



City of Oceanside

300 North Coast Highway,
Oceanside, California 92054

Staff Report

File #: 26-1278

Agenda Date: 3/25/2026

Agenda #: 14.

DATE: March 25, 2026

TO: Honorable Mayor and City Councilmembers

FROM: Parks and Recreation Department

TITLE: Approval of AARP Age-Friendly Network 5-Year Action Plan

RECOMMENDATION

Staff recommends that the City Council approve the AARP Age-Friendly Network 5-Year Action Plan to be implemented by all City departments.

BACKGROUND AND ANALYSIS

On April 7, 2024, the City of Oceanside joined the AARP Age-Friendly Network. In conjunction with the City's partnership with AARP, the San Diego Foundation provided funding for the San Diego State University Center for Excellence in Aging and Longevity to develop a 5-year action plan what will help improve livability in Oceanside.

AARP has identified eight domains of livability that provided a framework for the City to focus its plan, including Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Work and Civic Engagement, Communication and Information, and Community and Health Services. A ninth domain of disaster preparedness was also considered.

The City assembled a group of community members to serve as an Advisory Group that helped to guide the development of the 5-year action plan. Each Councilmember had the opportunity to select a member of the Advisory Group and the other Advisory Group members were selected to ensure diversity and a broad representation of the Oceanside community. The following individuals served on the Advisory Committee: Steven Burrell, AARP Volunteer; Monica Chapa Domercq, City of Oceanside Library Board Trustee; Keith Kaumeyer, City of Oceanside District 4 Representative; Chema Navarro, City of Oceanside Community Relations Commissioner; Shelly Parker, City of Oceanside Housing Commissioner; Lisa Russell, City of Oceanside Parks and Recreation Commissioner; Vicki Tillman, City of Oceanside District 1 Representative; and Craig Waickman, City of Oceanside District 2.

The City worked with AARP to develop a coalition of eighteen Age Friendly Ambassadors who helped to engage with the community to ensure that the action planning process reflected the diverse needs and perspectives of Oceanside residents. The Age Friendly Ambassadors are Alexis Kramer, Bev Langlois Kanawi, Christy Hartig, Denise Diamond, Diane Hanson, Elizabeth Giambone, Genevieve Wunder, Jane MacKenzie, Jimmy Knott III, Linda Walshaw, Pam Smith, Paula Gillick, Penny

Steinman, Timothy Dickey, Wendy Bravo, Wendy Weisel-Bosworth, Jessica Kramer, and Penny Russell.

The Center for Excellence in Aging and Longevity conducted an initial Policy and Program Scan for the City of Oceanside, reviewing 27 policies and 60 programs. Key policies examined included the Oceanside General Plan and its elements, O'Arts: Master Plan for the Arts, SANDAG regional plans, Age-Well San Diego, and the Parks and Recreation Master Plan. The review also incorporated supporting resources such as the California Data Dashboard for Aging, the AARP Livability Index for Oceanside, and the California for All Ages 2030 framework.

A foundational step in the Age-Friendly Oceanside process was the Community Baseline Survey, which was conducted to capture the experiences and needs of Oceanside residents older than 50 years or living with disabilities. There were 826 residents that completed the 70-question survey, which exceeded the target of 400 surveys.

Results from the survey provided the foundation for the Center for Excellence in Aging and Longevity, City staff, and volunteers to focus on deeper conversations about the priorities that were identified. The City hosted one virtual and four-in person listening and learning sessions in different locations throughout the City. Each session followed a structured facilitator guide focused on six key areas: Outdoor, Spaces and Buildings, Transportation, Housing, Community Engagement, Communication and Information, and Health Services. These targeted conversations were available in English and Spanish, and 148 people participated in the meetings from February 24 to March 24, 2025.

Staff from the Center for Excellence in Aging and Longevity conducted key informant interviews, meeting with local advocates, civic leaders, and community members to better understand issues impacting older adults from the perspective of individuals that have strong connections to older adults and people living with disabilities.

The City hosted one virtual and four-in person action planning sessions in the same locations as the listening sessions. The issue of disaster preparedness was added to these discussions. The discussion included a vision for each domain, and participants were asked to discuss potential actionable goals. There were 87 people that participated in the action planning meetings from April 30 to May 12, 2025.

The action steps identified in the Age-Friendly Community Action plan are categorized into immediate steps that could be initiated within the next year, mid-range steps that will be initiated within 1 to 3 years, and long-term steps that will be initiated within 4 to 5 years. The plan was available for public comment from December 4 to December 28, 2025.

The following goals are part of the 5-year action plan and have actions steps that are intended to be initiated within the next year.

1. Ensure outdoor spaces, parks, and walking trails are well-maintained and accessible to support active living for older adults and people of all abilities.
 - a. Develop community walking groups geared toward older adults and people of varying mobility levels.
 - b. Schedule trips from senior centers to outdoor spaces like the beach, parks, and community gardens to encourage nature access and physical activity.

2. Improve public safety by promoting a sense of community in outdoor spaces by creating environments that feel welcoming and secure for all.
 - a. Work with AARP to conduct a Walk Audit to evaluate sidewalk conditions, lighting, signage, accessibility, and walkability.
 - b. Promote and provide training on the My Oceanside App to help residents report non-emergency issues, such as safety concerns or maintenance needs, directly to the City.
3. Expand recreational, social, and environmental preservation opportunities that reflect and strengthen the community's appreciation for outdoor spaces.
 - a. Organize quarterly clean-up events with community organizations that engage residents of all ages to foster civic pride and intergenerational connections.
 - b. Support intergenerational activities such as community gardening, storytelling circles, "Senior Games," walking groups with shared breakfasts, and beach cleanups that involve local students.
4. Evaluate existing gaps and barriers in transportation access, transit options, and impacts on community engagement.
 - a. Offer multilingual workshops and hands-on demonstrations to teach residents how to use public transit.
 - b. Identify existing printed transportation resource guides featuring clear instructions, current schedules, and contact information and explore distribution at key community hubs such as grocery stores, health clinics, and faith-based centers.
5. Assess and improve perceived safety across all modes of transportation to protect all road users.
 - a. Increase awareness and participation in the Oceanside Bicycle Committee's e-bike and bicycle safety programs through outreach to local schools and community groups.
6. Promote intergenerational connection opportunities that foster inclusion and respect across generations.
 - a. Create "Community Conversation Cafés" that bring together people of different ages to discuss shared community interests and build empathy.
 - b. Host seasonal intergenerational events (e.g., Halloween activities, egg hunts, senior games) that celebrate cultural traditions and encourage participation across age groups.
7. Strengthen community connectedness via collaborative programming between residents, community organizations and the City of Oceanside.
 - a. Continue hosting pop-up resource fairs at Oceanside Public Libraries, community and senior centers, shopping centers, and other places where older adults gather to share information on public programs and services.
8. Expand and enhance access to affordable, accessible lifelong learning and recreation activities.
 - a. Organize a Civic Engagement Fair to promote participation in local clubs, organizations, and volunteer programs that strengthen social ties and community engagement.
9. Ensure older adults and residents of all abilities are aware of and able to participate in civic, work, and volunteer opportunities.
 - a. Host regular "Coffee with a Cop" and community meet-and-greet events at varied locations to build trust and inform residents about civic participation.
10. Enhance awareness, outreach, and education about available housing resources and support services.
 - a. Host community workshops or webinars that provide detailed guidance on available housing resources including rental assistance, home modification programs, and

- affordable housing options.
- b. Consider producing a printed "Housing Resource Index" to distribute at libraries, faith centers, senior centers, and community events, including checklists for home safety and tips for accessing services.
11. Enhance and expand caregiver support services.
 - a. Collaborate with non-profit organizations to advertise free caregiver training programs.
 - b. Launch a caregiver mentorship or peer support program that connects experienced caregivers with those new to the role, providing peer support, guidance, and emotional encouragement.
 - c. Partner with organizations like the County of San Diego Aging and Independence Services, Alzheimer's Association, and local community colleges to offer ongoing caregiver training and education on mild cognitive impairment, dementia, and in-home support programs.
 12. Foster health and wellness through community-wide initiatives, events, and educational opportunities.
 - a. Collaborate with local partners to host educational workshops at Oceanside Senior Centers and Oceanside Public Libraries on a variety of topics including dementia resources, nutrition, mental health issues, and stress reduction.
 - b. Partner with local organizations to explore in-person engagement such as walking clubs, volunteer opportunities, and storytelling events that improve mental health through purpose and social connection.
 - c. Collaborate with the County of San Diego to expand local access to wellness resources, such as hosting the Live Well Bus in Oceanside to provide free health screenings, demonstrations, and preventive health education.
 13. Ensure that information about events, resources, and opportunities is distributed through a variety of formats and platforms to reach all residents effectively.
 - a. Develop a cross-platform communication strategy that includes social media, community meetings, email newsletters, and printed materials.
 - b. Leverage existing community events (e.g., Senior Story & Dinner, Oceanside Public Library programs, Park & Rec activities) to share city updates and highlight new resources for older adults.
 14. Evaluate and strengthen communication channels to guarantee equitable access to information for all residents, including those who are socially isolated, non-English speaking, and individuals with visual or hearing impairments.
 - a. Partner with trusted community-based organizations to share information through channels already reaching hard-to-reach populations, such as flyers included with home-delivered meals.
 15. Equip residents with tools to access digital resources safely and confidently to bridge the digital divide.
 - a. Partner with the Library & Cultural Arts Department and other local organizations to offer free digital literacy classes for older adults, improving their comfort with technology and access to essential online services.
 - b. Create and distribute a simple, bilingual tech tip sheet in print and online, including how to sign up for city email alerts, access online events, and use translation features.
 16. Promote inclusivity, representation, and visibility of older adults in all communications and media.
 - a. Use photos, stories, and quotes of older adults in promotional materials to increase visibility of older adults.

- b. Feature older adult voices and stories in city campaigns, using their quotes, photos, and lived experiences to highlight resilience, contributions, and community involvement.
 - c. Work with KOCT and local media to profile older adults through interviews, community segments, or storytelling projects that reflect the diversity of Oceanside's aging population.
17. Develop and promote clear, multilingual, and accessible education on emergency kits, evacuation plans, shelter locations, and support services tailored to diverse needs, including those with pets and mobility challenges.
- a. Work with the County of San Diego to host disaster preparedness workshops and distribute the Personal Disaster Plan to Oceanside residents.
 - b. Collaborate with animal welfare organizations to provide clear guidance and resources for residents with pets during emergencies, including shelter policies and emergency pet care kits.
 - c. Encourage residents to register for County of San Diego Emergency Alerts.
18. Expand and enhance training for family caregivers, home aids and volunteers who work with older adults and individuals with disabilities for disaster response to ensure continuity of care.
- a. Collaborate with local nonprofit organizations to promote and offer free training courses specifically focused on safely evacuating individuals with mobility challenges during emergencies.
 - b. Coordinate with the Fire Department to offer specialized training on emergency procedures such as shutting off gas, water, and electrical lines safely during evacuations.

The following goals have no immediate action steps and have only mid-range (1 - 3 years) and long-term (4 - 5 years) action steps:

1. Collaborate with North County Transit District to enhance and expand a comprehensive, interconnected public transportation system that prioritizes accessibility and affordability.
2. Expand multilingual access to resources and programs to reduce language barriers and support full community participation.
3. Promote and expand diverse and affordable housing options for older adults and individuals with disabilities.
4. Foster open dialogue between mobile home park residents, park owners, and City representatives to address key issues, including the enforcement of ordinances, maintenance concerns, and adherence to rent control policies.
5. Increase availability of and access to comprehensive, preventative care, and mental health services.
6. Promote communication platforms that ensure all residents have access to timely disaster information before, during and after a disaster.

The complete list of goals and action steps are listed in the action plan. Several action steps will require coordination between multiple City departments as well as collaboration with non-governmental organizations, stakeholders, and community leaders.

FISCAL IMPACT

There is no fiscal impact at this time; however, there are action steps that could require additional funding for the departments that take the lead on implementation of specific goals.

COMMISSION OR COMMITTEE REPORT

Does not apply.

CITY ATTORNEY'S ANALYSIS

Does not apply.

Prepared by: Manuel Gonzalez, Parks and Recreation Director

Reviewed by: Rob O'Brien, Deputy City Manager

Submitted by: Jonathan Borrego, City Manager

ATTACHMENTS:

1. Staff Report
2. Age-Friendly Plan
3. Public Comment