



TOWN OF LOS GATOS
COMMUNITY HEALTH AND SENIOR
SERVICES COMMISSION AGENDA REPORT

MEETING DATE: 04/24/2025

ITEM NO: 3

DATE: April 16, 2025
TO: Community Health and Senior Services Commission
FROM: Leif Christiansen, Senior Service Coordinator
SUBJECT: Receive an Update on Outreach and Engagement

RECOMMENDATION:

Receive an update on outreach and engagement.

REMARKS:

Over the past month, staff began the process of evaluating progress on the Roadmap goals and identifying action items that can be taken. In the early review, it is apparent there are immediate opportunities regarding Goal 2 Communications and Engagement.

An essential community outreach component has been the CHSSC, LGS Rec 55 Plus Program, and local service-providers hosting/attending events like the May 17, Los Gatos 55+ Resource Fair, in addition to regular programs, events and activities. These efforts have increased the number of residents aware of available services and opportunities to get involved.

Staff has been meeting with local service-providers and other government agencies like the County Department of Adult and Aging Services to strengthen and expand local partnerships. The Town will continue discussing with the County ideas on how to more effectively engage lower-income older adults, and harder to reach populations. Through these meetings, staff will assess any gaps and next steps.

Upon preliminary review, the following areas may have opportunities for improved engagement:

- Engaging with local senior housing communities more regularly to share information about services
- Working with service-providers like Live Oak and LGS 55 Plus Program to enhance promotion of services
- Having in-person engagement at existing gatherings, such as Live Oak Nutrition lunches, to directly share information with seniors
- Ensuring resource guide information is included in future surveys

PREPARED BY: Leif Christiansen
Senior Service Coordinator

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SUBJECT: Receive an Update on the Community Outreach Process and Potential Next Steps

DATE: April 24, 2025

Part of the ongoing discussion on how to effectively engage the community involves being strategic about staff capacity, and how the CHSSC and other stakeholders can continue to support the process. Staff will continue to look at short- and long-term steps we can take to grow community outreach efforts to the older adults.