City of Oceanside
Age-Friendly Community Action Plan

OCEANSIDE'S FIVE-YEAR VISION FOR A THRIVING, AGE-FRIENDLY COMMUNITY FOR PEOPLE OF ALL AGES & ABILITIES

Dear Oceanside Residents,

It is with great pride that I introduce the City of Oceanside's Age-Friendly Plan, a shared vision for a community where residents of all ages and abilities can thrive. Developed through thoughtful collaboration, this plan reflects our City's commitment to fostering an inclusive, livable, and connected community.

Oceanside is a vibrant coastal city known for its beautiful beaches, diverse neighborhoods, strong community values, and growing population of older adults and multigenerational families. As our city continues to evolve, we have a unique opportunity to plan for a future that supports health, engagement, and well-being for all.

The Age-Friendly Plan was developed through a robust and inclusive process in partnership with the San Diego State University Center for Excellence in Aging & Longevity. Community surveys, interviews, and listening sessions allowed us to hear directly from those who live and work in Oceanside. Through collaborative action planning sessions, we transformed that input into clear goals and strategies for improving daily life across the lifespan. This effort was made possible by a grant from the San Diego Foundation, demonstrating a strong partnership in advancing age-friendly communities.

The Age-Friendly plan is more than a roadmap, it's a commitment to action. With your continued involvement, we will work to expand access, strengthen community connections, and build a City where everyone feels welcomed and supported. Please join us in this important work and help shape a future where people of all ages can thrive.

Warmly,

Esther C. Sanchez
Mayor, City of Oceanside

"By embracing the voices and experiences of our residents, we are shaping an Oceanside that is welcoming, accessible, and vibrant for everyone—today and for generations to come."

-Mayor Esther C. Sanchez

CITY OF
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Introduction

According to the United Nations, by 2050 one in six people will be over the age of 65, a stark increase from one in eleven in 2019. Aging and longevity is top of mind for many across the globe, prompting governments, communities, and institutions to re-evaluate how they support older adults and address the challenges and opportunities of the aging population. California is already experiencing this demographic shift, which underscores the need for forward-thinking strategies that address housing, transportation, healthcare access, social connection, and caregiver support. These issues are not distant concerns; they are immediate priorities that require thoughtful, innovative solutions to ensure individuals can age in their communities in the way they would like.

Reflecting this urgency, the State of California launched the Master Plan for Aging in January 2021 as a 10-year framework to meet the evolving needs of its aging population. Centered on five bold goals, the plan advances strategies that promote economic security, social inclusion, and access to healthcare and caregiving support. Local municipalities have built on this framework by assessing their local strengths and challenges, engaging their residents, and developing action plans tailored to support aging and disability-friendly environments.

In launching this Age-Friendly Action Plan, the City of Oceanside embraces its shifting demographics as a powerful moment for possibility. With more residents living healthier, longer lives, the City recognizes that it cannot simply respond, but must help to shape it. According to the 2024 Census, nearly 16% of Oceanside's 170,941 residents are over the age of 65, and about 8% of those under 65 report having a disability. This Age-Friendly Oceanside initiative is the City's bold commitment to creating a community where people of all ages and abilities are not only supported but celebrated.

The creation of the Age-Friendly Oceanside Action Plan brought together many voices in the Oceanside community, but really aimed to center the lived experiences of older adults, individuals living with disabilities, and their caregivers. With funding from the San Diego Foundation's Age-Friendly Community Program, the City partnered with San Diego State University's Center for Excellence in Aging & Longevity (SDSU CEAL) to engage community members along with key community stakeholders, leaders, and organizations to develop a plan with actionable strategies that is rooted in best practices, inclusion, and collaboration.

Oceanside is proud to present this Age-Friendly Action Plan, and as you read through it, the City invites you to join in bringing the Goals and Action Steps to life through advocacy, partnership and shared commitment to continuing to make this community more livable across generations.

THE AGE-FRIENDLY COMMUNITY MOVEMENT

An Age-Friendly Community promotes health, inclusion, and connection across all ages and abilities by creating safe, accessible environments and opportunities for people to stay active, engaged, and supported throughout their lives.
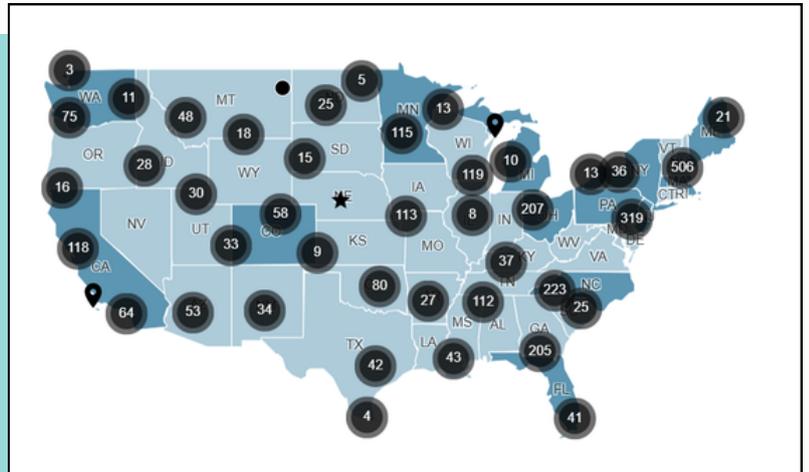
Being an Age-Friendly Community is not just about creating a plan. It is a perspective that guides how we shape our built and social environments where people of all ages and abilities can thrive with dignity, self-determination, and purpose. These communities recognize the overlap between aging and disability and prioritize accessibility, safety, and inclusion in every aspect of community life.

By joining the Global Network for Age-Friendly Cities and Communities, which includes 1,356 cities and communities across 44 countries, Oceanside aligns with a worldwide commitment to building supportive and inclusive environments for older adults and individuals living with disabilities.

On a regional level, Oceanside is part of a growing network of Age-Friendly Communities across San Diego County, including the cities of Imperial Beach, Carlsbad, Solana Beach, San Diego, Chula Vista, La Mesa, Vista, and Encinitas.

This strong concentration of age-friendly communities creates valuable opportunities for collaboration, shared learning, and the exchange of best practices, ultimately strengthening the region's collective impact.

Adapted from map prepared by County of San Diego, Health and Human Services, Public Health Services.

The Nine Domains of Livability

To meet the needs of the population and build communities where all people can thrive, Age-Friendly Communities use the Nine Domains of Livability established by the World Health Organization and AARP as guideposts to assess key features of Age-Friendly Communities.

Housing

This domain focuses on ensuring that all individuals, regardless of age or background, have access to affordable, safe, and accessible housing options. It emphasizes providing housing resources and rental assistance, and supporting the development of age- and disability-friendly housing. Key elements include ensuring housing is well-maintained, accessible to people with different needs, and located in communities with access to essential services and transportation.

Outdoor Spaces & Buildings

This domain emphasizes the creation of accessible and safe outdoor spaces that enhance mobility, encourage social interaction, and support overall well-being, while minimizing barriers to participation. Key elements include pedestrian-friendly sidewalks, well-maintained green spaces, and public facilities, ensuring that all individuals, regardless of age or ability, can fully engage with and enjoy their surroundings.

Transportation

This domain focuses on the development of accessible, safe, and reliable transportation options that enhance mobility and connectivity for all individuals. Key elements include well-maintained roads, pedestrian-friendly walkways, accessible public transit, and ensuring that people of all ages and abilities can move freely and independently within the community.

Social Participation

This domain focuses on fostering an inclusive environment where individuals of all ages and backgrounds can actively participate in community life. It emphasizes creating opportunities for social interaction, collaboration, and the development of strong community bonds. Key elements include accessible spaces for events, programs that encourage volunteerism, and platforms for public input, ensuring that everyone has a voice in shaping the community.

Emergency Preparedness

This is a new domain! It emphasizes proactive planning and inclusive response strategies to ensure the safety and resilience of all community members, especially older adults and those with access and functional needs. It focuses on accessible communication, community education, and coordinated emergency response efforts. Key elements include early warning systems, neighborhood preparedness programs, and ensuring shelters and emergency services are accessible and equipped to support individuals of all ages and abilities.

Work, Volunteer & Civic Engagement

This domain focuses on creating opportunities for individuals of all ages to remain engaged in civic life and the workforce, recognizing the value of their knowledge, experience, and contributions. It emphasizes removing barriers to employment, providing training and flexible work opportunities, and supporting volunteerism and civic engagement. Key elements include age-friendly workplace practices, inclusive governance, and pathways for lifelong learning and contribution.

Health & Community Services

This domain focuses on ensuring that all individuals, regardless of age or background, have access to affordable, comprehensive, and high-quality health and community services. Key elements include availability of preventive care, mental health support, long-term care, social services, and nutrition programs, ensuring these services are tailored to meet the diverse needs of the population.

Respect & Social Inclusion

This domain emphasizes the importance of fostering a culture of respect, equity, and inclusion for people of all ages, backgrounds, and abilities. It focuses on combating ageism, promoting intergenerational connection, and ensuring that older adults feel valued, heard, and integrated into all aspects of community life. Key elements include inclusive public messaging, diverse representation in decision-making, and programs that celebrate the contributions of all community members.

Communication & Information

This domain focuses on ensuring that all individuals have access to clear, reliable, and timely information to actively engage in community life. Key elements include providing information in multiple formats and languages, ensuring that all community members can easily access and understand important updates, resources, and opportunities.

City of Oceanside
PROFILE

City Profile

Located along the northern coast of San Diego County, the City of Oceanside is a vibrant, diverse, and historic coastal community known for its beautiful beaches, rich cultural heritage, and strong civic pride. Spanning approximately 42 square miles, Oceanside has a unique blend of seaside charm, urban amenities, and natural open spaces.

Oceanside's history stretches back thousands of years as the homeland of the Luiseño people, and later as part of the Spanish Mission system centered around Mission San Luis Rey de Francia, one of California's most significant historic landmarks. Incorporated on July 3, 1888, Oceanside grew from a beachside resort and agricultural town into a dynamic city shaped by its connection to Marine Corps Base Camp Pendleton, located just to the north.

Today, Oceanside is the third largest city in San Diego County, with a population of more than approximately 170,000 residents. The City is home to a highly diverse population, with approximately 43% identifying as Hispanic or Latino, 39% as White non-Hispanic, 5% as Black or African American, 6% as Asian, and the remainder identifying as multiracial or other groups. Multilingualism is an integral part of daily life, with roughly one-third of residents speaking a language other than English—most commonly Spanish, which is widely spoken in households throughout the City.
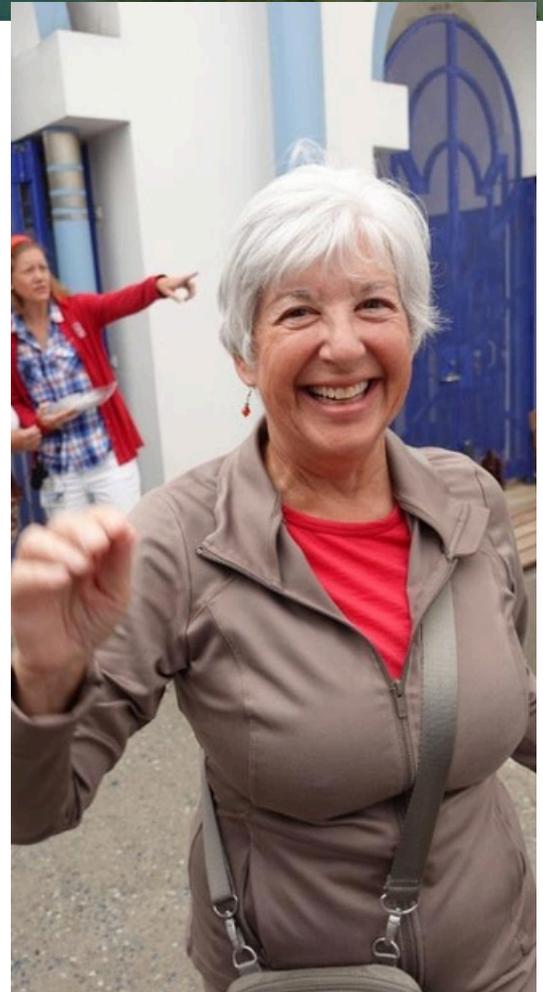
Oceanside's economy is fueled by a mix of sectors including tourism, military, healthcare, education, and advanced manufacturing. Oceanside's historic downtown and waterfront areas have undergone major revitalization, supporting local businesses, restaurants, cultural venues, and public art. The Oceanside Pier, one of the longest wooden piers on the West Coast, remains a central gathering place for residents and visitors alike.

The City's strong parks and recreation system features 33 parks, more than 3.5 miles of beachfront, and extensive hiking and biking trails which promote a healthy, active lifestyle. The Coaster commuter rail and SPRINTER light rail provide accessible transit options linking Oceanside to coastal and inland communities across North County and beyond.

With its distinctive blend of coastal living, cultural diversity, and civic engagement, Oceanside continues to build on its legacy while looking ahead to a vibrant and inclusive future. Its varied neighborhoods, each with unique historical and demographic characteristics, underscore the importance of community-driven initiatives that reflect and respond to the evolving needs of all residents.

ANCHORED IN CONNECTION:
Celebrating Oceanside's Age-Friendly Community Strengths

While the Oceanside Age-Friendly Plan focuses on actionable steps to advance the city's age-friendly goals, it is equally important to recognize the many strengths that already exist within the community. This section highlights key community assets, places, and programs identified by residents and stakeholders that support multiple domains of livability. It is not an exhaustive list, but rather a snapshot of the resources and initiatives that make Oceanside a vibrant and connected community.

Outdoor Spaces & Buildings

Oceanside operates 33 park facilities that include community parks, recreation centers, and scenic trails that encourage active living and social connection.

Signature destinations such as Buddy Todd Park, a popular spot for family gatherings and birthday celebrations, reflect the city's focus on community use. Martin Luther King Jr. Park sees extensive daily activity and serves as a hub for youth recreation and sports. Balderrama Park, known for its colorful murals, highlights Oceanside's commitment to public art and cultural expression. John Landes Park combines recreation with learning and community support, offering a library, resource center, and recreation facilities.

The iconic Oceanside Pier stands as a centerpiece of coastal life, attracting residents and visitors for walking, fishing, and ocean views. Together, these spaces strengthen Oceanside's identity as an active, inclusive, and connected community.

Community Engagement

The Junior Seau Oceanside Pier Amphitheatre serves as a central gathering place for community engagement, hosting concerts, cultural festivals, and public events that bring residents of all ages together. Its accessible beachfront location fosters social connection, intergenerational participation, and a strong sense of community pride.

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Winter 2026

Communication & Information

Oceanside keeps residents connected through several key resources. The My Oceanside app provides easy access to city services, alerts, and updates.

The Oceanside Tide newsletter highlights local news, events, and community stories. The Parks & Recreation Department publishes a quarterly Oceanside Activity Guide & Registration that features upcoming programs and citywide activities. They also offer a Parks & Recreation Resource Guide for Seniors with information on classes, programs, and opportunities that support active, engaged living.

Together, these tools keep the community informed and engaged.

THE OCEANSIDE TIDE
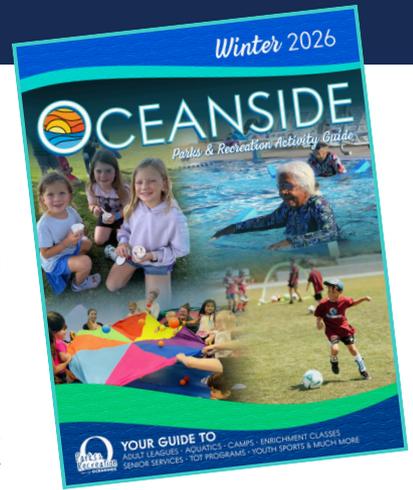
Transportation

Accessible mobility and connected neighborhoods help residents of all ages stay active and engaged. The gO'Side Shuttle offers on-demand local rides, and the Go Oceanside Senior Transportation Program provides trips for older adults to appointments, shopping, and social activities. Regional options like the COASTER, SPRINTER, and BREEZE make travel across North County convenient and reliable.

Housing

With nine designated mobile home parks for adults aged 55 and older, Oceanside offers one of the most robust selections of senior housing in North County. These communities provide affordable living options, often with rent control protections, and foster close social connections that support engagement, independence, and a strong sense of belonging.

Health & Wellness

The City of Oceanside promotes health and wellness for older adults through annual events such as the Senior Expo and Oceanside Senior Showcase. These events connect residents with local health resources, wellness programs, and community organizations, encouraging active, informed, and healthy living.

Oceanside Senior Centers

Oceanside is home to two senior centers that provide diverse opportunities for older adults to stay active, social, and engaged.

El Corazon Senior Center serves as a centralized hub focused on health and wellness, offering amenities such as walking trails, table tennis, and a fully equipped fitness center that promotes active living at any age.

The **Country Club Senior Center**, Oceanside's original senior facility, is conveniently located near the beach and downtown. It features a wide range of no-cost and low-cost programs, daily lunches, and numerous social and recreational activities, all reinforcing the community's belief that age is just a number.

Transportation

Go Oceanside, the City's senior transportation program, is headquartered at the Country Club Senior Center. The program provides free or low-cost rides for older adults to essential destinations such as medical appointments, grocery stores, and community activities, helping residents maintain independence and stay connected within the community.

Work, Volunteerism, Civic Engagement

The City of Oceanside Parks and Recreation Department annually recognizes an outstanding older adult as Senior Volunteer of the Year. The award honors residents aged 60 and over who demonstrate exceptional community service and dedication. Recipients are celebrated at a special luncheon where they receive a mayoral proclamation and are added to the City's plaque of honorees.

Steve Burrell was recognized as the 2025 Senior Volunteer of the Year. Steve served on the Age-Friendly Advisory Board for Oceanside and was integral in ensuring the voices of low income, minority and mobile home residents were included in this plan!

Community Engagement

Oceanside's senior centers offer welcoming spaces where older adults can connect, learn, and stay active through diverse programs. In partnership with MiraCosta College, the City provides lifelong learning opportunities, including enrichment and wellness courses for older adults. The Older Adult Art Series fosters creativity through guided workshops and open studio sessions.

Both centers support physical, social, and cognitive well-being through resources like public computers, AARP Tax Assistance, and a monthly Legal Advisor. Recreational offerings include games, puzzles, table tennis, painting labs, and social activities such as Mahjong, Cribbage, Dominoes, and Pinochle.

Health & Wellness

Both centers offer diverse opportunities for movement and exercise, including access to a fully equipped fitness center, group fitness and dance classes, and walking programs such as the Garrison Creek Trail at El Corazon, which encourages outdoor activity and social connection.

Through partnerships and community collaboration, older adults benefit from Food Bank distributions and pet food assistance, ensuring that essential needs are met for both residents and their companion animals.

The City partners with Serving Seniors to provide daily congregate lunches at the Country Club Senior Center and home-delivered meals for homebound adults, promoting food security and social engagement while supporting overall health and independence.

Oceanside Public Library & Cultural Arts Department

The Oceanside Public Library serves as the city's cultural heart—promoting reading, lifelong learning, civic engagement, and openness to new ideas. Its welcoming spaces bring people of all backgrounds together to thrive in an equitable and sustainable environment.

Supported by the Library Board of Trustees, Friends of the Oceanside Public Library, and the Oceanside Public Library Foundation, the Library & Cultural Arts Department offers free materials, literacy services, online resources, and programs for all ages. Core offerings include story times, book clubs, author events, and arts education, serving everyone from youth and families to veterans, job seekers, and lifelong learners. The department also oversees the City's public art initiatives and manages the state-designated Oceanside CA Cultural District.

Community Engagement

The Oceanside Public Library offers diverse programs that promote learning and connection, including knitting and crocheting groups, book clubs, gaming for adults, and Tuesday Tea for Older Adults. Classes include Art for Older Adults, Artsy Adults, technology and 3D printing workshops, Spanish language, job skills, and citizenship courses.

In addition to these ongoing programs, the Library holds special events, including free live theatre performances in partnership with The Old Globe that take place twice a year, as well as live music and poetry events held in the Community Rooms Courtyard.

Through staff support for O'Arts: Oceanside's Master Plan for the Arts and the Oceanside Arts Commission, the Library advances local arts by managing annual grant programs and coordinating the state-designated Oceanside CA Cultural District. Regular activities include monthly ArtWalks, local artist exhibits at Library branches and City Hall, and a variety of cultural celebrations that highlight community creativity and diversity.

Housing

At the Civic Center and Mission Branch Libraries, housing and social service outreach workers offer on-site support for people experiencing homelessness.

Communication & Information

- The Oceanside Public Library provides accessible resources at both the Civic Center and Mission Branch Libraries, including the Eldercare Directory and DMV guides. Librarians assist older adults with information needs, offer bilingual resources, and conduct outreach to senior living facilities and community groups.

- Veterans benefit from VetNow, a free online service offering support with benefits, employment, and education.

- To promote equitable access, the Library offers Home Delivery, Bookmobiles at neighborhood stops and community events, and mini-libraries in Senior and Community Centers. Its collections include large print and braille audiobooks, with free digital access to e-books and e-audiobooks through Libby and Hoopla, plus borrowing from more than 70 library systems across California and Nevada through Link+.

Work, Volunteerism, Civic Engagement

The Oceanside Public Library offers a wide range of volunteer opportunities, engaging nearly 200 older adult volunteers. READS Learning Center volunteers help adult learners achieve their personal and educational goals, while fundraising through book sales, events, and memberships by the Friends of the Oceanside Public Library supports public programming.

Library locations also serve as public voting centers and provide election-related information to help residents stay informed and engaged.

Health & Wellness

- At the Civic Center and Mission Branch Libraries, regular tabling by the Southern Caregiver Resource Center and TrueCare, along with workshops from Alzheimer's San Diego and AARP, support caregivers, promote health and well-being, and foster aging in community.

- Each summer, the Library provides free meals to youth and families at library sites and shares information on food programs serving residents of all ages across Oceanside.

The Blueprint for Livable Communities

Policy & Program Scan

Community Baseline Survey

Key Informant Interviews

Listening & Learning Sessions

Community Action Planning Sessions

Age-Friendly Community Plan Approved by Elected Officials

An inventory of current policies and programs that align with the age-friendly community initiative.

A survey assessing the domains of livability from the perspective of residents.

Interviews with key stakeholders to gather in-depth perspectives on aging-related successes and gaps.

Facilitated community sessions to capture lived experiences and identified local strengths and needs.

Collaborative sessions to gather actionable steps and strategies based on community feedback.

The completed plan outlines strategic priorities, recommended actions, and an implementation framework to guide progress toward an age-friendly community. The plan is approved by elected officials.

SDSU | Center for Excellence in Aging & Longevity

The Blueprint for Livable Communities is the six-step process used by SDSU CEAL to guide the City of Oceanside in creating its Age-Friendly Action Plan. Through a combination of quantitative surveys, qualitative interviews, and listening sessions, the process gathered residents' voices to shape priorities and strategies for a more inclusive, livable Oceanside.

COMMUNITY COLLABORATION:
Working Together to Plan Ahead

The Age-Friendly Oceanside Action Plan was a collaborative effort built on the insight, dedication, and participation of community members and partners, including:

- Age-Friendly Oceanside Leadership Team
- Age-Friendly Oceanside Advisory Board
- Age-Friendly Ambassadors
- SDSU Center for Excellence in Aging & Longevity
- AARP
- Volunteers
- Champions
- Oceanside Residents

Below is an overview of the Blueprint Process timeline, which began in December 2024 and is scheduled to conclude in the winter of 2025–2026.

THE BLUEPRINT IN ACTION

November 2024 - January 2025
Community Baseline Survey
Nine Domains, 70 Questions
803 Surveys Completed

February - May 2025
Key Informant Interviews
8 Interviews Conducted

June - August 2025
Development of the Age-Friendly Oceanside Plan

December 2024
Policy Scan
27 Policies Reviewed
60 Programs Identified

February - March 2025
Listening & Learning Sessions
4 Locations, 1 Online Session
148 Participants

April - May 2025
Community Action Planning Sessions
4 Locations, 1 Online Session
87 Participants

January 2025
Age-Friendly Plan Presented to Elected Officials

THE BLUEPRINT IN ACTION

01 Policy Scan

The initial step in developing Oceanside's Age-Friendly Action Plan involves a comprehensive Policy and Program Scan. This scan compiles key statewide and local policies, initiatives, and programs that align with the Nine Domains of Livability. For each domain, a checklist of four to five criteria is used to assess how well existing efforts support the needs of older adults. This checklist is an adaptation of a checklist used for community age-friendly assessments by the World Health Organization. This process allows the City to identify strengths in existing programs and policies, as well as gaps that need to be addressed to ensure a more age-friendly community.

The Policy and Program Scan for the City of Oceanside reviewed 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 & 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. The programs ranged from statewide supports like the volunteer Ombudsman program to more local initiatives such as the Go Oceanside senior transportation program. Based on the findings of the scan, Housing, Transportation, and Outdoor Spaces demonstrated the strongest levels of policy and program support, while domains such as Work & Civic Engagement, Communication & Information, and Health & Community Services showed areas for improvement.

02 Community Baseline Survey

A foundational step in the Age-Friendly Oceanside process was the Community Baseline Survey, which was conducted to capture the experiences and needs of residents aged 50 and older, individuals with disabilities and their caregivers in Oceanside. Adapted from the AARP Age-Friendly Community survey, the survey was around 70 questions and explored the Nine Domains of Livability along with demographic data from participants. The survey was primarily multiple choice, but provided opportunities to provide free text feedback at the end of the survey. To increase accessibility, the survey was distributed in English and Spanish, both online and in print.

The City of Oceanside used a few key strategies to promote the survey, including:

- Distribution through GovDelivery, ActiveNet, the City website

- A press release, including a news article from Fox 5

- Ambassador-led outreach at mobile home parks

- Canvassing by City leadership and Ambassadors in the Crown Heights area

- Targeted engagement of Hispanic residents using voter data and door-to-door distribution

- Sharing at City Council, Board, and Commission meetings

- Availability at recreation centers, libraries, and senior centers across the City

The survey engaged a broad cross-section of the Oceanside community, with over 800 residents responding, more than doubling the original goal of 400 participants. The majority of respondents were between the ages of 60–69 and 70–79, each representing 37% of the total. Approximately 71% of participants identified as female. In terms of race and ethnicity, 74% identified as White, non-Hispanic, and 8% as Hispanic. Fewer respondents identified as Pacific Islander, Black, Asian, or American Indian, with each group comprising less than 3% of the total.

Participants shared insights into the services and activities they would like to see more of in their community. Over 65% expressed interest in exercise or movement programs tailored to aging populations, social and recreational activities, and home maintenance and repair services. Approximately 50% indicated a need for public and private transportation options, volunteer or work opportunities, and affordable healthcare services. More detailed results of the survey will be summarized in the "What We Heard" sections for each of the domains of the Action Plan.

After reviewing the survey results, the nine original domains were consolidated into six key domains most frequently identified by residents as priority concerns: Housing; Outdoor Spaces & Buildings; Transportation; Community Engagement (encompassing Social Participation, Respect & Inclusion, Work, Civic Engagement, and Volunteerism); Health & Community Services; and Communication & Information. This consolidation reflected the overlapping nature of several domains and helped streamline the next phase of the process, the Listening & Learning Sessions.

03 Listening & Learning Sessions

The Community Listening and Learning (L&L) Sessions built on earlier survey findings and offered a space for deeper conversations with older adults, individuals with disabilities, caregivers, and service providers. To make participation easier, one session was held virtually, and all materials were provided in both English and Spanish.

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. A master facilitator helped keep discussions on track, while small-group facilitators and notetakers ensured that all voices were heard and insights were documented.

Participants for both the L&L Sessions and the subsequent Action Planning Sessions were recruited through widespread outreach efforts that included senior centers, social media, flyers, and support from community partners. Although a convenience sampling method was used, the sessions attempted to reach a diverse cross-section of the community by offering a variety of languages and holding sessions throughout various neighborhoods in Oceanside. To analyze the feedback, content analysis was applied to identify common themes and key takeaways.

The L&L Sessions provided valuable insights into the lived experiences, priorities, and needs of older adults in Oceanside. The sessions revealed a deep appreciation among residents for the City's natural amenities, including its parks, beaches, and trails. At the same time, participants shared widespread concerns about accessibility, safety, and maintenance, particularly around issues like lighting, restroom cleanliness, and the use of public spaces by individuals experiencing homelessness. Many expressed a desire for infrastructure improvements such as smoother sidewalks, better signage, and more age-friendly features like shaded seating and outdoor exercise equipment.

Transportation emerged as a major barrier to independence and social participation. While residents acknowledged existing services like Go Oceanside, many were unclear on how to access programs. Public transit was often described as inconvenient, unsafe, or hard to use, especially for older adults or individuals living with disabilities.

"Transportation is the key to staying connected. If we can make it easier and safer to get around, more people could stay engaged in community life."

-Oceanside Resident

Concerns about rising housing costs and limited affordable options were echoed throughout the sessions. Renters and mobile home park residents were particularly worried about displacement, while homeowners sought help with aging-in-place upgrades and basic home maintenance.

Social engagement was seen as essential to healthy aging. Participants expressed strong interest in intergenerational programming, neighborhood events, and accessible volunteer opportunities. However, they also highlighted gaps in knowledge about existing programs and the need for more inclusive and culturally relevant activities.

Communication challenges were a recurring theme, with many requesting both printed materials and face-to-face outreach in addition to digital tools. While some found the City website helpful, others noted it was hard to navigate. Across all domains, participants consistently highlighted the need for clearer, more accessible information and increased investment in programs that support social connection and healthy aging. Notably, concerns about disaster preparedness were raised repeatedly during the L&L Sessions, prompting its inclusion as a distinct domain in both the Action Planning sessions and the final plan.

Date	Location	Number of Participants
02/24/25	Country Club Senior Center	37
03/04/25	Mission Branch Library	44
03/13/25	El Corazon Senior Center	28
03/24/25	Rancho San Luis Rey Mobile Home Park	35
3/24/25	Virtual Session	4
		Total: 148

04 Key Informant Interview

As part of a broader effort to understand the needs of older adults and individuals living with disabilities in Oceanside, Key Informant Interviews (KIIs) were conducted with eight local advocates, civic leaders, and community members. These individuals bring extensive personal and professional experience, especially serving Spanish-speaking, low-income, and mobile home park communities.
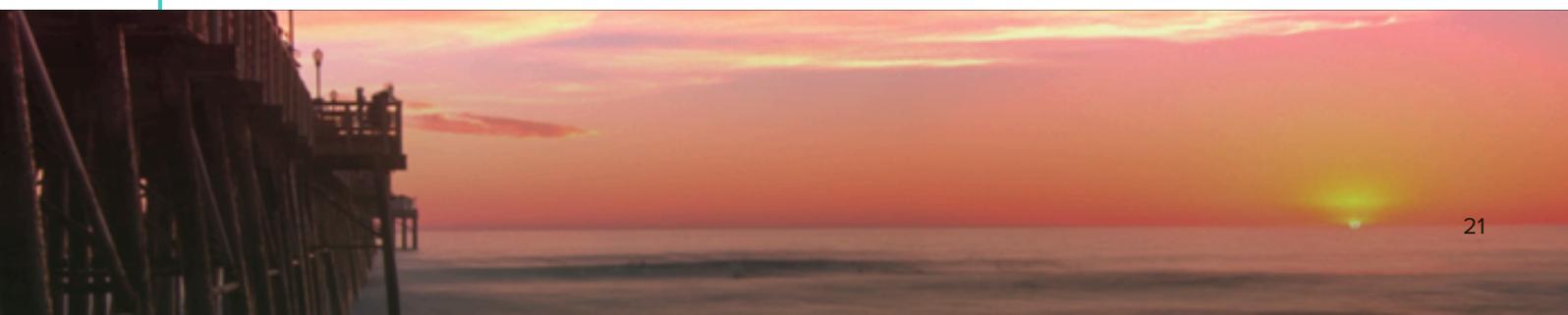
They shared insights on challenges facing older adults, opportunities for improvement, and promising local programs, reflecting a strong commitment to equity, inclusion, and community-based solutions that promote dignity and independence.

Most participants were motivated by personal connections or community work and have active roles in advocacy, housing, cultural programming, and intergenerational efforts, particularly with Latino and low-income populations. Major challenges identified include limited Spanish-language resources, unreliable transportation, mobile home residents' issues with maintenance and affordability, digital access gaps, food insecurity, and low awareness of available services, especially among socially isolated older adults.

Opportunities for improvement include re-establishing the Senior Commission, expanding culturally appropriate outreach via print and door-to-door methods, bringing more awareness to programs at the libraries and parks, enhancing affordable transportation services like Go Oceanside, supporting mobile home residents, and promoting intergenerational programs to strengthen community connections.

Key programs to enhance or expand include food distribution centers (Chavez and Balderrama), cultural events like Día de los Muertos, the Mobile Home Repair Program, outdoor wellness activities such as Tai Chi, Oceanside Magazine and printed calendars, faith-based and intergenerational events, the Green Kitchen at El Corazon, and mentorship programs with local schools and universities.

05 Action Planning Sessions

The Community Action Planning Sessions were held at the same locations as the earlier L&L Sessions to provide a familiar setting for participants across Oceanside. Seven domains were presented during these sessions.

These included the original six from the L&L Sessions, with the addition of "Disaster Preparedness," which emerged as a priority through community feedback.

Each domain was introduced with a draft Vision statement and three overarching Goals, developed by CEAL and the City of Oceanside team based on input gathered throughout the Blueprint for Livability process. As with the L&L Sessions, a Master Facilitator led the discussions, supported by table facilitators and notetakers. Participants were invited to brainstorm practical, community-driven actions to help the city move toward these goals. All of the gathered Action Steps were compiled into a document for review by the CEAL and Oceanside Leadership Team.

Date	Location	Number of Participants
04/30/25	Country Club Senior Center	16
05/06/25	Mission Branch Library	22
05/15/25	Rancho San Luis Rey Mobile Home Park	29
05/22/25	El Corazon Senior Center	17
05/12/25	Virtual Session	3
		Total: 87

06 The Age-Friendly Action Plan

The final step in the process is to compile all the information, data, and feedback gathered from the previous phases and use it to develop a comprehensive action plan. The remainder of this plan brings together findings from each Age-Friendly domain, translating community input and research into specific goals, strategies, and actions that will guide implementation and measure progress toward a more inclusive, age-friendly Oceanside.

AGE-FRIENDLY COMMUNITY ACTION PLAN

This Age-Friendly Action Plan establishes a strategic framework to address current and emerging challenges in the City of Oceanside, while building on the community's many strengths. As a city with diverse populations and varying community needs, it is essential to adopt flexible, equitable strategies that align with the City's overall goals and values.

By identifying key focus areas, integrating robust community input, and establishing clear, measurable goals, this plan sets forth a shared vision to improve livability for all Oceanside residents. Each livability domain within the plan is defined with clarity and purpose to ensure alignment with community priorities and relevance to local conditions. Consistent language is used to foster understanding across stakeholders and to highlight existing assets, services, and programs that can serve as a foundation for future growth.

A vision statement for each domain articulates the aspirations of Oceanside's residents and sets the stage for meaningful progress. The "What We Heard" section reflects the voices of community members gathered throughout the Age-Friendly Community process, including the survey, KIIs, and L&L Sessions. These insights inform the plan's actionable Goals, which are designed to guide Oceanside in becoming a more age- and disability-friendly city that supports health, inclusion, and quality of life across all stages of life.

The proposed strategies are informed by local expertise and grounded in evidence-based practices drawn from housing, health, transportation, and social services sectors. This collaborative and inclusive approach ensures that the plan is not only visionary but also practical, designed to meet the unique needs of Oceanside's communities today and into the future.

AGE-FRIENDLY COMMUNITY ACTION PLAN

The following pages present detailed plans for each domain, organized within a comprehensive and actionable framework. Each domain section includes a vision statement, definition, goals, action steps, a proposed implementation timeline, and identified champions responsible for advancing the work.

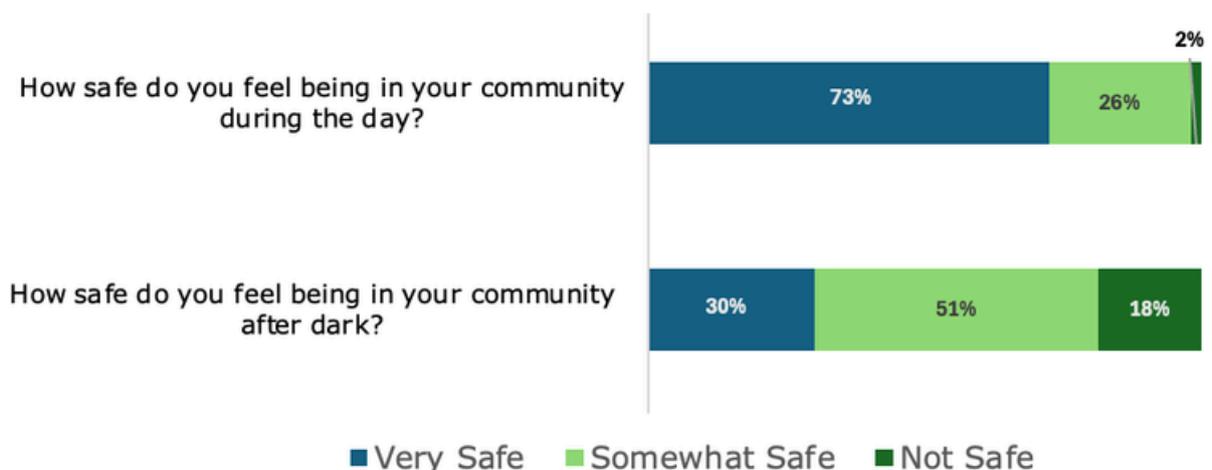|	
WHAT WE HEARD	**Summarizes key findings from data sources such as the Baseline Assessment Survey, Key Informant Interviews, Listening & Learning Sessions, Policy Scan, and other relevant existing data.**
VISION	**Describes the desired outcome and future aspirations.**
GOALS	**Details what we aim to achieve and action steps for each domain.**
ACTION STEPS	**Assigns specific, measurable tasks designed to move the goals forward toward the vision of the domain.**
PROPOSED TIMELINE	**Range for Action Steps** • **Immediate: Within one year** • **Mid-range: 1-3 years** • **Long-term: 4-5 years**

Outdoor & Public Spaces

DESCRIPTION

People need places to gather and socialize, both indoors and outdoors. Age-friendly communities feature clean, safe, and accessible outdoor spaces with amenities like benches along trails, well-maintained parks, and public restrooms. These environments also support intergenerational connection through recreational areas designed for all ages.

WHAT WE HEARD

In the Community Baseline Survey, Oceanside residents rated many aspects of the City's outdoor spaces positively. They particularly noted that outdoor areas felt safe and that crosswalks, city lighting, and sidewalks were generally well maintained. However, further exploration during the L&L sessions revealed conflicting perceptions about lighting, safety, and sidewalk conditions. These differences are expected, given that residents live in diverse neighborhoods and interact with different outdoor environments within the City of Oceanside. This feedback suggests a need to further explore neighborhood and park accessibility for individuals with varying mobility levels, with attention to potential infrastructure gaps.

Trails are popular but many participants expressed the desire for better-lit areas, motion-sensor lighting, and increased police presence in key areas such as the Strand and beach parks. Residents also reported interest in neighborhood clean-ups for both litter and weed abatement, more public trash cans, and easier wayfinding in parks.

	Very Safe	Somewhat Safe	Not Safe
How safe do you feel being in your community during the day?	73%	26%	2%
How safe do you feel being in your community after dark?	30%	51%	18%

"Our parks and trails are a big part of what makes Oceanside special. A few improvements could make them even better for all ages."

- Oceanside Resident

Residents expressed concerns about how public spaces are being used and maintained, including challenges related to homelessness, such as individuals sleeping on benches or sidewalks, using beach showers, and gathering in parks and restrooms. While some infrastructure changes, like benches designed to discourage sleeping, have been implemented, residents noted that these measures are insufficient and do not address the underlying causes of homelessness.

Finally, residents expressed a strong desire for outdoor spaces that cater to older adults and individuals living with disabilities. They requested more outdoor exercise equipment, smoother walking trails, and accessible activities such as concerts, swap meets, and an outdoor theatre. Improvements could include more seating, shaded rest areas, easily walkable paths, and ADA accessible parking, as well as longer crosswalk signal times. Residents also requested additional dog parks or dog-friendly spaces.

Accessibility and cleanliness of public restrooms were highlighted as concerns in both survey and L&L Sessions, which impacts community engagement. Residents noted a desire for restroom accessibility features like grab bars or higher toilets. They recommended clearer wayfinding signage to the restroom or an app for locating clean, accessible restrooms.

Residents appreciate access to outdoor amenities, such as parks, beaches, and walking trails. Parks like Buddy Todd and Mance Buchanon were specifically noted as safe and enjoyable.

What suggestions do residents have for Oceanside's Outdoor Spaces & Places?:

- More open spaces, parks and dog parks

- Focus on safety, wayfinding and restrooms in the parks

- Improve walkability in Oceanside

- Sidewalk maintenance for improved mobility

- Programs for weed abatement and street landscaping

Outdoor & Public Spaces

VISION

The City of Oceanside has safe, inclusive, and vibrant outdoor and public spaces that reflect its natural beauty and coastal character, while fostering health, connection, and well-being for residents of all ages and abilities.

Goals & Suggestion Action Steps

Goal 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.

Suggested Action Steps	Proposed Timeline
Develop community walking groups geared toward older adults and people of varying mobility levels.	Immediate
Explore opportunities to improve beach accessibility by evaluating the feasibility of installing hard-surface mobility mats and making wide-tire beach wheelchairs available at key access points, ensuring older adults and individuals with mobility challenges can enjoy the coast.	Long-term
Schedule trips from senior centers to outdoor spaces like the beach, parks, and community gardens to encourage nature access and physical activity.	Immediate
Consider piloting age-friendly outdoor fitness equipment and group exercise programming in select parks to support active aging and social connection, including partnerships with local health organizations and fitness instructors to offer classes such as Tai Chi, yoga, and low-impact aerobics.	Mid-range

Goal 2: Improve public safety by promoting a sense of community in outdoor spaces by creating environments that feel welcoming and secure for all.

Suggested Action Steps	Proposed Timeline
Work with AARP to conduct a Walk Audit to evaluate sidewalk conditions, lighting, signage, accessibility, and walkability.	Immediate
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.	Immediate
Launch a Neighborhood "Adopt-a-Park" Program that invites residents, community groups, and local businesses to help beautify, maintain, and activate their local parks.	Mid-range
Evaluate strategies to increase park visibility and safety through improved lighting, tree canopy maintenance, better signage, clear e-bike rules, and the presence of patrols.	Long-range

Goal 3: Expand recreational, social, and environmental preservation opportunities that reflect and strengthen the community's appreciation for outdoor spaces.	
Suggested Action Steps	**Proposed Timeline**
Organize quarterly clean-up events with community organizations that engage residents of all ages to foster civic pride and intergenerational connections.	Immediate
Support intergenerational activities such as community gardening, storytelling circles, "Senior Games," walking groups with shared breakfasts, and beach cleanups that involve local students.	Immediate
Assess opportunities to create pocket parks from underused public land, prioritizing areas with limited green space to improve access for older adults and the broader community.	Long-term
Collaborate with local businesses and artists to enhance public spaces with shade structures, murals, landscape designs, and water features that make outdoor areas more inviting and reflective of Oceanside's coastal identity.	Long-term
Work to reinstate the GO Walk program by recruiting and training new volunteer drivers and exploring alternative transportation partnerships to restore regular outings for older adults to local parks and beaches.	Mid-range

"I love walking to the park with my grandkids—seeing people of all ages out walking, talking, and enjoying the fresh air. That's what keeps a city vibrant."

-Oceanside Resident

Transportation

DESCRIPTION

With more transportation choices, individuals gain greater independence, enhancing their ability to stay socially connected, access essential services, and participate in community life. Age-friendly communities prioritize a range of transportation options, understanding that factors like cost, availability, and accessibility profoundly impact quality of life, especially for older adults.

WHAT WE HEARD

92%

of survey participants report **driving themselves** as their primary form of transportation

As with many domains, there is considerable overlap in how each one influences the others. Aside from Communication & Information, Transportation was identified by Oceanside residents as a primary barrier to civic and social participation, access to community and health services, and a key contributor to social isolation.

A majority of older adults and individuals with disabilities who completed the survey and participated in the L&L sessions reported that they typically drive themselves. Still, over 50% of survey respondents identified public transportation that meets their needs as a top priority for an Age-Friendly Oceanside. Perceptions of public transit were mixed, with some participants viewing it positively while others cited poor or limited awareness of its accessibility, affordability, convenience, and safety.

During L&L discussions, residents acknowledged that Oceanside offers a range of transportation options but expressed confusion about how to access them. While residents acknowledged existing services such as Go Oceanside and gO'side, many were unclear on the differences between the programs or how to access them. This lack of awareness extended to other transportation services. Residents expressed a strong desire for clearer communication, suggesting improvements such as sharing information through social media, posting schedules at bus stops, and offering step-by-step guidance on how to use available services. Participants expressed a desire for dedicated senior shuttles—particularly for shopping, farmers markets, and social events—as well as expanded services for individuals living with disabilities.

Public transportation was often described as inconvenient, inaccessible, or unsafe. Concerns included long wait times, limited bus stop locations near residential areas ("last mile" gaps) and key destinations, and a lack of early morning, evening, or weekend service and physical accessibility issues. The downtown shuttle was seen as too limited in coverage, with calls to expand services beyond the downtown area.

Parking and pedestrian infrastructure present additional challenges to mobility in Oceanside. Downtown parking was described as difficult and inaccessible, particularly for people with mobility issues. Residents suggested more ADA accessible parking, smoother roads, and pothole repairs (especially between El Camino Real and the beach).

"Transportation facilities need improvement. More bus stops with shelters and benches should be set up across the City, especially near residential areas and senior centers. And it would be great if the buses could lower their steps for easier boarding, and offer discounted or even free rides for seniors during non-peak hours."

— Oceanside Resident, Community Baseline Survey

What suggestions do Oceanside residents have for transportation?

- Expand public transportation options that are safe, affordable, and accessible.

- Increase the overall scope and coverage of transit services.

- Assess and improve parking, sidewalks, and pedestrian infrastructure.

- Enhance communication and public education about transportation resources and services.

Transportation

VISION

The City of Oceanside has a transportation system that meets the unique demands of its residents, offering accessible, safe, and reliable options to enhance mobility, community engagement, and sustainability.

Goals & Suggestion Action Steps

Goal 1: Collaborate with North County Transit District to enhance and expand a comprehensive, interconnected public transportation system that prioritizes accessibility and affordability.	
Suggested Action Steps	**Proposed Timeline**
Evaluate options to improve "last-mile" connections from transit stops to key destinations, including residential areas.	Mid-range
Promote the Go Oceanside senior transportation and gO'side shuttle programs with printed outreach materials, multilingual support, and an option for non-digital users to easily book transportation.	Mid-range
Explore partnerships with Uber/Lyft to distribute senior ride vouchers to provide a city-sponsored "Seniors Ride Free" program that includes non-medical trips for social and recreational purposes.	Mid-range

Goal 2: Evaluate existing gaps and barriers in transportation access, transit options, and impacts on community engagement.	
Suggested Action Steps	**Proposed Timeline**
Offer multilingual workshops and hands-on demonstrations to teach residents how to use public transit.	Immediate
Facilitate community focus groups and transit audits with older adults and individuals with disabilities to identify barriers in route coverage, signage, and ease of use.	Mid-range
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.	Immediate
Assess the feasibility of implementing a localized ride service model by researching best practices from other municipalities.	Mid-range

Goal 3: Assess and improve perceived safety across all modes of transportation to protect all road users.	
Suggested Action Steps	**Proposed Timeline**
Increase awareness and participation in the Oceanside Bicycle Committee's e-bike and bicycle safety programs through outreach to local schools and community groups.	Immediate
Consider improvements to safety infrastructure at key intersections and bus stops, such as lighting, crosswalk timing adjustments, and additional benches and shelters.	Mid-range
Launch a "Transit Ambassadors" volunteer program where trained community members ride alongside older adults or first-time users to help reduce anxiety and build confidence in using public transit.	Mid-range

"For those who don't drive anymore, good public transportation means staying active, connected, and part of the community."

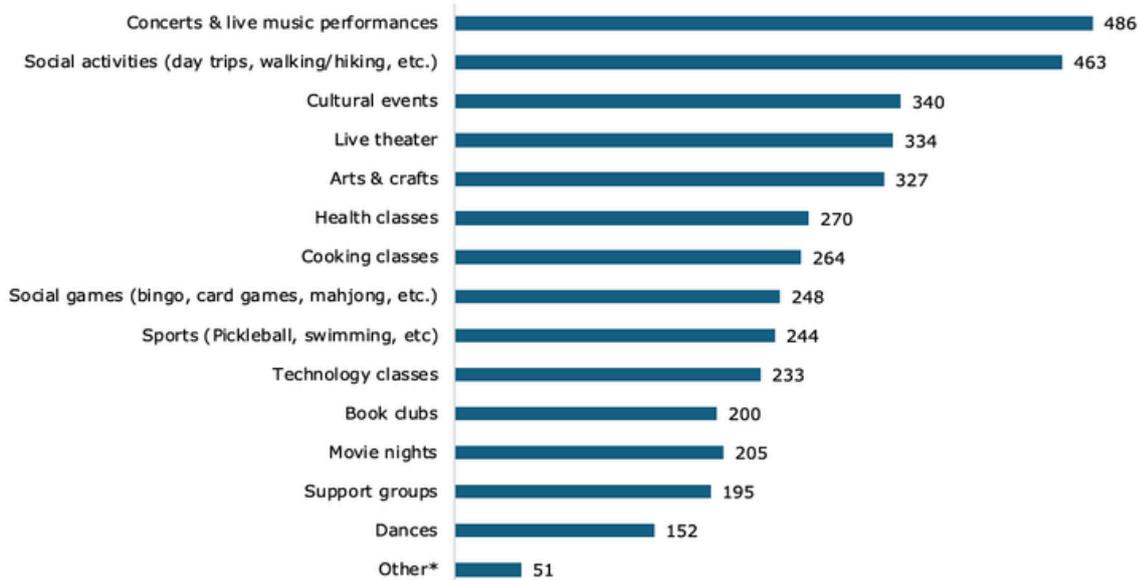-Oceanside Resident

Community Engagement

DESCRIPTION

Age-friendly communities encourage active engagement for people of all ages, offering diverse opportunities for residents to work, volunteer, and contribute to community life. They recognize the vital role older adults play in the local economy and actively promote hiring and retaining older workers. These communities also support volunteerism and civic engagement across all ages, fostering an environment where older adults and younger residents alike can meaningfully contribute.

WHAT WE HEARD

"I'm curious if we could have more senior-friendly activities at places other than just the senior centers. Sometimes transportation to the centers can be a challenge, but maybe dispersing activity in the community would help."
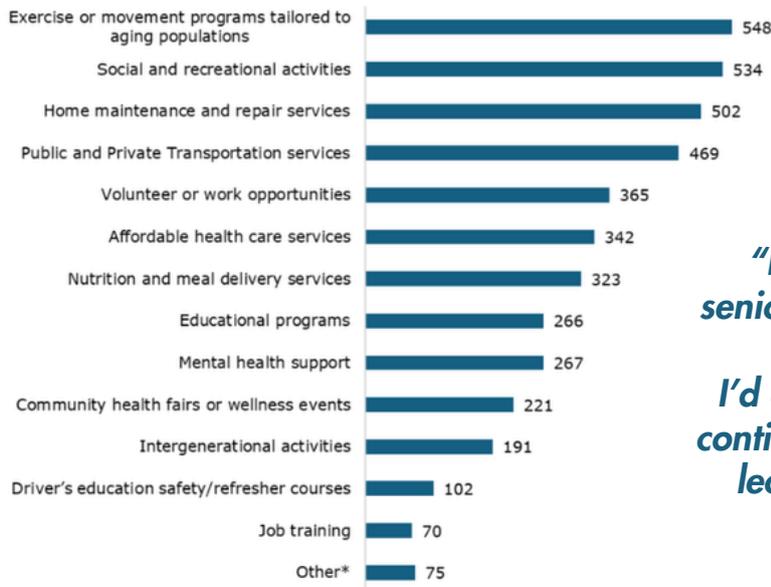
– Oceanside Resident, Listening & Learning Session

The Community Engagement domain consolidates three closely related WHO domains: Social Participation; Work & Civic Engagement; and Respect & Inclusion. Nearly 75% of survey respondents identified expanded opportunities for community engagement as a top priority for an Age-Friendly Oceanside. When asked what activities they wanted more of, residents highlighted concerts and live music, social gatherings, cultural events, live theater, and arts and crafts as key activities of interest (see graph below).

| Activity	Count
Concerts & live music performances	486
Social activities (day trips, walking/hiking, etc.)	463
Cultural events	340
Live theater	334
Arts & crafts	327
Health classes	270
Cooking classes	264
Social games (bingo, card games, mahjong, etc.)	248
Sports (Pickleball, swimming, etc)	244
Technology classes	233
Book clubs	200
Movie nights	205
Support groups	195
Dances	152
Other*	51

When asked about what services residents wanted to see more of in their communities, at least 50% of survey respondents were interested in more exercise and movement programs, social and recreational activities, home maintenance and repair services and increase transportation services.

Service	Count
Exercise or movement programs tailored to aging populations	548
Social and recreational activities	534
Home maintenance and repair services	502
Public and Private Transportation services	469
Volunteer or work opportunities	365
Affordable health care services	342
Nutrition and meal delivery services	323
Educational programs	266
Mental health support	267
Community health fairs or wellness events	221
Intergenerational activities	191
Driver's education safety/refresher courses	102
Job training	70
Other*	75

"I would like to see more senior fitness classes nearby— they fill up quickly! I'd also enjoy pool aerobics, continuing education, or health lecture series at the senior centers."

– Oceanside Resident

Pie chart legend:
- Excellent — 18%
- Very good — 29%
- Adequate — 29%
- Fair — 14%
- Poor — 10%
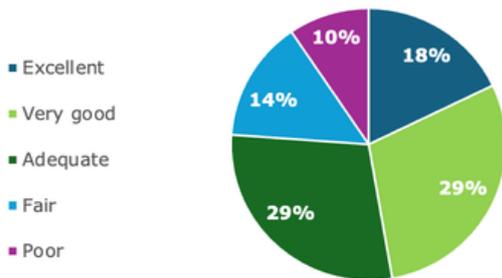
When asked to rate their level of participation, most Oceanside resident survey respondents reported positive perceptions of their social participation (Good, Very Good, or Excellent). This finding aligns with themes from the L&L feedback and Key Informant Interviews, which also highlighted a strong sense of engagement among community members.

Oceanside residents noted that there are already many ways to engage in the Oceanside community, but had a lot of ideas on ways to continue to increase the strength of the connection in the community. Many participants reported not knowing their neighbors and suggested city-sponsored programs that foster neighborhood-level connections and belonging. There was consistent interest in intergenerational programs such as mentoring, "Adopt-a-Grandparent" initiatives, and student-led tech support or social activities. Participants recommended restoring city-led bodies like the Senior Commission to ensure older adult voices are included in civic life and decision-making.

For all aspects of Community Engagement, participants reported some concern with communication and information dissemination. More accessible, centralized information, both online and in print, is needed to connect residents to engagement opportunities. While some found the City website helpful, others found it confusing or inaccessible. Participants recommended alternative outreach methods such as flyers, in-person announcements, and printed newsletters. Digital literacy and technology access were major barriers for some participants. Participants suggested more tech classes and emphasized that not everyone can access or navigate online information. Participants also requested more no-cost or low-cost activities such as art classes, movie screenings, and group fitness programs.

Volunteerism

For survey respondents, approximately 43% report currently volunteering, while 21% express interest in starting. Although interest in volunteering is high in Oceanside, a significant portion of respondents reported they were unaware of where to look. The responses point to a gap between interest in civic engagement and access to information.

"I think we miss the boat by not asking seniors to be more involved in schools, animal shelters, or just in general as volunteers. Bringing back the Senior Commission would give us more voice."

– Oceanside Resident, Community Baseline Survey

What suggestions did Oceanside residents have for increased Community Engagement?

- Highly engaged community members, but interest in expanding opportunities for connection and volunteerism

- Live music and theater, arts and crafts, cultural events, physical activity and intergenerational connection were of specific interest

- Civic engagement and volunteerism is important to this community, but often unclear how to get involved

- Communication and information dissemination are barriers to participation

VISION

The City of Oceanside is dedicated to ensuring all residents have meaningful opportunities to engage in volunteerism, employment, social activities, and civic life while helping to build a stronger and more connected community.

Goals & Suggestion Action Steps

Goal 1: Promote intergenerational connection opportunities that foster inclusion and respect across generations.	
Suggested Action Steps	**Proposed Timeline**
Create "Community Conversation Cafés" that bring together people of different ages to discuss shared community interests and build empathy.	Immediate
Organize intergenerational activities such as "Adopt-a-Grandparent" programs, intergenerational breakfasts, storytelling events, and shared hobby groups like ping pong or ballroom dance classes.	Mid-range
Partner with schools and youth organizations (e.g., Boys & Girls Club, YMCA) to facilitate regular visits, mentoring, and volunteer programs where older adults and youth connect meaningfully.	Mid-range
Host seasonal intergenerational events (e.g., Halloween activities, egg hunts, senior games) that celebrate cultural traditions and encourage participation across age groups.	Immediate

Goal 2: Strengthen community connectedness via collaborative programming between residents, community organizations and the City of Oceanside.	
Suggested Action Steps	**Proposed Timeline**
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.	Immediate
Establish partnerships with community organizations such as YMCA and cultural groups to co-create events and outreach that reflect community diversity and needs.	Mid-range
Develop and distribute a centralized, multilingual volunteer opportunities list through senior centers, libraries, and online platforms to promote intergenerational, civic, and community engagement.	Mid-range
Encourage neighborhood-based initiatives like small ambassador groups or neighborhood watch programs that foster local engagement and peer support.	Mid-range
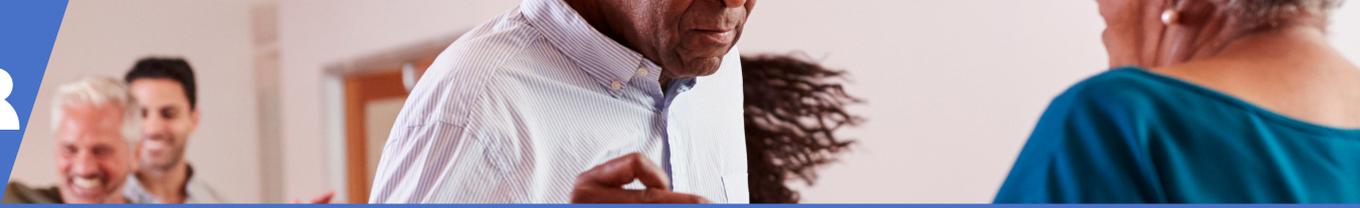
Goal 3: Expand and enhance access to affordable, accessible lifelong learning and recreation activities.

Suggested Action Steps	Proposed Timeline
Partner with local higher education institutions to promote community education programs and non-credit learning.	Mid-range
Utilize public spaces such as the Oceanside Public Library and community rooms for classes, cultural celebrations, language learning, and digital literacy workshops, offering both virtual and face-to-face options.	Mid-range
Organize a Civic Engagement Fair to promote participation in local clubs, organizations, and volunteer programs that strengthen social ties and community engagement.	Immediate
Expand recreational programming with accessible activities such as senior games, ballroom dance, walking clubs, and community gardens that promote cognitive stimulation, social engagement, and overall physical and mental health.	Mid-range

Goal 4: Ensure older adults and residents of all abilities are aware of and able to participate in civic, work, and volunteer opportunities.

Suggested Action Steps	Proposed Timeline
Re-establish the Senior Commission.	Mid-range
Host regular "Coffee with a Cop" and community meet-and-greet events at varied locations to build trust and inform residents about civic participation.	Immediate
Promote accessible job training and apprenticeship programs in partnership with local colleges and community organizations, with support for older adults seeking employment or volunteer roles.	Mid-range

Goal 5: Expand multilingual access to resources and programs to reduce language barriers and support full community participation.

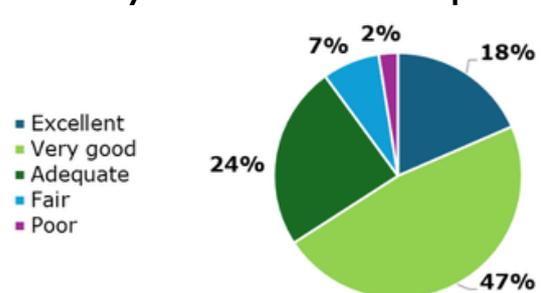| Suggested Action Steps	Proposed Timeline
Recruit and train cultural liaisons to help bridge trust and communication with diverse communities.	Mid-range
Explore opportunities to produce and distribute multilingual promotional materials and announcements across various communication platforms, including print, social media, and local TV, to enhance inclusive community outreach.	Mid-Range
Develop a volunteer program to offer language classes and cultural education programs through libraries and community centers, fostering inclusivity and mutual understanding.	Mid-range
Explore partnerships with higher education and community to provide translation services at community events to increase participation among residents of diverse backgrounds.	Mid-range

Housing

DESCRIPTION

A majority of older adults wish to age in their community. Age-friendly communities provide diverse housing options that accommodate different income levels, ages, and life stages, ensuring that residents can find suitable living arrangements throughout their lives. By expanding accessible, affordable, and adaptable housing choices, these communities enable older adults to stay connected, maintain independence, and contribute meaningfully to community life as they age.

WHAT WE HEARD

How important is it to age in your community?

- Very important
- Somewhat important
- Not at all important

4%
17%
79%
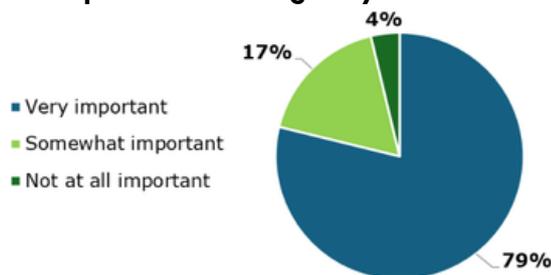
How would you rate Oceanside as a place to age?

- Excellent
- Very good
- Adequate
- Fair
- Poor

7% 2% 18%
24%
47%

Oceanside residents overwhelmingly recognized the importance of aging-in-community, with 65% of survey respondents rating their experience of aging in Oceanside as very good or excellent. While many residents appreciated the overall quality of life, housing emerged as a key concern in both the survey and L&L sessions, often cited as a barrier to remaining in the community long term.

The survey revealed that many residents have lived in Oceanside for at least 5 years, and 95% noted that their current living situation was mostly stable. The most common reasons cited for possible relocation in the coming years included a desire for a safe and secure neighborhood, a home that supports independent living, and more affordable living options. Notably, moving for a different climate was the least selected reason, likely reflecting the appeal of Southern California's highly desirable weather.

The survey and L&L Sessions provided similar feedback when it came to housing in Oceanside. In particular, access to affordable housing was one of the most frequently raised concerns. Many participants, particularly renters, expressed worry about the rising cost of living and the possibility of being displaced. Several residents mentioned the lack of rent control policies as a pressing issue and called for stronger protections for low-income older adults and individuals living with disabilities.

Homeowners voiced concerns about the financial burden of maintaining their homes as they age. Many discussed the difficulty of affording necessary home modifications such as grab bars, ramps, or walk-in showers. For renters, mobile home residents, and homeowners, there was also a desire for clear, trusted resources, including lists of vetted contractors and organizations that assist with aging-in-place upgrades. There was particular interest in services that could support basic home maintenance and repairs, such as changing light bulbs or installing smoke detectors, especially for individuals living alone.

Several residents expressed interest in home sharing programs, especially those with matching services and safety protocols. There was also discussion about co-housing and intergenerational housing as creative ways to address both social isolation and housing affordability. While some were enthusiastic, others were unfamiliar with these concepts, suggesting the need for broader education and outreach.

50% or more of survey participants report they're unaware of:

- Programs to assist older adults in finding affordable housing

- Programs to arrange home-sharing services

- Affordable home improvement services

- Housing options for older adults or individuals living with disabilities

Residents living in mobile home parks raised unique concerns. Many felt these communities were not given the same level of respect or code enforcement as traditional neighborhoods. Issues such as unregulated rent increases, poor maintenance oversight, and lack of city support were frequently mentioned. Some participants advocated for mobile homes to be treated more equitably under city housing policies.

Of particular concern for many residents were unhoused individuals in Oceanside. Older adults make up a growing share of the unhoused population in San Diego and across California. The 2024 San Diego Point-in-Time Count found that 30% of those experiencing homelessness were over age 55. Nearly half of these individuals were experiencing homelessness for the first time and identified as living with a disability. Homelessness and addressing its root causes to support a more livable community were concerns often voiced by residents.

"I filled out this survey in order to specifically address the rising number of unhoused seniors in our community! What can we do to support them?"

– Oceanside Resident, Community Baseline Survey

What suggestions did Oceanside resident have about improving housing?

- Access to affordable housing for older adults

- Stronger protections for low-income older adults

- Financial burden of home maintenance

- Lack of awareness around existing housing programs and resources

- Interest in homesharing, co-housing, and intergenerational housing

- Specific mobile home concerns, including code enforcement, home repair and maintenance, and desire for improved relationship with City of Oceanside

Housing

VISION

Oceanside is dedicated to providing affordable, accessible, and adaptable housing options that enable older adults and individuals with disabilities to age-in-community with dignity and security.

Goals & Suggestion Action Steps

Goal 1: Promote and expand diverse and affordable housing options for older adults and individuals with disabilities.

Suggested Action Steps	Proposed Timeline
Explore the feasibility of partnering with a non-profit organization to develop a shared housing program that matches older adults with available rooms in private homes.	Mid-range
Streamline the permitting process for Accessory Dwelling Units (ADU) and offer incentives (e.g., fee waivers or grants) to homeowners who build ADUs specifically for low-income older adults or caregivers.	Long-term
Assess underutilized public and private land, including faith-based properties and vacant buildings, for potential development or conversion into adaptable senior housing or tiny home villages.	Long-term
Assess opportunities to build partnerships that support innovative housing models and address service gaps such as co-housing and village models.	Long-term

Goal 2: Enhance awareness, outreach, and education about available housing resources and support services.

Suggested Action Steps	Proposed Timeline
Host community workshops or webinars that provide detailed guidance on available housing resources including rental assistance, home modification programs, and affordable housing options.	Immediate
Explore the development of an interactive online housing resource hub on the City's website with filters by need (e.g., rent assistance, mobile home park information, home repairs).	Mid-range
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.	Immediate
Explore opportunities to share resources and best practices from nonprofits with established housing navigator programs to strengthen local capacity and support.	Mid-range

Goal 3: 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.	
Suggested Action Steps	**Proposed Timeline**
In collaboration with the Manufactured Home Fair Practices Commission, organize quarterly town hall meetings at mobile home parks to discuss concerns and ensure adherence to regulations.	Mid-range
Establish a Mobile Home Park Webpage within the City website to centralize information on resident rights, rent control laws, ombudsman contacts, community support services, and complaint reporting.	Mid-range
Facilitate opportunities, such as roundtable discussions and collaborative forums, for residents, legal experts, and community organizations to come together and explore ways to better support mobile home park residents.	Mid-range
Create a mobile home park resident leadership network that receives facilitation training to help mediate disputes, gather community feedback, and communicate with City departments.	Mid-range

"Mobile home parks make aging easier by combining affordable housing with a close-knit, supportive community"

-Oceanside Resident

Health & Community Services

DESCRIPTION

Age-friendly communities think broadly about well-being, using diverse strategies to keep residents safe, healthy, and protected. They ensure that everyone has access to the community support and health services needed to thrive.
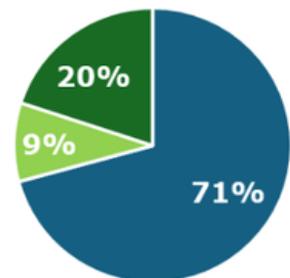
WHAT WE HEARD

How would you rate your overall health?

- Excellent
- Very Good
- Good
- Fair
- Poor

20%
10%
25%
42%
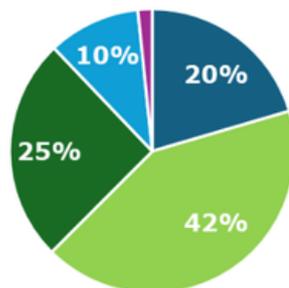
Do you have access to affordable mental health services?

- Yes
- No
- Not sure

20%
9%
71%

Most survey respondents rated their overall health positively, with 88% describing it as excellent, very good, or good. Regarding mental health, 71% reported access to affordable care, though 10% were unsure. While the majority did not report food or resource insecurity, 20% experienced these issues sometimes or often. These findings suggest a generally positive view of health and service access, while also highlighting the need to address persistent disparities in care and essential resources.

Family caregiving emerged as a prominent theme in the L&L sessions, with many calling for greater attention to this issue. In the survey, 15% of respondents identified as unpaid family caregivers, and among those who were not currently caregivers, half said they were somewhat or extremely likely to become one in the near future. This is particularly notable given that most respondents are older adults who may be expected to care for other older adults. As this group may already face age-related challenges, the added responsibility of caregiving introduces additional physical, emotional, and financial strain. These insights underscore the need to prepare and support older adults in caregiving roles to protect their well-being and that of those they support.

Health & Community Services

The City of Oceanside ensures residents and their caregivers have access to comprehensive community health resources.

Goals & Suggestion Action Steps

Goal 1: Increase availability of and access to comprehensive, preventative care, and mental health services.	
Suggested Action Steps	**Proposed Timeline**
Collaborate with local healthcare providers to explore the establishment of mobile or pop-up preventive care clinics at senior centers, community events, and neighborhood hubs, offering services such as blood pressure screenings and medication management education through strategic partnerships.	Mid-range
Expand access to culturally informed mental health providers and offer wraparound support such as group therapy, peer support circles, and storytelling workshops to reduce isolation and build community resilience.	Mid-range

Goal 2: Enhance and expand caregiver support services.	
Suggested Action Steps	**Proposed Timeline**
Collaborate with non-profit organizations to advertise free caregiver training programs.	Immediate
Develop an online Caregiver Resource Hub that consolidates local caregiver programs, respite care options, dementia resources, and referral networks.	Mid-Range
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.	Immediate
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.	Immediate

Goal 3: Foster health and wellness through community-wide initiatives, events, and educational opportunities.	
Suggested Action Steps	**Proposed Timeline**
Collaborate with local partners to host educational workshops at Oceanside Senior Centers and Oceanside Public Library on a variety of topics including dementia resources, nutrition, mental health issues, and stress reduction.	Immediate
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.	Immediate
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.	Immediate
Explore developing a North County–specific Elder Resource Catalog featuring local programs, caregiver supports, wellness events, and contact information.	Mid-range

"Attending the Senior Expo was such a great experience because I got helpful health tips, learned about new resources, and met others in the community."

-Oceanside Resident

Communication & Information

DESCRIPTION

Age-friendly communities prioritize keeping residents informed and connected, understanding that staying engaged requires accessible communication. These communities provide information through multiple channels, recognizing that some residents may not be tech-savvy or may have hearing or visual impairments. They also ensure information is available in multiple languages to reach diverse populations, fostering an inclusive and engaged community for all.

WHAT WE HEARD

Oceanside residents expressed concerns about inclusivity and community outreach, especially for individuals who may be underrepresented, such as those who are homebound, socially isolated, or speak a language other than English. There was strong interest in more accessible communication formats, including large print, translated materials, and audio options for sharing community updates. Participants emphasized the need to tailor communication strategies to reach isolated individuals and specific demographic groups who may be unaware of available services. Feedback from surveys, KIIs, and L&L Sessions specifically called out the need for stronger outreach and communication with residents who speak languages other than English.

> *"The Oceanside Tide is definitely a great resource– it's inspirational and has a lot of great ideas!"*
> *-Oceanside Resident, Community Baseline Survey*

Comfort with Smartphone & Internet

- Very comfortable
- Somewhat comfortable
- Not comfortable

18%

80%

50%
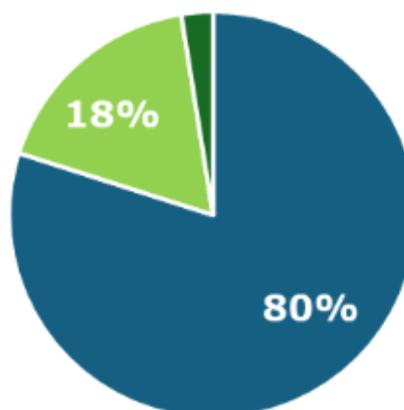
of survey participants report **interest in technlogy and internet classes**

While most survey respondents reported feeling comfortable using smartphones and the internet, this result may reflect sampling bias, as the majority completed the survey online. During the Listening and Learning sessions, residents shared that they often learn about community events and announcements through online sources, senior centers or word of mouth. The City website was described by some as a helpful resource for finding information about events and services; however, others noted that it could be difficult to navigate and suggested improving accessibility, clarity, and overall user experience. Feedback from L&L participants indicated there was clear interest in having both print and digital resources available. Participants recommended sharing information at familiar community locations such as libraries, community centers, and farmers markets. Ideas to expand outreach included installing QR-coded kiosks on walking trails, hosting neighborhood forums, and setting up "Info-Hubs" in high-traffic areas. Several residents proposed creating a dedicated senior newspaper or a regular senior-focused section in widely circulated publications like Coast News.

During L&L Sessions, many participants were wary of the internet due to fear of scams. Approximately, 50% of survey participants were interested in technology and internet classes to improve safety and literacy.

> "I have lost touch with what is going on in Oceanside since the local newspaper is gone. The San Diego Union doesn't tell me enough. What is going on with the city council, the school board, etc.?
>
> -Oceanside Resident, Listening & Learning Session

What suggestions did Oceanside resident have about Communication & Information?

- **Most common ways of receiving information: Senior Center, word of mouth, and internet**

- **Request for senior newspaper**

- **Inclusive, accessible formats for information**

- **Expand outreach and "info hubs"**

- **Demand for internet safety, digital literacy**

- **City website is helpful: "too many clicks"**

- **Targeted outreach to socially isolated individuals**

Communication & Information

VISION

The City of Oceanside uses accessible, inclusive, and effective communication channels to ensure all residents are well-informed about community resources and services in the formats and locations that best meet their needs.

Goals & Suggestion Action Steps

Goal 1: Ensure that information about events, resources, and opportunities is distributed through a variety of formats and platforms to reach all residents effectively.	
Suggested Action Steps	**Proposed Timeline**
Develop a cross-platform communication strategy that includes social media, community meetings, email newsletters, and printed materials.	Immediate
Explore low-tech methods to share announcements, such as including them in water and trash bills and homeowners association newsletters, to effectively reach households less active online, especially in mobile home parks and aging communities.	Mid-Range
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.	Immediate

Goal 2: 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.	
Suggested Action Steps	**Proposed Timeline**
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.	Immediate
Improve accessibility of the City of Oceanside website, ensuring information about older adult programs and services is easy to find, mobile-friendly, and ADA compliant.	Mid-Range
Expand the use of the My Oceanside Customer Care app to allow residents to receive targeted updates about senior services, wellness events, and city announcements.	Mid-Range
Develop a community engagement strategy to improve awareness of and access to Park & Recreation programs and Oceanside resources through mobile outreach, community champions, pop-up booths, social media, and partnerships with local businesses.	Mid-Range

Goal 3: Equip residents with tools to access digital resources safely and confidently to bridge the digital divide.

Suggested Action Steps	Proposed Timeline
Partner with local organizations like the Oceanside Public Library to offer free digital literacy classes for older adults, improving their comfort with technology and access to essential online services.	Immediate
Develop a "Tech Help Desk" program at senior centers and libraries, supported by high school and college student volunteers, to offer basic digital support and foster intergenerational connections.	Mid-Range
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.	Immediate
Identify and report cellular dead zones in neighborhoods with high concentrations of older adults.	Long-Term

Goal 4: Promote inclusivity, representation, and visibility of older adults in all communications and media.

Suggested Action Steps	Proposed Timeline
Use photos, stories, and quotes of older adults in promotional materials to increase visibility of older adults.	Immediate
Feature older adult voices and stories in city campaigns, using their quotes, photos, and lived experiences to highlight resilience, contributions, and community involvement.	Immediate
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.	Immediate
Launch an "Older Adults in Action" photo campaign, with images from events, volunteer work, and community activities used in city newsletters, flyers, and digital banners.	Mid-Range
Include older adults on communications advisory boards or focus groups to review outreach materials for relevance, accessibility, and tone.	Mid-Range

Disaster Preparedness

DESCRIPTION

Age-friendly community ensures that older adults are informed, equipped, and supported before, during, and after emergencies. Clear, accessible communication is prioritized, with materials available in multiple languages, large print, and alternative formats. Emergency planning includes consideration of mobility limitations, medical needs, and social isolation. Older adults are actively included in preparedness planning, drills, and community resilience efforts to strengthen overall safety and confidence in responding to disasters.

WHAT WE HEARD

Disaster Preparedness, recently added as a domain by AARP, became especially timely in creating the Age-Friendly Oceanside Plan. The Los Angeles Palisades fires, which began in January 2025, had a significant impact on how older adults approached the Age-Friendly Community process in Oceanside. Many residents shared their fears and concerns during Listening and Learning sessions, with over 50% of survey respondents reporting that they did not feel prepared for any type of disaster to occur. Additional concerns centered on the needs of individuals with mobility challenges, caregiving demands, and those with limited access to digital communications. Emergency plans for pets were also noted as a major concern. Participants expressed strong interest in learning about emergency kits, communication and evacuation plans, and local shelter information.

Given the relevance of the issue, the Oceanside Fire Department Community Risk Reduction Division joined an Action Planning session to share how the county is preparing for future emergencies and offered ideas for collaboration with local neighborhoods. They provided workbooks for personal disaster preparing and highlighted upcoming workshops for community members to attend.

On a related note, Oceanside residents highlighted on the survey that they were interested in education around climate change and its impact on disaster resiliency. There was a note on the survey highlighting the importance of prioritizing the Oceanside Climate Action Plan.

Disaster Preparedness

VISION

Oceanside is a disaster-resilient city, where residents have the knowledge, tools, and support to prepare, respond and recover from emergency situations.

Goals & Suggestion Action Steps

Goal 1: 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.

Suggested Action Steps	Proposed Timeline
Work with the County of San Diego to host disaster preparedness workshops and distribute the Personal Disaster Plan to Oceanside residents.	Immediate
Host in-person disaster preparedness workshops and webinars in multiple languages, including specific sessions on creating emergency kits, evacuation procedures, and shelter locations that accommodate pets and mobility devices.	Mid-Range
Develop and share clear, accessible online guidance for older adults on emergency preparedness, including shelter options, "cool zones," evacuation procedures, and transportation resources, while partnering with senior centers, libraries, and community organizations to ensure broad reach and understanding.	Mid-Range
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.	Immediate

Goal 2: Promote communication platforms that ensure all residents have access to timely disaster information before, during and after a disaster.	
Suggested Action Steps	**Proposed Timeline**
Encourage residents to register for County of San Diego Emergency Alerts.	Immediate
Explore implementation of a neighborhood-based communication plan that leverages block captains and neighborhood watch programs to relay real-time emergency updates through phone trees, text groups, or door-to-door outreach.	Mid-Range
Assess the feasibility of developing an emergency preparedness digital hub with resources, instructional videos, and FAQs, accessible via the city website and promoted throughout the City.	Mid-Range
Use multiple communication channels such as email blasts, social media, KOCT, flyers, and recorded announcements in senior centers to ensure messages reach diverse audiences, including those with limited digital access.	Mid-Range
Evaluate opportunities to establish a confidential "Housebound Individuals Database" in collaboration with fire and police departments to ensure emergency services can assist vulnerable older adults during disasters and public health emergencies.	Mid-Range

Goal 3: 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.	
Suggested Action Steps	**Proposed Timeline**
Collaborate with local nonprofit organizations to promote and offer free training courses specifically focused on safely evacuating individuals with mobility challenges during emergencies.	Immediate
Explore opportunities to recruit and organize a volunteer "Senior Patrol" program engaging retired nurses, paramedics, and other health professionals to support disaster preparedness education and response in the community.	Mid-Range
Coordinate with the Fire Department to offer specialized training on emergency procedures such as shutting off gas, water, and electrical lines safely during evacuations.	Immediate

"It's encouraging to see the city listening to residents and planning for all ages. This gives me hope that Oceanside will continue to be a place where we can grow older without losing our independence or sense of community."

-Oceanside Resident

Call to Action

The Age-Friendly Oceanside Plan reflects the voices and lived experiences of Oceanside residents. It was developed through meaningful engagement and thoughtful input from older adults, people with disabilities, caregivers, service providers, advocates, city staff, and neighbors. Together, they share a vision of making Oceanside a place where people of all ages and abilities can thrive, stay connected, and participate fully in community life.

Reaching that shared vision takes time, collaboration, and dedication. Oceanside has shown what's possible when a community comes together with intention, inclusivity, and a bold vision for the future. If something in these pages spoke to you, consider this your invitation to take the next step. Make it your project. Champion it. Help bring it to life in a way that makes a lasting difference.

If reading this plan sparked a new idea for making Oceanside more age-friendly, we welcome it. This document is just the beginning. It offers a snapshot of where we are now and a guide for where we can go. There is always room to get involved, and always more work to be done.

The future outlined in this Plan starts with the action we do today!

Looking for ways to get involved?

- **Connect with an Age-Friendly Community Champion**

- **Volunteer your skills**

- **Stay informed**

- **Host a conversation about a domain or action step that's important to you**

- **Share the plan**

- **Join a workgroup or advisory board**

- **Celebrate the big and little wins**

Age-Friendly Oceanside Leadership Team

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Age-Friendly Oceanside Advisory Board

Manuel Baeza, City of Oceanside Principal Planner
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
Craig Wickman, City of Oceanside District 2 Representative

Age-Friendly Ambassadors

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Bev Langlois Kanawi	**Pam Smith**
Christy Hartig	**Paula Gillick**
Denise Diamond	**Penny Steinman**
Diane Hanson	**Timothy Dickey**
Elizabeth Giambone	**Wendy Bravo**
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Jimmy Knott III	**Penny Russell**

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