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# EXECUTIVE SUMMARY

## ELEVATING VOICES

STRATEGIC RECOMMENDATIONS FOR THE  
CALIFORNIA MASTER PLAN FOR AGING

OCTOBER 2019

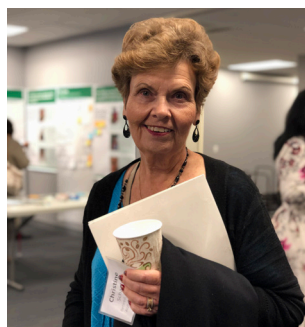
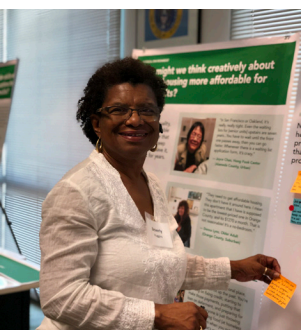
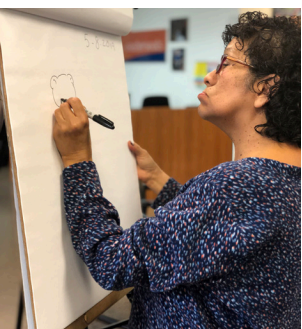


# CONTRIBUTORS ON THIS PROJECT

All the insights and many of the strategies shared in this report are a direct reflection of what we heard from older adults, people with disabilities, and their care teams. We thank them for their openness and willingness to share, often intimate, details about their lives and experiences.

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On June 10, 2019, California Governor Newsom issued Executive Order N-14-19, calling for a Master Plan for Aging. The Executive Order requires this Master Plan for Aging to serve as a blueprint for state and local government, the private sector, and philanthropy to implement strategies and partnerships that promote healthy aging for all Californians and prepare the state for the coming demographic changes. For more information about the Executive Order, visit [The SCAN Foundation website](#).

**To ensure the voices of older Californians and people with disabilities are integrated into the development of the Master Plan for Aging, Greater Good Studio (GGS) spent several months learning directly from them, and those who support them.**

GGS conducted “[day in the life](#)” research sessions with over 20 older adults and their care teams to understand their activities, behaviors, needs, and assets related to their long-term care and quality of life.

Five community design workshops with over 300 stakeholders were also held. Participants included older adults, people with disabilities, service providers, government agencies, city and county elected officials and many “day in the life” participants. Collectively, the [workshops generated over a thousand concepts](#) aimed at improving the experience of aging in California that became the basis for the recommended strategies.

In addition to a range of ideas, these convenings also [surfaced larger societal issues](#), such as deep economic disparities, as root causes of many of the challenges faced by older adults and people with disabilities. This provoked conversations around systemic solutions to combat extreme poverty, such as raising the federal poverty line and expanding governmental assistance in the forms of Medicare, Medicaid, and Supplemental Security Income (SSI).

This process uncovered several insights and strategies that are articulated through a strategic framework. The first part of this framework is [a set of principles](#), that articulate the highest levels of insights and serve as an overlay to the recommendations. The second part of this framework are [three quality of life elements](#) that deeply impact the ability for older adults to fully thrive — the physical environment, supportive services, and social and emotional well-being. The last part of this framework identifies [28 strategies](#), or high-level recommendations per each quality of life element, followed by a range of more detailed concepts.

## MASTER PLAN FOR AGING PRINCIPLES

Emerging directly from the voices of real people, and overarching above the quality of life elements, the plan for Aging Principles articulate the highest levels of insights. While the sentiments expressed may not seem new or revolutionary, these six principles are significant enough to be reiterated, stated explicitly, and overlaid into recommendations for the Master Plan for Aging. They continue to underscore the need for a comprehensive plan that is grounded in the lived experiences of all Californians. For more details on the purpose of the Master Plan for Aging Principles and how they emerged, [see full report](#).

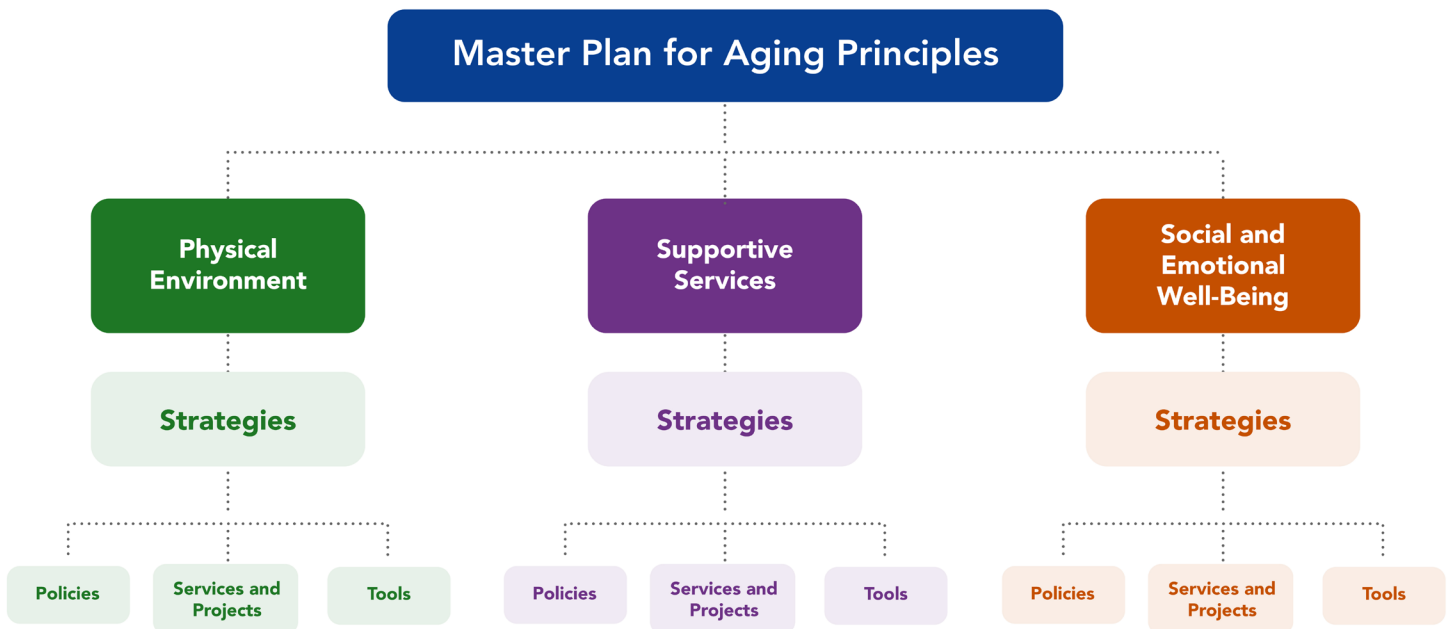
1. Reframe the narrative to focus on aging as a universal experience.
2. Integrate aging into all systems and agencies, rather than keeping it siloed.
3. Recognize and address the impact of identity factors such as race, gender, ability, economic status, and sexual orientation in all efforts.
4. Efforts related to older adults and people with disabilities should be done in tandem with one another.
5. Develop policies, programs, services, and tools rooted in on-the-ground realities.
6. Take a personalized and culturally sensitive approach to solutions, rather than a “one size fits all” application.

## QUALITY OF LIFE ELEMENTS

The research uncovered that there are three areas that deeply impact the ability for older adults to fully thrive. The **physical environment** — their homes, their neighborhoods, and the amenities that are, or are not, present; **supportive services** — the formal supports available to them, be it health care, meal delivery, care coordination, or otherwise; and **social and emotional well-being** — their overall mental health, how valued and supported they feel, and the quality of their relationships with others.

## STRATEGIES

Through this process, 28 strategies, or high-level recommendations, have been developed for the state of California to move toward. While the tactical solutions may change depending on need, feasibility, and time, the strategies are designed to remain constant and serve as a 'north star' for the Master Plan for Aging. Within each strategy, there are a range of concepts that can give inspiration for advancing the strategy. These concepts range from policies, services, and projects to more tactical tools. Details on these concepts can be found in the full report.



## STRATEGIES

## PHYSICAL ENVIRONMENT

The priorities that are **bolded** delineate the strategies that were identified as being of highest priority to the attendees of the Master Plan for Aging Forum held in September 2019. For more specific concepts (ideas on policies, services, projects, and tools) relating to these strategies, see full report.

## NEIGHBORHOOD

- » **Design for mixed-age, mixed-ability neighborhoods with amenities that meet people's physical, social, and emotional needs.**
- » Design intergenerational spaces and communities.
- » Prioritize health and safety in both existing communities and in the design of new developments.
- » Include the voices of older adults and people with disabilities in planning and development processes.

## TRANSPORTATION

- » **Make travel convenient and affordable for older adults and people with disabilities.**
- » Develop transportation options that can meet a variety of accessibility needs.
- » Coordinate transportation offerings across public agencies, social service providers, and private entities in order to make them easily navigable.

## HOUSING

- » **Remove financial and regulatory barriers that prevent older adults and people with disabilities from acquiring and keeping their housing.**
- » Make it easier to build a variety of housing types for diverse lifestyle needs.
- » Streamline housing application processes to ease the process of finding and keeping housing.
- » In addition to providing emergency services, provide pathways out of homelessness for individuals that address a range of underlying causes.

## STRATEGIES

# SUPPORTIVE SERVICES

The priorities that are **bolded** delineate the strategies that were identified as being of highest priority to the attendees of the Master Plan for Aging Forum held in September 2019. For more specific concepts (ideas on policies, services, projects, and tools) relating to these strategies, see full report.

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### HOLISTIC SERVICES

- » **Develop service delivery systems that are coordinated, integrated, and easy to access.**
  - » Provide services that consider the whole person — their background, experiences, preferences — and meet individual needs.
  - » Support collaboration across sectors and between service providers and self-organized communities.
  - » Expand and train a workforce that matches the growing need to serve an aging population.
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### LONG-TERM CARE

- » **Provide accessible and affordable channels for financing and saving for long-term care.**
  - » Incentivize planning and saving for long-term care.
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### CAREGIVING

- » **Provide supports that alleviate the financial demands of caregiving.**
  - » Expand the pool of qualified caregivers so people can have a variety of care options.
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## STRATEGIES

## SOCIAL AND EMOTIONAL WELL-BEING

The priorities that are **bolded** delineate the strategies that were identified as being of highest priority to the attendees of the Master Plan for Aging Forum held in September 2019. For more specific concepts (ideas on policies, services, projects, and tools) relating to these strategies, see full report.

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**CELEBRATING  
AGING**

- » **Promote an aging-positive public narrative.**
- » Support new and existing channels that generate peer-to-peer community building.
- » Create opportunities for increased intergenerational connections.

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**PLANNING FOR  
AGING**

- » **Make planning for aging an integrated part of Californians' lives.**
- » Create resources for families and loved ones to have conversations on aging.

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**CAREGIVING**

- » **Provide supports that alleviate the physical and emotional demands of caregiving.**

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**JOB/VOLUNTEER  
OPPORTUNITIES**

- » **Remove barriers and increase incentives that allow people to participate in the workforce longer.**
  - » Help older adults in transferring existing skills or learning new skills, that can be used in their everyday lives.
  - » Build pathways for older adults and people with disabilities to access job and volunteer opportunities.
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# WHAT CAN YOU DO?

Creating a California where all people can age with dignity will require the participation and collaboration of all Californians.

Access the full report for some inspirational ideas of ways to advance the strategies identified. Consider how you might play a role in the implementation of ideas provided or come up with other ideas altogether.

## HERE ARE SOME OTHER WAYS YOU CAN HELP

### IF YOU ARE PART OF AN ORGANIZATION:

#### STAY ENGAGED

Stay engaged in the conversation! Visit the [Together we ENGAGE](#) website for updates and submit your Pledge for Action.

#### MAKE CHANGES INTERNALLY

Learn about other organizations, in particular the [regional coalition](#) serving older adults and people with disabilities in your area, and where there might be opportunities for collaboration.

#### FORM PARTNERSHIPS

Learn about other organizations serving older adults and people with disabilities and where there might be opportunities for collaboration.

#### ADVOCATE FOR OTHERS

Advocate for the rights of older adults and people with disabilities through local advocacy organizations and local and state legislative offices.

### IF YOU ARE AN INDIVIDUAL COMMUNITY MEMBER:

#### STAY ENGAGED

Stay engaged in the conversation! Visit the [Together we ENGAGE](#) website for updates and submit your Pledge for Action.

#### ADVOCATE FOR OTHERS

Advocate for the rights of older adults and people with disabilities through local advocacy organizations and local and state legislative offices.

#### VOLUNTEER YOUR TIME

Learn about organizations, in particular the [regional coalition](#) serving older adults and people with disabilities in your area, and how you can be involved with them.



This report is a result of collaboration between The SCAN Foundation and Greater Good Studio, a strategic design firm focused on advancing equity, with significant input from a range of stakeholders.

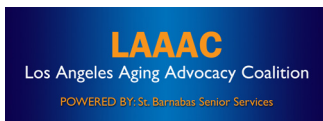
Supported by a grant from The SCAN Foundation — advancing a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence. For more information, [www.TheSCANFoundation.org](http://www.TheSCANFoundation.org)

**Greater  
Good  
Studio**



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Several Regional Coalitions throughout the state — in Los Angeles, Orange, Nevada, Alameda and Kern counties — have served as active thought partners throughout this process, sharing their expertise, connecting key stakeholders to this work, and hosting local events.



**Senior Services Coalition of Alameda County**  
AGING IS SOMETHING WE ALL HAVE IN COMMON

Orange County  
**Aging Services  
COLLABORATIVE**



