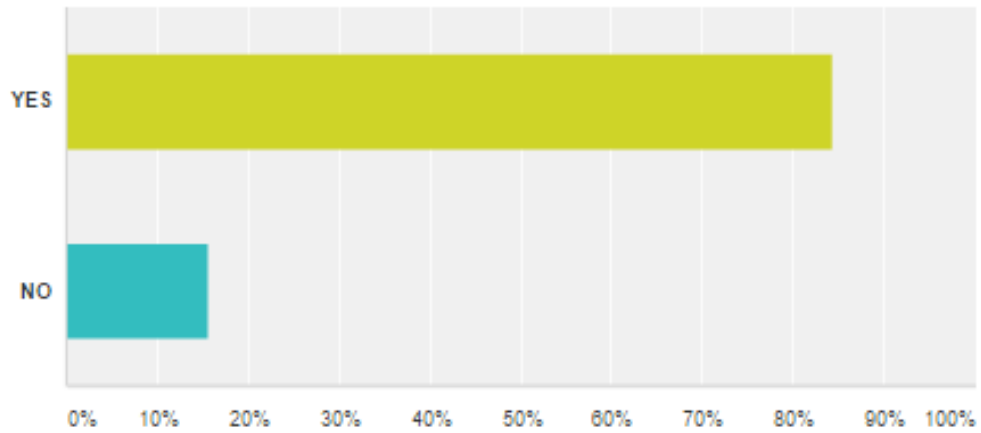


Answer Choices	Responses	
YES	54.76%	403
NO	45.24%	333
Total		736

Q22

### Are you comfortable using the Internet?

Answered: 728 Skipped: 20

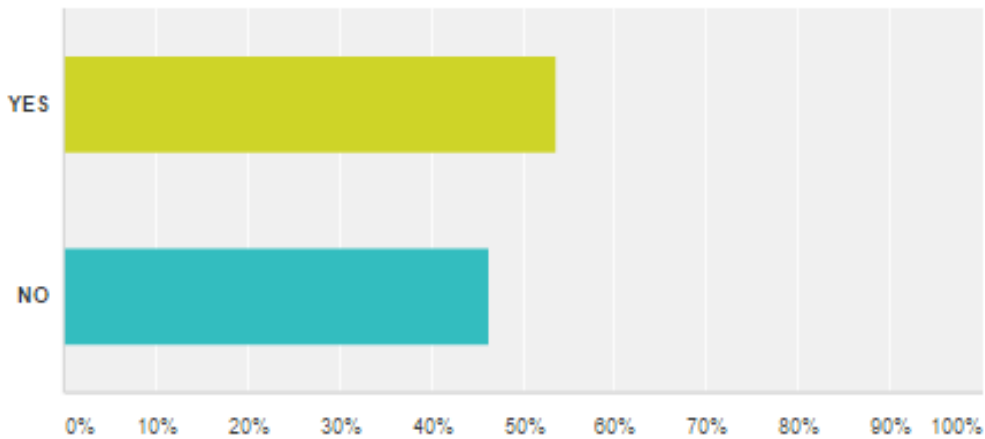


Answer Choices	Responses	
YES	84.34%	614
NO	15.66%	114
Total		728

Q23

### If "No," would you like to improve your skills?

Answered: 235 Skipped: 513

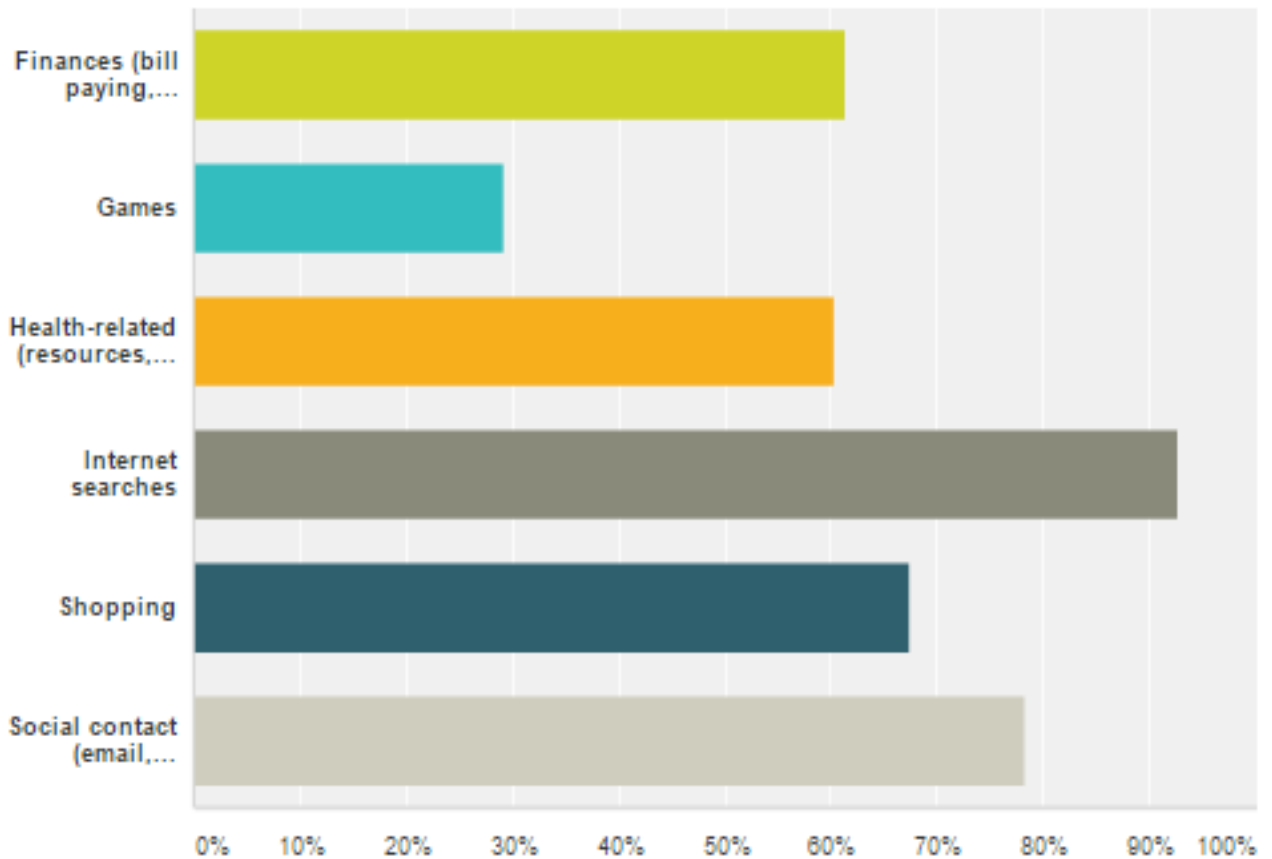


Answer Choices	Responses	
YES	53.62%	126
NO	46.38%	109
Total		235

Q24

### If "Yes," what do you use the Internet for? (Check all that apply)

Answered: 654 Skipped: 94

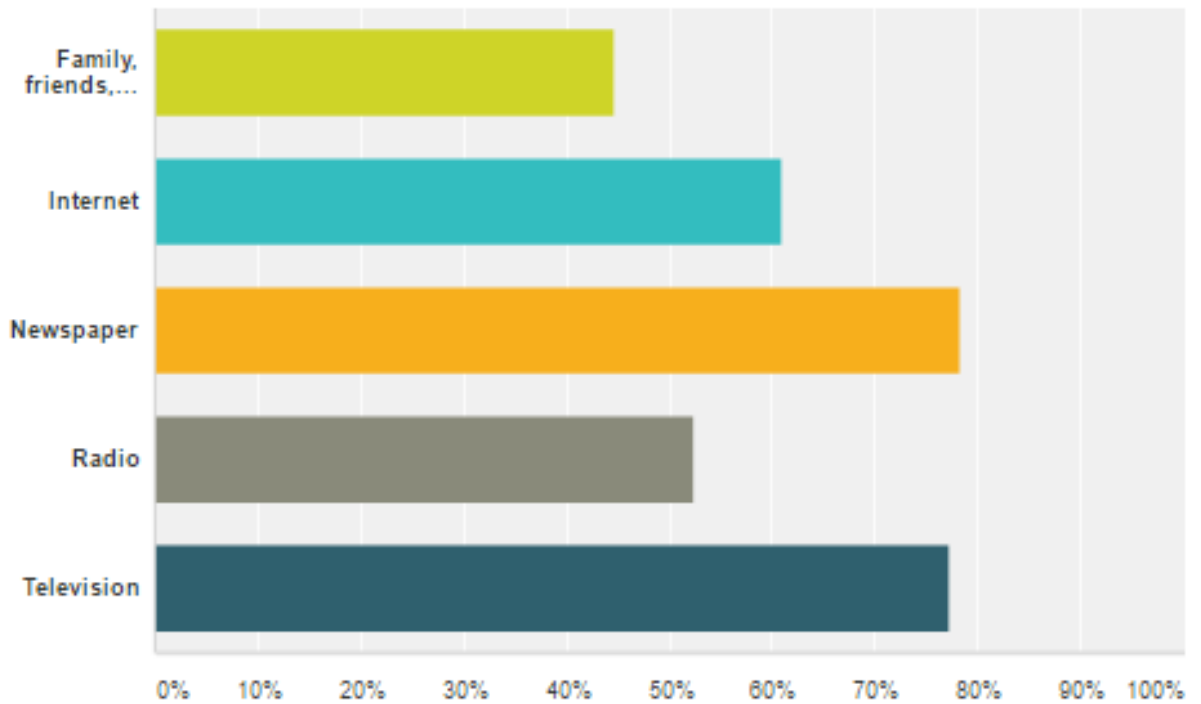


Answer Choices	Responses	
Finances (bill paying, banking, etc.)	61.31%	401
Games	29.20%	191
Health-related (resources, communicate with doctors, etc.)	60.40%	395
Internet searches	92.66%	606
Shopping	67.43%	441
Social contact (email, Facebook, Skype, etc)	78.29%	512
Total Respondents: 654		

Q25

## How do you get your local news and information? (Check all that apply)

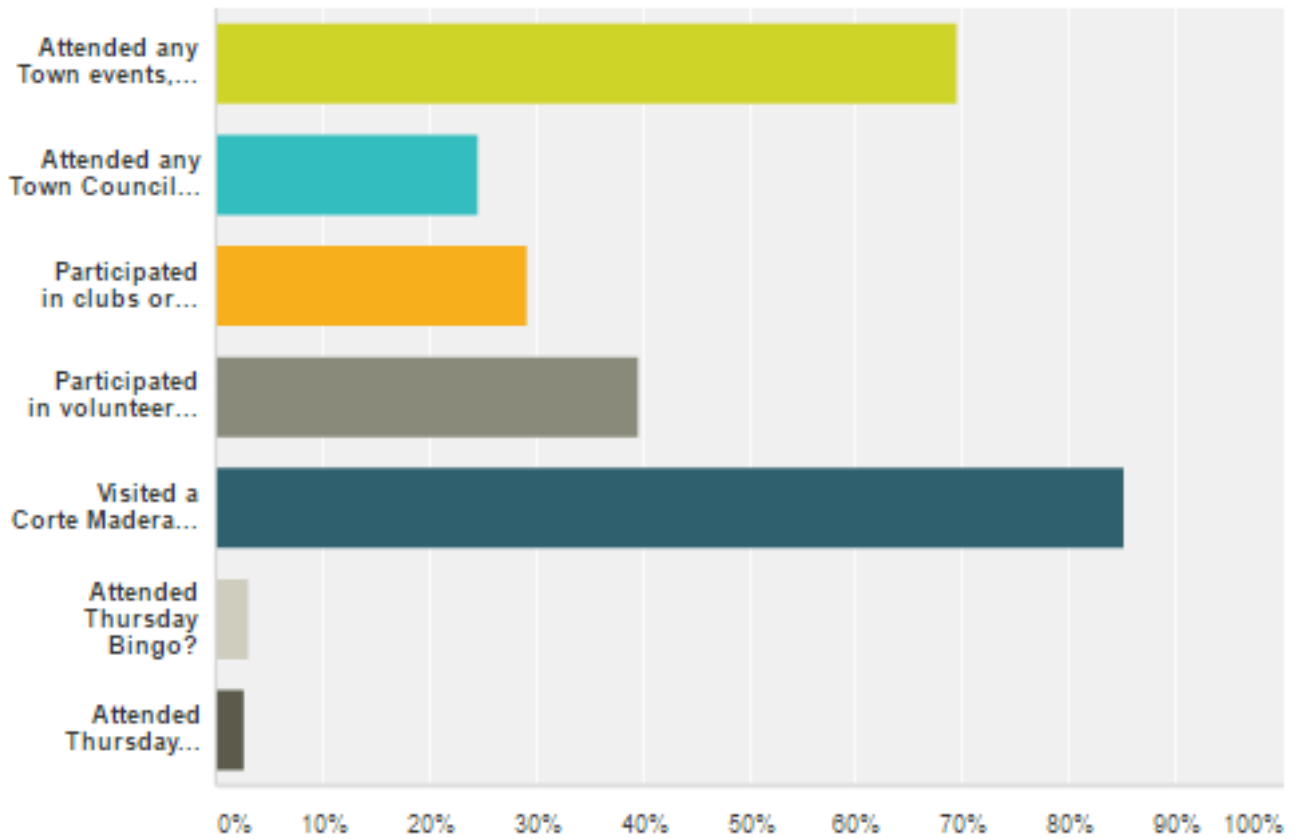
Answered: 742 Skipped: 6



Answer Choices	Responses
Family, friends, neighbors	44.61% 331
Internet	60.92% 452
Newspaper	78.30% 581
Radio	52.43% 389
Television	77.22% 573
Total Respondents: 742	

### During the last 12 months, have you: (Check all that apply)

Answered: 652 Skipped: 96

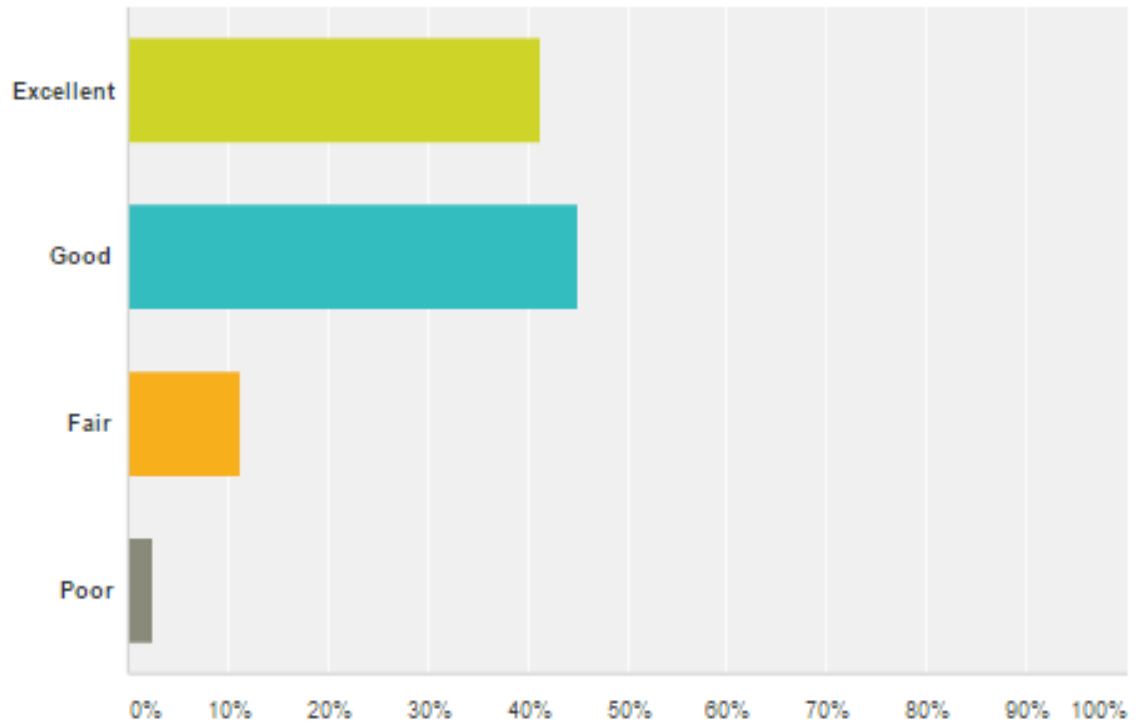


Answer Choices	Responses	
Attended any Town events, e.g. concerts, parade, etc.?	69.48%	453
Attended any Town Council meetings?	24.69%	161
Participated in clubs or civic organizations?	29.14%	190
Participated in volunteer activities?	39.57%	258
Visited a Corte Madera park?	85.28%	556
Attended Thursday Bingo?	3.22%	21
Attended Thursday lunches at the Community Center?	2.76%	18
Total Respondents: 652		

Q27

## How would you rate your physical health?

Answered: 740 Skipped: 8



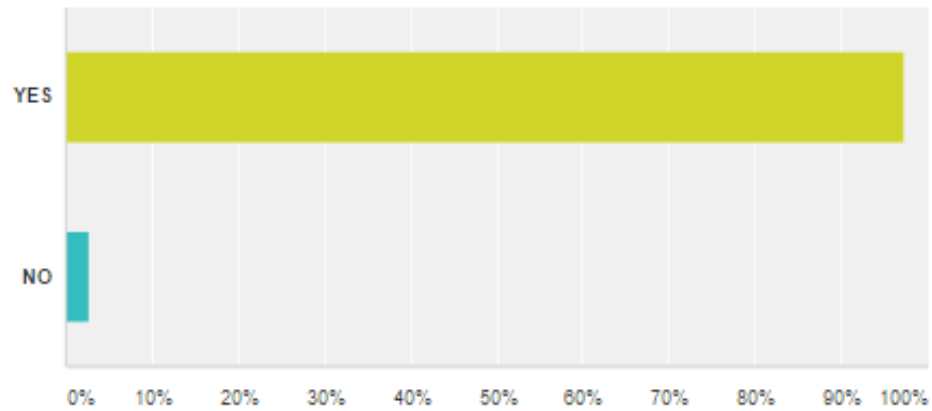
Answer Choices	Responses
Excellent	41.35% 308
Good	45.00% 333
Fair	11.22% 83
Poor	2.43% 18
Total	740



Q28

### Does your budget allow you to purchase healthy foods?

Answered: 733 Skipped: 15

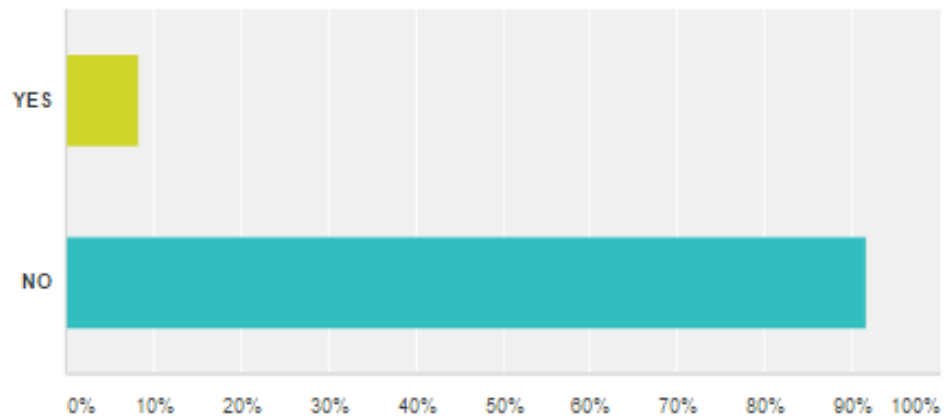


Answer Choices	Responses
YES	97.27% 713
NO	2.73% 20
Total	733

Q29

### Do you rely on assistance at home for basic activities of daily living, e.g. cooking, cleaning, bathing, etc?

Answered: 732 Skipped: 16

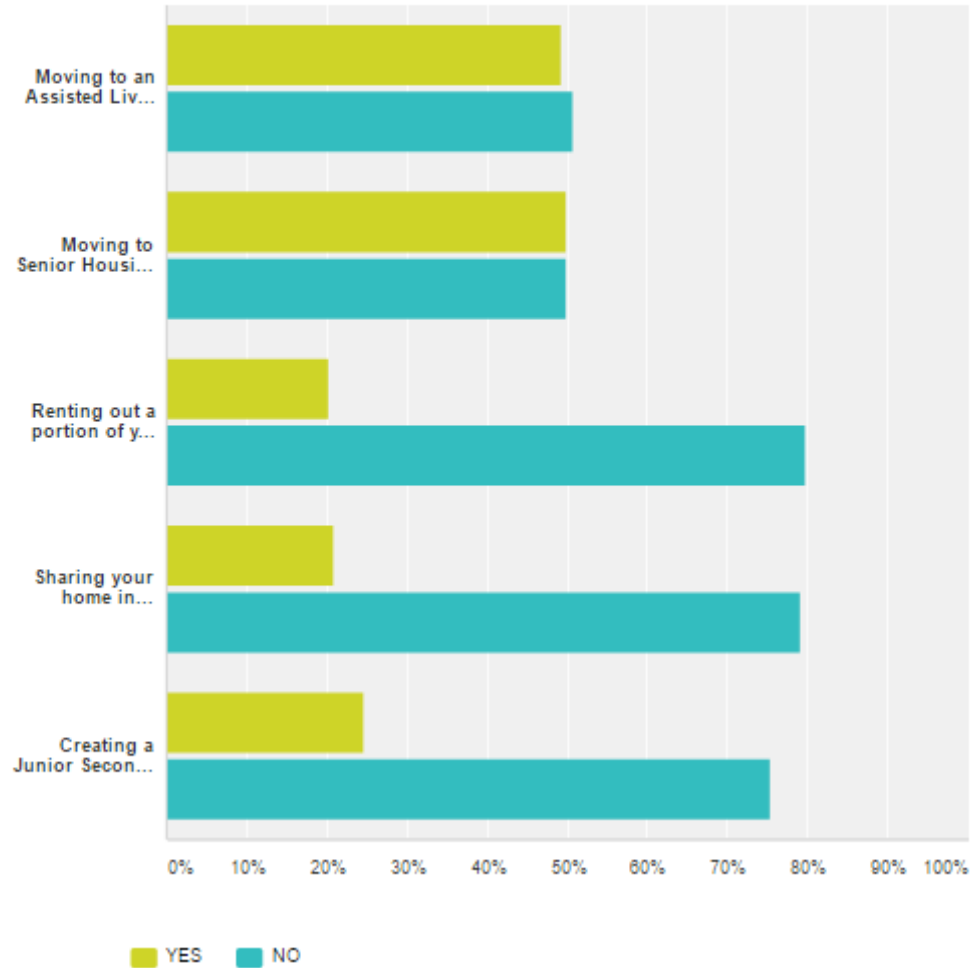


Answer Choices	Responses
YES	8.33% 61
NO	91.67% 671
Total	732

Q30

### Would you consider the following now or in the future?

Answered: 732 Skipped: 16

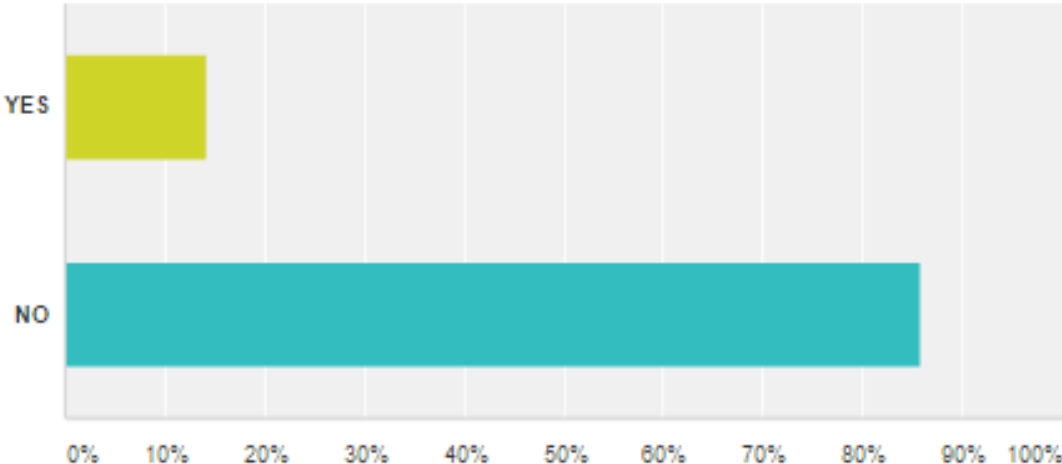


	YES	NO	Total
Moving to an Assisted Living setting if it were in Corte Madera.	49.18% 330	50.82% 341	671
Moving to Senior Housing if it were in Corte Madera.	50.00% 338	50.00% 338	672
Renting out a portion of your home for added income.	20.35% 141	79.65% 552	693
Sharing your home in exchange for help around the house.	20.97% 143	79.03% 539	682
Creating a Junior Second Unit in your house with a separate entrance, kitchen and bath.	24.68% 171	75.32% 522	693

Q31

### Would you like help with End of Life planning?

Answered: 633 Skipped: 115

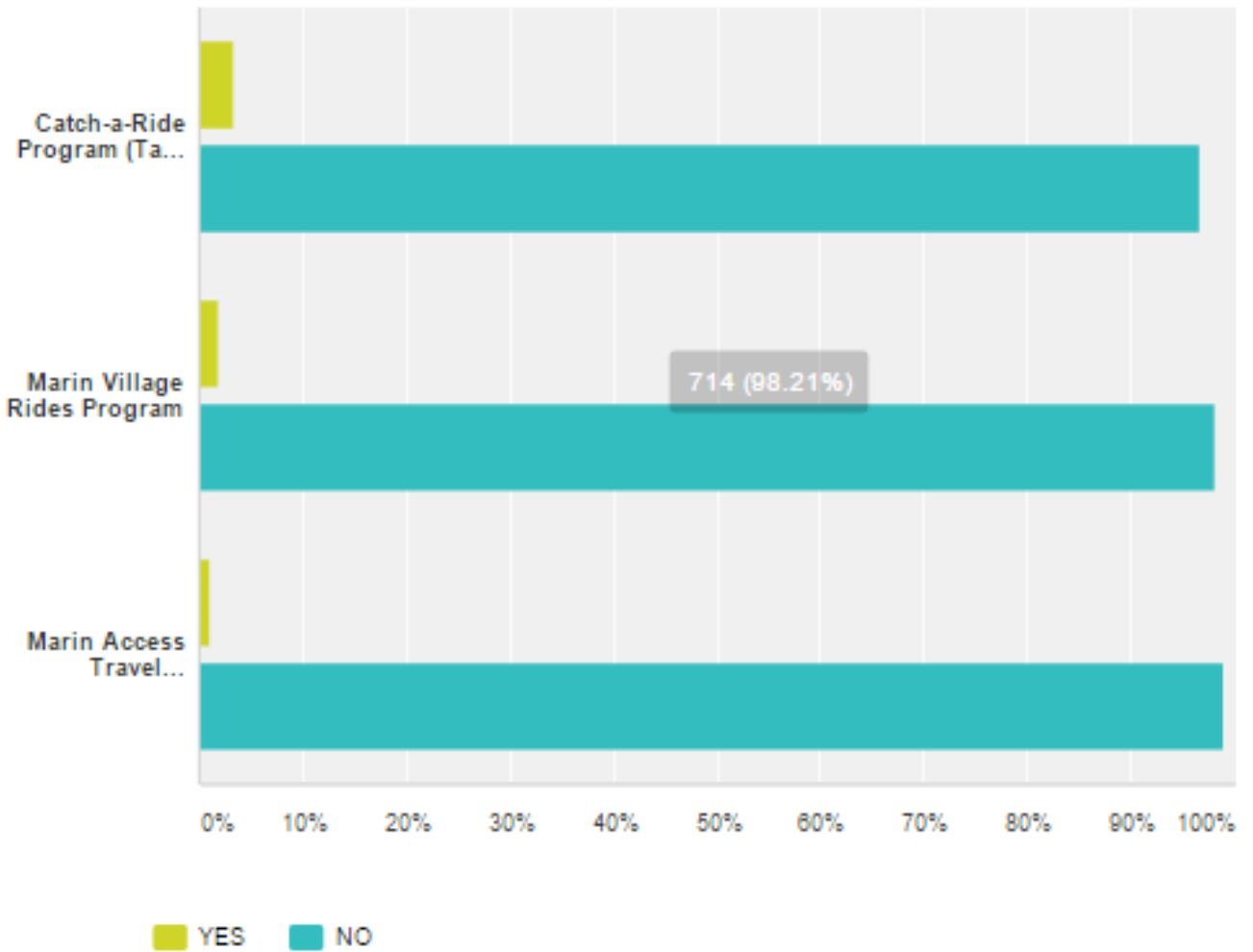


Answer Choices	Responses	
YES	14.22%	90
NO	85.78%	543
Total		633

Q32

## Have you ever used the following?

Answered: 738 Skipped: 10



	YES	NO	Total
Catch-a-Ride Program (Taxi discount program)	3.40% 25	96.60% 711	736
Marin Village Rides Program	1.79% 13	98.21% 714	727
Marin Access Travel Navigator program	0.97% 7	99.03% 715	722



# WHO Global Network of Age-friendly Cities and Communities

This is to certify that

*Corte Madera, CA*

has been accepted as a member of the  
World Health Organization's  
Global Network of Age-friendly Cities  
and Communities<sup>©</sup>

Network membership is valid until

*1 August 2017*

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

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



SAMPLE INVITATIONS, FLYERS AND ANNOUNCEMENTS

INVITATION TO THE FIRST ANNUAL CELEBRATION  
HONORING CORTE MADERA'S  
NONAGENARIANS AND CENTENARIANS

*You are  
invited!*



*Please join us*



*Age-Friendly Corte Madera  
and the  
Corte Madera Town Council*

Invite you to a celebration  
honoring YOU  
and the Town's Nonagenarians  
and Centenarians

Tuesday, June 2, 2015  
7 o'clock PM

Corte Madera Community Center  
498 Tamalpais Drive  
Corte Madera



RSVP

Additional information about the event  
(415) 480-9748





# Age-Friendly Corte Madera Speaker Series



Presenting



***How to Avoid Falling***  
Carol Zeller RN, MSN, Speaker

Wednesday, September 14th  
1:00 PM

Central Marin Police Hdqtrs.  
Community Room  
250 Doherty Dr., Larkspur

*Slips, Trips and Falls --*



*Don't let them get you down!*



*Save the Date!*  
*Age-Friendly*  
*Corte Madera*



*will honor the Town's  
Nonagenarians and Centenarians  
(Residents aged 90 and above)*

*Sunday, August 28th*

*from 2:30 to 4:30PM*

*Corte Madera Community Center*

*If you know someone who should be  
honored, please call (415) 480-9758.*

*Guests are welcome*

Age-Friendly Corte Madera,  
Corte Madera Parks and Recreation & Marin Villages

*presenting*

POLE WALKING FOR EXERCISE,  
MOBILITY AND MAINTAINING INDEPENDENCE



Wednesday, October 12, 2016

1:00 to 2:30PM

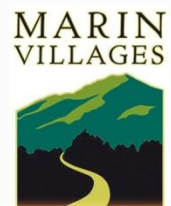
Central Marin Police Authority Hdqtrs  
250 Doherty Drive, Larkspur

Speaker: Jayah Faye Paley

Not just for hikers, using poles for walking improves balance, endurance and posture - feel taller! Reduce stress on knees and hips by strengthening core muscles that support your spine. Walk with youthful attitude. Learn how to select poles that help you achieve your goals. Demo of top quality poles and special balance tips.



THE TOWN OF  
CORTE MADERA  
MARIN COUNTY CALIFORNIA





 **FREE HOME REPAIRS** 

**FOR CORTE MADERA SENIORS**  
**OCTOBER 17TH - OCTOBER 23RD**

The Rotary Club of Marin Sunrise will be providing a FULL WEEK of making free house calls to perform minor household tasks for Corte Madera Seniors, aged 60 and over.

Examples of services include replacing a smoke detector battery or a light bulb; turning a mattress, unclogging slow drains and much more. Necessary replacements must be on hand.

Corte Madera Seniors wishing to receive help during Rotary Service Week may contact Marge at Age-Friendly Corte Madera at (415) 480-9758 and give your contact information and a brief description of service needed.

To learn more about Age-Friendly Corte Madera, visit [www.agefriendlycortemadera.com](http://www.agefriendlycortemadera.com)

To learn more about Rotary Sunrise, visit <http://portal.clubrunner.ca/8926>

Age-Friendly Corte Madera  
Corte Madera Parks and Recreation  
and The Twin Cities Village

*present*

GETTING AROUND

Wednesday, November 9, 2016



Mobility is the key to independence for everyone. Come learn about transit options available in Marin County. They include public bus systems, ferries, paratransit services, transportation programs, Smart Train and a trip planning, personalized "Travel Navigator" assistance program.

Speaker: Joe Gaffney, Senior Mobility Analyst for Marin Transit

1:00 - 2:30PM

Central Marin Police Headquarters  
Community Room  
250 Doherty Drive, Larkspur

Light refreshments will be served



THE TOWN OF  
CORTE MADERA  
MARIN COUNTY CALIFORNIA



MARIN  
VILLAGES



Our Paths - Our Choices

# Speaker Series

presented by

Age-Friendly Corte Madera, Twin Cities Village & CM Parks and Rec



SHARON BECK

## FUN WITH YOUR IPHONE AND IPAD

**January 11, 2017 1:00-2:30PM**

Central Marin Police Authority Headquarters  
Community Room, 1st Floor  
250 Doherty Drive, Larkspur



Sharon Beck is passionate about teaching seniors the joy of using iPhones and iPads. A senior herself, Sharon will go over the basics for those new to the iPhone and iPads; and for those experienced users, you will have fun learning the hidden secrets your devices offer. You'll be amazed at the functions you never believed could be on these electronic gadgets. Don't miss this fun, entertaining and educational presentation.

Sharon has worked at the Apple Store in Walnut Creek, teaches iPhones and iPads to Seniors at the Lafayette Community Center where she gets rave reviews and is the owner of Mac-Senior. Sharon Beck is in Apple's Benevity Program and is currently developing online tutorials that will be offered to seniors, free of charge.

## February 15 **SAFE AT HOME...AND BEYOND**

Older Corte Maderans want to feel protected and empowered. We wonder: When do I report something to the police? Should I get a home alarm system? How can I navigate among cyclists and distracted pedestrians? Bring ANY questions you have about personal safety, home security, street precautions, or internet safeguards and get answers directly from our own Central Marin Police Officers.

Speakers: Central Marin Police Officers

Time: 1:00 pm– 2:30 pm  
Central Marin Police Authority Community Room  
250 Doherty Drive Larkspur

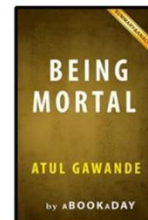


## March 15 **BEING MORTAL - FILM AND DISCUSSION**

“Being Mortal” – Based on the best selling book

The film investigates the practice of caring for the dying, and shows how doctors are often remarkably untrained, ill-suited and uncomfortable talking about chronic illness and death with their patients. Plan to engage in a lively post-film discussion with representatives from Hospice by the Bay and the Marin County Commission on Aging.

Time: 1:00 pm – 2:30 pm  
Location: Central Marin Police Authority Community Room



# Age-Friendly Corte Madera, Twin Cities Village and Corte Madera Parks and Recreation

*present*



MARIN SERVICES  
ESPECIALLY FOR YOU!

Have you ever heard of *457 info* or the *Aging Action Initiative*?

**DON'T MISS** this invaluable and informative program describing the many County-provided services available to **YOU**.

Since 1977, the Marin County Area Agency on Aging has been dedicated to providing services and planning for the needs of older adults. Bring your questions and learn about what services are available here in Marin and how you can access them.

**Wednesday, April 19th, 2017**

**Time: 1:00pm – 2:30 pm**

**Location: Central Marin Police  
Authority Community Room**

**250 Doherty Drive, Larkspur**



**SNEAK PREVIEW!!! SPECIAL EVENT!!! SPECIAL DATE!!!**

**APRIL 13 - 11:00 am**

**Location: Central Marin Police Authority Community Room  
250 Doherty Drive, Larkspur**

Come and see a preview of **RESTORATION HARDWARE'S**

whole new concept in retailing that has already met with lots of success in Kansas City and Chicago. You will have the opportunity to ask questions and comment on RH's proposal for the Village at Corte Madera. Don't miss this beautiful presentation by Stu Wagner, Senior Director at Restoration Hardware.



Stan Hoffman, Manager of the Village will also attend and together Stu and Stan can answer all questions and welcome your feedback.



**MARIN SERVICES: LIVE LONG LIVE WELL**

**Wednesday, April 19 - : 1:00pm – 2:30 pm**

**Location: Central Marin Police Authority Community Room  
250 Doherty Drive, Larkspur**

Learn about services in Marin designed especially for YOU. Older adults are the fastest growing age group in Marin. Since 1977, the Marin County Area Agency on Aging has been dedicated to providing services and planning for the needs of older adults. With many partners, Marin County coordinates a community-based system of care with a wide range of services such as Information and assistance, nutrition, caregiver support and elder abuse prevention that sustain the independence of older adults. Bring your questions and thoughts about what services are available here in Marin and how you can access them.







## **MIND YOUR MONEY: AVOIDING SCAMS, FRAUD & IDENTITY THEFT**

**Wednesday, May 17 1:00 p.m. - 2:30 pm**  
**Central Marin Police Authority Community Room**  
**250 Doherty Drive, Larkspur**



Don't let those calls fool you! Marin FAST (Financial Abuse Specialist Team) hosts this valuable presentation to arm us against online, phone and mail scams, fraud and identity theft. A 2015 study asserts that financial elder abuse costs \$36.5 billion annually. In Marin County alone, financial abuse cases make up 35% of all referrals to Adult Protective Services. Nationwide it's estimated that only 1 in 10 cases is ever reported.

**Presenter: Salamah Locks, RN, Marin FAST**  
**Appointee to Marin Commission on Aging**



Corte Madera Parks and Recreation Dept, Twin Cities Village,  
 Age-Friendly Corte Madera and Age-Friendly Solutions,  
 sponsors of  
*The Third Wednesday Speaker Series*  
 present

## TRAVEL TIPS FOR SENIORS



**WEDNESDAY, JUNE 21, 2017**

**1:00 - 2:30 P.M.**

**CENTRAL MARIN POLICE AUTHORITY COMMUNITY ROOM  
 250 DOHERTY DRIVE, LARKSPUR**

Are you considering a trip this summer? Wondering about insurance? Group tours? Discount prices? Protecting your health and safety?

Abundant planning for travel as a senior will save many anxious and exhausting hours during your trip and allow you to fully enjoy the journey. Learn some expert tips to help ensure a carefree getaway.

Complimentary light refreshments.





# CORTE MADERA'S ICONIC VIEWS OF MT. TAMALPAIS

*Age-Friendly Corte Madera* is committed to ensure the best environment, programs and services available for residents with varying needs and capacities all through their lives. Our goal is to provide opportunities so that our aging population can "age in place" and continue to enjoy the quality of life and natural beauty of our wonderful Town.



*Age-Friendly Corte Madera*  
498 Tamalpais Drive  
Corte Madera, CA 94925