



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Tuesday, November 14, 2023, 6:00 PM
Pacifica Community Center Portola Conference Room
540 Crespi Drive, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members:** Sean Thompson, Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock, Lauren Smith, Brendan Berman, L.J. Jones
- b. **City Council Liaisons:** Mary Bier, Sue Beckmeyer
- c. **Staff Liaison:** Tara Schiff, Alyssa Barranti

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of Minutes of September 12, 2023
- Approval of Minutes of October 10, 2023

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

PRESENTATIONS (0 minutes):

STAFF COMMUNICATIONS (15 minutes):

1. Update on Economic Development Related Items
 - Shop Pacifica Week
 - City Webpage

COMMITTEE COMMUNICATIONS (30 minutes):

1. Committee Workplan Actions and Update on Deliverables
 - Blues and Brews Timeline/Itinerary
 - City Tours - Subcommittee 2

INFORMATIONAL ITEMS (10 minutes):

1. Update on upcoming Chamber Events – Archie Judan

ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)

1. Updates from Council Liaisons
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – December 12, 2023

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

1. The Committee will discuss and determine potential future agenda items

ADJOURNMENT

Notes:

*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.



Minutes: Economic Development Committee Meeting, Sept 12, 2023, 6:00pm

Agenda:

<https://www.cityofpacificacounty.gov/home/showpublisheddocument/15931/638296788859700000>

Attendance

Committee Members: L.J. Jones (LJ), Sean Thompson (ST), MMatthew Dougherty (MD), Brendan Berman (BB), Robert Foster (RF)

Council Liaisons: Mary Bier (MB), Sue Beckmeyer (SB)

City Staff: Yulia Carter (YC), Tara Schiff (TS), Alyssa Barranti (AB)

Community: Cindy Abbott (CA), Ed Ochi (EO), Robby Bancroft (RB)

Community Communications

Cindy Abbott:

- Opened the “50/50” show (15th annual), over 500 attendees, sold \$53k worth of art!
 - BB: Are there consecutive exhibitions?
 - 17 exhibitions this year, sometimes concurrent, other times there are 2-3 weeks between shows. Usually opens 3rd week in Jan, ends 2nd week in December.
 - Gallery open Fri - Sun, 1-5pm
- Open to talking about Pacifica age friendly program, fits in really well with promoting
 - Using survey tool developed by AARP to help understand what elders want in our community
 - YC: let's do a presentation at the next meeting

Staff Communications

- YC: new economic community manager, Tara, has joined!
- TS: over 30 years of economic development experience, most recently Mariposa County, CA (Yosemite).
 - Familiar with partnering with economic development committees, had one in Mariposa
 - MD: how much did tourism drive Mariposa's economy?
 - TS: Around 80% of economy was tourism, also some agriculture
 - TS: Mariposa is 51% federal land; Pacifica has lots of open space, familiar with creative ways to work around limited land
 - TS: Zoning is different, didn't have Resort/Commercial in Mariposa
- ST: can we schedule an idea sharing session on how EDC can be most helpful?
 - Historically we've been more event-driven committee e.g. are there more policy-driven initiatives
 - YC: city just completed economic opportunity study, strategic plan, marketing plan. It'll be critical to tie all of these together
- TS: very involved in Cal Economic Development
 - Nice to hear ideas from other economic developers
 - It's easy to get stuck in a rut when you do same thing over and over
- YC: Shop Pacifica hit 50 businesses!
- YC: Meet the Lenders was successful, want to continue holding similar events
 - BB: what type of capital are Pacifica businesses looking for: seed, bridge, growth?
 - YC: all business have different needs, want to figure out what the most efficient program would look like
 - TS: commercial financial development authority (CDFA) attended. Kind of an introduction to lending, a-la carte for the businesses
 - TS: could be a survey we send out to businesses in the city

Committee Communications

Blues & Brews

- ST: Lauren sent an email to Sharp Park business district about what is the best time of year to host this event, taking into consideration: weather, fog fest, other events, etc.
 - Biggest take away was that business did want to be involved, and appreciated the outreach
 - Received feedback that Jan-Mar was the “slow” time of year for most Pacifica retail businesses, so a Spring event would be nice
 - Crab / fishing seasons open in the spring as well, so that could be a nice marker on the calendar as well
 - For weather, want to push as far out from the winter as we can
 - Location is still unclear. Last year we used the South area of Palmetto nearer to the golf course. However, that part of the town has fewer businesses
 - Ed: Fog Fest & Pride both block street parking and thus business foot traffic, so we should try to avoid that
 - LJ: lack of awareness about events that happen, especially in Sharp Park
 - There are choke points along Route 1, could we do banners along Route 1 so everyone can see?
 - Along Palmetto there are banners but they are many months stale, wonder if we can advertise on them
 - Lots of complaints that people driving on the highway have no awareness that Sharp Park is the “downtown”
 - YC: recently met with Caltrans to improve some of the signage. Their feedback basically said they’re doing their own stuff.
 - MD: outside of Caltrans, we could improve the signage along other roads - Fairmont, Sharp Park Rd, etc.
 - LJ: can we build signage on top of the business, e.g. on top of the self-storage off of Highway 1
 - TS: previously had success convincing CalTrans to create wayfinding signs in other cities
- YC: assume the event will take place in April now, based on the feedback. That means the critical path would require application submissions in Feb at the latest
- MD: like the idea of the kids corner, making it more of family event
 - LJ: businesses also brought up making it more family friendly

- YC: would suggest keeping the same location
- TS: location consistency is helpful to the brand
- RF: can put my name next to permit & helping with fundraising

Maps & Calendar:

- LJ: working on a series of maps that can highlight tours of Pacifica for interesting areas, these have been shared with everyone via email by Alyssa
- LJ: we bought discoverpacific.com, we're thinking we could put up some physical signage around the downtown areas that show map & QR code
- LJ: Ed suggested Google Calendar integration where businesses can add their own events and any city
- CA: PCTV has a community calendar, could hook into that
- LJ: want a 1-stop-shop of where to explore, what's available, what you can do, etc
- BB: idea of some physical mall kiosk style thing in each of the mini shopping centers, and they can then scan QR to find more information about their current location
- ST: did you also mention the leave-behind for AirBNB & Hotels
 - LJ: yes, thinking of some laminated 8x11 paper that we can highlight
- YC: finished pilot for Workation program, wanted to fill mid-week occupancy (tempt by using \$50 gift card to visitors)
 - Anchor Inn did really well with the program
 - Would love for this to be on-going
 - AirBnB are difficult with regards to compliance
- MD: Are hotels fully occupied on weekends?
 - YC: Pacifica is at capacity on weekends. For a reference point, HMB has 19 hotels to Pacifica's 12, and we're much closer to SF.
 - ST: it's a huge portion of our revenue, but EDC doesn't really have a relationship with the BID, would love to have them
- MD: could use some of the funds for doing some more of this type of promotion?
- MD: Can we use APRA funds for digital marketing?
 - YC: we don't have new ongoing funds, it's from 2 years ago and it's mostly allocated
- RB: also need to include the Chamber in these conversations so that everyone amplifies the same messages

- YC: ask is for each subcommittee to meet and fill out the workplan so that it's clear who's doing what
 - Feel free for each subcommittee to make updates to their projects/tasks
- MB: Pride work starts in October, not January
 - YC: permit application would need to be done in January

Informational Items

Dog surfing competition

- RB: it's so busy, too busy, no parking availability, it's going to outgrow
 - MD: some businesses did make a good amount by charging for parking
- CA: Parks Beaches and Recreation should join in and help coordinate with EDC on this, as they've worked with the group that hosts this event in the past
 - Additional fees, permits, and requirements have been added each year
- MD: did they have any sponsors? Seemed very closed off
 - RB: they don't want it and they don't need it
- RB: would rather have them pay the city more, instead of having local businesses pay to be sponsored
- ST: we definitely need to attempt to work with them more closely to benefit local businesses and residents. Let's discuss this again in a future meeting
 - SB: to Cindy's point we should loop in other committees
 - CA: mostly through PB&R. EDC should seek to learn from PB&R's experience, to get an idea of what is involved, and how it's been working with the event host

Oral Communications from the Committee

Updates from Council Liaisons:

Mary Bier:

- Beach Boulevard Infrastructure Resiliency Project meeting tomorrow night at 6pm, another one later in the month to get ideas and input about amenities
 - ST: what is the landscape here?

- MB: this specific project is about the Sea Wall that Council has voted to go forward with. I.e. What does the public want there once it's built - specifically the amenities. Feedback can also be submitted on PlanPacifica website.
- New Chief of Police
 - Sat, Oct 7 at 9am, Inspection Day at family event at PPD
- Mayor and MB are involved with CORA (communities overcoming relationship abuse). They've created a 15 minute presentation to give to businesses to teach red flags and give them resources.

Sue Beckmeyer:

- Will be interviewing for committee positions soon - 1 known vacancy for EDC. Thoughts on what qualities you'd like in new members?
 - BB: if we can be choosy, than maybe a marketing background
 - MD: we want people who are gung-ho and excited about the work
 - LJ: maybe someone from a neighborhood other than Linda Mar

Potential Future Agenda Topics:

- ST: discuss how we can work with dog surfing competition to benefit local businesses, residents, and the city
- ST: speak to BID
- ST: Yulia tax revenue presentation
- LJ: how do we coordinate with businesses on holidays, e.g. how to get locals to go out and spend in the city
 - YC: ShopPacifica is a good way to tie this in, we do a promotion around the holidays

Minutes: Economic Development Committee Meeting, Oct 10, 2023, 6:00pm

Agenda:

<https://www.cityofpacific.org/home/showpublisheddocument/16141/638321187143030000>

Attendance

Committee Members: L.J. Jones (LJ), Matthew Dougherty (MD), Brendan Berman (BB), Robert Foster (RF), Lauren Smith (LS)

Council Liaisons: Mary Bier (MB), Sue Beckmeyer (SB)

City Staff: Tara Schiff (TS), Alyssa Barranti (AB)

Community: Cindy Abbott (CA), Ed Ochi (EO)

Presentations

Ed Ochi - “Pacifica Local” signs at Fog Fest

- Local vendors have discussed for years how they feel Fog Fest is only the “circuit-riders” who are from out of town and go to all the festivals
- This year we created the “Pacifica Local” signs: 25 signs were on display, another 3 local vendors who didn’t display (no-show), another 2 local vendors showed interest but didn’t follow through
- Survey to assess impact of the signs, posted on Nextdoor and 4 Facebook groups - this was a Pacifica-only survey (would like to expand in future)
 - 214 survey responses (82% from Facebook), 205 attended FogFest
 - 96% went to see vendors (not just food/music/social/etc)
 - 71% saw >3 “Pacifica Local” signs! Another 15% (so 86% total) saw at least one
 - 75% of people said that seeing the sign caused them to stop to check out the booth

- 37% purchased from a vendor who they'd never bought from before!
- 62% said the sign influenced their decision to purchase
- 95% of respondents wanted to see these signs again next year
- Qualitatively, discussions with vendors who displayed these signs indicated that they did have a better year than last year
- Might be worth consider slightly generalized language e.g. "Local" can frustrate some folks (us vs you)
- MD: does Fog Fest pay sales tax?
 - SB: it is expected that they do. HDL said there was only 1 merchant who did get a letter saying e.g. you didn't register to do business in Pacifica
- TS: I can share presentation with

Cindy Abbott - Age Friendly Business Program

An age friendly world enables people of all ages to actively participate in community activities and treats everyone with respect regardless of age.

— World Health Organization

- In the US the AARP uses a network of local affiliates to message and execute the program
- Pacifica was selected for San Mateo county pilot (in 2018) and in Jan 2019 Pacifica Age-Friendly Task Force was formed, running many focus groups that largely asked about "greatest unmet needs", as well as a focus group for service providers and their gaps
- Pacifica was approved as an age-friendly community in 2020!
- Three Initiatives:
 - 1. Transportation
 - CaR provides subsidized taxi rides (\$5 each, via Serra Cab)
 - 2. Housing
 - Providing information, helping them get through
 - 3. Respect & Social Inclusion
 - Recognizing age-friendly businesses
- Task Force is continuing to make improvements in the city, new survey coming out in October

- The age-friendly businesses program fits well into EDC sub-committees (2) and (3)
- There are 2 fliers/resources that they'd like to get out to businesses. This includes a checklist that businesses can follow to become more age-friendly
- This is important because seniors (65+) is the fastest growing group of US population
 - Pacifica currently has 19% seniors, trending towards 25% within the decade
- After getting going and certifying businesses, would want to acknowledge and celebrate businesses who a part of the program: Window Cling, listed on EDC web page, Social Media, etc
- Would like to have sub-committee 2 & 3 identify opportunities for how to collaborate on these initiative, e.g. sub-committee 2 could host an event
- EO: how will we measure success?
 - CA: pre and post survey

Staff Communications

Tara Schiff - Mariposa County Economic Vitality Strategy

- New to Pacifica, noticed very early on that there have been a few good economic plans but they were fragmented
- CEDS (Comprehensive Economic Development Strategy) is usually for an entire region, and EVS (Economic Vitality Strategy) is usually for a single jurisdiction.
 - CEDS is through ABAG (Association of Bay Area Governments)
 - Pacifica EVS initial draft will be ready by Oct 13th
- These documents are incredibly important for applying for grants

EDA Grant

- TS: Applying for \$6.7M EDA grant through Economic Development Administration Commerce - disaster resilience grant (eligible because of our 2021/2022 winter storms)
- TS: Working with Christian Murdoc, it will help to implement Phase 2 Palmetto & Sharp Park Specific Plan

General updates

- AB: working on website updates for economic development & EDC
 - Potential future agenda topic
- TS: want to schedule another Meet the Lenders event and include some additional business training
 - Reached out to SBDC and SAMCEDA

Committee Communications

- LJ has elected to join sub-committee 2, BB has elected to join sub-committee 2, LS has elected to drop out of sub-committee 2 and join sub-committee 3
- LS: polled all businesses along Palmetto, everything thinks we should host Blues & Brews in the Spring
 - Really appreciated being asked
 - Targeting April right now
 - Pride is June, don't want to conflict with that
 - TS: What about end of April, possibly 27th
 - **Gaveled on hosting Blues & Brews on Saturday, April 27th**
- BB: we own discoverpacifica.com, working on setting up Squarespace
- TS: have some input on the real estate ideas, Zoom Prospector, will share in next meeting
 - This can then be embedded into our city website and then developers can find commercial property via that tool
- LS has joined the Coast Pride board!
- LS: Coast Pride board has had the pre-meeting to get ready for Pride planning kick off. This year we'll have clearer Areas of Responsibilities and more volunteers to help.

Oral Communications from the Committee

Updates from Council Liaisons:

- SB: Council voted to donate \$10k to CORA (community overcoming relationship abuse)
 - Allocated to have Pacifica be part of the Speak Up program, which helps teach businesses how to notice the signs of abuse (only 15 minute presentation)

- LS: is there something like mandatory reporting laws, but for adults?
- SB: Local Coastal Land Use Plan. New component is City <> Citizen engagement that we'd like a lot of participation in. Hoping to get it scheduled prior to the holiday season.
- MB: Committee & Commission interviews this upcoming week to hopefully fill open seats

Potential Future Agenda Topics:

- LJ: share the maps & tours



Pacifica Age-Friendly Community Coalition: Age-Friendly Business Program Concept

**Presentation to the
City of Pacifica Economic Development Committee
Oct 10, 2023**



What does Age-Friendly Mean?

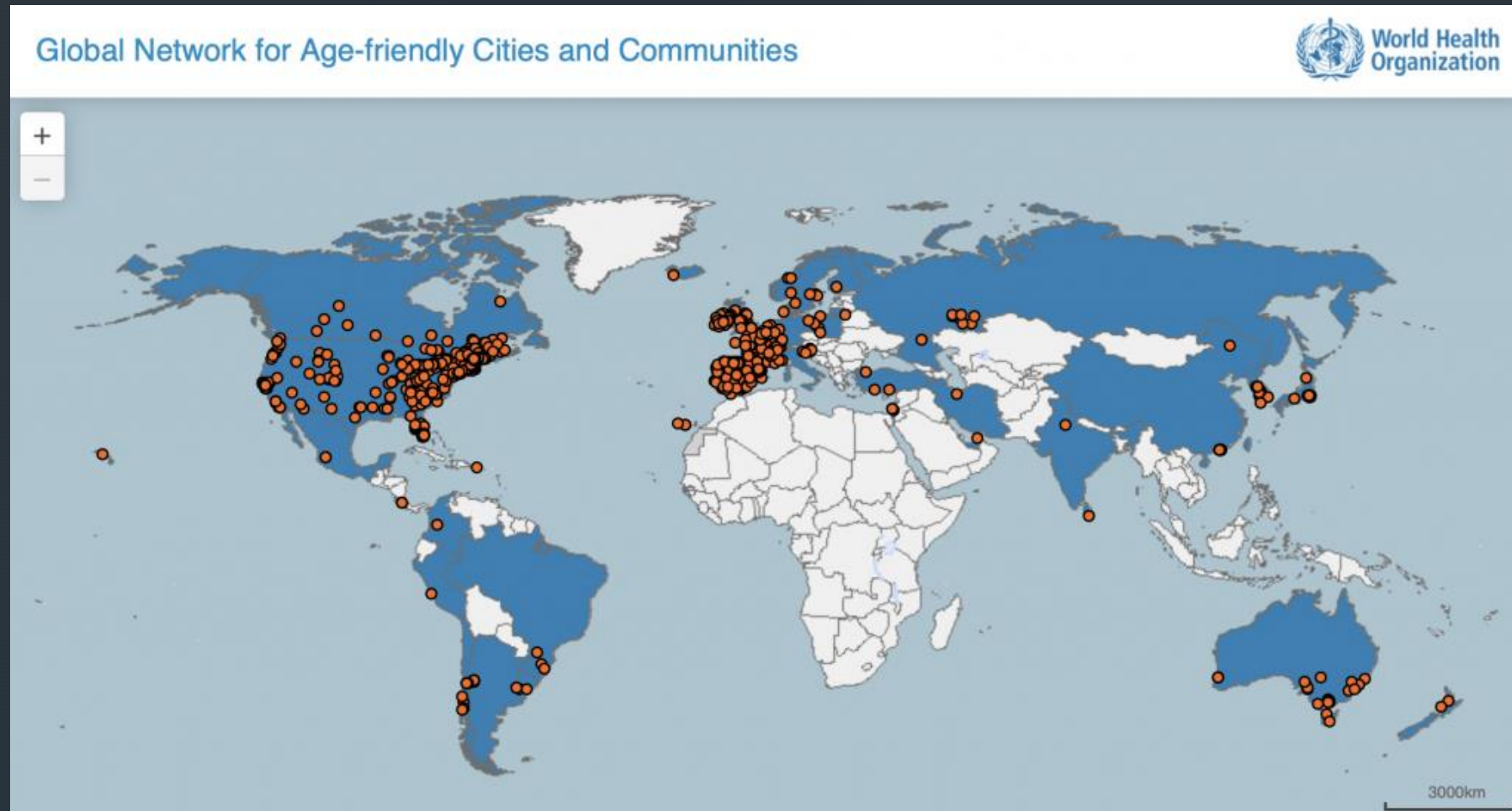
“An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect regardless of age.”

--World Health Organization

The WHO Global Network for Age-friendly Cities and Communities was established in 2010 to connect cities, communities and organizations worldwide with the common vision of making their community a great place to grow old in. AARP Network of Age Friendly States and Communities is the US Affiliate.

It focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing.

Age-friendly provides an inclusive and welcoming environment globally...



...and locally Age-Friendly Communities



How does this pertain to Pacifica?

In 2018, San Mateo County Supervisor David Canepa announced “Age Friendly San Mateo County Initiative” was underway.

The County funded a pilot project for three cities to work with the Center for Age-Friendly Excellence (CAFÉ) to achieve WHO Age-Friendly designation.

- Redwood City, Daly City and Pacifica were selected for the pilot.
- In January 2019, the Pacifica Age-Friendly Task Force was formed.
- Three focus groups engaged community members aged 50 years + to identify their “*greatest unmet needs*”.
- A fourth focus group included service providers.

Current Status in Pacifica?

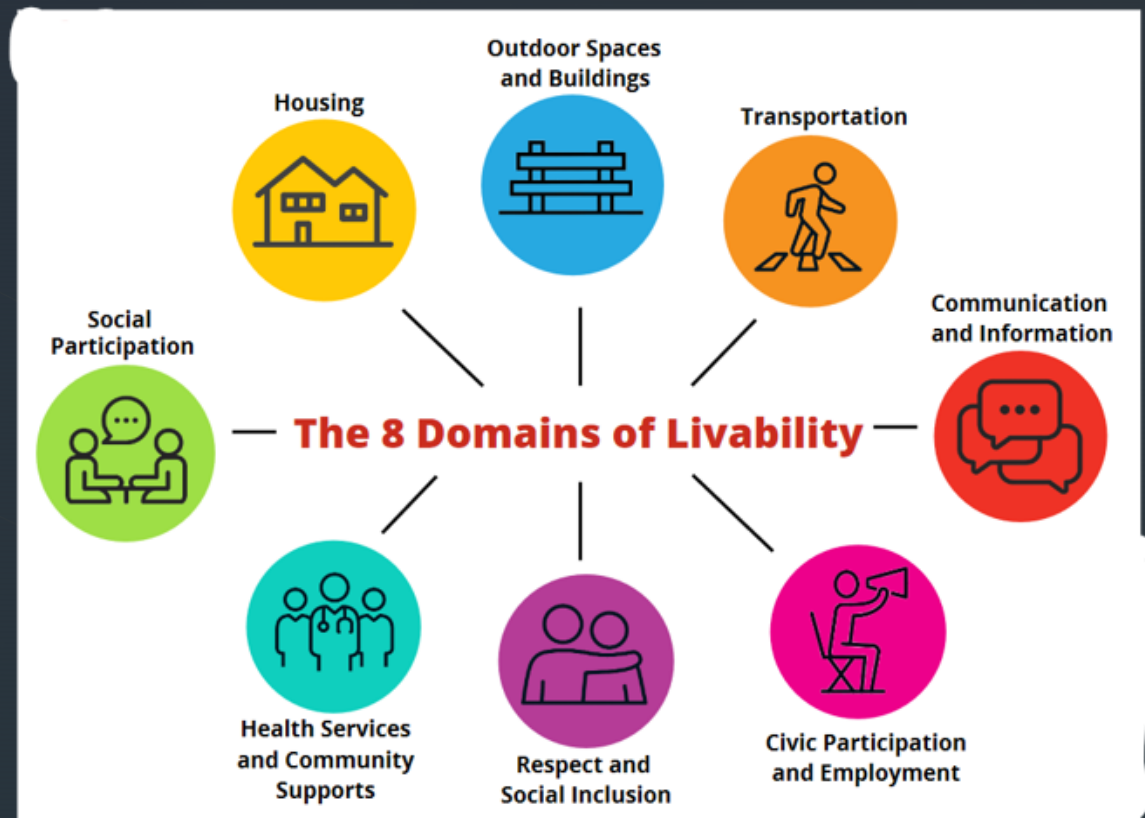
After developing the list of initiatives and submitting an application along with a letter from the Mayor, the City of Pacifica was approved* to be part of the Age-Friendly Initiative in August 2020.

*approval via AARP, the US partner with the WHO



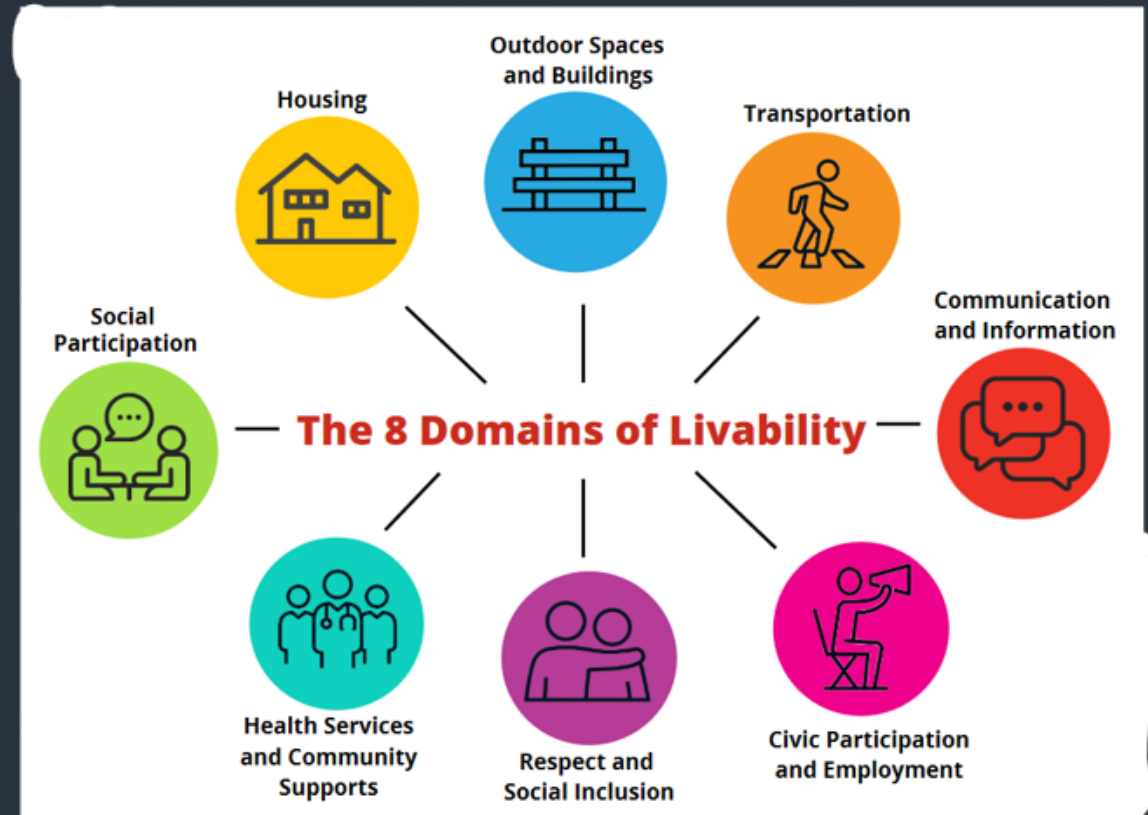
Domains of Livability & City of Pacifica Age-Friendly Initiatives

- Transportation: Pilot a program of "rides" to supplement existing options for transportation to reduce isolation and increase access to health and other services. (*The CaR has been implemented since Nov 2019, providing \$5.00 rides throughout Pacifica in partnership with Serra Cab.*)
- Housing: Host three symposiums to share actionable information about: eligibility and application requirements for the existing affordable senior apartment complexes in Pacifica; House Sharing Options; Fix-up/Rebuilding programs; Accessory Dwelling Units; and more. (*Several symposiums have been held and information distributed.*)



Domains of Livability & City of Pacifica Age-Friendly Initiatives

- Respect and Social Inclusion: Recognize "Age Friendly Businesses" and the special services that local businesses and organizations provide to seniors; offer a training program to encourage additional businesses and organizations to become Age Friendly. The example that spurred this idea is a gas station in Pacifica that still offers to pump gas for their senior customers. *(This is what we'll be reviewing.)*



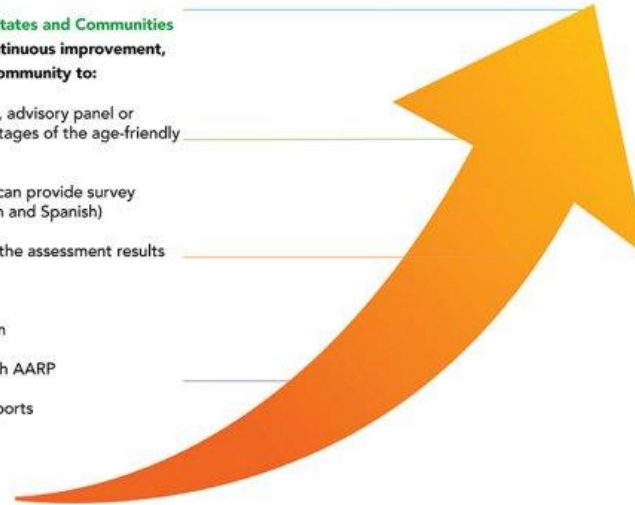
What's Ahead in Pacifica?


- ❖ Launch of the Age-Friendly Business Program, AND,
- ❖ Repeating the cycle for a continuous improvement process, takes place every five years.
(Community survey coming out Oct 13, 2023.)

The Age-Friendly Process and Program Cycle

Members of the AARP Network of Age-Friendly States and Communities commit to an assessment process and cycle of continuous improvement, the steps of which typically require the member community to:

1. Establish a way — such as through a commission, advisory panel or focus groups — to include older residents in all stages of the age-friendly planning and implementation process
2. Conduct a community needs assessment (AARP can provide survey examples, templates and an online tool in English and Spanish)
3. Develop an action and evaluation plan based on the assessment results
4. Submit the plan for review by AARP
5. Implement and work toward the goals of the plan
6. Share solutions, successes and best practices with AARP
7. Assess the plan's impact and submit progress reports
8. Repeat!



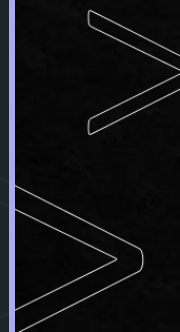


What does Age-Friendly Mean for the EDC?

“An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect regardless of age.”

--World Health Organization

It focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing.




EDC Purpose/Objectives

The Economic Development Committee exists to support the development of current local businesses and their interface with the City of Pacifica, improve aging business districts, and bring new businesses to Pacifica.

The objectives of the Committee are to:

1. Work with the Economic Development Program, the community and visitors in the **identification of new businesses** that fill a neighborhood **business market gap**;
2. Provide a **forum for exchanging ideas, education, information, and addressing the business and economic needs** of the business community and its residents and visitors; and
3. Reach out to the business community, residents, and visitors to **promote business development** and support the implementation of the City's Economic Development Plan.

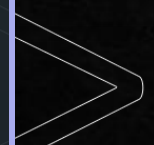



What does Age-Friendly Mean for the EDC?

A fit for Subcommittees?

#2 “Provide assistance and support to local businesses”

#3 “Promoting local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.”



Age-Friendly Business Program Strategy

- ▶
- *Create Age-Friendly Business Resources*
- *Information Gathering (age-friendly business focus)*
- *Develop a Business Recognition Program and Awards*

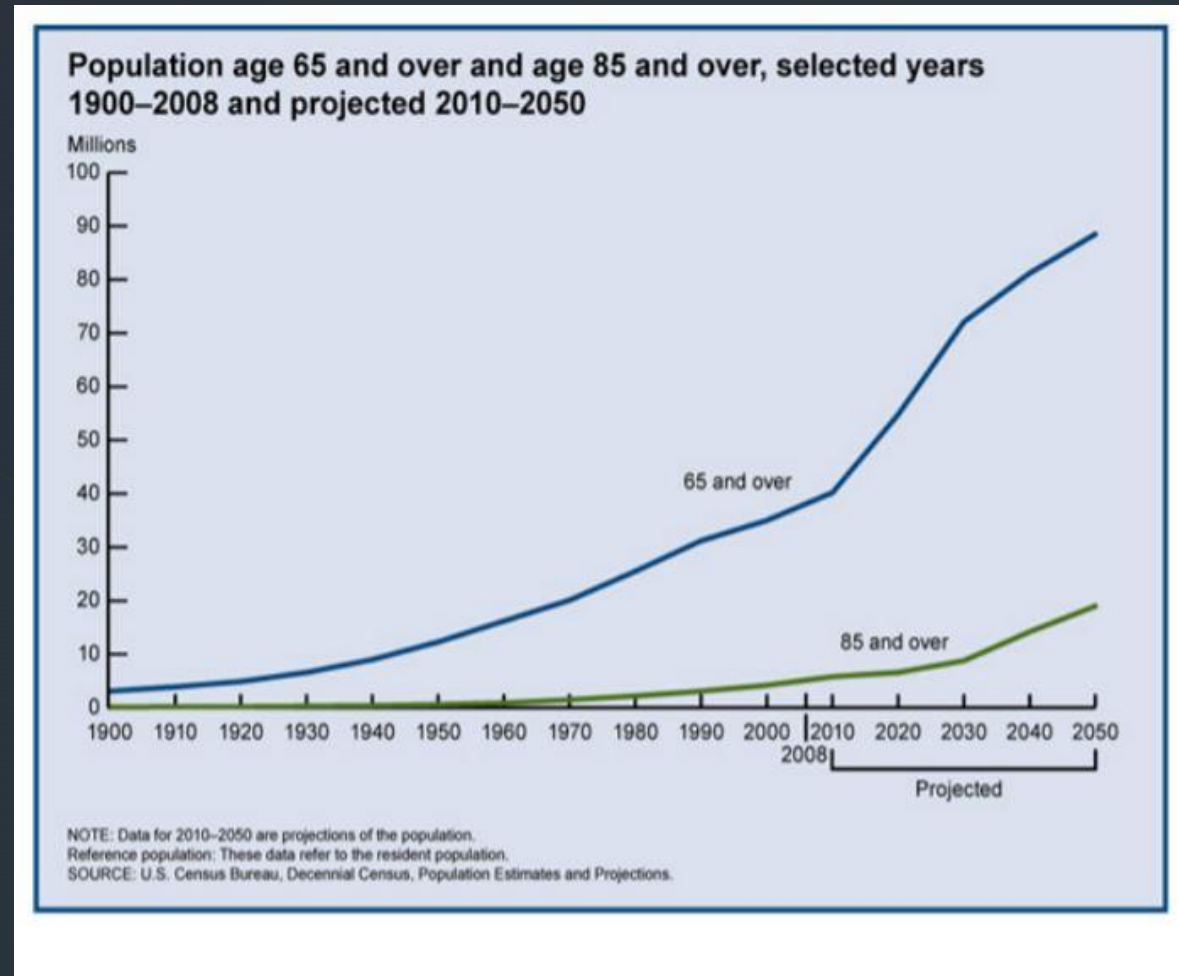
Create Age-Friendly Business Resources

- **Share the benefits of being an Age-Friendly business?**

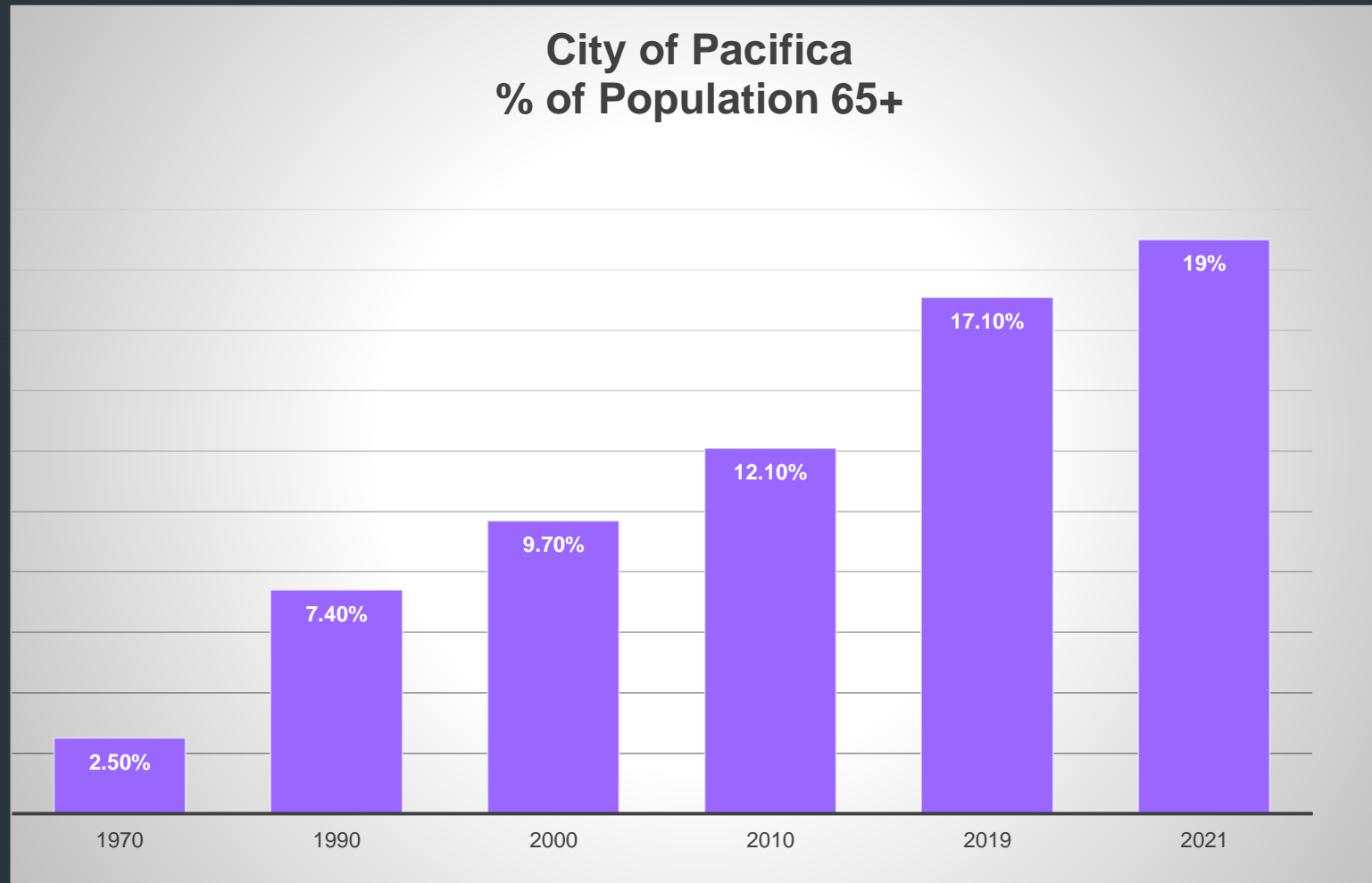
Why be an Age-Friendly Business?

Currently 40.1 million Americans are over the age of 65, 13% of the population.

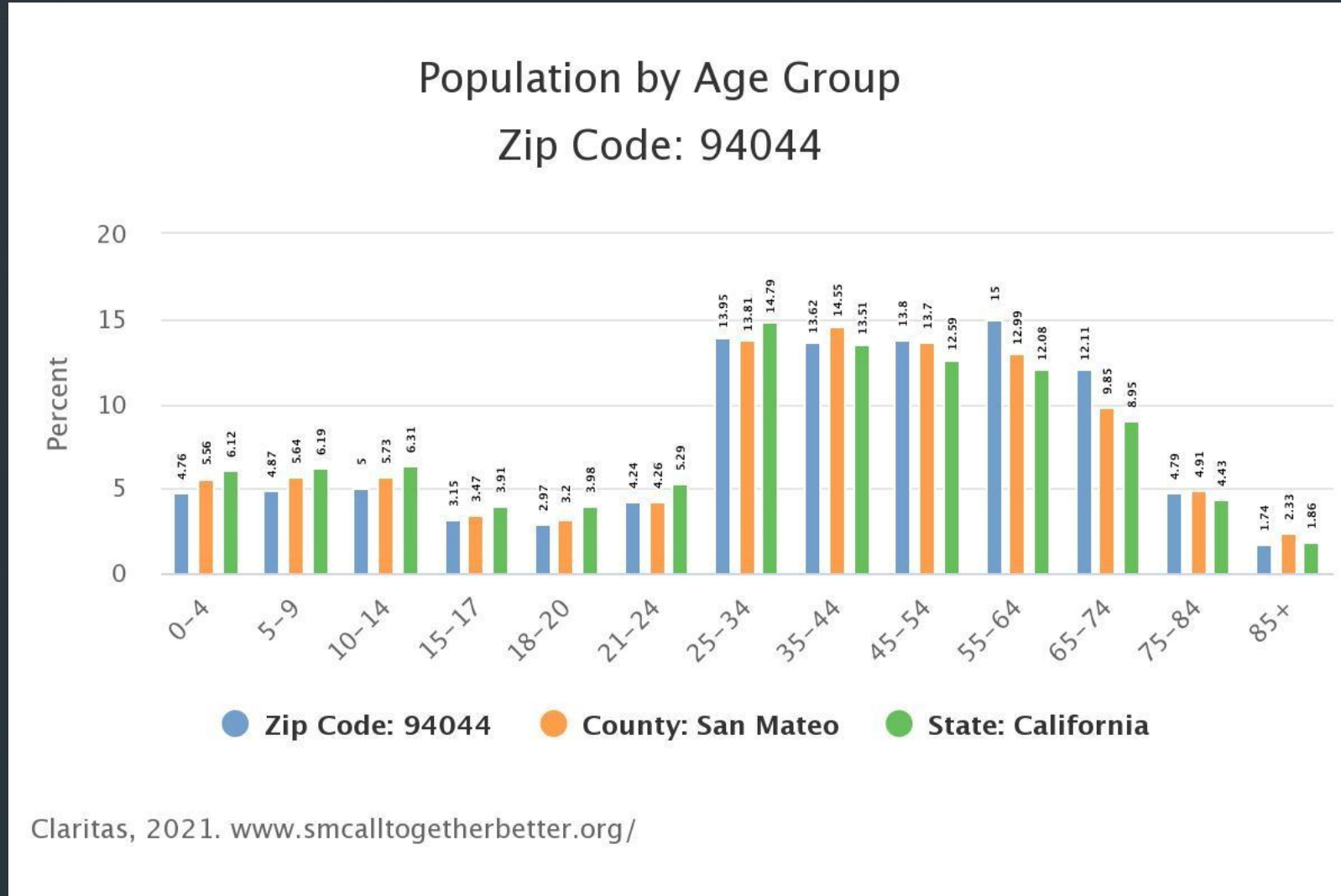
As the Baby Boomer generation ages, the proportion of older adults will continue to increase.



Why be an Age-Friendly Business?



Why be an Age-Friendly Business?



Create Age-Friendly Business Resources

- Share the benefits of being an Age-Friendly business.
- Information Gathering -- what are wants and needs – to benefit both community members and business by providing thoughtful service and incentives.
 - Older Adult and Business Interview Questions (Draft)

Age-Friendly Business Program Strategy



Older Adult Interview Questions

- What does an age-friendly business mean to you?
- What type of business do you frequent often?
- What attracts you to a business?
- What would encourage you to go to a business?
- What could a business do to encourage you to go there more often? (special discounts, seating, wider aisles, lighting, etc.)
- What problems do you have frequenting a business?
- What problems do you think older adults have with regard to accessibility – both inside and outside?
- What should be required of an age-friendly business?
- What is the best way for a business/organization to share they are age-friendly?

Business Interview Questions

- As a business owner, what type of considerations do you take into account for older adults?
- What type of accommodations do you make for older adults?
- How many customers visit your business on a daily basis? Percentage that are older adults?
- Is there a day of week that older adults visit more often than other days?
- Is there a particular time they visit?
- How do older adults get to your business?
- What languages are spoken by older adults who visit your business?
- Do you think older adults have issues or needs related to products and/or services provided your business?
- Do you see an Age Friendly business designation as a good opportunity for your business?
- If you receive an age-friendly business designation would you be positive about putting a window cling up and other information about your practices?

Create Age-Friendly Business Resources

- **Benefits of an Age-Friendly business, with demographics for Pacifica/ San Mateo County/overall.**
- **Information Gathering -- what are wants and needs – to benefit both community members and business by providing thoughtful service and incentives.**
- **Age-Friendly Checklist to initiate thought on how businesses can support these community members.**

Age-Friendly Business Checklist

Age-Friendly Pacifica

An Age-Friendly business or organization is committed to creating a welcoming environment and providing great service for people of all ages and abilities. The Pacifica Age-Friendly Community Coalition welcomes you to learn how to increase your business by implementing protocols and a physical environment that will enhance and grow your business along with offering positive community benefit.

Age-Friendly Checklist

	Yes	No	N/A	Notes
EXPERIENCE				
STAFF SUPPORT FOR CUSTOMERS				
Staff provide patient communication and support in person and on the phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff is respectful and doesn't talk down or use other ageist behavior toward older adults.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff are easily available and offer assistance (get products, help reading labels, taking packages out, etc.) to older adults.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff are knowledgeable in how to assist older adults with vision, hearing and mobility issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff know the protocol to try and prevent falls and other accidents. If they occur, they are handled in a professional and respectful manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
SHOPPING/SERVICES				
Products and services marketed towards or popular with older adults are in an accessible area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products are easily within reach on shelves or assistance is provided to reach items.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do you speak with older customers about what they like about your business and what can be improved?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ENVIRONMENT				
AMBIANCE				
Business has adequate lighting throughout including by well-lit entrances/exits and in areas where individuals may be reading signs, forms, menus, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Noise and excessively loud music are minimized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If possible, there is a "quiet area" in the space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

BENEFITS OF BEING AN AGE-FRIENDLY BUSINESS

An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age.
-World Health Organization

A thriving community is dependent on structures and services that meet the needs of people of all ages.

Age-friendly businesses and organizations are committed to creating a welcoming environment, offering great service for people of all ages, and an inter-generational workplace.

1. A GROWING DEMOGRAPHIC

Pacifica's population of elders, like the rest of San Mateo County, is increasing.

When the City of Pacifica was founded (1957) and into the 1970's, less than 3% of the population was over 65 years of age. Today, that population has grown to nearly 19%.

Projections are that by 2030, this valued demographic group will increase to 25% of the population.

Age-Friendly Checklist

	Yes	No	N/A	Notes
PHYSICAL SPACE				
Entry is welcoming and accessible. Doors are automatic, lightweight, are propped open, or staff is available to assist individuals with strength and mobility issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Storefront and entryway are clear of obstructions and debris that pose a safety risk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Stairs, inclines, and other safety issues throughout the store are clearly marked.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Aisles and walkways throughout the business are clear of boxes and clutter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Rugs/flooring are secured to prevent tripping or slips.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Seating areas are available for rest and/or can accommodate a walker or a wheelchair.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Restroom is publicly accessible to patrons.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
MARKETING/VIRTUAL PRESENCE				
PRINT MATERIALS				
Use easy to read fonts of appropriate size.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Contrasting font and background colors for easy visibility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Signage and materials can be easily read and understood by people of varied reading levels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
MARKETING				
Promote products, services, and business features that are appealing to and good for older adults.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Celebrate older adults with special promotions/discounts, shopping times, and events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Promotional materials include positive portrayals of older adults.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
WEBSITES				
Key information (hours, address, contact information) easy to find.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Navigation bars and menus easy to find and use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Zoom and text resize controls available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. GOOD FOR BUSINESS

Businesses are increasingly aware of the social and economic capital of this growing demographic.

Innovators are creating places in which people of all ages are both served well - and - are developing multigenerational workplaces.

3. EASY TO DO

Every business is unique. What you offer the community will not be the same as what other businesses and organizations offer. Additionally, older people are also not a homogenous group, rather a diverse mix of individual interests, needs, capabilities and talents.

Key considerations when it comes to age-friendliness though are universal: Experience (welcoming and inclusive); Environment (ambiance and physical space); Marketing (print, promotions, websites).

This checklist is a simple starting point to assess how well your business is set up to serve the needs of older individuals, and what areas of improvement you want to focus on.

The Pacifica Age-Friendly Community Coalition is available to support your initiative of continuous review and advancement of ideas towards an age-friendly community.

The Coalition will work with you to review the checklist, suggest ideas, AND provide certification of your location as an Age-Friendly Business. Contact us at: PacificaAgeFriendly@gmail.com

Create Age-Friendly Business Resources

- **Benefits of an Age-Friendly business, with demographics for Pacifica/ San Mateo County/overall.**
- **Information Gathering -- what are wants and needs – to benefit both community members and business by providing thoughtful service and incentives.**
- **Age-Friendly Checklist to initiate thought on how businesses can support these community members.**
- **Outreach/Marketing – press release about the program, online and print distribution**

Pacifica Age-Friendly Community Coalition

TIPS

FOR BUSINESSES AND ORGANIZATIONS TO POSITIVELY ENGAGE WITH OLDER ADULTS

Start with Kindness

Welcome guests with a smile, make eye contact, and use personalized greetings to show your warmth and enthusiasm.



Recognize We Share Commonalities while Being Different

Avoid making age-related or other stereotypes by getting to know your customer and learning their preferences.



Step into their Shoes

Be aware of the unique needs of older adults and support them with patience, empathy, and respect.



Communicate Clearly

Speak at an appropriate volume level, lower background music or noise.



Promote Safety & Accessibility

Position products within arm's reach, use proper lighting, and keep entrances and pathways clear of trip and fall hazards.



Be Mindful of Memory Loss

If you recognize signs of dementia, such as short-term memory loss, confusion, wandering, and frustration, give simple instructions in a dignified way.



Go the Extra Mile

To support the challenges that may come with age, offer a helping hand and provide good customer service in a courteous manner.

Make it Readable

Use large, easy-to-read text, position signage in reasonable locations and find alternate solutions for easier reading.



Keep a Watchful Eye

Stay alert and lookout for suspicious activity, and be an advocate for older adults who may be more vulnerable to fraud and abuse.



Celebrate our Elders

Show your appreciation and build customer loyalty by offering special discounts, memberships, and free or affordable services for older adults.




Interested in learning more and having your business or organization certified as a Pacifica Age-Friendly Business? Contact: PacificaAgeFriendly@gmail.com

Create Age-Friendly Business Resources

- Benefits of an Age-Friendly business, with demographics for Pacifica/ San Mateo County/overall.
- Information Gathering -- what are wants and needs – to benefit both community members and business by providing thoughtful service and incentives.
- Age-Friendly Checklist to initiate thought on how businesses can support these community members.
- Outreach/Marketing – press release about the program, online and print distribution
- Develop Business Recognition Program and Awards

Age-Friendly Business Recognition and Awards

- *What a program could entail:*
 - *Window Cling*
 - *Inclusion in listing on City of Pacifica Senior Services website of age-friendly businesses (EDC page? Chamber of Commerce? Social media?)*
 - *Customer Recognition Program (what they appreciate about the business)*
 - *City-wide awards*



Will You Be Part of Creating an Age- Friendly Pacifica?

Questions and
Feedback

Thank you.



First Impressions of “Pacifica Local” Signs



Background

- “Pacifica Local” signs provided to Pacifica businesses at 2023 Fog Fest to differentiate them from other vendors at the Fest
- Survey posted approximately 2 days after the end of the Fest to gather reactions
- Survey link posted to Nextdoor set to “Anyone” distribution, and four Facebook groups
 - Being Neighborly Pacifica (1.7K members)
 - Pacifica CA, Anything & Everything (3.1K members)
 - Pacifica - Coastside Alternative to Nextdoor (1.1K members)
 - Pacifica Locals (7.5K members)

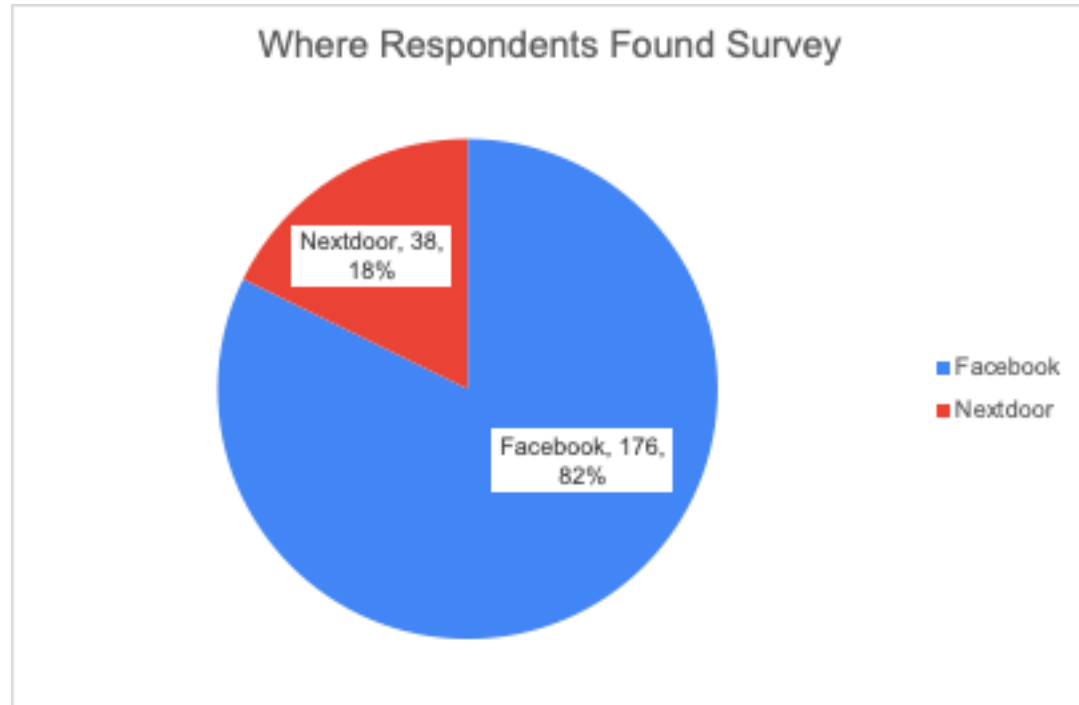
Limitations & Potential Biases

- Survey distribution largely limited to Pacifica residents (*need other method to survey non-residents*)
- Posted from account used for multiple other positive messages about the Fog Fest. May have disproportionately attracted sympathetic participants.
- Language used to invite people to participate in the survey may have attracted sympathetic participants.
- Survey announcements may have been buried by other postings to groups limiting participation. (*Responses died off after 24 hours*)

Survey Questions

- *(Nextdoor only)* Have you already completed this survey because of a request on Facebook? (no/yes)
- Did you attend the **2023** Fog Fest? (no/yes)
- While at the 2023 Fog Fest did you visit the vendors area?
 - No
 - Yes but **ONLY** to buy food to eat, beverages to drink, and/or visit music stages, community booths, and friends
 - Yes, including to look at items that were for sale
- Did you see a "**Pacifica Local**" sign?
 - No
 - Yes, 1-3
 - Yes, a lot of them (>3)
- Did a **Pacifica Local** sign cause you to stop and visit the booth? (no/yes)
- Did you buy anything from a booth with a **Pacifica Local** sign?
 - No
 - Yes, but I already knew the vendor and/or have bought from them in the past
 - Yes, and this was a new vendor to me
- Did the vendor being a "Pacifica Local" have any influence your decision to buy? (no/yes)
- Do you think vendors should continue to display **Pacifica Local** signs next year? (no/yes)
- What are your thoughts on the **Pacifica Local** signs? *(free text re[;oes)*
- *(Nextdoor only)* Are you a resident of Pacifica? (no/yes)

Where Respondents Found Survey



Survey Source	Number of Responses
Facebook	176
Nextdoor	38
Grand Total	214

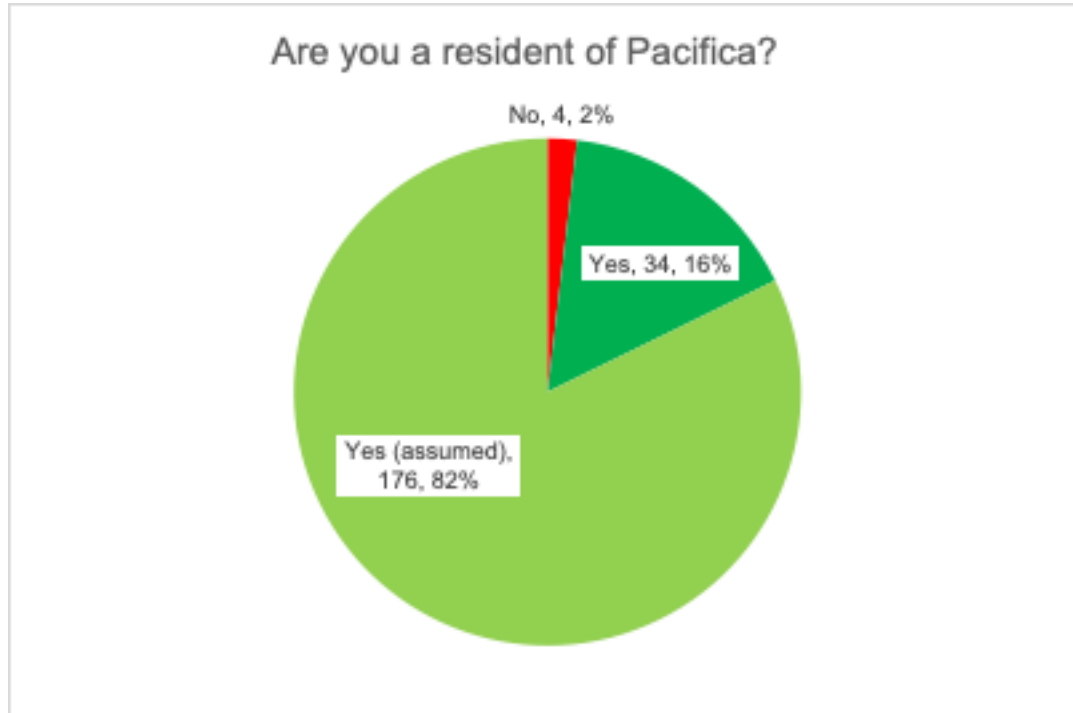
Possible Biases:

1. Survey posted to 4 Pacifica Facebook Groups approximately 3 hours before posting on Nextdoor. Users of both platforms may have seen Facebook posting/link first.
2. Nextdoor “post insights” indicate 3,100 survey posting had views in first 48 hours. 38 responses out of 3100 views suggests very poor level of response.

Actions:

1. Facebook and Nextdoor responses appeared similar. Responses combined for rest of evaluation.

Are you a resident of Pacifica?



Pacifica resident?	Number of Responses
No	4
Yes	34
Yes (assumed)	176
Grand Total	214

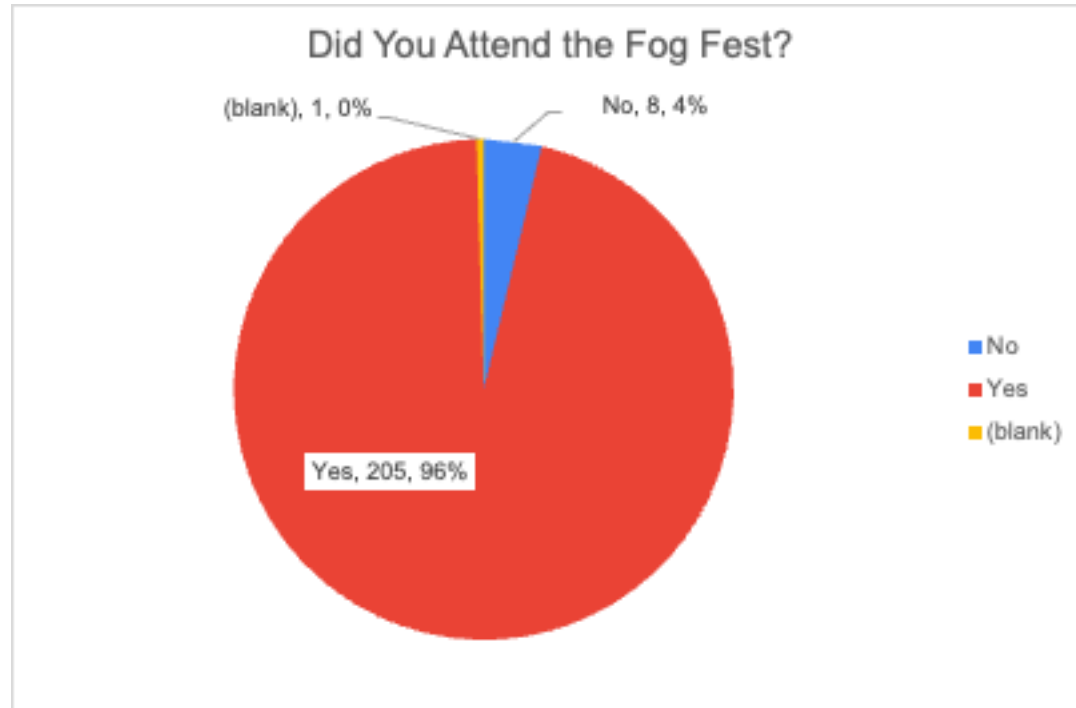
Possible Biases:

1. All responses selected regardless as to whether respondent said they attended the 2023 Fog Fest.
2. Question only asked on Nextdoor where "global" sharing was selected.
3. Pacifica-specific groups used for survey distribution on Facebook. Assumed that all members of groups are Pacifica residents, this is not actually the case.

Actions:

1. Ignore residence of respondents.

Did you attend the 2023 Fog Fest?



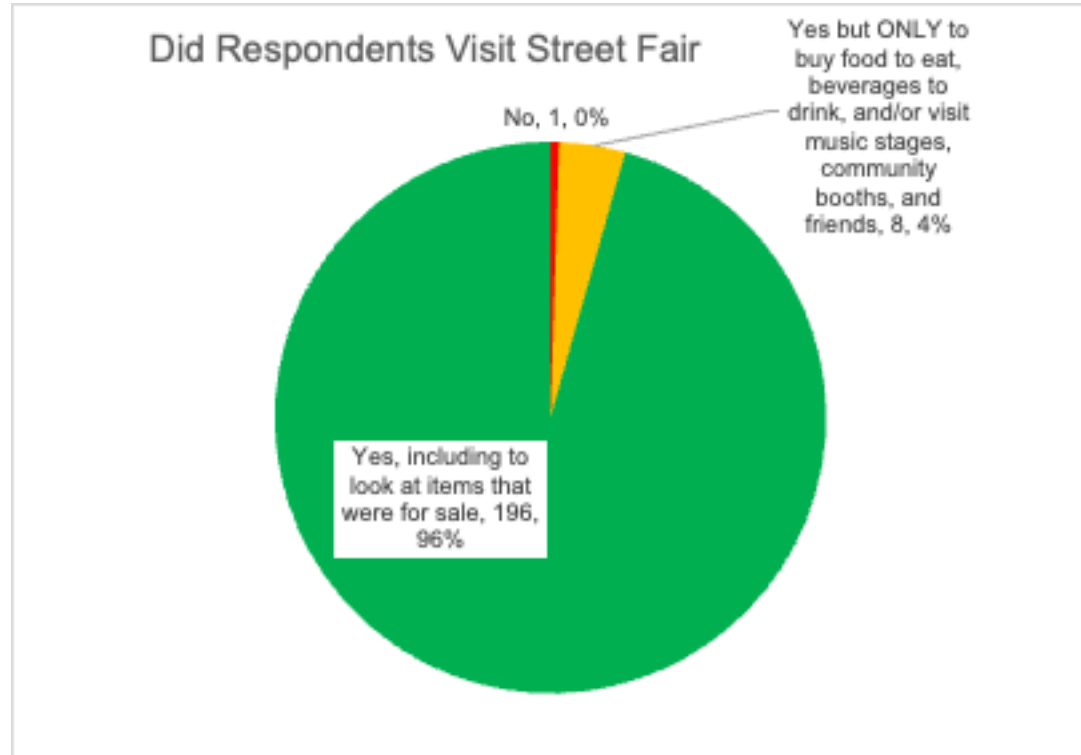
Attended Fog Fest?	Number of Responses
No	8
Yes	205
(blank)	1
Grand Total	214

Possible Biases:

Actions:

1. "No" responses considered to be aspirational rather than observational; removed from rest of evaluation.
2. Unknown whether "(blank)" respondent actually attended Fog Fest; removed from rest of evaluation.

While at the 2023 Fog Fest did you visit the vendors area?



Visited Street Fair?	Number of Responses
No	1
Yes but ONLY to buy food to eat, beverages to drink, and/or visit music stages, community booths, and friends	8
Yes, including to look at items that were for sale	196
Grand Total	205

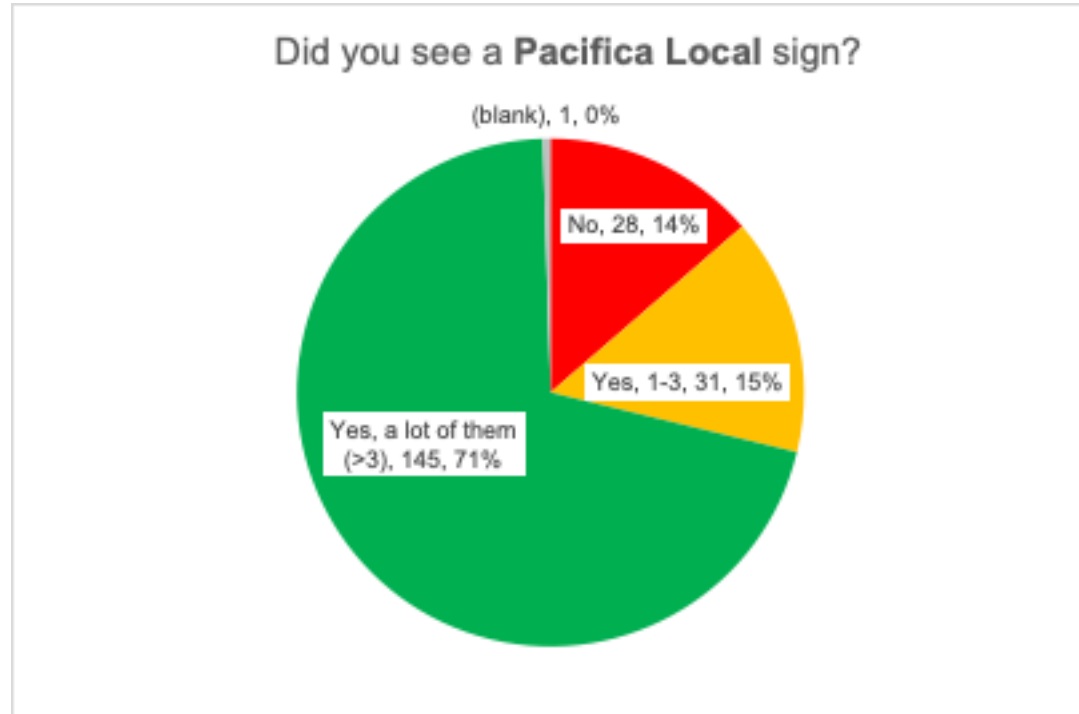
Possible Biases:

1. Very high “yes including vendors” response suggests that participation in survey may have been biased, possibly by my other postings on “locals at the Fog Fest”.

Actions:

1. Either Pre-Fog Fest publicity or future surveys should come from a neutral party.

Did you see a Pacifica Local sign?



Saw Pacifica Local sign?	Number of Responses
No	28
Yes, 1-3	31
Yes, a lot of them (>3)	145
(blank)	1
Grand Total	205

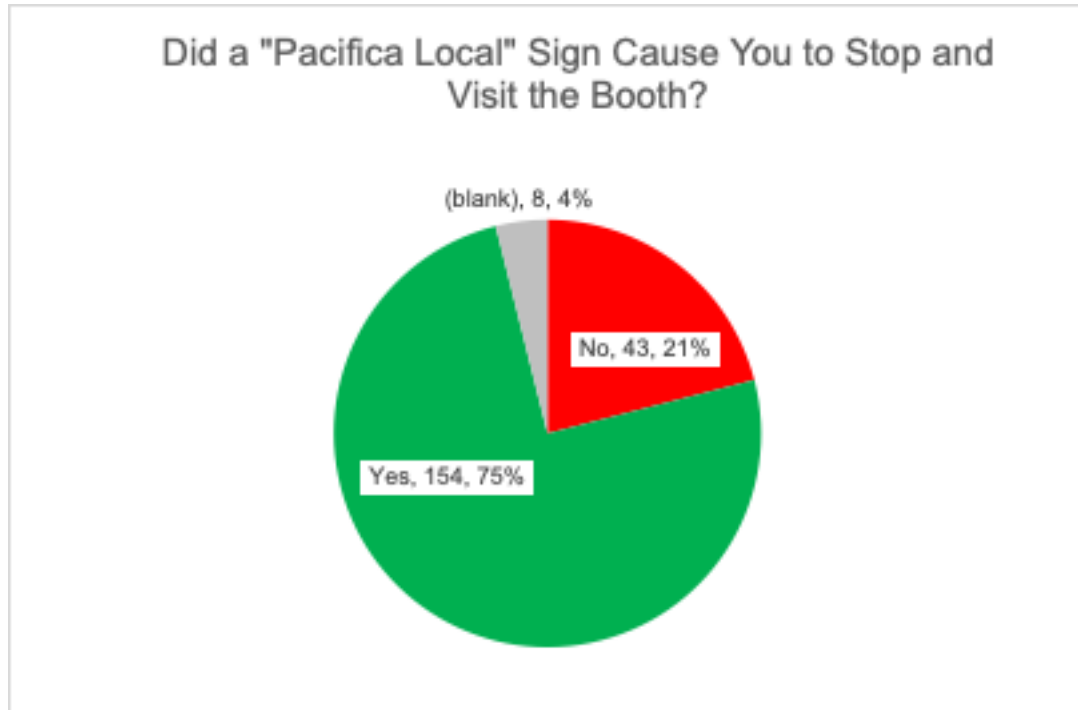
Possible Biases:

1. High “yes...” percentages may stem in part from pictures posted showing vendors with Pacifica Local signs.

Actions:

1. Unavoidable unless pre/during Fog Fest is abandoned or photos with Pacifica Locals signs not used.

Did a Pacifica Local sign cause you to stop and visit the booth?



Stopped Because of Sign	Number of Responses
No	43
Yes	154
(blank)	8
Grand Total	205

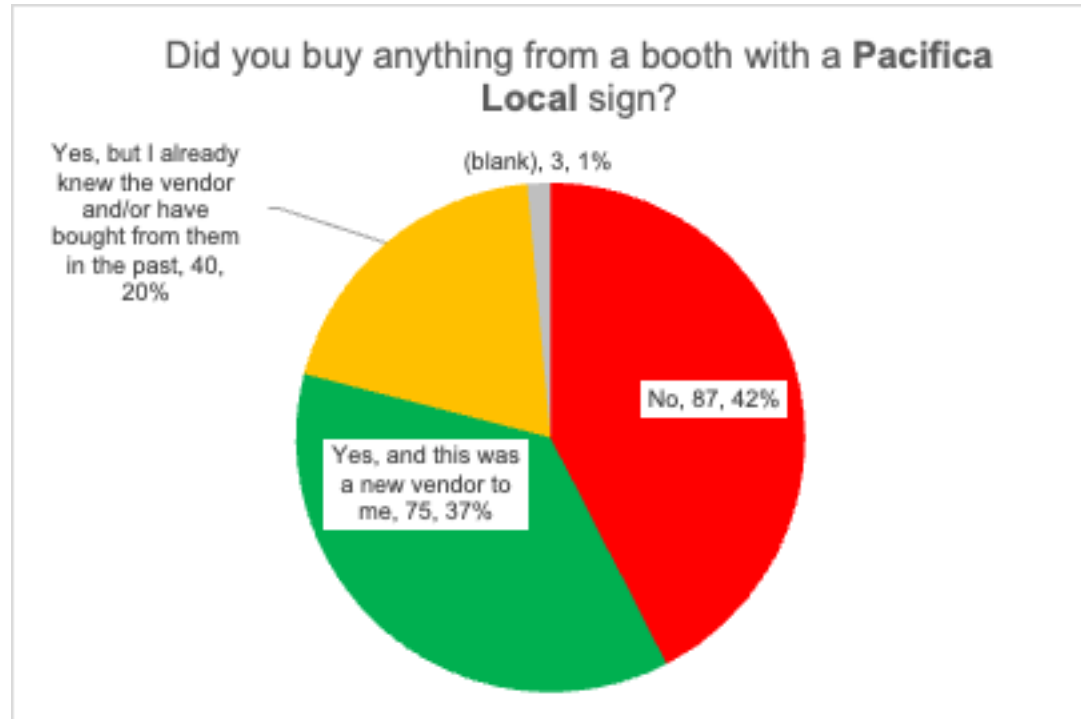
Possible Biases:

1. High "yes..." percentage may stem in part from pictures posted showing vendors with Pacifica Local signs.

Actions:

1. Unavoidable unless pre/during Fog Fest is abandoned or photos with Pacifica Locals signs not used.
2. Rephrase question if survey used again?

Did you buy anything from a booth with a Pacifica Local sign?



Bought from booth with Pacifica Local Sign	Number of Responses
No	87
Yes, and this was a new vendor to me	75
Yes, but I already knew the vendor and/or have bought from them in the past	40
(blank)	3
Grand Total	205

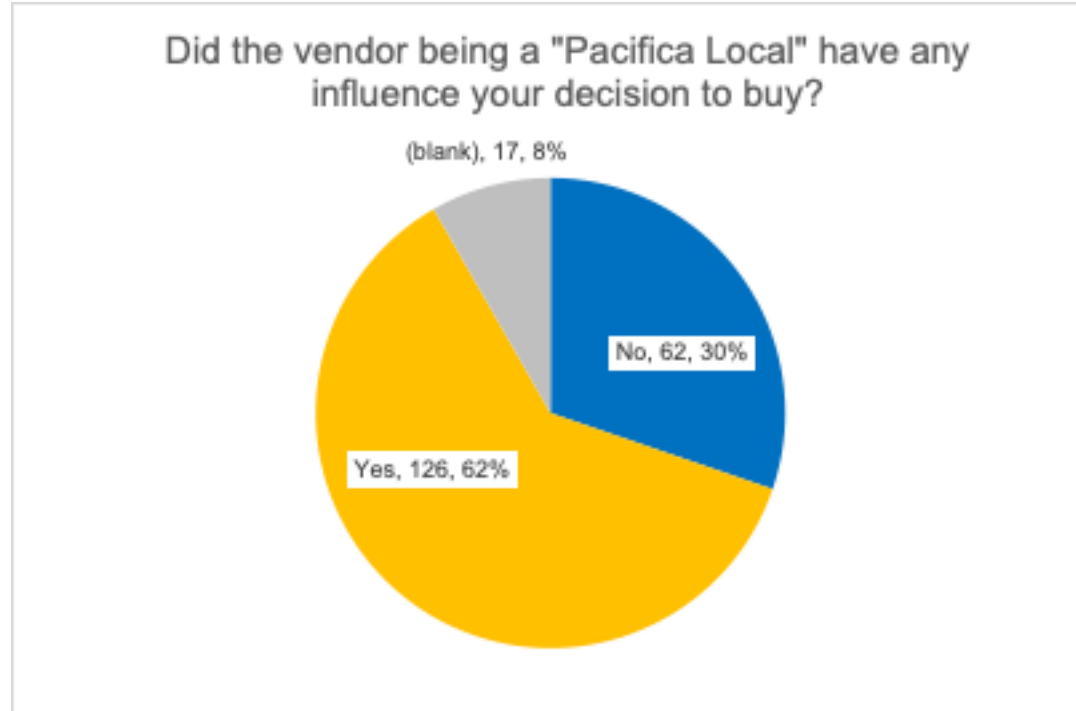
Possible Biases:

- Several free-text comments mentioned respondents didn't have available money to purchase anything or didn't need to add anything to their households/lifestyles (*latter group includes me – I appreciate the thought and artistry in everyone's offerings but badly need control down my acquire & hoard tendencies. I bought a bunch of signs, instead.*)

Actions:

- Rephrase question if survey used again?

Did the vendor being a "Pacifica Local" have any influence your decision to buy?



"Pacifica Local" influence buying?	Number of Responses
No	62
Yes	126
(blank)	17
Grand Total	205

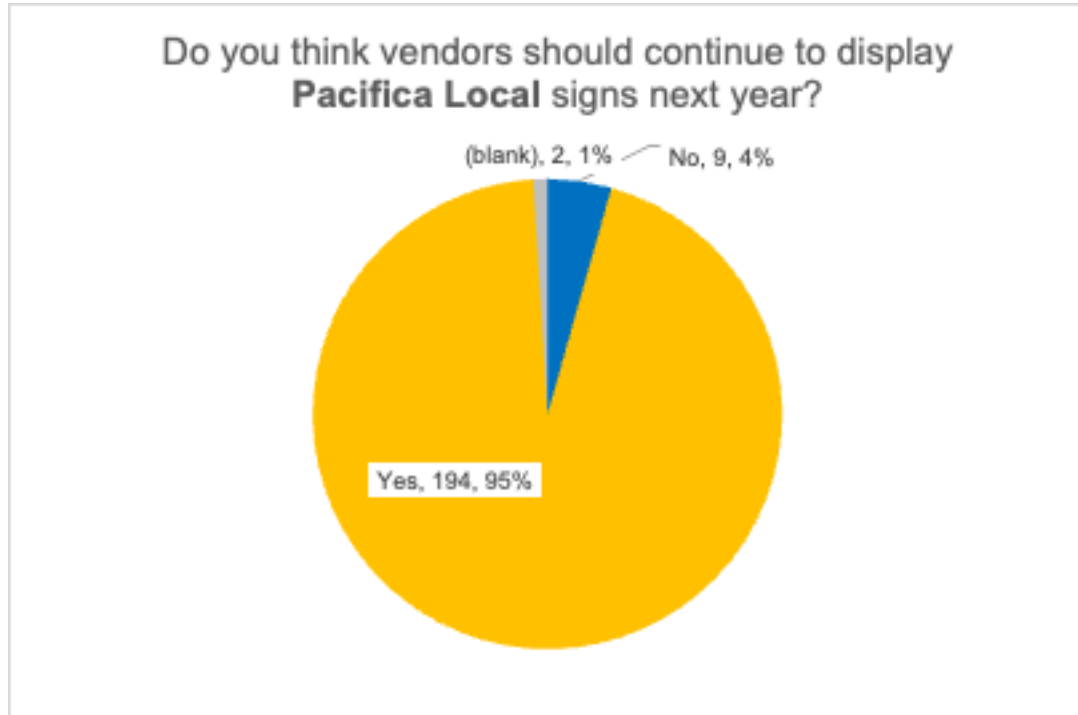
Possible Biases:

1. 41/62 "No" answers indicated they did not see any Pacifica Local signs (22) or "1-3" (19).
2. Free-text comments generally suggest "No's" were none-shoppers from Fair as a whole.
3. Free-text comments included one identifying sign with Facebook "Pacifica Locals" group, which may have negative connotations.

Actions:

1. If signs continue to be used consider pre-Fest publicity ("Look for") which was avoided this year.
2. Consider different language for signs.

Do you think vendors should continue to display Pacifica Local signs next year?



Continue Signs Next Year	Number of Responses
No	9
Yes	194
(blank)	2
Grand Total	205

Possible Biases:

1. Strong “Yes” count may be a result of methods used to publicize survey (who posted survey and language used in “please participate” messages), selecting respondents who were favorably inclined.

Actions:

1. Consider using some kind of “Pacifica Local” signage for future Fog Fests with some form of evaluating impact on non-Pacifica residents.

Conceptual Timeline for 2024 Pacifica Blues & Brews Event

Time Prior to Event	Conceptual Date	Milestone / Task
9 months	Aug 31	Finalize: <ul style="list-style-type: none"> • Event concept & scope • Specific location • Organizations that will lead event planning • Budget commitment from city
8 months	Sept 29	Draft event plan & timeline with proposed event budget including: <ul style="list-style-type: none"> • Planning & Production • Operations & Logistics • Marketing & Publicity • Sponsorship Support
8 months	Oct. 27	Draft sponsorship one-sheet summary
6-8 months	Oct 27	Initial marketing to event sponsors
6-7 months	Nov 27	Outreach to local businesses
6-7 months	Nov 27	Finalize operations/logistics plan & city permit application with both documents addressing: <ul style="list-style-type: none"> • Event map showing event components, traffic flow, staging/sound, ticketing/welcome area, food vendors, retail booths, sponsor/community tables, etc. • Ticketing operations, including set up and management of online ticketing platform • Beverage operations • Event staff (private security, first aid, beverage booth, etc.) • Parking, including any special access for sponsors, officials, persons with special needs, etc. • Equipment rentals, supplies, etc. • Food vendors/trucks • Performers, including: performance contract, time/location, load-in/out, etc. • Logistics for any on-site participation of sponsors, community groups, etc. • Insurance • Risk management plan: crowd control, lighting, safety, signage, first aid, fire extinguisher, parking, etc. • Access badges, wrist bands, etc.
5 months	Dec 30	Apply for permits & hold kickoff meeting w/ city departments (Police, Fire, Parks & Rec, ABC, County Envir. Health, etc.)
4 months	Jan 27	Reserve (w/ deposit) sound stages, AV equipment, speakers, barricades, seating, generators, lighting, etc.
4 months	Jan 27	Sign up vendors for specific booths
4 months	Jan 27	Finalize agreements with music acts
4 months	Jan 27	Complete preparations for marketing (online, printed, radio, etc.)
3 months	Feb 24	Begin initial marketing efforts

6 weeks	March 16	Begin intensive marketing
1 month	March 26	Final coordination with Police & other city departments
1 day	April 26	Street closure & event installation
Day of	April 27	Pacifica Blues & Brews Event
Day after	April 28	Event take down & clean up