

CALIFORNIA
**SENIOR
 ALLIANCE**



State | Local | National

Goal #1: Housing for All Stages and Ages

The first steps, as outlined by the plan, are to identify ways to boost production of more housing options in a variety of communities and for a variety of needs, prioritize types of housing units that are not currently being produced - especially those needed by low-income individuals - and advance fair housing and equity through outreach, education, and prosecution of violations.

Goal #2: Health Reimagined

Goal two focuses on aiming to close the equity gap and increase life expectancy. California, a national leader in integrated value-based care (VBC), is leveraging initiatives like managed care to achieve positive health outcomes for older residents. Senior housing and care providers are beginning to address care costs and resident health outcomes through clinical VBC partnerships.



Newsom’s Master Plan for Aging

Governor Newsom’s Master Plan for Aging aims to build a more inclusive, age-friendly California by 2030, tackling housing, healthcare, inclusion, caregiving, and economic security for the growing senior population.

In response to the projected growth of California’s over-65 population, Governor Newsom issued an [executive order](#) calling for the creation of a [Master Plan for Aging](#) (MPA). Released on January 6, 2021 the MPA aims to transform California into an age-friendly state by 2030, emphasizing the health, well-being, and equity of older Californians. The MPA outlines five goals and twenty-three strategies, addressing housing, health, inclusion,



Goal #3: Inclusion and Equity, Not Isolation

The MPA strives for lifelong opportunities, protection from isolation, and increased life satisfaction under goal three. The state has invested in broadband infrastructure, iPads for older adults, and expanded volunteer programs to combat social isolation and promote engagement among older Californians.

Goal #4: Caregiving that Works

The MPA fourth goal anticipates the increased demand for caregiving jobs. The plan sets a target of one million high quality caregiving jobs, recognizing the importance of supporting those who care for aging loved ones.

Goal #5: Affording Aging

Goal five addresses economic security, focusing on housing health, and personal care costs to ensure financial well-being for seniors. The strategies laid out to pursue this goal include ending adult homelessness, protecting older Americans from poverty and hunger, and providing income security as Californians age by expanding employment opportunities and reducing housing and health costs.

caregiving, and economic security. These objectives have been supported by over 130 initiatives, with a commitment from 10 cabinet agencies to launch the MPA into action.

Looking to the Future

California is making strides in various areas. The state health department revised its pandemic triage rules to avoid prioritizing younger people with Covid-19 over older ones. Governor Newsom’s 2021-2022 budget allocated funds for the MPA, including \$5 million for leadership and operations, \$15 million for Alzheimer’s research, and \$17.5 million for senior nutrition. The State Legislature’s passage of “age and disability-friendly” bills and allocation of funds for affordable housing programs demonstrate ongoing dedication to the MPA’s success.

Governor Newsom’s prioritization of the Master Plan for Aging reflects a commitment to creating a California for All Ages by 2030. The quarterly meetings, annual reports, and data tracking mechanisms reinforce the state’s accountability and determination to build a future that is inclusive, equitable, and supportive of its aging population. Despite challenges, California’s commitment to the MPA is evident. Some areas may be falling behind, but with continued effort, these goals are within reach.

