



**Staff Liaison**

Bridget Cooney, Recreation Supervisor  
(510) 559-7008  
bcooney@elcerrito.gov

This information can be interpreted for you free of charge. Visit City Hall at 10890 San Pablo Ave., El Cerrito, CA 94530 or learn more at [www.el-cerrito.org/LanguageAccess](http://www.el-cerrito.org/LanguageAccess)

Esta información se puede interpretar gratuitamente. Visite el Ayuntamiento en 10890 San Pablo Ave., El Cerrito, CA 94530 o obtenga más información en [www.el-cerrito.org/LanguageAccess](http://www.el-cerrito.org/LanguageAccess)

这些信息可免费为您解释。请访问位于 10890 San Pablo Ave., El Cerrito, CA 94530 的市政厅。或访问 [www.el-cerrito.org/LanguageAccess](http://www.el-cerrito.org/LanguageAccess) 了解更多信息

---

## AGENDA

### SPECIAL MEETING OF THE COMMITTEE ON AGING

**WEDNESDAY, MARCH 18, 2026, at 3:00 p.m.**

Hana Gardens  
10870 San Pablo Ave  
El Cerrito, CA 94530

#### **3 p.m. CONVENE SPECIAL MEETING**

- 1. ROLL CALL** – Chair Dr. Pansy Kwong; Vice-Chair Mark Watson; Members Buddy Akacic, Linda Cain, Carol Kehoe, Steve Lipson, Lisa Martinengo, Elisa Montemayor, Melissa Newton, Pamela Wagner, Bruce Yow
- 2. ORAL COMMUNICATIONS FROM THE PUBLIC** (5 min)  
*Remarks are typically limited to three minutes per person and are limited to items on the special meeting agenda only. Remarks on agenda items will be heard at the time the item is discussed.*
- 3. COUNCIL / STAFF LIAISON ANNOUNCEMENTS AND REPORTS** (5 min)  
Staff and/or Council Liaison may report on policies, priorities, and action taken by the City Council, and/or matters of general interest to the Committee on Aging.
- 4. APPROVAL OF THE MINUTES** (5 min)  
Consider a motion adopting the minutes of the COA meeting held on February 19, 2026.
- 5. COMMITTEE ON AGING MEMBERS PUBLICITY SURVEY FINDINGS DISCUSSION** (15 min)  
Review survey results; discuss and consider a motion to distribute the survey to a broader sample of seniors living in El Cerrito to be used to inform potential Work Plan goals.
- 6. COMMITTEE ON AGING LIAISON REPORTS** (15 min)  
Liaisons for the Advisory Council on Aging, California Senior Legislature, West County Senior Coalition, Christ Lutheran and St. John's one-day per week Senior Centers will

report on matters of interest to the Committee on Aging. Reports are limited to three minutes per group.

**7. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS (10 min)**

Hear committee member announcements and suggestions for future COA agenda items.

- Next COA meeting will be held Wednesday, April 16, 2026, at City Hall.
- Annual Reorganization of the COA (April)
- COA Work Plan Discussion (ongoing)
- COA Publicity Survey discussion (April)

**8. ADJOURNMENT**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison Cooney, (510) 559-7008. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).

Any writings or documents provided to a majority of the members regarding any item on this agenda will be made available for public inspection at City Hall, 10890 San Pablo Ave during normal business hours.



## **AGENDA MATERIALS**

### **SPECIAL COMMITTEE ON AGING MEETING WEDNESDAY, MARCH 18, 2026, at 3 p.m.**

#### **AGENDA ITEM 4 – APPROVAL OF MINUTES**

Draft Meeting Minutes – February 19, 2026

#### **AGENDA ITEM 5 – COMMITTEE ON AGING MEMBERS PUBLICITY SURVEY FINDINGS DISCUSSION**

Survey results from the Publicity Survey distributed to COA members.

#### **AGENDA ITEM 6 – BIENNIAL WORK PLAN FY 2025-2026 & FY 2026-27 DISCUSSION**

Review, discuss and consider a motion to update COA Work Plan goals, proposed activities, and accomplishments.



**RECREATION  
DEPARTMENT**

**Staff Liaison**

Bridget Cooney | (510) 559-7008  
bcooney@elcerrito.gov

**DRAFT MINUTES**

**SPECIAL MEETING OF THE  
COMMITTEE ON AGING**

**Wednesday, February 18, 2026, at 3:00 p.m.**

Hana Gardens  
10870 San Pablo Ave, El Cerrito

**This Meeting Place is Wheelchair Accessible**

---

**3:00 p.m. CONVENE REGULAR MEETING** Chair Dr. Kwong called the meeting to order at 3:00 p.m.

- 1. ROLL CALL – Present:** Chair Dr. Pansy Kwong; Vice-Chair Mark Watson; Members Linda Cain (arrived at 3:05 p.m.), Carol Kehoe (arrived at 3:08 p.m.), Steve Lipson (left at 4:05 p.m.), Melissa Newton, Pamela Wagner, Bruce Yow (left at 4:20 p.m.)  
**Absent:** Member Buddy Akacic, Lisa Martinengo, Elisa Montemayor  
**Also present:** Bridget Cooney, Staff Liaison, Mark Deleon, Recreation Coordinator (arrived at 4:10 p.m.), and Gabe Quinto, Council Liaison
- 2. ORAL COMMUNICATIONS FROM THE PUBLIC** - None
- 3. COUNCIL / STAFF LIAISON ANNOUNCEMENTS AND REPORTS**  
Council Liaison Mayor Quinto provided the committee with an update on a special City Council meeting scheduled for Thursday, February 19, 2026, at 9 a.m.  
  
Staff Liaison Cooney provided an update on funding for Café Costa Senior Nutrition Program.  
  
Staff Liaison Cooney shared information on upcoming presentations and events at the Community Center.
- 4. APPROVAL OF THE MINUTES**  
Members discussed the content of the document to be approved.  
  
**Moved/Second:** Member Wagner / Member Kehoe  
**Action:** Adopted the minutes from January 21, 2026, meeting, with edits.  
**Ayes: 8** – Chair Dr. Kwong, Vice Chair, Watson, Members Cain, Kehoe, Lipson, Newton, Wagner, Yow  
**Nos: 0**  
**Abstention: 0**  
**Motion Passed**
- 5. COMMITTEE MEMBER APPOINTMENT**  
Chair Dr. Kwong announced the appointment of Melissa Newton to the COA by City Council on January 20, 2026, and welcomed her to the committee.
- 6. REVIEW OF RESOLUTION 3559 – COMMITTEE ON AGING (COA) ROLES**

## **AND RESPONSIBILITIES**

Committee members reviewed and discussed Resolution 3559. Discussion included ways to better align Work Plan goals within the parameters of the resolution.

Member Cain proposed that the COA discuss potential recommendations to send to the City Council to update to the resolution. No action was taken on this recommendation.

### **7. FY 2025-2026 WORK PLAN ACCOMPLISHMENTS REVIEW & GOAL SETTING DISCUSSION**

COA Members reviewed and discussed Work Plan accomplishments from July to December 2025. COA members proposed edits to the COA Biennial Work Plan Goals for 2026 including drafting a goal to increase awareness of programs and services available to seniors in El Cerrito through publicity, as well as a goal to identify missing or faded street signs in identified neighborhoods in El Cerrito. Discussion will continue at a future meeting. No action was taken.

### **8. COMMITTEE ON AGING LIAISON REPORTS**

**Advisory Council on Aging (ACOA)** – Member Kehoe reported attendance at the February 18, 2026, meeting.

- Member Kehoe reported on a presentation given by Dr. Colfax.
- Member Kehoe reported funding cuts to various senior programs and services in Contra Costa County including In Home Support Services (IHSS), Medical, Medicare, SNAP and Meals on Wheels.
- Member Kehoe announced the Richmond Commission on Aging Transportation Fair at the Richmond Auditorium on June 12, 2026.
- Member Kehoe announced Senior Advocacy Day in Sacramento is May 7, 2026.

**California Senior Legislature** – No report.

**West County Senior Coalition** – Member Kehoe reported the next meeting will be held on February 26, 2026.

**Christ Lutheran Senior Day Center** – Member Kehoe reported on upcoming presentations and events.

**St. John's Senior Day Center** – No Report.

### **9. ANNOUNCEMENTS FROM THE COMMITTEE – None**

### **10. Future Agenda Items**

- Next special COA meeting is Wednesday, March 18, 2026, at Hana Gardens.
- Continued COA 2025-26 Biennial Work Plan goal setting discussion and possible action (ongoing)
- Reorganization of the Committee on Aging Advisory Body (April)

11. **ADJOURNMENT** Chair Dr. Kwong adjourned the meeting at 4:46 p.m.

This is to certify that the foregoing is a true and correct copy of the minutes of the regular Committee on Aging meeting of February 18, 2026, as approved by the Committee on Aging.

---

Chair, Dr. Pansy Kwong

---

Staff Liaison, Bridget Cooney

# Committee on Aging - Publicity Survey - How to reach El Cerrito Seniors?

Mar 13, 2026

Hello! The El Cerrito Committee on Aging is working on improving how city-sponsored events and services for El Cerrito Seniors are publicized. Please share your knowledge so that we can compile all the best ways and places to promote our events. Thank you!

\* Required

1. How do you think Seniors currently hear about available services and event? Please check all apply. \*

- bulletin boards at places of interest
- fliers / handouts at places of interest
- email newsletters
- social media
- word of mouth from family, friends, or neighbors
- email listserv (e.g. a group with emails sent to everyone subscribed)
- announcements made at events / classes
- websites
- printed rEC guide/brochure
- Other

2. What do you think is the MAIN way that most seniors hear about services / classes / events? \*

3. Please rank each social media site in order from MOST USED (#1) to LEAST USED (#6) by El Cerrito Seniors \*

4. Are there specific message boards or groups that are used on social media? Please list the site and the group, e.g. "Facebook group, Being Neighborly: El Cerrito, Richmond, Kensington, and Albany, California" \*

5. Please list 5 local BUSINESSES where Seniors congregate (e.g. Well Grounded Coffee Shop, Fat Apples, etc): \*

6. Please list 5 local RECREATION AREAS where Seniors spend time (e.g. Cerrito Vista Park, El Cerrito Swim Center, El Cerrito Community Center, etc): \*

7. Are there existing printed newsletters or magazines that Seniors use which have community event advertising? Which ones? \*

8. Are there any senior residential communities with a public desk or bulletin board? Which ones? \*

9. Where else do you think it would be good to publicize events and services? \*

10. Any other thoughts or suggestions for developing plan to improve publicity for senior programs, services and events? \*

---

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Id	Completion time	How do you think Seniors currently hear about available services and event? Please check all apply.	What do you think is the MAIN way that most seniors hear about services / classes / events?	Please rank each social media site in order from MOST USED (#1) to LEAST USED (#6) by El Cerrito Seniors	Are there specific message boards or groups that are used on social media? Please list the site and the group, e.g. "Facebook group, Being Neighborly: El Cerrito, Richmond, Kensington, and Albany, Ca	Please list 5 local BUSINESSES where Seniors congregate (e.g. Well Grounded Coffee Shop, Fat Apples, etc):	Please list 5 local RECREATION AREAS where Seniors spend time (e.g. Cerrito Vista Park, El Cerrito Swim Center, El Cerrito Community Center, etc):	Are there existing printed newsletters or magazines that Seniors use which have community event advertising? Which ones?	Are there any senior residential communities with a public desk or bulletin board? Which ones?	Where else do you think it would be good to publicize events and services?	Any other thoughts or suggestions for developing plan to improve publicity for senior programs, services and events?
1	3/10/2026 18:25	word of mouth from family, friends, or neighbors	Word of mouth and periodic bulletins	facebook;youtube;nextdoor;instagram;reddit;AARP NOW app;	I don't know	Natural grocery, Ranch 99, Safeway, Trader Joe's, fat apples	El Cerrito Community Center, El Cerrito library, Christ Lutheran Church, St. John's Church, Cerrito Vista Park	No	No	Don't know	None
2	3/10/2026 19:10	printed rEC guide/brochure	Word of mouth	facebook;nextdoor;AARP NOW app;youtube;instagram;reddit;	The little hill (instagram), facebook: el cerrito neighbors 94530, el cerrito trail trekkers, I just want to get rid of this NOW El cerrito 94530	Fat apples, Solano avenue: Peet's solano ave and other stores, Church congregations, Berkeley: Ashkenaz,Saul's	All of the above plus Olohne park	Not sure	Not sure maybe El Cerrito Royale, Belmont village (albany)	Different social media venues plus bulleting boards	Build partnerships with organizations that seniors and families already trust. Examples: Hospitals and primary care clinics Churches and faith communities Pharmacies and senior centers Physical
3	3/10/2026 21:38	word of mouth from family, friends, or neighbors	Friends or an event they are interested in	facebook;nextdoor;youtube;instagram;AARP NOW app;reddit;	N/A	Not sure of any; Richmond Senior Center Cafe Costa, Natural Grocery,, Safeway coffee, Trader Joe, Starbucks	Community Center, Royale, Cafe Costa, Board games, library, rycle center, COA meeting	None	None	Library, Giovanni's	Nope
4	3/11/2026 6:35	word of mouth from family, friends, or neighbors	From Recreation Department	reddit;instagram;AARP NOW app;facebook;youtube;nextdoor;	No			No	No	No	No
5	3/13/2026 10:59	bulletin boards at places of interest;flyers / handouts at places of interest;email newsletters;printed rEC guide/brochure;email listserv (e.g. a group with emails sent to everyone subscribed);word of mouth from family, friends, or neighbors;social media	flyers and bulletin boards at Comm Ctr and other places of interest, though Im not sure what those are	nextdoor;facebook;youtube;instagram;AARP NOW app;reddit	I have no idea	No one congregates any more, is my guess. Maybe FatApples is the only place left? Maybe H&K cafe?	Comm Center for sure. Can we count the 2 County senior spaces at the churches?	Don't think so...At least not on a local level.	Not sure, but can check Eskaton, EC Royale	Have to reflect on this further when I can devote some time	see previous answer
6	3/13/2026 11:44	bulletin boards at places of interest;flyers / handouts at places of interest;email newsletters;social media;word of mouth from family, friends, or neighbors;email listserv (e.g. a group with emails sent to everyone subscribed);announcements made at events / classes ;websites;printed rEC guide/brochure	I have no idea	instagram;reddit;nextdoor;youtube;facebook;AARP NOW app	I don't know	Libraries, senior centers	I don't know	Over 60s Bulletin	I I don't know know	I don't know	Not at this time
7	3/13/2026 12:08	printed rEC guide/brochure;announcements made at events / classes ;word of mouth from family, friends, or neighbors	rec guide	facebook;nextdoor;AARP NOW app;youtube;instagram;reddit	I do not have knowledge to answer this	Fat Apples , Well Grounded, El Cerrito Natural Grocery Annex	Community Center, Bruce King Dog Park,	EC Rec Guide	Don't know of any	Doctor/Dental Offices who serve seniors, distribute flyers and guides at parks and mini senior centers le st Johns and at the other church on Ashbury.	This survey is a good first step. Continue to solicit feed back from Seniors at various venues le Senior Centers
8	3/13/2026 12:21	word of mouth from family, friends, or neighbors;bulletin boards at places of interest;websites;announcements made at events / classes ;social media;flyers / handouts at places of interest	word of mouth	nextdoor;facebook;instagram;youtube;AARP NOW app;reddit	Facebook group for El Cerrito	natural grocery, Safeway, Lucky's, Trader Joe's, Well Grounded Coffee Shop	El Cerrito Community Center, Cerrito Vista Park, Public library, Christ Lutheran Church, St. John's Church	Quarterly one from city	don't know	don't know	none



## BIENNIAL WORK PLAN FISCAL YEAR 2025-2026 – 2026-2027

### COMMITTEE ON AGING

Chair **Dr. Pansy Kwong**; Vice-Chair **Mark Watson**; Members **Buddy Akacic, Linda Cain, Carol Kehoe, Steve Lipson, Lisa Martinengo, Elisa Montemayor, Melissa Newton, Pamela Wagner, Bruce Yow**

#### Staff Liaison

Bridget Cooney | 510-559-7008  
bcooney@ci.el-cerrito.ca.us  
Recreation

#### [Pursuant to Resolution 2024-16](#)

---

**MISSION STATEMENT:** The El Cerrito Committee on Aging was formed by City Council Resolution 3559 in June 1973 to advise the Council about the needs of older and/or disabled adult residents. The Committee on Aging addresses immediate concerns and issues concerning senior residents and adults with disabilities and addresses and supports the improvement of their quality of life. When appropriate, recommendations for action are made to the City Council.

The primary duties and purposes for which the Committee on Aging was established are as follows:

- To identify and establish regular communication with El Cerrito's older and/or disabled adults.
- To document needs of older and/or disabled adults living in El Cerrito and identify resources and benefits available from all agencies.
- To develop plans for programs that utilize the resource of talents among El Cerrito's older and/or disabled adults through volunteer opportunities for inclusion in the General Plan and other plans and programs as may be developed.
- To review and evaluate existing and proposed programs within their responsibility and make recommendations to the Council on City action and funding.
- To serve as liaisons with other interested and concerned groups.

**HISTORICAL BACKGROUND:** The members of the Committee on Aging are appointed by the City Council upon recommendation by the Committee. Membership is open to all interested adult residents of El Cerrito. Anyone wishing to join the Committee is encouraged to attend meetings so that they may become familiar with the members and activities of the Committee before making their decision to join.

The Committee's regular meeting date is the third Wednesday of the month. The meetings start at 3 p.m. The Committee meets at the El Cerrito City Hall, Council Chambers, 10890 San Pablo Ave. The public is invited to attend the meetings. The Chairperson and Vice-Chairperson are elected annually. The Committee on Aging does not meet in July, August, and December.

**FISCAL YEAR 2025 - 2026**

*Items listed in priority order.*

Goal or Objective	Proposed Activities	Funding and Other Resources Requested	Estimated Staff Time Needed	Timeline For Completion
<p>Advocate for improved safety and comfort for seniors in public spaces in El Cerrito.</p> <p><b>Strategic Plan Goal: Community Safety, Livability and Belonging.</b></p>	<p><b>2025:</b> Conduct Park Assessments using the Age-Friendly Park Evaluation Checklist. Identify trip hazards, insufficient seating, poor signage, and other issues.</p> <p>COA members will visit City parks to evaluate features impacting senior safety and comfort including:</p> <ul style="list-style-type: none"> <li>• Trip hazards (e.g., uneven pavement, raised sidewalks)</li> <li>• Signage visibility</li> <li>• Handrail placement</li> <li>• Availability and condition of seating, drinking fountains and restrooms.</li> </ul> <p>Compile findings and submit recommendations to the Parks &amp; Recreation Commission and City Council.</p> <p><b>2026:</b> Identify missing and faded street signs in identified neighborhoods. Compile findings and submit recommendations to the City Council.</p>	<p>None</p>	<p>5-6 hours</p>	<p>Summer 2025 – COA members conduct park evaluations.</p> <p>September 2025 – COA members report findings to committee and consider a motion to submit a recommendation to City Council and the Parks and Rec Commission.</p> <p>January 20, 2026 – Recommendation on City Council Agenda for Consideration.</p> <p>Ongoing - Continue checking in with City staff for updates on identified areas.</p>

**FISCAL YEAR 2026 - 2027**

*Items listed in priority order.*

Goal or Objective	Proposed Activities	Funding and Other Resources Requested	Estimated Staff Time Needed	Timeline For Completion
<p>Increase awareness of local programs and services for seniors and disabled adults.</p> <p>Advocate and support educational opportunities for older adults in El Cerrito.</p> <p>In partnership with the Area Agency on Aging, the Advisory Council on Aging, the West County Senior Coalition, City and County leaders, and the County Public Health Department, work to increase awareness of programs and resources available to older adults in El Cerrito and Contra Costa County.</p> <p><b>Strategic Plan Goal: Livability and belonging.</b></p>	<p>2026: Discuss and establish a plan of action to improve publicity and distribution of information regarding programs, services and special events to seniors.</p> <p>Compile and maintain an updated list of El Cerrito, Contra Costa County and Alameda County organizations that offer free or low-cost services to seniors and disabled adults living in El Cerrito.</p> <p>Prepare Senior Resource information for print and distribution on the city website.</p> <p>Distribute list and share information with seniors living in El Cerrito through on-going identified outreach and information sharing channels, including sharing information about senior programs, services, events, and resources.</p>	<p>Print materials for distribution.</p>	<p>15-30 hours</p>	<p>February 2026 – motion passed to send a survey to COA members to gather information current ways programs, services and events are publicized.</p>

	Partner with the City Recreation Department, El Cerrito one-day per week senior centers at St. John's, Christ Lutheran, and Sakura Kai, as well as Senior Living Facilities including Eskaton Hazel Shirley Manor, El Cerrito Royale, and Hana Gardens Apartments.			
Continue supporting age-friendly initiatives through ongoing projects.	See ongoing projects listed below.			Ongoing

### ONGOING PROJECTS

Project	Activities	Funding and Other Resources Requested	Estimated Staff Time Needed
Promote awareness of programs, services, and volunteer opportunities that benefit seniors and disabled adults in El Cerrito.  <b>Strategic Plan Goal: Livability and Belonging Community Safety Environmental Sustainability</b>	<ul style="list-style-type: none"> <li>• Recommend speakers/vendors for Senior Presentations and Senior Resource Fair.</li> <li>• Promote via flyers, postings, and direct invitation/outreach.</li> <li>• Volunteer at events at Christ Lutheran, St. John's, Sakura Kai Senior Centers, and the City of El Cerrito Adult Programs &amp; Senior Services.</li> <li>• Raise awareness of senior programs, services, and volunteer opportunities in El Cerrito.</li> </ul>	<ul style="list-style-type: none"> <li>• Printed marketing materials (flyers/posters, tape, paper, etc.)</li> <li>• Promotional giveaways with the city logo for volunteers and attendees</li> <li>• Refreshments for volunteers and attendees</li> </ul>	25-30hours
Recognize and celebrate Centenarians in the Community. (Quarterly)  <b>Strategic Plan Goal: Livability and Belonging</b>	<ul style="list-style-type: none"> <li>• Identify residents turning one hundred or older through community networks (senior centers, local contacts, word of mouth, etc.)</li> <li>• Submit names, birth dates, and contact info to staff liaison to initiate Mayoral Certificate process.</li> </ul>	<ul style="list-style-type: none"> <li>• None requested.</li> </ul>	2-4 hours

	<ul style="list-style-type: none"> <li>• Verify residency and age quarterly and share updates with staff liaison.</li> </ul>		
<p>Improve accessibility and inclusions in City facilities and programs for seniors and people with disabilities.</p> <p><b>Strategic Plan Goal: Community Safety, Livability and Belonging</b></p>	<ul style="list-style-type: none"> <li>• Engage seniors and disabled residents to identify accessibility barriers in public spaces and services (e.g., parks, sidewalks, signage, entrances).</li> <li>• Document feedback and suggestions based on real-world use and accessibility observations.</li> <li>• Share compiled input with staff liaison to support City planning and improvement efforts.</li> <li>• Submit formal recommendations to the City Council when appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• None requested</li> </ul>	2-4 hours

Workplan adopted on June 18, 2025, by the following vote:

**Moved/Second:** Vice Chair Watson / Member Wagner

**Ayes:** Members Akacic, Cain, Cesa, Kehoe, Dr. Kwong, Lipson, Martinengo, Wagner, Watson, Yow

**Noes:** None

**Absent:** None



**SUPPLEMENTAL AGENDA MATERIALS**

**SPECIAL COMMITTEE ON AGING MEETING  
WEDNESDAY, MARCH 18, 2026, at 3 p.m.**

**AGENDA ITEM 2 – ORAL COMMUNICATIONS FROM THE PUBLIC**

1. Public Comments received by 9:00 a.m. on March 18, 2026.

**AGENDA ITEM 5 – COMMITTEE ON AGING MEMBER PUBLICITY SURVEY FINDINGS**

1. Survey results received by 9:00 a.m. on March 18, 2026



**SUPPLEMENTAL AGENDA MATERIALS  
PUBLIC COMMENT INDEX**

**SPECIAL COMMITTEE ON AGING MEETING  
WEDNESDAY, MARCH 18, 2026, at 3 p.m.**

The following Public Comments were received by 9:00 a.m., 3/18/2026, were provided directly to the Committee on Aging members in advance of the meeting, and were posted online as supplemental materials at:

<https://www.elcerrito.gov/Archive.aspx?ADID=8180>

**AGENDA ITEM 2 – ORAL COMMUNICATIONS FROM THE PUBLIC**

1. Ira Sharenow

**AGENDA ITEM 5 – COMMITTEE ON AGING MEMBER PUBLICITY SURVEY  
FINDINGS**

1. Survey results received by 9:00 a.m. on March 18, 2026

**Bridget Cooney**

---

**From:** Ira Sharenow [REDACTED]  
**Sent:** Tuesday, March 17, 2026 9:42 AM  
**To:** Bridget Cooney  
**Cc:** [REDACTED] City Clerk  
**Subject:** Committee on Aging Public Comment Items Not on the Agenda

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Caution! This message was sent from outside your organization.

[Allow sender](#) | [Block sender](#)

I hope that the Committee on Aging and its members will look at the problems associated with the parcel tax proposal.

<https://www.livableelcerrito.org/post/new-senior-exemption-concerns>

Ira Sharenow  
El Cerrito, CA

Id	How do you think Seniors currently hear about available services and event? Please check all apply.	What do you think is the MAIN way that most seniors hear about services / classes / events?	Please rank each social media site in order from MOST USED (#1) to LEAST USED (#6) by El Cerrito Seniors	Are there specific message boards or groups that are used on social media? Please list the site and the group, e.g. "Facebook group, Being Neighborly: El Cerrito, Richmond, Kensington, and Albany, Ca	Please list 5 local BUSINESSES where Seniors congregate (e.g. Well Grounded Coffee Shop, Fat Apples, etc):	Please list 5 local RECREATION AREAS where Seniors spend time (e.g. Cerrito Vista Park, El Cerrito Swim Center, El Cerrito Community Center, etc):	Are there existing printed newsletters or magazines that Seniors use which have community event advertising? Which ones?	Are there any senior residential communities with a public desk or bulletin board? Which ones?	Where else do you think it would be good to publicize events and services?	Any other thoughts or suggestions for developing plan to improve publicity for senior programs, services and events?
1	word of mouth from family, friends, or neighbors	Word of mouth and periodic bulletins	1. facebook 2. youtube 3. nextdoor 4. instagram 5. reddit 6. AARP NOW app	I don't know	Natural grocery, Ranch 99, Safeway, Trader Joe's, fat apples	El Cerrito Community Center, El Cerrito library, Christ Lutheran Church, St. John's Church, Cerrito Vista Park	No	No	Don't know	None
2	printed rEC guide/brochure	Word of mouth	1. facebook 2. nextdoor 3. AARP NOW app 4. youtube 5. instagram 6. reddit	The little hill (instagram), facebook: el cerrito neighborhood 94530, el cerrito trail trekkers, I just want to get rid of this NOW El cerrito 94530	Fat apples, Solano avenue: Peet's solano ave and other stores, Church congregations, Berkeley: Ashkenaz, Saul's	All of the above plus Olohne park	Not sure	Not sure maybe El Cerrito Royale, Belmont village (albany)	Different social media venues plus bulleting boards	Build partnerships with organizations that seniors and families already trust. Examples: Hospitals and primary care clinics Churches and faith communities Pharmacies and senior centers Physical therapy and home health agencies
3	word of mouth from family, friends, or neighbors	Friends or an event they are interested in	1. facebook 2. nextdoor 3. youtube 4. instagram 5. AARP NOW app 6. reddit	N/A	Not sure of any; Richmond Senior Center	Community Center, Royale,	None	None	Library, Giovanni's	Nope
4	word of mouth from family, friends, or neighbors	From Recreation Department	1. reddit 2. instagram 3. AARP NOW app 4. facebook 5. youtub 6. nextdoor	No	Cafe Costa, Natural Grocery,, Safeway coffee, Trader Joe, Starbucks	Cafe Costa, Board games, library, rycle center, COA meeting	No	No	No	No
5	bulletin boards at places of interest;fliers / handouts at places of interest;email newsletters;printed rEC guide/brochure;email listserv (e.g. a group with emails sent to everyone subscribed);word of mouth from family, friends, or neighbors;social media	fliers and bulletin boards at Comm Ctr and other places of interest, though Im not sure what those are	1. nextdoor 2. facebook 3. youtube 4. instagram 5. AARP NOW app 6. reddit	I have no idea	No one congregates any more, is my guess. Maybe FatApples is the only place left? Maybe H&K cafe?	Comm Center for sure. Can we count the 2 County senior spaces at the churches?	Don't think so...At least not on a local level.	Not sure, but can check Eskaton, EC Royale	Have to reflect on this further when I can devote some time	see previous answer
6	bulletin boards at places of interest;fliers / handouts at places of interest;email newsletters;social media;word of mouth from family, friends, or neighbors;email listserv (e.g. a group with emails sent to everyone subscribed);announcements made at events / classes ;websites;printed rEC guide/brochure	I have no idea	1. instagram 2. reddit 3. nextdoor 4. youtube 5. facebook 6. AARP NOW app	I don't know	Libraries, senior centers	I don't know	Over 60s Bulletin	I I don't know know	I don't know	Not at this time
7	printed rEC guide/brochure;announcements made at events / classes ;word of mouth from family, friends, or neighbors	rec guide	1. facebook 2. nextdoor 3. AARP NOW app 4. youtube 5. instagram 6. reddit	I do not have knowledge to answer this	Fat Apples , Well Grounded, El Cerrito Natural Grocery Annex	Community Center, Bruce King Dog Park,	EC Rec Guide	Don't know of any	I don't know service seniors, destitute fliers and guides at parks and and Dr offices, mini senior centers ie st Johns and at the other church on Ashbury.	This survey is a good first step. Continue to solicit feed back from Seniors at various venues ie Senior Centers
8	word of mouth from family, friends, or neighbors;bulletin boards at places of interest;websites;announcements made at events / classes ;social media;fliers / handouts at places of interest	word of mouth	1. nextdoor 2. facebook 3. instagram 4. youtube 5. AARP NOW app 6. reddit	Facebook group for El Cerrito	natural grocery, Safeway, Lucky's, Trader Joe's, Well Grounded Coffee Shop	El Cerrito Community Center, Cerrito Vista Park, Public library, Christ Lutheran Church, St. John's Church	Quarterly one from city	don't know	don't know	none
9	social media;bulletin boards at places of interest;email listserv (e.g. a group with emails sent to everyone subscribed)	TEST	1. instagram 2. youtube 3. facebook 4. nextdoor 5. AARP NOW app 6. reddit	TEST	TEST	TEST	TEST	TEST	TEST	TEST
####	bulletin boards at places of interest;fliers / handouts at places of interest;email newsletters;word of mouth from family, friends, or neighbors;announcements made at events / classes ;printed rEC guide/brochure	Word of mouth or continuing to attend a class/event on a weekly basis	1. nextdoor 2. youtube 3. facebook 4. instagram 5. AARP NOW app 6. reddit	Most are not on social media. A few seem to use Next Door (El Cerrito Del Norte) for local info/discussion.	Not congregate -- "Shop/dine at" Fat Apple, the Annex -- If they plan to meet or see someone they know.	I only see people "spending time" at Christ Lutheran, St. John's & EC Community Center (in that order).	Maybe East Bay Times. Maybe East Bay Express (?)	EC Royale is a senior res. community - has a newsletter of THEIR activities. You can't just walk in!	Talk to people you know or meet about events. I pinned senior center fliers on corner of my fence!	Revive COA newsletter, ask local stores to display it. Email, only to people you know. NOT social media.
####	bulletin boards at places of interest;social media;word of mouth from family, friends, or neighbors;printed rEC guide/brochure;fliers / handouts at places of interest;email newsletters;email listserv (e.g. a group with emails sent to everyone subscribed);announcements made at events / classes ;websites	facebook	1. facebook 2. nextdoor 3. youtube 4. AARP NOW app 5. instagram 6. reddit	1) Facebook group, 'Being Neighborly: El Cerrito, Richmond, Kensington, and Albany'. 2) Facebook, 'El Cerrito Historical Society'. 3) Facebook, 'Growing Up In The Bay Area'.	1) Fat Apple Restaurant; 2) El Cerrito Natural Grocery Store; 3) Yao-ya San Market; 4) Wen Wu School Tai Chi; 5) The Turnabout Thrift Shop	1) El Cerrito Swim Center; 2) Cerrito Vista Tennis Courts; Can't think of more :(	I don't know of any :(	I don't know of any :(	KCSM 91.1 public radio jazz channel; Giovanni's Produce & Grocery; El Cerrito Trail Trekkers; Good Stuff Thrift Shop; Rialto Theater; maybe REI for the active folks; maybe we could flier or word-of-mouth at Meals on Wheels or Food Bank distribution sites?; maybe the Mount Diablo Birder's Alliance (just looked this group up when looking at Trail Trekkers, not sure if there	I think highest impact would probably be in already established outlets like major newspapers