



Avenidas

Re-Inventing Aging

Amy Yotopoulos, President & CEO

“Serving the Needs of Palo Alto Older Adults”

September 14, 2023



Agenda

- Intro, Mission, & History
- The State of Older Adults in the Bay Area
- CASOA Findings
- In Partnership: Our Call to Action
- Q&A



About Amy

30+ year resident of Palo Alto; 30+ year gerontologist; 10+ year caregiver

- Previous stints at Stanford Health Care, Stanford Center of Longevity, Stanford WorkLife, and Avenidas
- Track record of using data to help older adults live with purpose and meaning
- Surrounded by a leadership team who collectively have 135+ years of experience in community health and gerontology

Our Mission

Avenidas helps older adults in our community be as active, engaged, and healthy as possible throughout their lives by providing relevant services and programs.



Our Vision

- ✓ Avenidas is a leader and innovator in developing and implementing programs that address the needs of aging adults and their families.
- ✓ We envision a future in which our programs extend beyond the walls of any facility.
- ✓ We make a positive difference in the lives of older adults and in our communities.

Avenidas History

1969: Established and began programming as the Senior Coordinating Council of Palo Alto



- ✓ 50+ years of serving the needs of the 50+ in Silicon Valley
- ✓ **Then:** Established in 1969 as the volunteer-run nonprofit, different from the typical model of cities running their own senior centers
- ✓ **Now:** City of Palo Alto funds 8% of Avenidas annual operation budget (around \$6.5M FY24)
- ✓ Nearly 52,000 encounters annually with three locations, a dozen programs, and hundreds of activities, clubs, and events

Headlines: State of Older Adults in the Bay Area

The Mercury News

Economy | Every Bay Area county is aging faster than the...

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BUSINESS > ECONOMY • News

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Every Bay Area county is aging faster than the U.S.

Marin County, our undisputed grandparent, shot up to a median age of 48.2 – a full decade older than Santa Clara County

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By **SCOOTY NICKERSON** | snickerson@bayareanewsgroup.com and **HARRIET BLAIR ROWAN** | hrowan@bayareanewsgroup.com | Bay Area News Group
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KFF Health News

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PICTURE OF HEALTH

The Rate of Older Californians Dying of Malnutrition Has Accelerated

By Phillip Reese
APRIL 13, 2023

REPUBLICAN THIS STORY

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San Francisco Chronicle

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BAY AREA // SAN FRANCISCO

S.F.'s population of older adults expected to soar in the next four decades

State projections find that the number of people over 80 may triple in the next 40 years.



Adriana Reza

Aug. 17, 2023 | Updated: Aug. 17, 2023 2:55 p.m.



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About Us



HEALTH

The fastest-growing homeless population? Seniors



BY ANA B. IBARRA
FEBRUARY 10, 2023



The Mercury News

Local News | Seniors are projected to outnumber children by...



LOCAL NEWS • News

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‘It’s on us’: West Valley senior service providers fight to keep up with fast-growing older population

Seniors are projected to outnumber children by 2030 in Santa Clara County

The Mercury News

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U.S. census: Bay Area population grew older, Asians are now the region’s largest racial group

White residents are no longer the region’s largest racial group



Interpreting the Headlines: State of Older Adults in the Bay Area

- Baby Boomers arriving at old age has resulted in a demographic shift
- **What Is Happening:** In our area, we see a rapid loss of working age adults and school age children, due to pandemic lockdown, tech layoffs, and high cost of living
- **What Will Happen:** 60+ population will grow faster than any other age group
 - **Nationwide:** 22% age 18 and younger; 17% age 65 and over. By 2040, it will be 20% age 65 and over
 - **California:** In 2016, 24% age 18 and younger; 14% age 65 and over. By 2036, it will be 20% age 18 and younger; 23% age 65 and over.
 - **Palo Alto:** 28% age 19 and younger; 38% age 50 and over. Between 2010 and 2060, in Santa Clara County, age 60 and over projected to grow over 200%.

California Population by Age, 2010-2060

Figure 1. Population by age category: California, 2010-2060

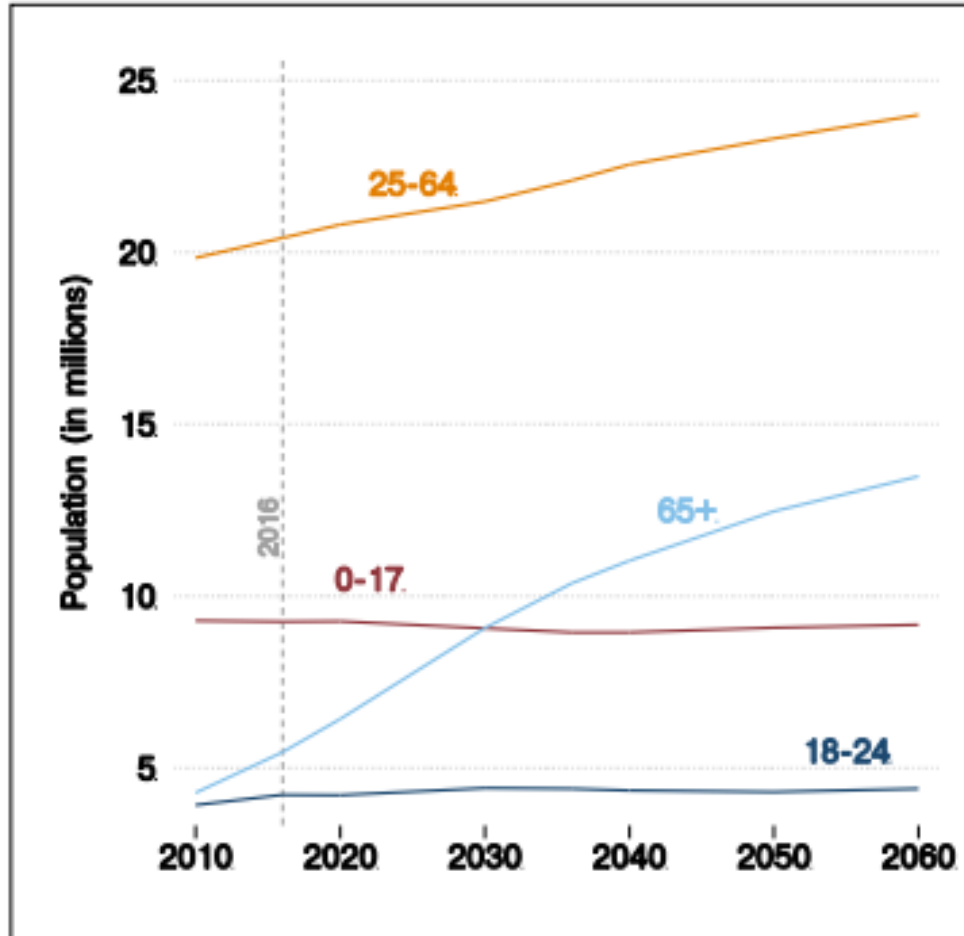


Table 1. Population by age category: California, 2016-2060

	2016		2036		2060	
Total population	39,354,432	100%	45,807,050	100%	51,056,510	100%
Age <18	9,257,380	24%	8,946,985	20%	9,166,821	18%
Age 18-24	4,223,279	11%	4,401,571	10%	4,401,877	9%
Age 25-64	20,413,692	52%	22,087,332	48%	23,999,011	47%
Age 65+	5,460,081	14%	10,371,162	23%	13,488,801	26%
Age 16+	31,171,308	79%	37,951,306	83%	42,995,258	84%

Note: Total of shares may not sum due to rounding.



Community Assessment Survey for Older Adults (CASOA)

- Developed by experts in survey research and aging services, CASOA is the nation's premier older adult survey, which can compare the responses of older residents to the opinions of others across the country
- CASOA summarizes the key dimensions of community livability, drawn from the perspectives of older adults themselves.
- Methods
 - **Target audience:** 60+ in target service areas
 - **Data collection:** Aug. 2021 | **Data published:** Sept. 2022
 - **Languages:** English, Spanish, Chinese, Vietnamese, Korean, and Arabic
 - **N = 669**

CASOA Findings: Palo Alto Doing Well



Place to Live

Your neighborhood as a good or excellent place to live

- 95% Palo Alto
- 92% Surrounding area



City Design

Good or excellent overall design or layout of your community

- 88% Palo Alto
- 69% Surrounding area

Overall quality of utility infrastructure in your community

- 90% Palo Alto
- 77% Surrounding area



Natural Environment

Good or excellent quality of natural environment

- 94% Palo Alto
- 79% Mountain View

Health and wellness opportunities

- 97% Palo Alto
- 80% Surrounding area

CASOA Findings: Three Significant Needs



Housing Options

Availability of accessible housing is good or excellent

- 19% Palo Alto
- 40% Surrounding area

Variety of housing options

- 19% Palo Alto
- 35% Mountain View



Cost of Living

Cost of living in your community is good or excellent

- 3% Palo Alto
- 10% Mountain View



Caregiver Support

Providing care to someone 55+

- 39% Palo Alto
- 19% Surrounding area

Availability of daytime care options for older adults

- 31% Palo Alto
- 49% Mountain View

In Partnership Our Call to Action



Housing Options

12th Housing Conference

- Hosted by Avenidas, in cooperation with the City of Palo Alto
- Collaboration in action



Cost of Living

Scholarships for Programs & Emergency Fund

- Currently, we fund an emergency fund and scholarship fund
- An opportunity to collaborate?



Caregiver Support

Annual Caregiver Conference

- 2023 conference held in Mountain View
- An opportunity to collaborate?

Avenidas Care Partners

- Currently nearly 1,700 encounters a year

Adult Day Health

- New approach for intergenerational spaces
- An opportunity to collaborate?

Collaboration in Action

FREE HOUSING CONFERENCE



presented by Avenidas, in cooperation with
the City of Palo Alto



Make Housing Decisions with Confidence:

Create Your Housing Blueprint
for Successful Aging



SATURDAY, OCTOBER 14
from 9 am to 3:30pm

Mitchell Park Community Center in Palo Alto



- FREE -
Register
TODAY
with QR Code

FOR MORE INFORMATION VISIT:

<https://www.avenidas.org/conferences-page/conferences/12th-avenidas-housing-conference/>



Avenidas
Re-Inventing Aging

Avenidas@
450 Bryant Street

Visit us online
at avenidas.org

This conference aims to provide older adults, family members of older adults, and caregivers with valuable insights and solutions for various housing concerns, ensuring you can make well informed choices about your living situation.

WORKSHOPS

Attendees will have the opportunity to choose one session per time slot.

10:30am to 11:30am

- ✓ Securing Your Housing Future: Proactive Planning
- ✓ Using Technology Hacks for Staying at Home Longer
- ✓ Adaptations for Aging at Home

11:45 am to 12:45 pm

- ✓ Getting Started with Senior Housing
- ✓ Get the Keys to Success Home Selling
- ✓ Housing Options for Older Adults

1:45 to 2:45 pm

- ✓ Take Charge of Your Housing Journey
- ✓ ADU's May Be Right for You
- ✓ Community Based Alternative Housing

2:45 to 3:30 pm: *coffee, cookies, mingle, door prizes*

9:30 to 10:30am

KEYNOTE SPEAKER

Andy Robin
"The Tapas Life: A Rich
and Rewarding life After
Your Long Career"

Last Thoughts

**BRING
ATTENTION TO
THE ISSUE OF
AGEISM IN OUR
SOCIETY**



#TalkAboutAgeism

**REFRAME HOW
WE TALK ABOUT
AGING AND
OLDER ADULTS**



#TalkAboutAgeism

Oct. 7 is National Ageism Awareness Day

- Use our platforms to shine a light on what we know to be true

Ask Yourself

- Who are we consistently leaving out?
- Why not pivot and recast older adults as an underutilized assets?

The older population can and should be part of the solution.



Q & A

Collaboration in Action

Make Housing Decisions with Confidence



Join us for the 12th Avenidas Housing Conference, and learn more about aging in place, housing options, and affording your housing.

When: Oct. 14, from 9 am to 3:30 pm

Where: Mitchell Park Community Center in Palo Alto

Scan the QR code to register for this FREE housing conference!

(w/optional lunch \$20)



Thank you to our gold sponsors

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Hosted by Avenidas, in cooperation with the City of Palo Alto



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