

santa monica
active aging
california



Santa Monica Active Aging

PROGRAM GUIDE | NOVEMBER 2023



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Overview

The City of Santa Monica delivered the Active Aging Pilot Program, which ran from January 2023 through July 2023, to support older adults in using transportation options to get around their community. The goal of the Pilot Program was to improve older adults' mobility, safety, and health by helping them walk, bicycle, and take transit more often. Through this pilot approach, older adults were able to test out a range of education, supportive services, and opportunities for social/experiential learning. For detailed information about the Pilot Program activities and results, please see the Evaluation Report.

This program guide is intended to help the City and its partners build on the successes of the Pilot Program to plan, implement, and evaluate a similar, long-term program; and guide other jurisdictions who want to implement similar programs. This guide includes recommended steps to develop an ongoing Active Aging Program, as well as recommended strategies and tactics, including communications and events, an evaluation framework, and appendices containing packaged graphics, program materials, and other related sample materials.





Program Development

The development of an ongoing Active Aging Program can be broken down into three key steps:

1. **Planning**
2. **Implementation**
3. **Evaluation and Adjustments**

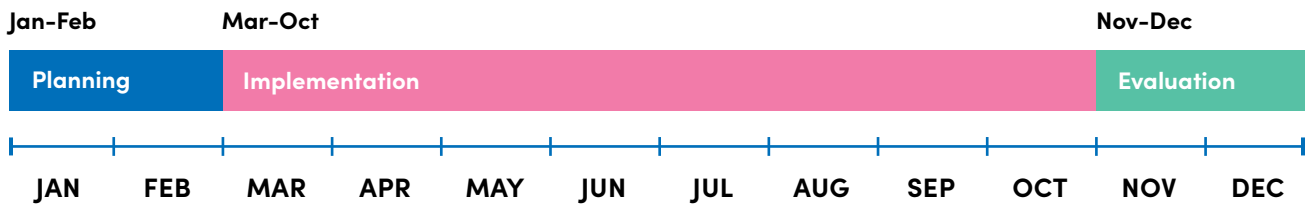
When establishing and maintaining an ongoing program, it will be strategic to repeat these steps at regular intervals to adjust program efforts based on what is and is not working well. For the purposes of this program guide, it is assumed that the City of Santa Monica is overseeing an ongoing Active Aging Program under the brand established during the Pilot Program, with activities and evaluation occurring annually. It is also assumed that the ongoing program will have the same audience and goal as the Pilot Program:

- ▶ The intended audience of the program is older adults over the age of 65.
- ▶ The overarching goal of the program is improving older adults' mobility, safety, and health by helping them walk, bicycle, and take transit more often.



SAMPLE TIMELINE

The timeline below illustrates a potential cadence for annual program development activities, based on lessons learned from the Pilot Program. Mid-spring to mid-fall is a strategic time to engage older adults in Santa Monica, because it avoids the often busy holiday period at the end of the year and focuses on a time period with more daylight and nice weather. For this reason, it's suggested that planning activities take place in January and February and evaluation efforts occur in November and December, leaving the period between March and October for implementation.*



*This suggested timeline is for ongoing, annual implementation. For a pilot program, at least an 18-month schedule is suggested to avoid planning and implementing simultaneously.

ESTIMATED COST

The total cost of consultant services and program expenses for the Pilot Program was \$475,000. This included one-time expenses associated with an initiation period, such as stakeholder research, partnership development, and program brand development, as well as program refinement and recommendations for next steps. These expenses would not necessarily need to be repeated during a long-term Active Aging Program.

The costs associated with the implementation and evaluation of the Pilot Program alone were approximately \$185,000. Should the City desire to seek consultant implementation support for a continuation of the Active Aging Program at a similar level of effort in the coming year, a budget of approximately \$200,000* should be sufficient for implementation and evaluation tasks. This assumes that the City provides a Program Plan, or scope of work, that enables the consultant to move directly into coordination and implementation.

* Budget may need to increase over time to account for inflation



Table 1. Approximate Program Costs

	Labor Budget	Labor Assumptions	Expense Budget	Expense Assumptions
Planning (Annual)	\$25,000	<ul style="list-style-type: none"> • Updates to Program Plan, program goals, website, and other ongoing adjustments • Ongoing Advisory Committee meetings 	\$2,500	<ul style="list-style-type: none"> • Media ad buys, printing of program materials such as brochures, and purchasing of incentives and other supplies
Implementation (per event)*				
Outings	\$2,500	<ul style="list-style-type: none"> • 6 hours day-of with two staff in attendance • 4-6 hours event planning 	\$150	<ul style="list-style-type: none"> • Printing of itineraries, transit fare, bike share fare, as appropriate
Workshops	\$1,500	<ul style="list-style-type: none"> • 3 hours day-of with two staff in attendance • 1-2 hours event planning; use of existing curriculum 	\$50	<ul style="list-style-type: none"> • Printing of curriculum handouts
Direct Support	\$1,200	<ul style="list-style-type: none"> • 2 hours day-of with two staff in attendance • 1-2 hours event planning; use of existing curriculum 	\$100	<ul style="list-style-type: none"> • Printing of handouts, purchase of refreshments and incentives as appropriate (e.g., providing coffee for Coffee Chats)
Older Adult Mobility Expo	\$25,000	<ul style="list-style-type: none"> • 8 hours day-of with five staff in attendance • 40-60 hours event planning 	\$5,000	<ul style="list-style-type: none"> • Media ad buys, rentals (e.g., canopies and tables), printing of handouts and signage, purchasing of refreshments and other incentives as appropriate
Evaluation (Annual)	\$20,000	Use of existing methodology and tools (e.g., surveys)	–	–

*It is assumed that these events are planned as part of a series of annual events.

1. Program Planning

The first step in establishing an ongoing Active Aging Program in Santa Monica is to set up an Advisory Committee to inform the development of a Program Plan to outline strategies, tactics, and partner roles in implementation. The City should also do additional background research of what has been successful in other communities doing similar programs prior to developing the Program Plan. The Program Plan should include the timeline and budget for implementation, and an evaluation framework with performance measures and data sources to assess program activities. While this guide includes several recommended strategies and potential partnerships that would be strategic to include in an ongoing Active Aging Program, the City will need to right-size the effort based on staff capacity, budget, and negotiations with potential program partners. The goals and objectives of the ongoing program may also need to be adjusted to reflect realistic outcomes associated with the effort.

The evaluation of the Pilot Program indicated community interest and value in continuing program efforts in three areas:



Communications & Materials:

Physical and digital materials that provide older adults with information about their transportation options, and promote upcoming educational opportunities and events.



Events & Outreach: In-person opportunities for older adults to learn about their transportation options, connect with each other for peer-to-peer support, and get hands-on experience.



Direct Support: Individualized transportation and program-related assistance, such as phone calls to assist individuals with trip planning.

The Program Implementation section that follows includes details and recommendations based on lessons learned for each of the program efforts. The City can use this section as a framework for the Program Plan, making adjustments based on what is and is not possible to include based on current resources and relationships.

2. Program Implementation

Program implementation includes coordinating with partners, developing and updating materials to support program strategies and tactics called for in the Plan, and using and adapting materials from the Pilot Program (see guidance in this section and samples in the **Appendix**). It also involves distributing materials, facilitating events and activities, providing support outlined in the Program Plan, and tracking metrics called for in the evaluation framework.



PARTNERS

The Pilot Program team engaged a group of partners who supported the implementation of the Pilot Program. It is recommended that the ongoing Active Aging Program continue to collaborate with the following partners on similar activities outlined in the table below:

Partner	Activities
WISE and Healthy Aging	<ul style="list-style-type: none"> • Shared brochures and event flyers with their older adult members. • Offered space and classrooms for various events, including tabling, technology workshop, bicycle safety class, walking/transit safety class, and wrap-up discussion. • Participated in the Active Aging Older Adult Mobility Expo as a vendor.
Santa Monica Spoke	<ul style="list-style-type: none"> • Led all bike-related classes and activities, including bicycle safety class, bicycle outing, Kidical Mass, and multimodal outing. • Participated in the Active Aging Older Adult Mobility Expo as a vendor.
Library	<ul style="list-style-type: none"> • Offered space and classrooms for various events, including tabling, bicycle safety class, and walking/transit safety class. • Shared brochures and event flyers at their branches. • Invited the Active Aging Pilot Program and Big Blue Bus to join their Tech and Tasks sessions.
Big Blue Bus	<ul style="list-style-type: none"> • Participated in the Active Aging Older Adult Mobility Expo as a vendor. • Joined the Library and the Active Aging Pilot Program at the Tech and Tasks session and answered questions about taking transit and MODE. • Shared brochures and event flyers at Blue: The Transit Store.

Partner	Activities
<p>Metro</p>	<ul style="list-style-type: none"> • Offered Metro Bike Maps and incentives for the program team to give out as gifts. • Connected the program team with On the Move Riders Program travel buddies in Santa Monica.
<p>Adopt-a-Walk</p>	<ul style="list-style-type: none"> • Participated in the Active Aging Older Adult Mobility Expo as a vendor. • Led a Walking Clinic at the Mobility Expo. • Reviewed group walking routes.
<p>Veo</p>	<ul style="list-style-type: none"> • Offered free class II e-bicycles and helmets for use at all bicycle outing events.
<p>Active Aging Advisory Committee</p> <p><i>The following committee members participated during the Pilot Program:</i></p> <ul style="list-style-type: none"> • Alana Riemermann, City of Santa Monica (Human Services) • Alfredo Torales, City of Santa Monica (Big Blue Bus) • Cris Gutierrez, Santa Monica Safe Streets Alliance • Cynthia Rose, Santa Monica Spoke • Eaven Hardy, WISE & Health Aging • Elliot Goldberg, City of Santa Monica (Senior Commission) • Jason Kligier, City of Santa Monica (Mobility) • Karen Reitz, City of Santa Monica (Library) • Kent Strumple, Action Santa Monica and BikeLA • Kyle Kozar, City of Santa Monica (Mobility) • Malin Svensson, Adopt-A-Walk • Molly Davies, WISE & Health Aging • Nikki Davis, WISE & Health Aging • Peter Dzewaltowski, City of Santa Monica (Mobility) • Peter James, City of Santa Monica (Public Works) • Tim McCormick, City of Santa Monica (Big Blue Bus) 	<ul style="list-style-type: none"> • Provided input on the Pilot Program and relevant deliverables at key points throughout the project. • Promoted the Pilot Program through various channels.

In addition to engaging partners from the Pilot Program, it is recommended the City further engage the Disabilities Commission and Human Services Commission. These groups could help to spread the word among their constituents and provide input on program activities and deliverables.

COMMUNICATIONS AND MATERIALS

From the initial research phase to the final evaluation of the Pilot Program, there is an opportunity to raise awareness of transportation options and how to use them. The Pilot Program made strides toward developing and disseminating compelling informational materials to older adults in Santa Monica through a variety of digital and community-based communications channels. **The Pilot Program participants reported that the e-newsletter, Eventbrite, and emails/calls from older adult centers, such as WISE, were the most effective communication channels.**

While participants also reported that they did not actively search the Active Aging webpage for information (e.g., for upcoming events), the webpage did serve as a primary landing page for all digital and print communications of the Pilot Program.

It is recommended that the ongoing Active Aging Program continue communications efforts by maintaining select materials and developing a regular cadence for ongoing communications.

Branding and Communications Approach

It is recommended that the program-related communications continue to use the Active Aging Program brand established during the Pilot Program. The branding was built upon other Santa Monica Department of Transportation efforts, such as Take the Friendly Road, and adheres to accessibility best practices for older adults including appropriate font sizes, color choices, and language used. The City has access to branding guidelines that should be referenced for future materials. The branding can help older adults in Santa Monica understand – briefly – that the communications they see are for them. Also, a consistent, strong brand can help to increase brand recognition in the community, which in turn increases the effectiveness of marketing and communications efforts.

Implementation of an ongoing program should also include establishing and continuing to use Active Aging talking points developed during the Pilot Program to guide all communications. This can help to ensure that communications are clear and consistent, which makes communications efforts more effective. Talking points established for the Pilot Program are:

- ▶ Older adults in Santa Monica have busy lives and lots of places to go.

- ▶ Older adults in Santa Monica are fortunate to have lots of ways to get around, and the Active Aging Program can help you take advantage of them.
- ▶ Meet other active older adults, and explore the best of Santa Monica by foot, bus, train, and bicycle.
- ▶ We're here to help older adults be independent and save money, by helping you learn to use all of the transportation programs aimed at older adults.
- ▶ We're here to make it easy for older adults to get where they want to go in Santa Monica! Let us help you, with tools, events, information, and personal support about all the great ways to get around.
- ▶ If you've ever found it confusing to figure out how to get around Santa Monica, we're here to help! This program was designed for active older adults like you.
- ▶ The Active Aging Program is here to help older adults feel safe, confident, and empowered to get around the city by foot, bus, train, and bicycle.
- ▶ Come meet other active older adults while enjoying Santa Monica's great neighborhoods and destinations by walking, transit, and bicycle.

Recommended Communications Strategies and Materials

Informational Resources

Several materials developed for the Pilot Program have ongoing value to older adults in Santa Monica. It is recommended that the City leverage this prior investment by keeping the materials up to date and available to older adults in different languages. These materials include:

- ▶ **Active Aging Brochure:** An overview of the program, how to get involved, and transportation tips by mode.
- ▶ **Active Aging Map:** A custom fold-out map of Santa Monica with suggested walking, biking, and transit trips and tips for older adults.
- ▶ **Active Aging Webpage:** An information hub on the City's website that pulls together information about older adult mobility services, trip planning, and other resources (including events sponsored by community based organizations to the extent possible). The current challenges of using the City's website include no ability to embed an events calendar on the program webpage and the inability to post PDFs.

Public-Facing Communications

The Pilot Program used several public-facing communications channels to reach older adults with information, resources, and mobility tips. Print materials and communications, such as flyers and newspaper ads, were used to reach older adults with the help of established partner organizations. Additionally, digital channels were heavily used to expand reach at a low cost. For an ongoing Active Aging Program, it is recommended that the City maintain a regular cadence of public-facing communications including:

- ▶ **E-newsletters:** During the Pilot Program, a monthly e-newsletter was established, with 367 subscribers by the end of the pilot. The e-newsletter included information about mobility options and tips for how to use them; personal stories from people in the community to inspire their peers to walk, bike, and take transit more often; and information about upcoming events. **The continuation of a monthly e-newsletter would enable the City to continue to provide timely and pertinent transportation information to Santa Monica older adults and local older adult service providers.**
- ▶ **Print materials:** During the Pilot Program, research indicated that **print materials are an important way to reach older adults**, particularly those without regular access to technology. A Pilot Program brochure and fold-out map were distributed to several local organizations (see **Appendix A** for a complete list of locations). It is recommended for the City to replenish stocks of updated print materials at these locations on a bi-annual or annual basis.

Advertising and Promotion

- ▶ The Pilot Program included paid and earned media efforts focused on getting the word out about pilot milestones or events. Focusing advertising dollars in this way can help to expand the reach of the program by connecting people to new information or opportunities. It is recommended that the ongoing Active Aging Program **continue to include focused advertising** in a similar way. Page 15 includes recommended advertising channels based on lessons learned from the Pilot Program.



EXPERIENCES AND EDUCATION

- ▶ **Paid Media:** The Pilot Program included two rounds of paid media advertising with Santa Monica Mirror and the Daily Press. Paid advertising included print ads in local newspapers and digital ads in their associated digital publications, on the website, and in e-newsletters.
The City should consider advertising with these publications for an ongoing program.
- ▶ **Earned Media:** The Pilot Program was covered by Santa Monica Next, as was the Older Adult Mobility Expo that took place as part of the Pilot Program. As appropriate and as opportunities arrive, these earned media promotions can help to reach a wider audience.

Sample materials and communications from the Pilot Program can be found in **Appendix A.**

Through implementation and evaluation of the Pilot Program, the City gained insight into which types of experiences and educational opportunities are most effective and successful. It is recommended that an ongoing Active Aging Program continue to offer the following types of activities:

- ▶ **Group Outings:** Fun, social opportunities to engage older adults; provide education about walking, biking, and transit; and encourage use of active modes of transportation.
- ▶ **Education and Direct Support:** Opportunities to educate older adults on using different modes of transportation, including guidance on trip planning and safety tips and related technology support.
- ▶ **Outreach and Engagement:** Connect older adults to transportation options by meeting them where they are through tabling, and providing opportunities for input and group conversations.



General Tips for Experiential and Educational Activities

Based on the experiences during the Pilot Program, the City should consider the following tips and lessons learned when offering future activities. *Note: all estimated costs are subject to change and should be confirmed during Program Plan development and annual updates.*

- ▶ **Make sure the program and its activities are accessible to all participants**, including those with physical disabilities. Consider the location, transportation options, and venue accessibility. For example, some venues may be in challenging areas with hills or rugged terrain, making it hard for some older adults to reach from nearby public transit stations. In these cases, special measures, such as shuttle buses, are important to ensure everyone can access the destination and feel included. Further, some participants may require Americans with Disabilities Act (ADA) accommodations.
- ▶ **Prioritize safety by including guidelines for participants and instructors.** Consider medical clearance requirements for certain activities and establish protocols for emergency situations.



- ▶ Weather can be unpredictable at certain times of year, so it is always a good idea to **have a backup plan in case of unexpected rain**, and this plan should be communicated to participants along with the event details. Quick and efficient communication through multiple channels, such as phone and email, is essential to inform attendees of any short-notice changes, preparations, or cancellations due to weather.
- ▶ **Different travel modes can be paired with other modes**, such as pairing bicycle outings with transit, which can encourage a wider range of older adults to attend and educate participants about transitions between different modes. A multimodal outing often requires extra considerations. For example, when combining a bike ride with transit, facilitators and participants using their own bikes will need to secure them on the bike rack at the front of a bus or designated space on trains. Additionally, there may be limited space to store bikes on transit.

Walking and Transit Outings

The Pilot Program featured group walks and transit outings. Based on positive feedback received on the walking and transit outings during the Pilot Program, it is recommended that the ongoing Active Aging Program continue to offer these types of activities. Two volunteers from LA Metro's On the Move Riders Program (OTMRP) attended multiple transit outings during the Pilot Program and formed connections with other participants. As a result, several regular Active Aging event participants expressed desire to continue going on transit outings together after the Pilot Program ended. A couple of participants also trained to become OTMRP travel buddies themselves. The City can leverage this relationship with Metro and the Santa Monica OTMRP travel buddies to support their efforts to continue providing regular transit outings. Opportunities for the City to support OTMRP include promoting planned events through various communications channels, and coordinating with travel buddies to combine efforts with other City events (e.g., organizing an outing to a City festival or resource fair).

Sample materials for walking and transit outings, such as event plans and handouts, can be found in **Appendix B**.



Tips

- ▶ Maintain a ratio of one facilitator (e.g., staff or travel buddies) to every five attendees. Day-of responsibilities for facilitators include route and itinerary planning/tracking, providing education to participants, keeping track of participants' whereabouts and safety, and serving as a resource to participants throughout the outing.
- ▶ Include time at the beginning of the itinerary for educating participants on walking and transit tips related to safety, trip planning, TAP cards, and more. The itinerary can also include interactive educational activities, such as bingo or trivia games, particularly on long transit rides.



Destination Ideas

- ▶ Check local event calendars for seasonal activities to pair with outings, such as summer outdoor concerts.



Estimated Cost

- ▶ Walking outings should be free of charge to participants and cost around \$1,500* in staff time for implementation (assumes two staff per event).
- ▶ Depending on the length of the event, transit outings can cost anywhere between \$2,000 and \$4,000 in staff time for day-of facilitation (assuming two staff per event). Additional costs per transit outing are outlined here:
 - During the Pilot Program, the City of Santa Monica Department of Transportation provided TAP cards preloaded with \$5 to cover the roundtrip fare for all transit outings. Big Blue Bus has a daily maximum fare of \$4 per person, and Metro has a daily maximum fare of \$5 per person.
 - During the Pilot Program, outing destinations were free of charge, such as parks or museums with free admission. It is recommended to **keep admission costs to around \$10 or less to keep outings affordable.**

Most museums in Los Angeles County have free days or time slots each week or month.

- If the outing timeframe overlaps with a typical meal time, attendees can be offered the option to bring their own lunch or purchase refreshments near the venue at their own expense.

Bicycle Outings

The Pilot Program offered group bicycle rides for older adults, and it is recommended that the ongoing Active Aging Program include this type of activity. During the Pilot Program, bicycle-related events and education were led by Santa Monica Spoke, a local biking nonprofit organization. The team also partnered with Veo through the Pilot Program, who provided free class II e-bike experiences for participants who did not own a bike. The City can leverage these relationships and continue working with Santa Monica Spoke and local shared mobility companies or bike shops to offer regular bicycle outings.

A sample event plan for bicycle outings can be found in **Appendix B.**

* Based on Pilot Program consultant hours and rates



Tips

- ▶ Maintain a ratio of one facilitator to every five attendees to ensure safety, with one ride leader at the front and another at the back of the group. Day-of, ride facilitators are also responsible for providing bicycle safety education, fitting helmets and bike seats, supervising the group during the ride, looking out for vehicles when riding on the street, and if necessary, assisting with minor bicycle repairs such as flat tires.
- ▶ Provide education before the ride starts so that every participant has basic knowledge about the rules of the road, bicyclist laws and rights, and bike safety.
- ▶ When possible, provide rental bikes from local shops or partner with shared mobility companies to encourage older adults who do not own a bike to attend.
- ▶ When possible, choose routes that have few difficult maneuvers, low traffic volumes and speeds, and are preferably separated from motor vehicles for at least part of the route (e.g., Metro bike path, beach path). It is also recommended to start the ride near an empty parking lot or other safe, open space so participants can practice their biking skills and become more comfortable before the ride begins.



Destination Ideas

- ▶ Check local event calendars for seasonal activities to pair with outings, such as existing group rides like Kidical Mass, Earth Day, or holidays like Halloween that allow for costumes.
- ▶ Consider planning rides around unique and/or new bicycling infrastructure, such as the off-street Expo Bike Path or Santa Monica's new protected bikeway on 17th Street. This is a great opportunity for facilitators to teach participants how to navigate new and different types of infrastructure.



Estimated Cost

- ▶ During the Pilot Program, events led by Santa Monica Spoke were budgeted with a per-event cost of \$2,400 for planning and day-of facilitation. This would need to be renegotiated for future events, but could provide a starting point for budgeting for ongoing bike rides led by Santa Monica Spoke or a similar organization.

Education and Direct Support

The Pilot Program provided educational workshops and direct support regarding transportation technology and biking, walking, and transit safety. The classroom-style educational workshops offered consistently saw low numbers of RSVPs and participants. For the biking and walking/transit safety workshops, it was found more effective to provide briefer education at the start of outings (see previous section).

Similarly, given the initial low participation, transportation technology workshops were converted into other hands-on opportunities for direct support. The team partnered with the Santa Monica Public Library to set up a table at their monthly Tech and Tasks program, where participants could drop in at their convenience to receive technology support. Big Blue Bus also set up a table and had Customer Service staff available to help older adults with older adult TAP cards, trip planning, and other transit topics. These hands-on and flexible sessions were better-attended, and attendees reported that they were useful.

Despite low attendance in the workshops, participant feedback on the Pilot Program emphasized the importance of and need for education related to walking, transit, biking, and related technology. In partner interviews held during Pilot Program evaluation, Big Blue Bus and the Library expressed mutual interest in continuing to partner to provide regular,

ongoing transit support at Santa Monica libraries. The Library also noted that the Department of Transportation, including Big Blue Bus and other City departments, are welcome to table at Santa Monica libraries to share information about upcoming projects, events, and more on an ongoing basis.

Sample materials such as curriculum and talking points can be found in **Appendix B**.



Tips



- ▶ If offering classroom-style workshops, inform the attendees of the structure and schedule (e.g., when questions or hands-on support will take place) in advance to help streamline the presentation of the curriculum.
- ▶ The instructor can use various media, including presentations, infographics, live website navigation, and videos, to cater to the diverse learning styles of attendees.
- ▶ Facilitators should be prepared to provide step-by-step guidance on how to plan trips, find specific webpages, and other technology-related tasks. Developing printed guides or writing out notes for participants may be necessary if they are not comfortable using their mobile devices or computers to take transit on their own, for example.
- ▶ Consider pairing educational workshops with a social activity to increase participation.

Community Outreach and Engagement

The Pilot Program included the following types of outreach and engagement activities:

- ▶ **Tabling events:** To connect more people with the Active Aging Program and its offerings
- ▶ **Coffee chats:** To gain feedback on the program from community members and provide direct support related to mobility and transportation challenges

It is recommended that City staff be available to table at partner events (e.g., WISE and Healthy Aging resource fairs) upon request to share information about the ongoing Active Aging Program, transportation projects, the City's Take the Friendly Road (Vision Zero) program, and other related topics. Additionally, continuing to offer coffee chats could be useful as part of the recommended ongoing Active Aging Program evaluation efforts (described later in the Program Evaluation section) each year.

Sample materials that can be used while tabling or at coffee chats, such as program brochures, are included in **Appendix B.**



Tips

- ▶ When explaining the program and goals, use plain language and avoid jargon. For example, instead of “active transportation,” use “walking, biking, and using public transit.”
- ▶ Coffee chats can be paired with other activities, such as group walks or transit outings, to incentivize attendance. If budget allows, purchasing bulk coffee for the group further encourages participation.
- ▶ If possible, offer small incentives to help generate interest among a wider audience. Consider partnering with other transit agencies, such as Metro, as they may be able to provide incentives.



Venue Ideas

- ▶ For tabling, select key destinations for older adults, such as parks, libraries, and older adult centers, or set up at an existing community event.
- ▶ For coffee chats, if hosting at a coffee shop, confirm that it has ample seating for groups. If purchasing coffee carafes for participants is within budget,

consider setting up the coffee chat at another venue that is comfortable for older adults, such as a room in a library or at a park if weather permits and tables are available. If possible, choose locations that provide a quiet area to discuss mobility options without distractions.



Estimated Cost

The cost to plan and implement a tabling or coffee chat event is approximately \$1,500 per event, including purchasing coffee or other incentives. This assumes two staff members per event and a duration of two hours per event plus prep time.

Older Adults Mobility Expo

The Pilot Program included an Older Adult Mobility Expo that featured various transportation and older adult service vendors. Feedback on the Expo from participants and partners/vendors was overwhelmingly positive, and there were requests for future, regular versions of the event. Because the Older Adult Mobility Expo requires significant investment, resources, and coordination, it needs a dedicated event planner/staff person devoted to planning and implementing.

If budget permits, offering the Expo on an annual basis is recommended, preferably during the spring, per partner feedback.

Sample materials that can be used at the Older Adults Mobility Expo, such as Active Aging map and program brochures, are included in **Appendix B**.

Tips



Plan to have at least one dedicated staff person overseeing planning, coordination, and implementation of the Expo. Staff responsibilities include, but are not limited to, vendor coordination, rental coordination (canopies, tables, chairs), logistics (e.g., securing a location), securing refreshments and other incentives, and overseeing communications and promotion of the Expo.

- ▶ Providing refreshments and prominently featuring them in event promotions can increase attendance at community events.
- ▶ Start the event earlier in the day before it gets too hot, and when many older adults are out and about.
- ▶ Budget ample time to promote events through various channels (e.g., City and partner e-newsletters and event blasts, newspapers, Facebook ads, flyers, and earned media) to reach a wide audience.

- ▶ Invite diverse vendors to table at the Expo so that older adults have the opportunity to learn about a variety of programs, services, and resources available to them. Though the Expo is meant to be transportation-focused, it can be beneficial to invite other local older adult service providers to join.
- ▶ Plan out several educational or interactive sessions throughout the event to encourage participants to stick around and interact with vendors, and to allow interested vendors to highlight key information or provide education during the event.
- ▶ Ask participants to take a survey about the Expo to get feedback for future events. To incentivize survey responses, ask vendors to provide raffle prizes, such as vouchers for services, swag bags, bike gear, gift cards, and more.

Venue Ideas

- ▶ It is essential to conduct site visits before finalizing a venue for the Expo given the space it requires. During these visits, several crucial factors need to be considered:
 - Older adults should be familiar with the venue location, such as a local park.
 - Ideally, the venue gets a lot of foot traffic so that people who did not RSVP can wander into the event.
 - Observe the expected number of people on a specific day of the week – if a venue is typically quite crowded on the day of week/time of day planned for the Expo, it may not be easy to secure enough space for vendors.
 - Ensure the venue and terrain are easily accessible for people with disabilities.
 - Observe the availability of public facilities, such as restrooms, shaded areas, and seating.
 - Observe the proximity of the venue to transit stops, bicycle infrastructure, and parking facilities.

- Some venues may require event permits or health permits in some circumstances – confirm whether or not these will be needed.

Estimated Cost

The cost of the Expo can vary depending on staff involvement. Expenses for the Pilot Program Expo came to approximately \$1,700 and covered rental equipment, refreshments, printing, and promotions such as newspaper and social media ad placement. Vendors were not paid to attend. Raffle prizes offered to participants were provided in-kind by vendors.



3. Program Evaluation and Adjustments

GOALS AND OBJECTIVES

The Pilot Program identified goals, objectives, and performance measures to track during program planning and implementation. The City should revisit the goals and objectives of the ongoing program and adjust as needed to reflect realistic outcomes associated with the effort. The ongoing program should be

evaluated annually to document lessons learned and adjust as needed. This will allow the City to make improvements each year of the program. The evaluation framework table used for the Pilot Program is included below and continues on the following page:

Goal	Objective	Performance Measures	Data Collection
1. Mobility: Increase older adult access to goods, services, and recreation through more walking, transit, and biking trips.	Increase Santa Monica older adults’ use of walking, biking, and transit.	Older adults' self-reported walking, biking, and transit use	Post-program participant survey (distributed after implementation period ends)
		Older adults' ability to meet their practical and social mobility needs	Post-program participant survey (distributed after implementation period ends)
2. Safety and Healthy Aging: Improve the safety and health of older adults, and the design of streets for use by older adults.	Improve Santa Monica older adults’ safety and health.	Total number of older adult bicycle and pedestrian collisions in Santa Monica	Statewide Integrated Traffic Records System (SWITRS) and City-provided collision data for older adults in Santa Monica, before and after implementation*
		Older adults' perception of safety and health following program activities	Post-program participant survey (distributed after implementation period ends)
	Address current challenges for older adults who are walking, bicycling, and taking transit, by identifying barriers and proposing feasible engineering solutions.	N/A - assessed qualitatively in the Walk Audit Summary Report	N/A

* Changes in collisions cannot be attributed solely to program activities. However, it may support the hypothesis that program activities help to improve safety through a decrease in collisions. Reporting on this objective will be led by the City once data is available.

Goal	Objective	Performance Measures	Data Collection
3. Education: Increase the number of older adults who are confident using active transportation, transit, and trip planning tools.	Improve Santa Monica older adults' attitudes, beliefs, and confidence related to walking, biking, and transit use.	Older adults' self-reported attitudes, beliefs, and confidence	Post-program participant survey (distributed after implementation period ends)
	Increase older adults' capacity to advocate for improved infrastructure, services, and programs.		
4. Equity: Engage the diverse population that makes up "older adults," especially older adults living on limited income and/or with disabilities.	Build partnerships with organizations to facilitate delivery of promotions and programming to a diverse population of "older adults."	N/A - assessed qualitatively in partner debrief	Post-program debrief meeting
		Program participant's self-reported demographics, including income, ethnicity, age, and disabilities	Post-program participant survey (distributed after implementation period ends)
5. Impact: Identify effective strategies to achieve these goals in Santa Monica, and build momentum for a sustainable program once the pilot is complete.	Attract interest and participation in Pilot Program offerings.	Reach of program activities	Outputs of program activities
	Build partnerships with organizations to deliver communications and programming to older adults.	Program satisfaction	Post-event participation surveys (distributed regularly after individual program events)
		List of partners and role played	Documentation throughout program
	Identify successful program models that the City of Santa Monica can build on.	Partner satisfaction and interest in continued collaboration	Post-program debrief meeting
N/A - assessed qualitatively in final report		N/A	

Conclusion

EVALUATION TOOLS

The Pilot Program used a variety of evaluation strategies, many of which should be implemented on an annual basis. Post-event surveys and activity reporting should occur on an ongoing basis. Below are recommended evaluation tools and strategies:

- ▶ **Participant surveys:** Survey participants after each event and at the end of the year to gain feedback on their overall experience with the program.
- ▶ **Participant wrap-up discussion:** Consider an annual event where program participants can offer their feedback in person.
- ▶ **Partner interviews:** Assess partner satisfaction and interest in continued collaboration, and learn their recommendations for continued programming.
- ▶ **Activity reporting:** Maintain an ongoing report with metrics on communications, materials created/distributed, custom events, tabling/opportunistic engagement, partner metrics, participation numbers, and post-event highlight notes.

This guide is intended for the City of Santa Monica to use when implementing an ongoing Active Aging Program. For additional information about the Active Aging Pilot Program, including metrics tracked, feedback received from participants and partners, and lessons learned, please refer to the Final Pilot Program Evaluation Report.





Appendix A

Packaged Communications Graphics

- ▶ A-1: Exported PDFs of e-newsletters
- ▶ A-2: Social Media Screenshots
- ▶ A-3: Locations of Brochure and Map Distribution
- ▶ A-4: Brochures
- ▶ A-5: Active Aging Maps



A-1: EXPORTED PDFS OF E-NEWSLETTERS

8/30/23, 1:46 PM

Celebrate Earth Month with Active Aging events!

Subscribe

Past Issues

Translate ▼



April is the month to appreciate and show our love for our planet. This special month encourages individuals, communities, and organizations worldwide to take action and make positive changes to reduce their impact on the environment. Earth Month is an opportunity to reflect on our relationship with the planet and how we can all contribute to a sustainable future. Join Santa Monica Active Aging Pilot Program events and celebrate Earth Month by taking steps towards a greener future! We have some exciting things planned for you in April. Here's a sneak peek:

- [Walk-in Tutoring at the Main Branch Library](#): Thursday, April 6, 2:00 PM – 4:00 PM (The City of Santa Monica, LA Metro, and Big Blue Bus will be here to share information about Active Aging Pilot Program, Metro On the Move Riders Club, and Lyft MODE.)
- [Bicycle Safety Class at the Pico Branch Library](#): Wednesday, April 12, 2:00 PM – 3:00 PM
- [Walking/Transit Outing to the California Science Center](#): Tuesday, April 18, 9:00 AM - 2:30 PM (LA Metro On the Move Riders Club will also join us to empower older adults with the information and confidence to travel on fixed-route transportation)
- [Earth Day Bicycle Outing](#): Saturday, April 22, 9:00AM - NOON, starting at Douglas Park off of Chelsea Avenue
- [Coffee Chat at Cafe Zella](#): Thursday, April 27, 9:00 AM - 11:00 AM

We hope you join us in celebrating Earth Month this April. Let's work together to make our planet a better place for generations to come.

<https://us12.campaign-archive.com/?u=a5d6f52c79917c7b57cc5cef0&id=58f6e340e6>

1/5

california

Sign up today!



Recap: A Look Back at Our March Events!

Walking/Transit Outing to UCLA Mildred E. Mathias Botanical Garden

On Thursday, March 9th, a group of five older adults and two program staff enjoyed a walking/transit outing to the UCLA Mildred E. Mathias Botanical Garden. The sun was out and the temperature was perfect. After meeting at Pico Branch Library, the group took two buses and arrived at the garden after a 50-minute trip. During the one-hour garden tour led by a volunteer guide, they explored various plants and even had a chance to smell fresh bay leaves and peppermint. The blooming cherry blossom and sunbathing turtles were also highlights of the trip. The participants had a great time chatting and getting to know each other during the ride.



take public transit, and rideshare. The class emphasized the importance of being aware, staying visible, and following traffic signals and signs while walking. We also discussed personal safety while using public transportation and ridesharing services, such as checking driver and vehicle information and sharing trip details with friends or family. Overall, the class aimed to equip participants with practical strategies to stay safe while navigating their daily commutes.



If you missed out on these events, don't worry - sign up for our April events listed above. If you attended any of these events, thank you and we'd love to see you again in April!

Save the Date! Join Our Senior Mobility Expo on June 3rd!

Mark your calendars! On Saturday, June 3rd, 2023, we're hosting the Active Aging Mobility Expo, an event designed to connect seniors with a variety of active transportation opportunities. This expo is perfect for older adults who are interested in exploring using transit, learning more about safe walking, and different biking options such as recumbent bikes, e-bikes, bike share, and shared seated scooters. You'll also have the opportunity to learn about the program and get all the information you need. Don't miss out on this exciting



Join Our Active Aging Ambassador Program!

The Santa Monica Active Aging Ambassador Program is open to anyone who wants to help older adults connect to transportation options like walking, biking, and taking transit. We know that personal stories and connections are two of the most meaningful ways for someone to learn about a new program and get inspired to try new transportation options. That is why we are recruiting Active Aging Ambassadors to help us spread the word about the pilot program.

As an Active Aging Ambassador, you will receive information about the program to share with your friend, family, neighbors, and anyone else you think would be interested. You will also have a chance to share a story to help inspire older adults in your community to connect to more ways to get around.

Becoming an Ambassador is easy. Simply fill out this quick [on-line form](#) and an Active Aging program staff member will reach out to you!

california

Sign up today!



[View this email in your browser](#)



take the
**friendly
road**
for a safe santa monica



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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

A-2: SOCIAL MEDIA SCREENSHOTS

City of Santa Monica - Government
⋮

i Page · Government organization

📍 1685 Main Street, Santa Monica, CA, United States, California

📞 (866) 311-7266

✉ Info@santamonica.gov

🌐 santamonica.gov

🕒 Open now ▾

★ Rating · 2.5 (166 Reviews) **i**

City of Santa Monica - Government ✓
January 25 · 🌐

The Santa Monica Active Aging Pilot Program is here to help older adults get around without having to drive

Sign up for e-news, find upcoming events, and get access to transportation tools and resources at [SantaMonica.gov/Programs/Active-Aging](https://santamonica.gov/Programs/Active-Aging)

Photos See all photos



City of Santa Monica - Government



Intro

Love Santa Monica? Want the latest news + events? Like the City of Santa Monica's official Facebook

- Page** · Government organization
- 1685 Main Street, Santa Monica, CA, United States, California
- (866) 311-7266
- Info@santamonica.gov
- santamonica.gov
- Open now
- Rating · 2.5 (166 Reviews)

Photos

See all photos



24w

View more comments



City of Santa Monica - Government

March 8 · 🌐

The Santa Monica Active Aging Pilot Program has hit the ground running. There were some great events in February and more exciting events are planned for the next few months. There are four free events in March - a walking/transit outing, a bicycle safety class, a walking/transit safety class, and a bicycle ride. Learn more about each event and sign up at:

[SantaMonica.gov/Programs/Active-Aging](https://santamonica.gov/Programs/Active-Aging).
#ActiveAging #GoSaMo



4

Like

Comment



City of Santa Monica - Government

Intro

Love Santa Monica? Want the latest news + events? Like the City of Santa Monica's official Facebook

- Page** · Government organization
- 1685 Main Street, Santa Monica, CA, United States, California
- (866) 311-7266
- Info@santamonica.gov
- santamonica.gov
- Open now
- Rating · 2.5 (166 Reviews)

Photos

See all photos



City of Santa Monica - Government

April 6 · 🌐

April is Earth Month 🌍 when we show extra appreciation and love for our planet. Earth Month is an opportunity to reflect on our relationship with the planet and how we can all contribute to a sustainable future.

Join Santa Monica Active Aging Pilot Program events and celebrate Earth Month by taking steps towards a greener future! We are offering six free events in April: walk-in tutoring, a bicycle safety class, a walk/transit outing, two bike rides, and a coffee chat.

Learn more about each event and sign up at: santamonica.gov/Programs/Active-Aging



7

2

Like

Comment



City of Santa Monica - Government

April 6 · 🌐

A-3: LOCATIONS OF BROCHURE AND MAP DISTRIBUTION

Name of the Organization
City of Santa Monica
Santa Monica Library - Main Branch
Santa Monica Library - Pico Branch
Santa Monica Library - Montana Avenue Branch
WISE and Healthy Aging
Silvercrest Older adult Residence
Community Corporation of Santa Monica

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A-4: BROCHURES

santa monica
active aging
california

SantaMonica.gov/Programs/Active-Aging

Visit our website to:

- Subscribe to our e-newsletter
- Find upcoming events
- Get access to transportation resources

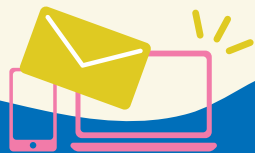
CITY OF SANTA MONICA
Active Aging Pilot Program

→ Helping older adults get where they need to go

The Active Aging program is a pilot program to help adults 65+ use transportation options to get around the community. The program aims to improve older adults' mobility, safety, and health by helping them walk, bicycle, and take transit more often.

Program Offerings

- **Transportation workshops and events**, including educational classes, group walking and biking outings, and drop-in events where you can ask City staff questions about the program or transportation in general.
- **Direct support** including one-on-one support through phone and email, as well as outreach to older adults at key destinations like senior housing facilities and libraries.
- **Program communications** including a new online transportation information hub for older adults, regular program updates delivered to your email or door, and general program promotion.



Sign up for our e-newsletter for regular updates and learn more at SantaMonica.gov/Programs/Active-Aging

Transportation Solutions

Older adults in Santa Monica have lots of ways to get around and the Active Aging Pilot Program can help you take advantage of them.



Walk

Explore the best of Santa Monica by foot or using a mobility device, and get some fresh air on the way to your destination.



Bike

Biking is great for your health and overall well-being. It's easy on the joints, preserves balance, and is great for socializing with your peers!



Transit

You can get around Santa Monica by bus and train. Transit can give you the freedom and independence to get to destinations in Santa Monica and beyond.

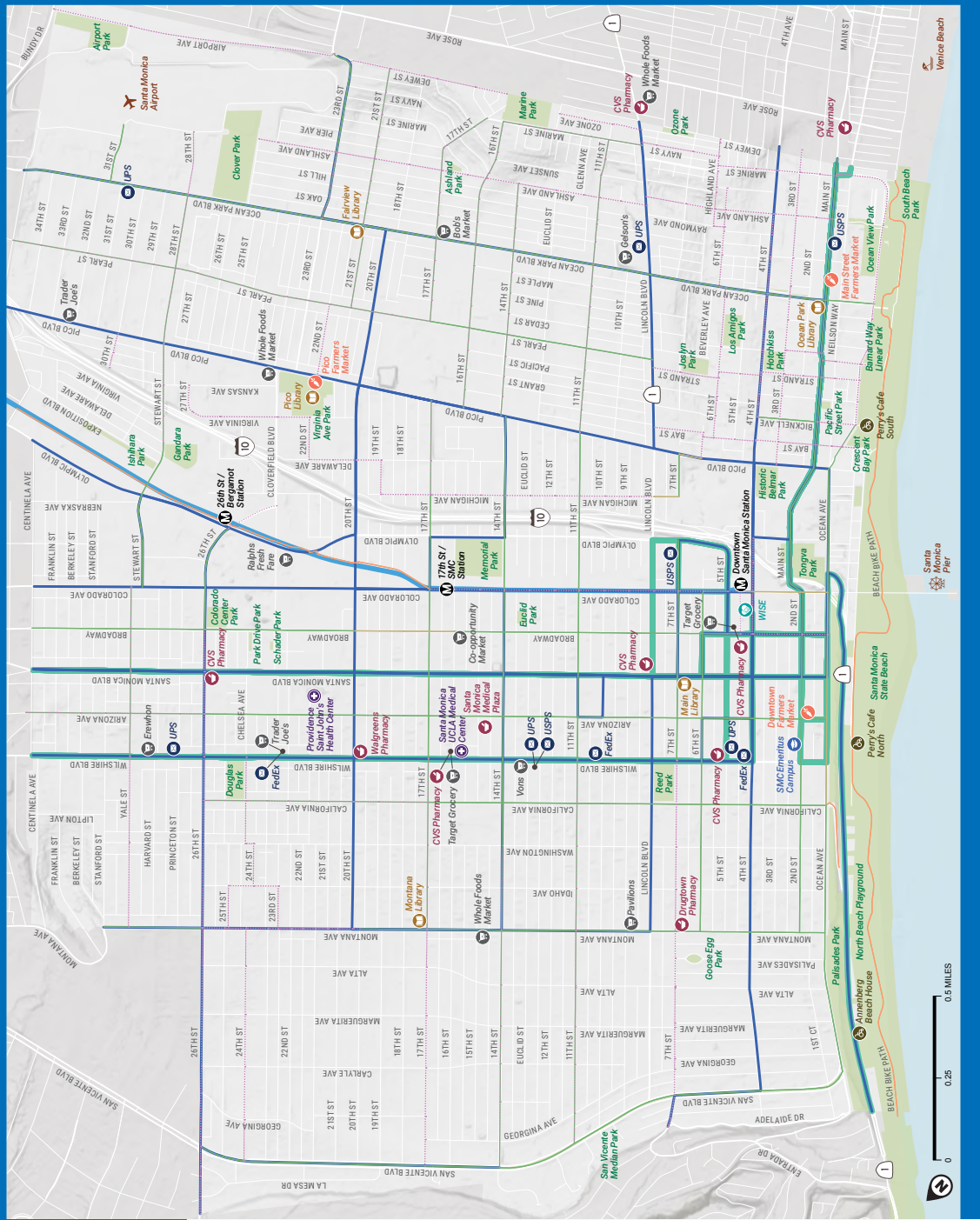


On-Call Transportation

On-call transportation is public transit on your schedule. You can get curb-to-curb transportation with services like MODE and Access.



A-5: ACTIVE AGING MAPS



Walk, Bike & Transit Map

Bikeways

- Shared-Use Path
- Bike Lane
- Bike Route
- Protected Bikeway

Public Transportation

- Metro Rail Stations
- Metro Bus Routes
- Big Blue Bus Routes
- Metro E Line

Destinations

- WISE
- Farmers Markets
- Pharmacies
- Grocery Stores
- SMC Emeritus Campus
- Libraries
- Hospitals
- Post Offices
- Beach Wheelchairs
- Parks

Note: Many of the City's parks have restrooms and seating options available to the public.



santa monica
active aging
california

active aging
active aging
active aging



Walk, Bike & Transit Map



active aging
active aging

The City of Santa Monica strives to improve older adults' mobility, safety, and health by helping them walk, bicycle, and take transit more often.

LEARN MORE AT
[SantaMonica.gov/Program/Active-Aging](https://www.santamonica.gov/Program/Active-Aging)



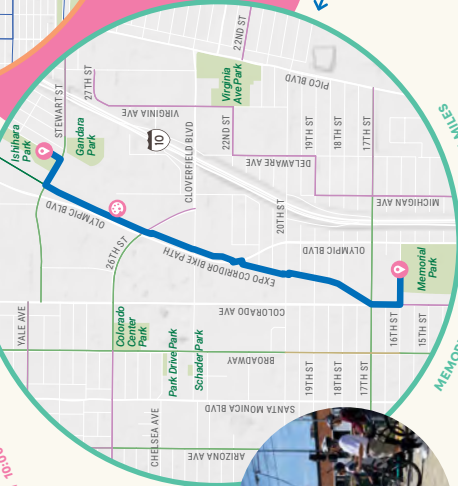
Without Walk Loop



Suggested Routes



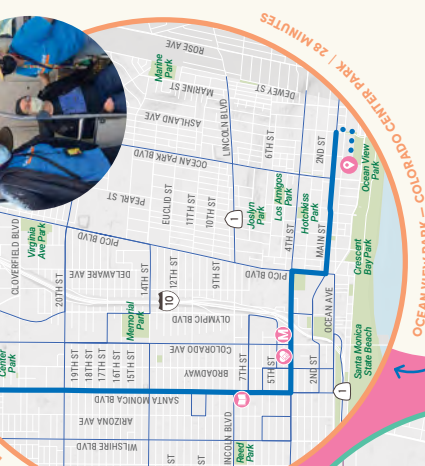
Expo Corridor Bike Ride



Safety Tips

- WALK**
 - Wear comfortable shoes with good support. Use any support you need for stability, such as a cane or walker.
 - Wheeled mobility devices like wheelchairs and walkers are welcome on Santa Monica sidewalks, and most corners have a curb ramp to make it easy for you to cross.
- BIKE**
 - Always wear a helmet! Helmets are required by law for anyone under 18, but encouraged for all.
 - If riding at night, use bike lights and wear reflective, bright clothing so you are more visible.
 - Bicyclists must travel in the same direction as car traffic. In Santa Monica, bicycling is not allowed on sidewalks.

Big Blue Bus - Route 1



Ocean View Park - 28 MINUTES

Going from Ocean View Park to Colorado Center Park, this route passes along the waterfront and through much of downtown. Along the way you'll pass by the Downtown Santa Monica Expo Rail Station, Santa Monica Public Library, restaurants, and shops.

This route offers a safe ride and easy access to many points of interest, including the Bergamot Station Arts Center, featuring free art galleries, restaurants, comedy shows, and live music.

TRANSIT

- Plan your trip ahead of time and give yourself a buffer if you have a time-sensitive appointment.
- The bus driver is there to help you if you have a question, ask!



Fares

BIG BLUE BUS

- Visit bigbluebus.com/Fares for the latest information and pricing.

METRO

- Visit metro.net/riding/fares for the latest information and pricing.
- You need a personalized TAP card to receive reduced fares on Big Blue Bus and Metro. You can apply for a Reduced Fare TAP Card:
- Online at [Tapgo.net/reduced_fare](https://tapgo.net/reduced_fare)
- By mail

Need support?

Visit Blue: The Transit Store in Downtown Santa Monica (bring your photo ID)

Resources

TRANSIT APP

See your nearby transit options and when they're going to arrive.

- Step-by-step directions
- Real-time arrival information - see when your bus or train will come
- Alerts for getting off at the right stop

GOOGLE MAPS

- Get directions and travel times for different transportation options.
- Select your travel mode (bike, bus, walking)
- Step-by-step directions
- Travel time estimates





Appendix B

Packaged Program Materials and Samples

- ▶ B-1: Event Plan Template
- ▶ B-2: Workshop Slides
- ▶ B-3: Flyers Template
- ▶ B-4: Handout Template



B-1: EVENT PLAN TEMPLATE

Walking/Biking/Transit Outing Event Plan (Template)

Purpose

The Active Aging Outing will help older adults build their confidence walking/biking and using the transit system around Santa Monica. The outing will likely be paired with a social event to help older adults connect to each other.

Event Logistics

Date: proposed outing date

Time: proposed outing time

Start Location: meet up location to check in attendees and start the outing

Event Location: outing venue/destination

Parking: parking options near the start location

Walking Distance (round trip): total walking distance during the travel

Biking Distance (total): total biking distance during the travel

Time on Transit (round trip): total time spend on transit

Participation Goal: minimum number of participations

Participation Cap: maximum number of participations (rule of thumb: 5 participants per facilitator)

Site notification: reservation (if applicable) and venue contact information

Staffing

- Before the Event
 - Event coordination (logistics, participant communications, registration tracking): facilitator name
 - Promotion: facilitator name
- During the Event
 - Sign-in: facilitator name
 - Intro/outro speaker: facilitator name

Materials Needed

- Registration list: paper + clipboard or digital check in app
- Bus passes and TAP card
- Staff identification (vest or lanyard)
- Participant handout (a list the route and timeline, a cellphone number of the facilitator in case someone gets lost, and a post-event survey)
- Reservation tickets (if applicable)

Itinerary & Roles

Time	Activity	Staff Roles

Talking Points

- General
 - Brief outing schedule
 - Explain post-even survey
- Walking Information
 - Wayfinding
 - Safety and tips
- Transit Information
 - Transit service and route options
 - Bus fare / available passes
 - Schedules / planning a trip
 - Bus etiquette and tips

- Future event
 - If you love today's event, make sure you sign up for news and updates on the Santa Monica Active Aging program!
 - Become an ambassador and/or spread the word out with your senior friends!
 - Learn more about the Santa Monica Active Aging Program at SantaMonica.gov/Programs/Active-Aging

Promotion

Promotional Materials

- Brochure
- E-newsletters (SaMo and Partners)
- Event flyer

Transit Outing Event Plan (Sample)

Purpose

The Active Aging Transit Group Outing will help older adults build their confidence walking and using the transit system around Santa Monica. The outing will likely be paired with a social event to help older adults connect to each other.

Event Logistics

Date: 06/22/2023

Time: 9:30 am – 3:30 pm

Start Location: 17th St / SMC Expo Rail Station

Event Location: The Getty Center (1200 Getty Center Dr, Los Angeles, CA 90049)

Parking: Metro Park n Ride parking lot to the east of the station (\$3.00 per day)

Walking Distance (round trip): less than 0.5 miles

Time on Transit (round trip): 1 h 32 minutes

Participation Goal: 5 minimum

Participation Cap: 10 (5 per staff person); if OTM volunteers are joining, we will raise the cap to 15.

Site notification: 16 admission spots at 11:30am are reserved; center's phone number (310) 440-7300

Tour App: Inform attendees to download the Getty app beforehand if they'd like to use audio tour on Eventbrite website.

Staffing

- Before the Event
 - Event coordination (logistics, participant communications, registration tracking): Kelly Lei
 - Promotion: Sydney Cape
- During the Event
 - Sign-in: Kaitlin Scott, Kelly Lei
 - Intro/outro speaker: Kaitlin Scott

Materials Needed

- Registration list: paper + clipboard
- Bus passes for seniors
- Staff identification (vest or lanyard)
- Participant handout (a list the route and timeline, a cellphone number for the host in case someone gets lost, and a post-event survey)
- Reservation tickets

Itinerary & Roles

Time	Activity	Staff Roles
9:30 am	<p>Meet at 17th St / SMC Expo rail station;</p> <p>Sign in participants;</p> <p>Hand out event schedule and bus passes</p>	Organizer
9:45 am	Share transit information (availability, different types of transit, senior-specific info, what transit line we're using, etc.)	Presenter (Kaitlin or a City Representative)
9:56 am	<p>Take Expo rail line for 3 stops to Expo / Sepulveda rail station;</p> <p>Walk to Expo / Sepulveda bus station and take bus 761 for 9 stops to Sepulveda / Getty Ctr station;</p> <p>Walk to The Getty Tram Station and take the tram to The Getty Center.</p> <p>Trip route google map</p>	Organizer
11:30 am	Check in at The Getty Center front desk	Organizer
11:30 am – 2:30 pm	<p>Have lunch together at the Museum Courtyard (we will encourage people to bring their own lunch. Otherwise, they can purchase lunch from the Museum Courtyard Coffee Cart or other food vendors)</p> <p>Self-tour at the Getty Center</p>	Participants
2:30 pm	Meet at the Museum Courtyard;	Organizer

Gather post-event surveys;

Take tram to the Getty Tram Station

3:00 pm Take bus 761 for 9 stops from Sepulveda / Getty Ctr station to Organizer
Expo / Sepulveda bus station.

Walk to Expo / Sepulveda rail station and take Expo line for 3
stops to 17th St / SMC Expo rail station.

[Trip route google map](#)

3:58 pm Arrive at 17th St / SMC Expo rail station Organizer

Talking Points

- General
 - Brief outing schedule
 - Explain post-event survey
- Walking Information
 - Wayfinding
 - Safety and tips
- Transit Information
 - Transit service and route options
 - Bus fare / available passes
 - Schedules / planning a trip
 - Bus etiquette and tips
- Future event
 - If you love today's event, make sure you sign up for news and updates on the Santa Monica Active Aging program!
 - Become an ambassador and/or spread the word out with your senior friends!
 - Learn more about the Santa Monica Active Aging Program at SantaMonica.gov/Programs/Active-Aging

Promotion

Promotional Materials

- Brochure
- E-newsletters (SaMo and Partners)
- Event flyer

Bicycle Outing Event Plan (Sample)

Purpose

The Active Aging Bicycle Group Outing will help older adults learn rules of the road and safe biking skills, and build their confidence biking or using a scooter around Santa Monica. The outing also serves as a social event to help older adults connect to each other.

Event Logistics

Date: Wednesday, April 5, 2023 (Previously proposed Thursday, March 30, 2023, rescheduled due to rain)

Time: 2pm – 3pm

Start Location: 17th St/SMC station (1611-1601 Colorado Avenue, Santa Monica, CA, 90404)

Event Location: Expo Bike Path (17th St/SMC station to Centinela Avenue)

Parking options: Metro Park-and-Ride parking lot near 17th St/SMC station (Lot No.501); Street parking along Colorado Ave

Biking Distance: One-way 1.4 miles; Round trip 2.8 miles

(optional) Time on Transit: 3 minutes from Downtown Santa Monica station to 17th St/SMC station

Participation Goal: 7

Participation Cap: 15

COVID considerations: masks are REQUIRED to be worn while riding public transit (Metro)

Other notes: Alta will coordinate with WISE to meet their members who sign up for the bike ride at WISE & Healthy Aging and take Metro Expo Lint to the Start Location together. This step is optional and will not be advertised publicly.

Staffing

- Before the Event
 - Event coordination (logistics, participant communications, registration tracking): Cynthia Rose (SM Spoke), Kelly Lei (Alta)
 - Promotion: Sydney Cape (Alta), SM Spoke, WISE, City
- During the Event
 - Sign-in: Alta support staff
 - Intro/outro speaker: Cynthia Rose (if City in attendance, they should give a high-level project intro)
 - Ride leader(s): Cynthia Rose, Alta support staff

Materials Needed

- Liability waiver and photo waiver (City or SM Spoke needs to provide)
- Registration list: paper + clipboard
- Preloaded TAP cards

- Staff identification (high-visibility vest or lanyard)
- Participant handout (simple route and timeline, cellphone number for the host in case someone gets lost, and any other key details)
- Bicycle lights to give away
- Extra bicycle helmets just in case someone forgets to bring their own (this might not be necessary because Veo will provide some)
- April event flyer (if possible)

Itinerary & Roles

Time	Activity	Staff Roles
(Optional) 1:30 pm	Meet at WISE & Healthy Aging; Hand out bus passes; Walk to Santa Monica Station and take Expo Line together to 17th St/SMC station	Organizer
2:00 pm	Sign in participants; Hand out liability waiver and photo waiver, gather signed waivers; Hand out event schedule and biking route; Direct people who do not have their own bicycles to Veo	Organizer
2:15 pm	Share biking safety information (SM Spoke)	Presenter (Cynthia)
2:30 pm	Start biking	Biking leader
3:00 pm	Back at 17th St/SMC station; Hand out post-event survey; Closing notes; Hand out April event flyers (if possible)	Organizer, presenter

Talking Points

- General
 - Brief outing schedule and route
 - Explain liability waiver and photo waiver
- Biking and Walking Information
 - Wayfinding
 - Safety and tips

- (optional) Transit Information
 - Transit service and route options
 - Transit fare / available TAP cards
 - Schedules / planning a trip
 - Transit etiquette and tips
- Future event
 - If you love today's event, make sure you sign up for news and updates on the Santa Monica Active Aging program!
 - Become an ambassador and/or spread the word out with your senior friends!
 - Learn more about the Santa Monica Active Aging Program at SantaMonica.gov/Programs/Active-Aging

Promotion

Promotional Materials

- Brochure
- E-newsletters (City and partners)
- April event flyer

Workshop Event Plan (Template)

Purpose

The Active Aging Class will help older adults learn how to...

Event Logistics

Date: proposed outing date

Time: proposed outing time

Event Location: class location

Parking: parking options near the class location

Participation Goal: minimum number of participations

Participation Cap: maximum number of participations

Site notification: reservation (if applicable) and venue point of contact information

Staffing

- Before the Event
 - Event coordination (logistics, participant communications, registration tracking): facilitator name
 - Promotion: facilitator name
- During the Event
 - Sign-in: facilitator name
 - Intro/outro speaker: facilitator name

Materials Needed

- Registration list
- Staff identification (lanyard or name tag)
- Participant handout (list of resources/tips + slide deck)
- Post-event participant survey

Promotion

Promotional Materials

- Brochure
- E-newsletters (City and Partners)
- March event flyer

Itinerary & Roles

Time	Activity	Staff Roles

Technology Workshop Event Plan (Sample)

Purpose

The Active Aging Technology Class will help older adults learn how to purchase fare, plan a trip, and get hands-on support through desktop and mobile applications. These technologies will make active transportation more convenient for older adults.

Event Logistics

Date: 02/28/2023

Time: 9:30 am - 11:30 am

Event Location: WISE & Healthy Aging

Parking: Parking garage under WISE & Healthy Aging

Participation Goal: 7 minimum, 25 maximum

COVID considerations: masks are REQUIRED in WISE & Healthy Aging facilities

Site notification: Cindy Muro

Staffing

- Before the Event
 - Event coordination (logistics, participant communications, registration tracking): Kelly Lei
 - Promotion: Sydney Cape
- During the Event
 - Sign-in: Kaitlin Scott, Kelly Lei
 - Intro/outro speaker: Kaitlin Scott

Materials Needed

- Registration list (paper + clipboard or digital)
- Staff identification (vest or lanyard)
- Participant handout (list of resources, application instructions)
- Post-event participant survey

Itinerary & Roles

Time	Activity	Staff Roles
9:30 am	Introductions (10 mins)	Instructor
9:35 am	Presentation (20 mins)	Instructor
9:55 am	Q&A (10 mins)	Instructor
10:05 am	Hands-on practice with their tablet or phone (25 mins)	Instructor
10:30 am	Additional Office Hours (30 mins)	Instructor

Promotion

Promotional Materials

- Brochure
- E-newsletters (SaMo and Partners)
- March event flyer

Walking/Transit Safety Workshop Event Plan (Sample)

Purpose

The Active Aging Walk/Transit Workshop Class will help older adults learn how to stay safe when walking and taking a transit. The workshop will also offer various resources that will help older adults acquire information for their active trips.

Event Logistics

Date: 03/23/23

Time: 1:30 pm – 3:00 pm

Event Location: Santa Monica Public Library – Main Branch

Parking: Parking garage under the Public Library

Participation Goal: 7 minimum

Participation Cap: 20

COVID considerations: masks are not required but highly recommended in Santa Monica Public Library

Site notification: Karen Reitz

Staffing

- Before the Event
 - Event coordination (logistics, participant communications, registration tracking): Kaitlin Scott, Kelly Lei
 - Promotion: Sydney Cape (Alta), WISE, City
- During the Event
 - Sign-in: Kelly Lei, support staff
 - Intro/outro speaker: Kaitlin Scott and/or Alta support staff

Materials Needed

- Registration list (paper + clipboard)
- Staff identification (lanyard or name tag)
- Participant handout (list of resources/tips + slide deck)
- Post-event participant survey

Itinerary & Roles

Time	Activity	Staff Roles
1:30 pm	Introductions (10 mins)	Instructor
1:40 pm	Presentation (40 mins)	Instructor
2:20 pm	Q&A (10 mins)	Instructor
2:30 pm	Post event survey Future events promotion Additional Office Hours (30 mins)	Instructor

Promotion

Promotional Materials

- Brochure
- E-newsletters (City and Partners)
- March event flyer
- Bike outing sign-up sheet

B-2: WORKSHOP SLIDES

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Walking & Transit Workshop



Active Aging Purpose & Goals

The **Active Aging Pilot Program** is a pilot program to help **adults 65+** use transportation options to get around the community. The program aims to **improve older adults' mobility, safety, and health** by helping them **walk, bicycle, and take transit** more often.



2

Today We Will Cover...

- Safety tips for walking and taking transit
- Resources for walking and taking transit

3



Benefits of Active Transportation & Public Transit

- Health
- Reduce cost of traveling
- Being independent
- Reduce traffic congestion and air pollution



4



Walking

5



Getting Started!

- Consult with your physician
- Warm up and cool down, stretch before and after your walk
- Track steps
- Always carry an ID and cell phone for emergencies



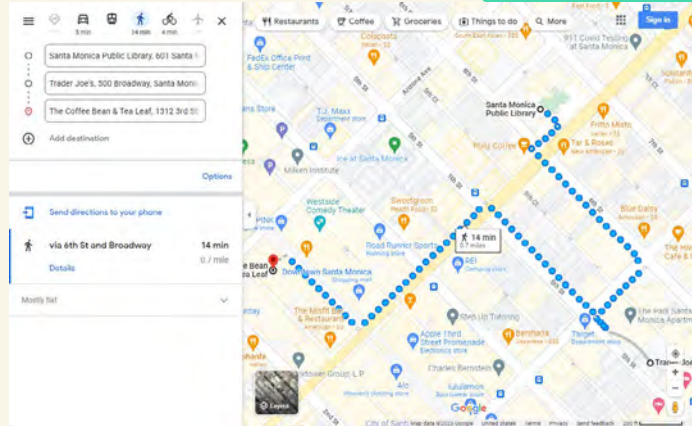
6



Getting Started! – Plan a Route

- Use maps.google.com to plan your trip ahead and discover the best route!

Have questions about using Google Map? Come to our Walk-in Tutoring on April 6th 2pm-4pm at Main Branch Library!



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Getting Started!

- Outfit: well-fitting pair of shoes, bright-colored clothing
- Walking aids: walking stick, water, snacks
- Dress for the weather



8



Walk Safely

- Crossing
 - Use crosswalks, when available
 - Stop, Look, Wave
 - Push buttons
 - Signal timing



Photo credit: DriversEd.com



Photo credit: The City of Santa Monica

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Sidewalk

- Use sidewalks when you can
- Face oncoming traffic if you must walk in the road or street



Photo credit: Alta Planning + Design

10



Pay attention to Safety Hazards

- Uneven pavement
- Slick surfaces
- Construction paths
- Cars coming out of parking garages



Photo credit: Alta Planning + Design



Photo credit: Alta Planning + Design

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Group Walks

- Adopt-a-Walk
 - Walk Weekly
 - Saturdays at 10am
 - Meet at the corner of 7th Street & California Avenue
 - 4th Anniversary Walk
 - June 17 at 9am
 - Meet at the corner of 7th Street & California Avenue
- Walk with a Doc
 - 1st and 3rd Sunday of each month at 9am
 - Meet at Palisades Park (San Vicente & Ocean)

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Transit

Big Blue Bus

LA Metro

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Transit Agency Websites

- Transit agencies' websites provide rail/bus maps, schedules, real-time arrivals, fare information, service alerts and more.
- Big Blue Bus: bigbluebus.com
- LA Metro: metro.net



Photo credit: Big Blue Bus



Photo credit: LA Metro

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Transit Fare

- Big Blue Bus Senior/Disabled/Medicare Fare
 - One-way: 50¢; 2 hours of free transfers on Big Blue Bus
 - One-day Pass: \$1.5
 - 10 Rides Pass: \$4.5
 - LIFE 7-day Pass: \$6
 - 30-day Pass: \$24 or LIFE at \$16
 - EZ Transit Pass: \$42 or LIFE at \$34
- LA Metro Senior Fare
 - One-way: 75¢ or 35¢ during off-peak; 2 hours of free transfers on metro rail or bus
 - One-day Pass: \$2.5
 - 30-day Pass: \$20
 - LIFE 30-day Pass: \$12

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How to Pay

- Big Blue Bus
 - Exact cash on bus
 - Pre-paid online or at BLUE: THE TRANSIT STORE
 - Online at taptogo.net
- LA Metro
 - One-way ride can be purchased at TAP vending machines
 - Apply for senior TAP card online or at a metro customer center
 - Online at taptogo.net

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How to Understand the Schedule

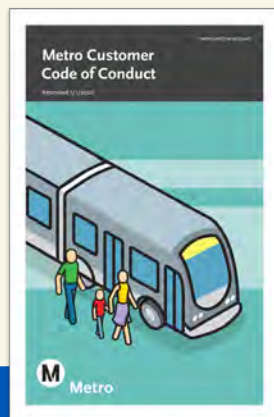
- Plan your trip
 - Google Map
 - Big Blue Bus and Metro websites
- Real-time arrival
 - Google Map
 - Transit App
 - Big Blue Bus
 - Call 310.451.5444
 - Text SMBBB and your 4-digit Stop ID (e.g. SMBBB 1234) to 41411

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Rules for Riding

- [Metro Customer Code of Conduct](#)
- [Little Blue Book](#)



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General Rules for Riding

• DOs

- Respect your Operator, fellow passengers, and public property.
- Have your fare or TAP card ready.
- Offer seats near the front of the bus to elderly or disabled riders.
- Keep your voice, phone call and music low.
- Keep your items clear of the aisle at all times.
- Place your pet in a carrier; service animals are not subject to this rule.

• DON'Ts

- Interrupt the Operator while they are driving.
- Smoke on any buses or at any bus stops.
- Eat or drink on board.
- Take up two seats.
- Put your feet on the seats.
- Leave trash behind on the bus.
- Lock your bike to the bike rack.

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Report Safety Issues

In case of emergency, call 911

- [LA Metro transit watch app](#)
- Call Metro security at 1.888.950.SAFE (7233)
- Text Metro security at 213.788.2777
- Talk to a security staff



Photo credit: LA Metro

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On-Demand Options

Lyft/MODE
ACCESS

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Lyft/MODE

- **MODE (Mobility On-Demand Every Day)** is a transportation program for seniors and individuals with disabilities who live in the City of Santa Monica.
- Big Blue Bus and WISE & Healthy Aging have partnered with Lyft to provide **curb-to-curb, on-demand** transportation through the MODE program.
- Contact WISE & Healthy Aging or Big Blue Bus if you'd like to join the program, make a ride reservation, or if you have any questions.

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ACCESS

- Access is a **curb-to-curb shared-ride service for persons with disabilities.**
- **Several riders** will be transported at one time **in the same vehicle.**
- It is **not cab service**, emergency medical or social service transportation, and is not door-to-door or a private transportation service.
- Access provides service **within ¾ mile of fixed-route bus and rail line in LA County.**
- Access operates on the **same schedule as most buses.** Regular service is offered from 4:00 AM to 12:00 AM, 7 days a week.
- Your travel time will be similar to that of a fixed-route bus.
- Your one-way fare is based on the distance you travel with a maximum fare of \$3.50 (except to/from and in Antelope and Santa Clarita Valleys).

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ACCESS Rider's Guide

[AccessLA.org](https://www.accessla.org)

- Eligibility
- Make a Reservation
- Fare & Schedule
- Rider Code of Conduct



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On-Demand Safety Tips

- Make sure the type of vehicle, license plate, name and picture of your driver match the information in your app.
- Ask the driver their name and who they are picking up.



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Public Transportation Resources



Phone Call

- **211**: state information and non-emergency services
- **311**: city information and non-emergency services
- **511**: real-time traveler information



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Local Transit Agency & Senior Center

- **Big Blue Bus**
 - Call or text for real-time bus info
 - Lyft Mode
 - Senior TAP card
- **LA Metro**
 - On the Move Riders Program
 - Senior TAP card
- **WISE & Healthy Aging**
 - Technology class
 - Lyft Mode
- **Santa Monica Spoke**
 - Biking safety class
 - Bike resources

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Web or Mobile Applications

- Google Maps
- Transit Mobile App
- Transit agency websites
 - Big Blue Bus: bigbluebus.com
 - LA Metro: metro.net
- Active Aging transportation technology class
- Appy Hour at Santa Monica Main Branch Library at every third Thursday

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COVID-related Safety Tips

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COVID-related Safety Tips

- Masks are optional but encouraged when taking public transportation. Check the local transit agencies' websites for the most up to date info on masks.
- Leave an empty seat between you and the next passenger when possible.
- Try not to hold onto the metal poles; don't touch your face and wash your hands as soon as possible after touching the pole.



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Thank you!

If you think of any other questions, please contact us!

Email: SantaMonicaActiveAging@altago.com

Phone: (213) 257-8600

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B-3: FLYERS TEMPLATE

Upcoming Events

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Learn more about the Santa Monica Active Aging Pilot Program and discover new ways to get around at these upcoming events.



Sign up for our e-newsletter and stay up to date on events at

MAY 2023

SantaMonica.gov/Programs/Active-Aging

May 4



**2:00PM –
4:00 PM**

Walk-in Tutoring
Main Branch Library

The City of Santa Monica and Big Blue Bus invite you to join our walk-in tutoring to learn more about Active Aging Pilot Program, On the Move Riders Club, Lyft MODE, Senior TAP Card, and using public transit.

Register at bit.ly/MayWalkInTutoring

May 10



**2:00 PM –
4:00 PM**

Technology Class
Virginia Avenue Park
- Patio Room

Learn how to purchase fare and plan a trip by using technology and get hands-on support. Bring your smartphone, tablet, or laptop to follow along!

Register at bit.ly/MayTechnologyClass

May 15



**1:00 PM –
2:00 PM**

Bicycle Safety Class
WISE & Healthy
Aging

Join us for a Bicycle Safety Class led by Santa Monica Spoke. Learn about the many benefits of biking, rules of the road, ABC Quick check, and how to avoid crashes.

Register at bit.ly/MayBikeSafetyClass

May 16



**9:00 AM –
11:00 AM**

**Group Walk /
Coffee Chat**
Meet in front of Pico
Branch Library at
Virginia Avenue Park

Learn and practice walking tips in Santa Monica by joining us for the Group Walk at Virginia Avenue Park and have a cup of coffee with us at Groundwork Coffee Co.

Register at bit.ly/MayGroupWalk



[More events on the other side](#)



Upcoming Events (continued)

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May 21



9:00 AM –
12:00 PM

Kidical Mass
Clover Park

Join the Kidical Mass for all ages to celebrate Mental Health Month and learn and practice rules of the road and safe biking skills.

Register at bit.ly/MayKidicalMass

You're welcome to bring your own bike and helmet. Veo will be providing sit-down electric scooters and helmets for people who don't have their own bicycle.

May 22



2:00 PM –
3:00 PM

**Walking/Transit
Safety Class**
WISE & Healthy
Aging

Discover safety tips that help to make walking and riding transit easier and more comfortable.

Register at bit.ly/MayTransitSafetyClass

May 30



10:00 AM –
1:30 PM

Transit Outing
Meet at 4th /
Santa Monica Big
Blue Bus Station

Learn more about using transit and walking in Santa Monica by joining us for the Active Aging Transit Outing to Ballona Creek Park.

Register at bit.ly/MayTransitOuting

June 3



9:00 AM –
12:00 PM

**Active Aging
Older Adults
Mobility Expo**
Clover Park

Join the Active Aging Older Adults Mobility Expo to learn and try out resources, programs, and technologies that can help senior residents in and near Santa Monica travel around the region without a personal vehicle.

Register at bit.ly/ActiveAgingMobilityExpo



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FREE!

Mobility Expo



FREE REFRESHMENTS!*



Come learn about resources and programs to help you move around Santa Monica and the Los Angeles region, test a variety of bikes and other mobility devices, and enjoy fun activities!

JUNE 3

**9:00 AM –
12:00 PM**

Register to attend and receive updates:
bit.ly/ActiveAgingMobilityExpo






Clover Park
2600 Ocean Park Blvd

(213) 257-8600
santamonicaactiveaging@altago.com
santamonica.gov/programs/active-aging

*While supplies last.



B-4: HANDOUT TEMPLATE



June 22th, 2023

Thank you for joining us for the Active Aging Transit Outing to the Getty Center! Make sure to get a bus pass and a post event survey from our program staff!

Time	Event
9:56 am	Take Expo rail line for 3 stops to Expo / Sepulveda rail station. Walk to Expo / Sepulveda bus station and take bus 761 for 9 stops to Sepulveda / Getty Ctr station. Walk to The Getty Tram Station and take the tram to The Getty Center.
11:30 am	Have lunch together at the Courtyard. Self-tour or group tours (see back) at the Getty Center.
2:20 pm	Meet at the Courtyard. Fill out post event survey.
2:40 pm	Take tram to the Getty Tram Station.
3:00 pm	Take bus 761 for 9 stops from Sepulveda / Getty Ctr station to Expo / Sepulveda bus station. Walk to Expo / Sepulveda rail station and take Expo line for 3 stops to 17th St / SMC Expo rail station.

Available tours at the Getty Center:

- **Architecture Tour (45 minutes): 12 pm, 1 pm**
Discover more about the architecture and the design of the Getty Center in this 45-minute tour. Arrive 15 minutes early to secure your spot at the Information Desk.
- **Garden Tour (45 minutes): 12 pm, 1 pm**
Designed and conceived by artist Robert Irwin, the Central Garden is the focus of this 45-minute tour. Arrive 15 minutes early to secure your spot at the Information Desk.
- **Exhibition Tour - Tim Walker: Wonderful Things (45 minutes): 1:30 pm**
Join a 45-minute tour exploring the fantastical worlds created by fashion photographer Tim Walker. Arrive 15 minutes early to secure your spot at the Information Desk.
- **Collection Tour (45 minutes): 12:30 pm, 1:30 pm**
Connect with treasured artworks in Getty's collection in this 45-minute tour. Arrive 15 minutes early to secure your spot at the Information Desk.

Please plan your tour accordingly and make sure to meet with the group at the **Courtyard by 2:20 pm.**

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