



# CITY COUNCIL STAFF REPORT



September 27, 2022

## ITEM TITLE

Grant Acceptance and Appropriation: Accept Funds from The San Diego Foundation to Create and Implement an Age-Friendly Business and Business District Toolkit and Designation Program

**Report Number:** 22-0258

**Location:** No specific geographic location

**Department:** Development Services

**Environmental Notice:** The activity is not a “Project” as defined under Section 15378 of the California Environmental Quality Act (CEQA) State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

## Recommended Action

Adopt a resolution accepting grant funds in the amount of \$40,000 from The San Diego Foundation Age-Friendly Communities grant to implement goals in the Age-Friendly Action Plan, authorizing the City Manager or designee to enter into necessary agreements to implement the grant, and appropriating funds for that purpose. **(4/5 Vote Required)**

## SUMMARY

On July 10, 2018, the City Council adopted the City’s first Age-Friendly Action Plan (the “Plan”) and set a variety of goals related to increasing the livability of the city. This action will accept and appropriate funds from The San Diego Foundation Age-Friendly Communities (AFC) Grant (the “Grant”) program in the amount of \$40,000 to carry out goals contained within the Plan by creating a toolkit for businesses to designate as an “Age-Friendly Business” and implement an “Age-Friendly Business District” within Downtown Chula Vista, previously known as the Third Avenue Village area.

## ENVIRONMENTAL REVIEW

The Director of Development Services reviewed the proposed action for compliance with CEQA and determined that the action is not a “Project” as defined under Section 15378 of the State CEQA Guidelines;

therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the action is not subject to CEQA. Therefore, no further environmental review is required.

## **BOARD/COMMISSION/COMMITTEE RECOMMENDATION**

Not applicable.

## **DISCUSSION**

The San Diego Foundation established an AFC Grant for San Diego jurisdictions that joined the AFC AARP Network in November 2020 to “support services and initiatives to increase the quality of life of older adults in the community and ultimately all San Diegans.” In 2021 the City implemented the CV Senior Connect phone line through the Grant and in July 2022 the Foundation announced the City of Chula Vista was successful in this year’s grant application process.

The Plan identified several goals to address better communication, sensitivity in public places, and respect for older adults and recognized the need for all sectors of the community to be involved. Funds from the Grant will help implement goals in the Outdoor Spaces & Buildings, Social Participation, Respect & Social Inclusion, Community & Health Services, and Communication & Information Respect sections of the Chula Vista Age-Friendly Action Plan adopted on July 10, 2018. Specifically, the following goals will be advanced by Grant funds of \$40,000:

### **Goal 1.1 Increase park usage and community ownership.**

A. Create at least two (2) Park Action Groups (PAGs) to address community ownership of the park and organize programs that increase the community’s presence (e.g., Adopt-A-Park, clean-ups, etc.).

### **Goal 4.1 Develop culturally- and age-appropriate programming throughout the city.**

D. Create an older adult-related theme for the “THIS is Chula” campaign and other identified communication efforts surrounding respect, economic power, adventure and vibrancy in aging.

### **Goal 8.2 Develop behavioral health and dementia-friendly practices and awareness.**

B. Host at least four (4) dementia-friendly trainings and workshops for businesses, families, Community Based Organizations (CBOs) and/or health care in the south bay.

The City’s application identified the creation of a Business Designation Toolkit (the “Toolkit”) to provide a pathway for businesses (e.g. incorporating priority reservation, ADA features, senior employment options) and business “districts” (e.g. sensitive streetscape, % of designated businesses) to become more accessible and pleasing for residents of all ages by using a “lens of age,” and implement such in partnership with the Third Avenue Village Association (TAVA) in the historic main street of Chula Vista.

The effort will engage the community and businesses along Third Avenue with surveys and a series of focus groups in order to inform and develop the Toolkit which will help businesses start asking the right questions about how they can improve interactions with persons of all ages and abilities and provide inspiration to others that are also on the path to becoming more Age-Friendly. Some of the topic areas that will be covered in the toolkit include accessibility, appeal, welcoming, communication, relevance, connectivity and will be assessed in the areas of environment, communication, added value, and feedback, to name a few.

Overall, the toolkit will provide a process and assessment tools to create a business designation and district that is Age-Friendly with case studies from the implementation along Third Avenue that can be replicated in other areas of Chula Vista, the region and nationally.

The process will also provide valuable feedback for the City and TAVA related to future Age-Friendly events and infrastructure improvements that are desired by the community and will enhance the revitalization of the area. Additionally, a marketing package will be developed for participating Age-Friendly designated businesses and a campaign will be developed to promote the new Age-Friendly business district through the existing #THISischula campaign.

### **DECISION-MAKER CONFLICT**

Staff has reviewed the property holdings of the City Council and has found that Mayor Salas has real property holdings within the boundaries of the project which is the subject of this action. However, to the extent that any decision would have a reasonably foreseeable financial effect on the member's real property, the effect would be nominal, inconsequential, or insignificant. Consequently, pursuant to California Code of Regulations Title 2, sections 18700 and 18702(b), this item does not present a real property-related conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, *et seq.*).

Staff is not independently aware and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

### **CURRENT-YEAR FISCAL IMPACT**

There is no current year fiscal impact to the General Fund or the Development Services Fund as a result of this action.

### **ONGOING FISCAL IMPACT**

There is no ongoing fiscal impact to the General Fund or the Development Services Fund as a result of this action. This is a one-time project with costs covered by the grant.

### **ATTACHMENTS**

1. The San Diego Foundation AFC Grant Agreement

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